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Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

Research Paper (undergraduate) from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of applied sciences, Munich, language: English, abstract: Sony has a strong brand name and the company was successful with the Cassette, CD and MD Walkman in the 80s and 90s. However, the company missed the rapid development in the hard battled MP3 player market. In this study the Sony's portable audio devices were analyzed by using Boston Consulting Group approach and Product Life-Cycle. Sony arranges now gradual phasing out of DOGs like Cassette, CD and MD Walkman and has a new challenge by growing the STAR MP3 Walkman. A benchmark of a current Sony's MP3 player (Walkman NWZ-A818) to a competitor product (Apple's iPod Touch) was accomplished. The "4 P's" marketing mix method (Product, Price, Promotion and Place) was applied for the product comparison. Apple's iPod scores in modern design with touch screen and multi-functionality while Sony's Walkman convinces for excellent sound quality and high technical standards. Moreover the Sony's brand leverage strategy, in particular the brand extension strategy like category and line extension, was assessed. Despite of its strong brand name and high quality, Sony's Walkman is out of the market leader and outrider role due to some failures: too late entry to the MP3 player market, strong focus only on technical features and missing out to make the MP3 player a fashion article. In the future, Sony has to maximize the market share in this growth stage. A proposed portable audio device for the future could be an all-in-one device with multi-functionality for multimedia. "After a match is before a match" is a good slogan for the future. The winner is someone who has strength in speed, innovation and global impact. Sony should continue making innovation and expanding its demographic market as well as considering and fitting the customer needs.

Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies. Focusing on the 'how-to' and 'so what' of marketing research helps students understand the value of marketing research and how they can put marketing research into practice. There is a strong emphasis on how to use marketing research to make better management decisions. The unique feature set integrates data analysis, interpretation, application, and decision-making throughout the entire text. The text opens with a discussion of the role of marketing research, along with a breakdown of the marketing research process. The text then moves into a section discussing types of marketing research, including secondary resources, qualitative research, observation research, and survey research. Newer methods (e.g. using blogs or Twitter feeds as secondary resources and using online focus groups) are discussed as extensions of traditional methods such. The third section discusses sampling procedures, measurement methods, marketing scales, and questionnaires. Finally, a section on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers. Features of this text include: - Chapter Openers describe the results of a research study that

apply to the topics being presented in that chapter. These are taken from a variety of industries, with a greater emphasis on social media and the Internet. - A Global Concerns section appears in each chapter, helping prepare students to conduct market research on an international scale. This text emphasizes the presentation of research results and uses graphs, tables, and figures extensively. - A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter. - Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions. Multiple SPSS data sets and step-by-step instructions are available on the companion site to use with this feature. - Each Chapter Summary is tied to the chapter-opening Learning Objectives. - A Continuing Case Study follows a group of students through the research process. It shows potential trade-offs, difficulties and flaws that often occur during the implementation of research project. Accompanying case questions can be used for class discussion, in-class group work, or individual assignments. - End-of-Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts. These can be used as assignments to test students' understanding of marketing research results and how results can be applied to decision-making. - End-of-chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in-depth basis, and thus learn by doing.

This is an open access book. With the support of universities and the research of AEIC Academic Exchange Center, The 2nd International Conference on Economic Development and Business Culture (ICEDBC 2022) will be held in Dali from June 24th to 26th. Compared with previous conferences, it will discuss more in-depth economic independent innovation, open cooperation and innovative business culture under the background of the new development stage, new situation and new journey era. There will be a broad exchange environment. Well-known experts, scholars or entrepreneurs in the field will be invited to make keynote reports. Contributing authors are also very welcome to actively participate in the conference and build an academic exchange ceremony.

The digital transition of our economies is now entering a phase of broad and deep societal impact. While there is one overall transition, there are many different sectoral transformations, from health and legal services to tax reports and taxi rides, as well as a rising number of transversal trends and policy issues, from widespread precarious employment and privacy concerns to market monopoly and cybercrime. They all are fertile ground for researchers, as established laws and regulations, organizational structures, business models, value networks and workflow routines are contested and displaced by newer alternatives. This Research Handbook offers a rich and interdisciplinary synthesis of some of the current thinking on the digital transformations underway.

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. Contemporary Strategy Analysis, Text and Cases 8th Edition combines the text with an updated collection of 20 case studies. It is suitable for both MBA and advanced undergraduate students. Additional teaching resources are also available for instructors, including an instructor's manual, case teaching notes, test bank, teaching slides, case video clips and extra cases. All of these resources can be accessed via the companion website: www.contemporarystrategyanalysis.com

Scholarly Essay from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: -, The University of Surrey (School of Management), language: English, comment: Autoren: Markus B. Baum Marco Hackstein Marcel

Mehling, abstract: Assessment of why the Sony Walkman brand lost out to iPod in terms of its position and level of demand in the marketplace Companies studied: Apple and Sony by Markus B. Baum Marco Hackstein Marcel Mehling Abstract: The managing director of Sony, Japan has asked a report based upon an assessment of why his Sony Walkman brand lost out to iPod in terms of its position and level of demand in the marketplace. This analysis provides analysis such as SWOT and different position mapping or other techniques, which will lead to an understanding of the reasons the iPod product has remained strong over the past few years. The strategic implications will also be discussed as well as recommendations as to the future direction and improvement of Sony personal player products. Keywords: Sony, Apple, Ipod, Iphone, analysis, SWOT, position mapping, strategy, strategic implications, market analysis, macro environmental, PEST, market profile, key factors of success integrated system, repositioning strategy, marketing mix, promotion, product, price, place, 4P, survey, Porter's Generic Strategies,

With the shift of the global economic gravity toward emerging economies and the roaring economic growth of the past three decades in China, East Asian catching-up growth strategies have profound implications for latecomer economies. While there are many handbooks on entrepreneurship in general, there is no reference on East Asian entrepreneurship. This is the first of its kinds in the market. The volume provides a useful reference for those who want to know East Asian entrepreneurship and business systems. It also provides many excellent cases and illustrations on the growth of entrepreneurial firms and the rise of branded products in East Asia. Policy makers or scholars who are interested in entrepreneurship, small and medium sized enterprises, Asian business systems, international business, innovation and technology management, economic development, strategic management and East Asian studies would benefit from this volume. The volume contains two parts. The first part is the key concepts associate with entrepreneurship and East Asian firm growth and transformation. The second part presents cases of entrepreneurial firms and their founders in East Asia, including Japan, South Korea, Taiwan, Hong Kong and China. With the handbook, scholars, students and policy makers can grab some basic ideas how entrepreneurs and firms in East Asia compete and survive in the world market and understand why and how East Asia economies can emerge as one of the most dynamic regions in the world. Part I concepts: relating to Entrepreneurship: Guanxi Catching-up strategies Types of entrepreneurship Business System Strategic Management Leadership Part II cases cover variedly from manufacturing to services industries, and specifically including traditional and newly corporations ranging from toys, convenient stores, fast fashion, high-tech, to catering and service. Written by experts in their respective areas, Handbook of East Asia entrepreneurship is an excellent review of theories, policies and empirical evidences on important topics in Entrepreneurship in East Asian economic development. The book is both a superb teaching tool and a valuable handbook in development economics.

Issues in Biophysics and Geophysics Research and Application: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Biophysics and Geophysics Research and Application. The editors have built Issues in Biophysics and Geophysics Research and Application: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Biophysics and Geophysics Research and Application in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Biophysics and Geophysics Research and Application: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

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Document from the year 2017 in the subject Business economics - Operations Research, course: Strategic Management, language: English, abstract: Business organizations globally spend millions annually to invest in strategies that enhance the growth of business. Therefore, the capacity of an organization to report the value of expenditure is of paramount importance to sustain support and funding. Organizations must spend their financial resources on initiatives effectively and efficiently for them to be profitable. These initiatives, solutions or strategies must be evaluated to determine their value. This essay conducts a performance analysis of Sony Corporation and reviews reviewing responsibilities and duties of each employee and their qualifications required for the position the employee is holding at Sony Corporation. It further delivers a performance gap analysis and intervention strategies. The role and implications of culture are reviewed. and some final recommendations are made bases on an assessment of Sony Corporation.

This comprehensive Handbook provides a synthesis of current work and research in media management and economics. The volume has been developed around two primary objectives: assessing the state of knowledge for the key topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. Edited by three well-known and widely published scholars, the Handbook is the definitive source for study in media management and economics. Its chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. Each chapter offers the current state of theory and scholarship of a specific area of study, and the volume contributors--all well established in their areas of specialty--represent domestic and international scholarship. With its unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this growing arena of study. Standing alone as a thorough summary of existing theory and research, the Handbook of Media Management and Economics will serve to stimulate future thought and research in the media management and economics disciplines. As such, this volume will be a required reference for students, professors, and industry practitioners for years to come.

With today's communications industry experiencing major changes on an almost daily basis, media managers must have a clear understanding of the different delivery platforms, as well as a grasp of critical management, planning, and economic factors in order to stay current and move their organizations forward. Telecommunications Management helps current and future media professionals understand the relationship and convergence patterns between the broadcast, cable television, telephony, and Internet communication industries. Author Richard A. Gershon examines telecommunications industry structures and the management practices and business strategies affecting the delivery of information and entertainment services to consumers. He brings in specialists to present the finer points of management and planning responsibilities. Case studies from the International Radio and Television Society (IRTS) competition supplement the main text and offer an invaluable perspective on management issues. Developed for students in telecommunications management, electronic media management, and telecommunication economics, this volume also serves as a practical reference for the professional manager.

A modern theory of executive strategy for the information age The information revolution has radically transformed virtually every aspect of business today. Yet, no book has fully addressed its impact on strategic management-until now. In Executive Strategy: Strategic Management and Information Technology, Frederick Betz builds on his pioneering work concerning the management of technical innovation to explore the powerful relationship between traditional strategic management and today's computer and communications technologies. By adapting established strategy-related concepts and processes to the strategic management challenges faced by companies in the information age, this book offers readers the background they need to guide processes ranging

from the creation of strategic business models and the development of comprehensive planning scenarios to the strategic management of business diversification and the formulation of information strategy. Concepts are developed with a survey of the older business literature on strategy and the newer information strategy literature, and illustrated by a wealth of new technology and e-commerce-related case studies. The case studies, presented in the book and on its accompanying Web site (www.execstrat.com), are drawn from leading companies such as Apple Computer, Pixar, AOL Time Warner, and Amazon.com. From the Internet and e-commerce to the role of computer-aided tools such as inventory control and project management software, the world of information technology is filled with innovations that have crucial ramifications for the strategic management of every business. This book equips present and future engineering and business professionals with the road map they need to help steer the modern organization skillfully through the twists and turns of this new and exciting business landscape.

The combination of international privatization trends coupled with advancements in computer and communication technology have transformed the conduct of international business. The result has been a consolidation of players in all aspects of business, including banking, aviation, insurance, and mass media. This book discusses one such player -- the Transnational Media Corporation (TNMC). Long remembered as a time of rapid growth and expansion for international business, the decades of the '80s and '90s were a period characterized by major mergers and acquisitions. Good examples of this include Time Inc.'s 1989 merger with Warner Communication for \$11.2 billion and Walt Disney's 1996 purchase of Cap Cities/ABC for \$19.5 billion. According to the late Steven Ross, former co-chief executive officer of Time-Warner, "In order to succeed in business today, you must be in all the major markets of the world." TNMCs have indeed become salient features of today's global economic landscape. This volume asks the most basic of questions: What makes a global corporation global? And, to what extent do TNMCs affect the marketplace of ideas? This book, then, is intended for the business professional or student who is interested in understanding the business and operations of transnational media. Part I examines the regulatory and economic reasons prompting the formation of a TNMC. It seeks to explain why such companies engage in direct foreign investment and further considers how transnational operations affect the development of new media products in terms of cost, quality, and availability. The TNMC is unique among global corporations given the fact that its primary business is the creation of information and entertainment products. This book also examines the highly complex relationship between TNMCs and the host nations in which they operate. It further considers such specific issues as cultural trespass, transborder data flow, and the effects of transnational media on the marketplace of ideas. Part II of this volume provides a series of case study analyses of five leading TNMCs including Time-Warner Inc., Sony Inc., Bertelsmann AG, the Walt Disney Company, and News Corporation Ltd. Specific attention is given to the history, business philosophy, and economic performance of each of these companies.

The new edition of this popular book has been transformed into a hands-on textbook, focusing on the principles of wireless sensor networks (WSNs), their applications, their protocols and standards, and their analysis and test tools; a meticulous care has been accorded to the definitions and terminology. To make WSNs felt and seen, the adopted technologies as well as their manufacturers are presented in detail. In introductory computer networking books, chapters sequencing follows the bottom up or top down architecture of the seven layers protocol. This book starts some steps later, with chapters ordered based on a topic's significance to the elaboration of wireless sensor networks (WSNs) concepts and issues. With such a depth, this book is intended for a wide audience, it is meant to be a helper and motivator, for both the senior undergraduates, postgraduates, researchers, and practitioners; concepts and WSNs related applications are laid out, research and practical issues are backed by appropriate literature, and new trends are put under focus. For senior undergraduate students, it familiarizes readers with conceptual foundations, applications, and practical project implementations. For graduate students and researchers, transport layer protocols and cross-layering protocols are presented and testbeds and simulators provide a must follow emphasis on the analysis methods and tools for WSNs. For practitioners, besides applications and deployment, the manufacturers and components of WSNs at several platforms and testbeds are fully explored.

"Psi" is the term used by researchers for a variety of demonstrable but elusive psychic phenomena. This collection of essays provides a detailed survey of the evidence for psi at the level of scientific examination. Key features of apparent psi phenomena are reviewed, including precognition and remote perception (knowledge of future or distant events that cannot be inferred from present

information), presentiment (physiological responses to stimuli that have not yet occurred), the effects of human emotions on globally dispersed machines, the possible impact of local sidereal time on psi performance, and the familiar feeling of knowing who is calling on the phone. Special attention is given to those phenomena that make it difficult for scientists to get a clear understanding of psi. The body of psi research, while complex and frustrating, is shown to contain sufficiently compelling positive evidence to convince the rational open-minded observer that psi is real, and that one or more physical processes probably underlie observed psi phenomena.

This book contains extended and revised versions of selected papers from the Third International Congress on Sports Science Research and Technology Support, icSPORTS 2015, held in Lisbon, Portugal, in 2015. The 9 thoroughly revised and extended papers presented in this volume were carefully reviewed and selected from originally 93 submissions. The papers cover topics in the following main areas: signal processing and motor behavior; sports medicine and support technology; health, sports performance and support technology; and computer systems in sports.

This volume constitutes the refereed proceedings of the 7th International Conference on Smart Card Research and Advanced Applications, CARDIS 2006, held in Tarragona, Spain, in April 2006. The 25 revised full papers presented were carefully reviewed and updated for inclusion in this book. The papers are organized in topical sections on smart card applications, side channel attacks, smart card networking, cryptographic protocols, RFID security, and formal methods.

The bursting of the 'dotcom bubble' and the terrorist attacks of September 11, 2001, have brought into question received wisdom about strategy. This volume reviews the lessons to be learnt from these events, and proposes that, as a result, strategy in the twenty-first century will have to develop along new lines. Comprising a series of outstanding contributions by experts in the field, the collection focuses on changes that are occurring in how strategy is viewed, formulated and analysed, and looks forward to the future of strategic management. It discusses the emergence of new modes of thinking, new models, and new processes, and lays foundations on which strategy can build in future.

Cancer research is currently a vital field of study as it affects a wide range of the population either directly or indirectly. Breast and cervical cancer are two prevalent types that pose a threat to women's health and wellness. Due to this, further research on the importance of medical informatics within this field is necessary to ensure patients receive the best possible attention and care. The Research Anthology on Medical Informatics in Breast and Cervical Cancer provides current research and information on how medical informatics are utilized within the field of breast and cervical cancer and considers the best practices and challenges of its implementation. Covering key topics such as women's health, wellness, oncology, and patient care, this major reference work is ideal for medical professionals, nurses, oncologists, policymakers, researchers, academicians, scholars, practitioners, instructors, and students.

The volume includes a set of selected papers extended and revised from the International Conference on Teaching and Computational Science (WTCS 2009) held on December 19- 20, 2009, Shenzhen, China. WTCS 2009 best papers Volume 2 is to provide a forum for researchers, educators, engineers, and government officials involved in the general areas of Education, Psychology and Computer Science to disseminate their latest research results and exchange views on the future research directions of these fields. 128 high-quality papers are included in the volume. Each paper has been peer-reviewed by at least 2 program committee members and selected by the volume editor Prof. Wu. On behalf of the WTCS 2009, we would like to express our sincere appreciation to all of authors and referees for their efforts reviewing the papers. Hoping you can find lots of profound research ideas and results on the related fields of Education, Psychology and Computer Science.

Cardiovascular risk factors contribute to the development of cardiovascular disease from early life. It is thus crucial to implement preventive strategies addressing the burden of cardiovascular disease as early as possible. A multidisciplinary approach to the risk estimation and prevention of vascular events should be adopted at each level of health care, starting from the setting of perinatology. Recent decades have been marked with major advances in this field, with the emergence of a variety of new inflammatory and immune-mediated markers of heightened cardiovascular risk in particular. The current book reflects some of the emerging concepts in cardiovascular pathophysiology and the shifting paradigm of cardiovascular risk estimation. It comprehensively covers primary and secondary preventive measures targeted at different age and gender groups. Attention is paid to inflammatory and metabolic markers of vascular damage and to the assessment of vascular function by noninvasive standardized ultrasound techniques. This is a must-read book for all health

professionals and researchers tackling the issue of cardiovascular burden at individual and community level. It can also serve as a didactic source for postgraduate medical students.

Corporate social responsibility (CSR) is a topical issue in many countries. What are the drivers for the global spread of explicit CSR - practices that are demonstrated to the outside - even in countries where companies had addressed CSR implicitly? What catalyzes organizations to adopt CSR and how does their adoption influence other companies' likelihood to adopt CSR? This book approaches the recent world-wide adoption of CSR practices as part of the global spread of management concepts. The trend to adopt CSR is examined among Japanese companies, because they have rapidly adopted CSR practices in the last two decades. Existing empirical research on CSR in Japan that has focused mainly on anecdotal evidence on a small number of outstanding companies is extended by employing both qualitative and quantitative empirical research methods. Analyzing drivers for the adoption of CSR practices, organizational characteristics of adopting companies, and how increasing adoption influences the likelihood to adopt provides insights into how Japanese

institutions and stakeholders facilitated rapid CSR adoption and the process of CSR diffusion.

This far-reaching Research Handbook is a follow-up to Graeme B. Dinwoodie and Mark D. Janis's successful book *Trademark Law and Theory*. It examines reform of trademark law from a number of perspectives and across many jurisdictions, and contains insights from a stellar cast of trademark scholars.

Advances in Bionanotechnology Research and Application: 2013 Edition is a ScholarlyEditions™ book that delivers timely, authoritative, and comprehensive information about Biochips. The editors have built *Advances in Bionanotechnology Research and Application: 2013 Edition* on the vast information databases of ScholarlyNews.™ You can expect the information about Biochips in this book to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of *Advances in Bionanotechnology Research and Application: 2013 Edition* has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from

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