

## Analysis Of Sony Corporation Research And Markets

This book provides a comprehensive look at the features of KPM, including its emphasis on creativity and teamwork, its broader OC open value systemOCO as opposed to a OC closed technical systemOCO, its close links with corporate strategy and human resource development, and the support infrastructure needed for advancing KPM. Chapters cover both the theory and practice of KPM, citing cases of information and communications technology (ICT) and pharmaceutical companies, among others. KPM holds special relevance today as global competition is increasingly reducing the lifecycle of organizations. Managers will find in KPM not only a way to survive the shake-up, but also a framework of value creation for the next generation.

Managing Innovation: New Technology, New Products, and New Services in a Global Economy, 2nd Edition is devoted to providing a better understanding and better management of all of the causes and consequences of change that have technological implications in and around our global organizations. This text is a unique, original contribution and represents a significant alternative to the collection of chapters written by others. The second edition has new cases with a few classics from the first edition that have been retained in response to reader feedback. The key subjects that are included have been significantly updated and treated in greater depth. The number of chapters has been reduced from 12 to 10 so it is easy to adapt to almost any course or training on the subject in any discipline or to any audience. This exceptionally informative book provides a broad perspective on how technological change can be effectively managed in modern organizations. The text explains the conceptual frameworks supported by new and original case studies for start-up companies like Askmen.com, the complex challenges of managing international technology-based companies like NexPress (a joint venture of Kodak and Heidelberg) in the digital printing industry, and corporate sustainability using innovative new product technologies illustrated by the case of Evinrude's launch of the E-tec® outboard motor. John E. Ettl's three decades in the field of innovation as an instructor and researcher bring an exceptional perspective to this subject. His text is unique in its discussion of how technology has transformed the service sector. Few books on technology make the distinction between new offerings in manufacturing and the service sector which is emphasized in this text.

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.

As Industry 4.0 brings on a new bout of transformation and fundamental changes in various industries, the traditional manufacturing and production methods are falling to the wayside. Industrial processes must embrace modern technology and the most recent trends to keep up with the times. With "smart factories"; the automation of information and data; and the inclusion of IoT, AI technologies, robotics, and cloud computing comes new challenges to tackle. These changes are creating new threats in security, reliability, the regulations around legislation and standardization of technologies, malfunctioning devices or operational disruptions, and more. These effects span a variety of industries and need to be discussed. Research Anthology on Cross-Industry Challenges of Industry 4.0 explores the challenges that have risen as multidisciplinary industries adapt to the Fourth Industrial Revolution. With a shifting change in technology, operations, management, and business models, the impacts of Industry 4.0 and digital transformation will be long-lasting and will forever change the face of manufacturing and production. This book highlights a cross-industry view of these challenges, the impacts they have, potential solutions, and the technological advances that have brought about these new issues. It is ideal for mechanical engineers, electrical engineers, manufacturers, supply chain managers, logistics specialists, investors, managers, policymakers, production scientists, researchers, academicians, and students looking for cross-industry research on the challenges associated with Industry 4.0.

The original Handbook of Research on Music Teaching and Learning was published in 1992 by Schirmer Books with the sponsorship of the Music Educators National Conference (MENC) and was hailed as "a welcome addition to the literature on music education because it serves to provide definition and unity to a broad and complex field" (Choice). This new companion volume, again with the sponsorship of the MENC, will take into account the significant changes in musiceducation in the intervening years. This second volume involves the profession's ...

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.

Seminar paper from the year 2015 in the subject Business economics - Miscellaneous, grade: A, University of Southern Denmark, language: English, abstract: In 1975 Sony introduced into the market the Betamax video cassette recorder (VCR). This has been the main actor of an interesting competitive battle in the consumer electronics industry. In detail, this industry was at its early stage, and standards were not defined yet. Apparently Sony built a valid and good strategy that was supposed to win the standard war against its main competitor VHS, a VCR provided by Matsushita. However, Matsushita performed a different strategy that have lead it as winner (Raynor 2007). Even if Sony's strategy was well-built, Sony lost this standard war due to other unpredictable factors such as market and technological uncertainties. This paper aims to analyze these factors in detail, with a complementary identification of the rationale beyond Sony's strategic choices, and a consequential identification of the strategic choices that it would have done differently. Furthermore, rationale beyond Matsushita's strategic choices will be studied as well, and the competitive battle will be analyzed also from the technology point of view. Hence, it's interesting to observe how these two firms have adopted so different strategies, in alignment with the firm corporate strategy, and how they focused in different

product attributes. So, the outcome of this paper will be understandings of the insight of Sony's strategy in relation to relevant literature.

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/>.

Issues in Analysis, Measurement, Monitoring, Imaging, and Remote Sensing Technology: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Analysis, Measurement, Monitoring, Imaging, and Remote Sensing Technology. The editors have built Issues in Analysis, Measurement, Monitoring, Imaging, and Remote Sensing Technology: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Analysis, Measurement, Monitoring, Imaging, and Remote Sensing Technology 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 Analysis, Measurement, Monitoring, Imaging, and Remote Sensing Technology: 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/>.

An Analysis of the Performance of Sony Corporation Grin Publishing

This study addresses the risks and benefits of a strategy of vertical integration for the leading international media conglomerates and assesses their effect on firm performance. It sheds light on the corporate dynamics of six of the world's largest media conglomerates and on their vertical integration strategies in particular. In its theoretical part, the study first analyses the structural characteristics of media markets, and explains the market- and firm-specific trends that can currently be observed in each of the media value chain segments. Secondly, static and dynamic models of vertical integration are compared and critically discussed, and a set of influencing variables that are applicable to the specific characteristics of the media industry in general and the media conglomerates in particular, is derived from the presented theories. Prior empirical research relating vertical integration to firm performance is critically analyzed with a specific emphasis on studies linking vertical integration and firm performance in the field of mediaeconomic research, and the general strategic risks and benefits of vertical integration are outlined and critically analyzed. The theoretical part concludes with an analysis of the efficiency justifications of a strategy of vertical integration for the major segments of the media value chain as postulated by the Transaction Cost Economics and market power explanations of the existing vertical integration literature. In its empirical part, the study presents case studies for the major six media conglomerates Time Warner, News Corporation, Viacom, Disney, Bertelsmann AG, and Sony Corporation. The study finds that the selected media conglomerates have all, for the time frame selected, predominantly followed a corporate strategy of vertical integration and are today characterized by extensive vertical links between as well as within the media industry value chain segments. The study finds a. 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.

Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, , language: English, abstract: Sony Corporation is one of the world biggest mobile communications company, founded in 1947, with its headquarters in Tokyo Japan. It does not operate independently but it is a parent company of several other subsidiaries in other parts of the world. Sony's competitors are Apple, Nokia and Samsung making it to be the fourth largest handset company after them. This is an indicator that they must have had a very good strategy and visionary leadership to come to such a competitive position in the world. This report focuses is on how to maintain that competitive position and even how to overcome the competitors that have been in the first three positions for quite a while. It will focus on analyzing and evaluating various future strategies to identify the one that is most formidable. It will assess the roles and responsibilities of the Sony staff that have a direct involvement in strategy implementation, analyze the required resources in the implementation of the new strategy, and finally evaluate the contribution of SMART objectives which Sony could employ to reach its objectives and overall strategic implementation.

Innovation contributes to corporate competitiveness, economic performance and environmental sustainability. In the Internet era, innovation intelligence is transferred across borders and languages at an unprecedented rate, yet the ability to benefit from it seems to become more divergent among different corporations and countries. How much an organization can benefit from innovation largely depends on how well innovation is managed in it. Thus, there is a discernible increase in interest in the study of innovation management. This handbook provides a comprehensive guide to this subject. The handbook

introduces the basic framework of innovation and innovation management. It also presents innovation management from the perspectives of strategy, organization and resource, as well as institution and culture. The book's comprehensive coverage on all areas of innovation management makes this a very useful reference for anyone interested in the subject.

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.

Digital Media and Innovation, by Richard A. Gershon, takes an in-depth look at how smart, creative companies have transformed the business of media and telecommunications by introducing unique and original products and services. Today's media managers are faced with the same basic question: what are the best methods for staying competitive over time? In one word: innovation. From electronic commerce (Amazon, Google) to music and video streaming (Apple, Pandora, and Netflix), digital media has transformed the business of retail selling and personal lifestyle. This text will introduce current and future media industry professionals to the people, companies, and strategies that have proven to be real game changers by offering the marketplace a unique value proposition for the consumer.

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.

Scholarly Research Paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 84 % (1,0), University of Exeter (Business School), language: English, abstract: 1. Introduction Nintendo, the Japanese video game console manufacturing company, is one of the big players in the respective industry along with Sony and Microsoft. In 2006, when the competitors were following the industry norm to improve the product features, Nintendo followed a disruptive route to target a new market with a new product that none of the competitors had: the Wii. The following report strives to present a comprehensive strategic analysis of Nintendo for the executive board. Beginning with an analysis of Nintendo's current strategy, the report evaluates the strategy in terms of its fit with the environment. Finally, the report presents some recommendations and implementation issues that the board needs to consider while making its decision. 2. Strategy Analysis The strategic analysis of Nintendo has been conducted at the corporate level along with the Blue Ocean Strategy that played a key role in the formulation of its disruptive strategy. 2.1 Corporate Level Strategy At the corporate level, Nintendo is following an Innovation Strategy that has played an important role in building its competitive advantage. Figure 1 shows an analysis of Nintendo's innovation strategy through the framework of the Innovation Dilemma (Johnson et al., 2008). The analysis of Nintendo's innovation strategy indicates that it used an innovative business model i.e. to position itself completely different from its competitors and questioned how people actually want to play through its in depth customer understanding (Pontiskoski and Asakawa, 2009). Secondly, Nintendo used a technological push i.e. to target an untapped or incomplete market of gamers, as it had to convince the non-gamer adult to play on a Nintendo platform. Through its largest advertising campaign in it

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.

"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.

Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students, professors, policy makers and industry practitioners. The volume was 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. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. 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 evolving arena of study. Updates include the rise of mobile and social media, globalization, audience fragmentation and big data.

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 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.

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

Scientific Essay from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, The University of Surrey (School of Management), language: English, 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 discussed as well an 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,

Most analysts of corporations and industries adopt the focal perspective of a single prototypical organization. Many analysts also study corporations primarily in terms of their internal organizational structures or as complex systems of financial contracts. Glenn Carroll and Michael Hannan bring fresh insight to our understanding of corporations and the industries they comprise by looking beyond prototypical structures to focus on the range and diversity of organizations in their social and economic setting. The result is a rich rendering of analysis that portrays whole populations and communities of corporations.

*The Demography of Corporations and Industries* is the first book to present the demographic approach to organizational studies in its entirety. It examines the theory, models, methods, and data used in corporate demographic research. Carroll and Hannan explore the processes by which corporate populations change over time, including organizational founding, growth, decline, structural transformation, and mortality. They review and synthesize the major theoretical mechanisms of corporate demography, ranging from aging and size dependence to population segregation and density dependence. The book also explores some selected implications of corporate demography for public policy, including employment and regulation. In this path-breaking book, Carroll and Hannan demonstrate why demographic research on corporations is important; describe how to conduct demographic research; specify fruitful areas of future research; and suggest how the demographic perspective can enrich the public discussion of issues surrounding the corporation in our constantly evolving industrial society. All researchers and analysts with an interest in this topic will find *The Demography of Corporations and Industries* an invaluable resource.

FINANCIAL REPORTING, FINANCIAL STATEMENT ANALYSIS, AND VALUATION, 8E is written with the premise that students can learn financial statement analysis most effectively by performing the analysis on real-world companies. Wahlen/Baginski/Bradshaw's textbook will teach students how to integrate the concepts from economics, finance, business strategy, accounting, and other business disciplines through a unique six-step process. New to this edition, chapters now include quick checks after each section so that students can be sure that they have obtained the key insights after reading each section. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Scholarly Research Paper 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.

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