

Glossary

1. **Market dynamics** are the those factors which are constantly dynamic like interest rate, investment sentiment, supply of capital
2. **Growth potential** is the potential of the product brand to grow and has high growth prospects for the brand
3. **Risk profile** of the brand, its vulnerability and the other facilitating and inhibiting factors affecting the product brand
4. **Share value** of the brand keeps changing with the change in market indicators like the stock price, price/earning multiplier and market capitalization.
5. **Customer life time value** is the a prediction of the profitability with a customer in the future associations and relationships with the customer.