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**KEY=BY - TIANA DEANDRE**

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## Business Marketing Management

**"Reflecting the latest trends and issues, the new Europe, Middle East & Africa Edition of Business Marketing Management: B2B delivers comprehensive, cutting-edge coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet."--Cengage website.**

# Rang & Dale's Pharmacology

*Elsevier Health Sciences* **World-renowned coverage of today's pharmacology at your fingertips Keeps you up-to-date with new information in this fast-changing field, including significantly revised coverage of CNS drugs, cognitive enhancers, anti-infectives, biologicals/biopharmaceuticals, lifestyle drugs, and more. Includes access to unique features, including more than 100 brand new chapter-specific multiple-choice questions and 6 new cases for immediate self-assessment. Features a color-coded layout for faster navigation and cross-referencing. Clarifies complex concepts with Key Points boxes, Clinical Uses boxes and full-color illustrations throughout.**

# Destination Marketing and Management Theories and Applications

*CABI* **This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular. Taking an integrated and comprehensive approach, it focuses on both the macro and micro aspects of destination marketing and management. The book consists of 27 chapters presented in seven parts with the following themes: concept, scope and structure of destination marketing and management, destination planning and policy, consumer decision-making processes, destination marketing research, destination branding and positioning, destination product development and distribution, the role of emerging technologies in destination marketing, destination stakeholder management, destination safety, disaster and crisis management, destination competitiveness and sustainability, and challenges and opportunities for destination marketing and management.**

# Multinational Enterprises and the Global Economy

*Edward Elgar Publishing* **For many years to come this volume. . .is surely going to be the ultimate reference work on international business. . . thanks to Dunning and Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. Seev Hirsch, International**

**Business Review Multinational Enterprises and the Global Economy has become a classic in international business. . . Yet , the book s second edition is even better than the first, in part because of Professor Dunning s wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business government relations and the societal effects of firm behaviour. . . In addition to being a remarkably useful reference book, Multinational Enterprises and the Global Economy is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years. Alain Verbeke, Journal of International Business Studies The second edition of Multinational Enterprises and the Global Economy provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business government relations in the IB context. Journal of International Business Studies This wonderful book offers the definitive synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive insights. It is a creative masterpiece which unbundles the DNA of the multinational enterprise and shows how it is the cornerstone of the field of international business. Alan M. Rugman, University of Reading, UK The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as rich countries attracted more foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future. Mark Casson, University of Reading, UK This thoroughly updated and revised edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developed and developing countries. Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social implications of globalisation and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever-changing physical and human**

environment. Drawing on articles and books from international business and economics, as well as economic geography, political economy and strategic management, a systematic overview of the developments in scholarly thinking is prese

# Electronic Business and Marketing

## New Trends on its Process and Applications

*Springer* **Electronic business today is not only business transactions supported in information and communication technologies; it is a new way of communicating and integrating with customers, suppliers, employees and other stakeholders. In this scenario, electronic business is now part of a wider economic context that is causing radical transformations in business and organizations including the entire value chain from customer service to supply chain management. One of the areas affected is marketing. Given that the new technologies have enabled firms to reach out to global customers and has provided them with the opportunity to customize their strategies and offerings in an unprecedented way, the dynamics of marketing must be surveyed in order to study the impact of new trends like mobile customer relationship management or mass customization on marketing function. This book provides an overview of the e-Business and Marketing areas by uniting various papers from these fields. "Electronic Business and Marketing" includes theory and practice on electronic business and marketing from an academic and professional viewpoint providing also a forum for the exchange of research ideas and industry practices in these knowledge areas among practitioners, researchers and students.**

# Community Health Nursing

*Jones & Bartlett Publishers* **Updated throughout with the latest findings on the AIDS virus, the Seventh Edition provides readers with the most current information available on the biology of the virus and the impact it has on society. The Seventh Edition of this best-selling text provides readers with a solid overview of AIDS from both a biomedical and a psychosocial perspective. The authors cover the molecular and cellular aspects of the virus and the immune system's response to it, and examine epidemiology and its role in understanding HIV and AIDS. The use of understandable vocabulary and clear illustrations, along with updated biomedical data and the most current statistics on AIDS available, makes AIDS: Science and Society an engaging resource for students, researchers, and general readers.**Key Features:-Revised data throughout on the immune system and

its response to new antigens.-New content on the mutation and evolution of HIV during infection-The latest data on research towards a cure and the treatment of infected individuals-Includes current epidemiological data throughout

## Computational and Data Grids: Principles, Applications and Design Principles, Applications and Design

*IGI Global* "This book provide relevant theoretical frameworks covering the latest empirical research findings in the area of grid computing, with a critical perspective bridging the gap between academia and the latest achievements of the computer industry"--Provided by publisher.

## An Intelligent Customer Complaint Management System with Application to the Transport and Logistics Industry

*Springer Science & Business Media* This thesis addresses the issue of customer complaints in the context of Customer Relationship Management (CRM). After a comprehensive survey of the current literature on CRM, the thesis describes the development of a new intelligent CRM (I-CRM) framework, which integrates text analytics, type mapping, SPSS, structural equation modeling, and linear and fuzzy approaches. This new methodology, in contrast to previous ones, is able to handle customer complaints with respect to different variables, thus allowing organizations to find their key customers and key complaints, and to address and provide solution to the major complaints of the key customers, hence promoting business development. The thesis also describes the successful application of the method to a real-world case, represented by the immeasurable truck drivers complaints at the Fremantle port in Western Australia.

## WiMax RF Systems Engineering

*Artech House* This practical book delivers a solid understanding of WiMAX technology and RF network planning and deployment techniques without undue mathematical rigors. The book provides hands-on details on essential considerations and important aspects of the technology, from link

**budget, communication channel characterization, and capacity, to frequency planning, channel impairments and point-to-point link design.**

## Engineering Analysis of Smart Material Systems

*John Wiley & Sons* **Active Materials: Analysis, Design, and Control will address an important need in the development of active materials technology. It will be the only book available on active materials to be written as a text for students and professionals covering both the basics and applications to industry.**

## Mobile Computing: Concepts, Methodologies, Tools, and Applications

## Concepts, Methodologies, Tools, and Applications

*IGI Global* **"This multiple-volume publication advances the emergent field of mobile computing offering research on approaches, observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers"--Provided by publisher.**

## Optical Access Networks and Advanced Photonics: Technologies and Deployment Strategies

## Technologies and Deployment Strategies

*IGI Global* **"This book presents a comprehensive overview of emerging optical access network solutions to efficiently meet the anticipated growth in bandwidth demand"--Provided by publisher.**

# Introduction to the US Food System Public Health, Environment, and Equity

*John Wiley & Sons*

# The Economics of Money, Banking, and Financial Markets

*Pearson Education* **Economics of Money, Banking, and Financial Markets** heralded a dramatic shift in the teaching of the money and banking course in its first edition, and today it is still setting the standard. By applying an analytical framework to the patient, stepped-out development of models, Frederic Mishkin draws students into a deeper understanding of modern monetary theory, banking, and policy. His landmark combination of common sense applications with current, real-world events provides authoritative, comprehensive coverage in an informal tone students appreciate.

# Tourism Destination Marketing and Management

# Collaborative Strategies

*CABI* This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular. Taking an integrated and comprehensive approach, it focuses on both the macro and micro aspects of destination marketing and management. The book consists of 27 chapters presented in seven parts with the following themes: concept, scope and structure of destination marketing and management, destination planning and policy, consumer decision-making processes, destination marketing research, destination branding and positioning, destination product development and distribution, the role of emerging technologies in destination marketing, destination stakeholder management, destination safety, disaster and crisis management, destination competitiveness and sustainability, and challenges and opportunities for destination marketing and management. -- [Source inconnue].

# Information Communication Technology Law, Protection and Access Rights: Global Approaches and Issues

## Global Approaches and Issues

*IGI Global* "This book identifies key issues in the relationship between ICT and law, ethics, politics and social policy, drawing attention to diverse global approaches to the challenges posed by ICT to access rights"--  
Provided by publisher.

## The Dynamic Internet

# How Technology, Users, and Businesses are Transforming the Network

*Rowman & Littlefield* Offers a comprehensive history of the Internet and efforts to regulate its use. Yoo contends that rather than engaging in prescriptive regulatory oversight, the government should promote competition in other ways, such as reducing costs for consumers, lowering entry barriers for new producers, and increasing transparency.

# Global University Rankings and the Mediatization of Higher Education

*Springer* Higher Education Institutions simultaneously critique and participate in national and international rankings of universities. However, this creates a difficult situation since if universities do participate in rankings they acquiesce to a system based in media logics that has little to do with academic norms of research. If they do not participate in the rankings they risk losing public funding, students and donors in an increasingly competitive and globalized environment. This book delves into the influence of journalists, business tycoons and multinational corporations in defining what world class is and how it will be measured.

Rankings provide us with a rich study for understanding how universities define, deploy and manage their assets and liabilities in a mediatized globalized economy.

## Smart and Sustainable Engineering for Next Generation Applications

Proceeding of the Second  
International Conference on  
Emerging Trends in Electrical,  
Electronic and Communications  
Engineering (ELECOM 2018),  
November 28–30, 2018, Mauritius

*Springer* This book reports on advanced theories and methods in two related engineering fields: electrical and electronic engineering, and communications engineering and computing. It highlights areas of global and growing importance, such as renewable energy, power systems, mobile communications, security and the Internet of Things (IoT). The contributions cover a number of current research issues, including smart grids, photovoltaic systems, wireless power transfer, signal processing, 4G and 5G technologies, IoT applications, mobile cloud computing and many more. Based on the proceedings of the Second International Conference on Emerging Trends in Electrical, Electronic and Communications Engineering (ELECOM 2018), held in Mauritius from November 28 to 30, 2018, the book provides graduate students, researchers and professionals with a snapshot of the state-of-the-art and a source of new ideas for future research and collaborations.

## Supply Chain Management Strategy, Planning, and Operation

'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills

so that students can gauge the effectiveness of the techniques described.

## Transport Survey Methods

### Best Practice for Decision Making

*Emerald Group Publishing* **Compiles the critical thinking on priority topics in contemporary transport policy and planning contexts. In this title, the contributed papers cover two key themes related to types of decision-making of importance to the development of data collection on both passenger travel and freight movements.**

### Collaborative Information Behavior:

#### User Engagement and Communication Sharing

#### User Engagement and Communication Sharing

*IGI Global* "This book coordinates and integrates current research and practices in the area of collaborative information behavior, providing information on empirical research findings, theoretical frameworks, and models relevant to understanding collaborative information behavior"--  
Provided by publisher.

### Complex Systems, Multi-Sided Incentives and Risk Perception in Companies

*Springer Nature* **Most research about financial stability and sustainable growth focuses on the financial sector and macroeconomics and neglects the real sector, microeconomics and psychology issues. Real-sector and financial-sectors linkages are increasing and are a foundation of economic/social/environmental/urban sustainability, given financial crises, noise, internet, "transition economics", disintermediation, demographics and inequality around the world. Within complex systems theory framework, this book analyses some multi-sided mechanisms and risk-perception that can have symbiotic relationships with financial stability,**

systemic risk and/or sustainable growth. Within the context of Regret Minimization, MN-Transferable Utility and WTAL, new theories-of-the-firm are developed that consider sustainable growth, price stability, globalization, financial stability and birth-to-death evolutions of firms. This book introduces new behaviour theories pertaining to real estate and intangibles, which can affect the evolutions of risk-taking and risk perception within organizations and investment entities. The chapters address elements of the dilemma of often divergent risk perceptions of, and risk-taking by corporate executives, regulators and investment managers.

## Cybercrime and Cloud Forensics: Applications for Investigation Processes

## Applications for Investigation Processes

*IGI Global* While cloud computing continues to transform developments in information technology services, these advancements have contributed to a rise in cyber attacks; producing an urgent need to extend the applications of investigation processes. **Cybercrime and Cloud Forensics: Applications for Investigation Processes** presents a collection of research and case studies of applications for investigation processes in cloud computing environments. This reference source brings together the perspectives of cloud customers, security architects, and law enforcement agencies in the developing area of cloud forensics.

## The Black Box Society

## The Secret Algorithms That Control Money and Information

*Harvard University Press* Every day, corporations are connecting the dots about our personal behavior—silently scrutinizing clues left behind by our work habits and Internet use. But who connects the dots about what firms are doing with all this information? Frank Pasquale exposes how powerful interests abuse secrecy for profit and explains ways to rein them in.

# Encyclopedia of Management

*Gale / Cengage Learning* Covers numerous topics in management theories and applications, such as aggregate planning, benchmarking, logistics, diversification strategy, non-traditional work arrangements, performance measurement, productivity measures, supply chain management, and much more.

## Enabling the New Era of Cloud Computing: Data Security, Transfer, and Management

### Data Security, Transfer, and Management

*IGI Global* Cloud computing is becoming the next revolution in the IT industry; providing central storage for internet data and services that have the potential to bring data transmission performance, security and privacy, data deluge, and inefficient architecture to the next level. *Enabling the New Era of Cloud Computing: Data Security, Transfer, and Management* discusses cloud computing as an emerging technology and its critical role in the IT industry upgrade and economic development in the future. This book is an essential resource for business decision makers, technology investors, architects and engineers, and cloud consumers interested in the cloud computing future.

## International Handbook of Energy Security

*Edward Elgar Publishing* **This Handbook should be consulted by anybody interested in the issue of energy security. It convincingly demonstrates why the provision of energy is such a contentious issue, addressing the complex interaction of economic, social, environmental, technical and political aspects involved. The book is particularly valuable in investigating and highlighting processes in which (inter)national actors apply this variety of aspects in (re)constructing their notion of 'energy security', its particular meaning and the implications thereof. Such understanding of energy security is helpful!** Aad F. Correljz, Delft University of Technology, The Netherlands **Energy security has for long been treated as**

an issue of pure geopolitics. Hugh Dyer and Maria Julia Trombetta aim at broadening energy security debates and extend them to new agendas. Their excellent Handbook offers a fresh perspective on four crucial dimensions: supply, demand, environment and human security. A diverse group of international energy scholars provides for an in-depth and comprehensive analysis of key contemporary energy problems, ranging from an oil producers' perspectives on energy security to ethical dimensions of renewable energy and climate governance. Andreas Goldthau, Central European University, Hungary This Handbook brings together energy security experts to explore the implications of framing the energy debate in security terms, both in respect of the governance of energy systems and the practices associated with energy security. The contributors expertly review and analyse the key aspects and research issues in the emerging field of energy security, test the current state of knowledge, and provide suggestions for reflection and further analysis. This involves providing an account of the multiplicity of discourses and meanings of energy security, and contextualizing them. They also suggest a rewriting of energy security discourses and their representation in purely economic terms. This volume examines energy security and its conceptual and practical challenges from the perspectives of security of supply, security of demand, environmental change and human security. It will prove essential for students in the fields of global, international and national politics of energy, economics, and society as well as engineering. It will also appeal to policy practitioners and anybody interested in keeping the lights on, avoiding climate change, and providing a secure future for humanity.

## Modern Portfolio Theory and Investment Analysis

*John Wiley & Sons* An excellent resource for investors, **Modern Portfolio Theory and Investment Analysis, 9th Edition** examines the characteristics and analysis of individual securities as well as the theory and practice of optimally combining securities into portfolios. A chapter on behavioral finance is included, aimed to explore the nature of individual decision making. A chapter on forecasting expected returns, a key input to portfolio management, is also included. In addition, investors will find material on value at risk and the use of simulation to enhance their understanding of the field.

## Strategize!: Experiential Exercises

## in Strategic Management

*Cengage Learning* **STRATEGIZE!** is a perfect complement to any standard strategic management text. **STRATEGIZE!** allows you to try out the strategy models and concepts and get feedback regarding your understanding and application of strategic management theory. The book presents a number of experiential exercises and projects for use in and out of class. Because the exercises include thought, action, and feedback-assessment components, they promote an understanding of strategic management through comprehensive active learning. All exercises and scenarios have been thoroughly updated to provide accurate and relevant information that ensure consistency with changing strategic management concepts. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Health Technology Literacy

### A Transdisciplinary Framework for Consumer-Oriented Practice

*Jones & Bartlett Learning* **Health Technology Literacy: A Transdisciplinary Framework for Consumer-Oriented Practice** examines the wide range of resources used by health consumers to inform, support decision-making, self-monitor, build supportive social networks online or via cell phone, and engage in treatment using interactive programs online or on CD or related media. Using evidence-based practice and relevant theories, this unique text analyzes the trend for health care systems to be reactive, while consumers are proactive for health technology.

## Electron Paramagnetic Resonance

### Elementary Theory and Practical Applications

*John Wiley & Sons* This book provides an introduction to the underlying theory, fundamentals, and applications of EPR spectroscopy, as well as new developments in the area. Knowledge of the topics presented will allow the reader to interpret of a wide range of EPR spectra, as well as help them to apply EPR techniques to problem solving in a wide range of areas: organic, inorganic, biological, and analytical chemistry; chemical physics,

geophysics, and minerology. Includes updated information on high frequency and multi-frequency EPR, pulsed microwave techniques and spectra analysis, dynamic effects, relaxation phenomena, computer-based spectra simulation, biomedical aspects of EPR, and more. Equips readers with sufficient knowledge of EPR techniques to go on in their specialized area of interest. Provides problem sets and concise bibliographies at the end of each chapter, plus several tutorial appendices on topics like mathematical operations, quantum mechanics of angular momentum, experimental considerations.

## Iccws 2015 - The Proceedings of the 10th International Conference on Cyber Warfare and Security

### ICCWS2015

*Academic Conferences Limited* These Proceedings are the work of researchers contributing to the 10th International Conference on Cyber Warfare and Security ICCWS 2015, co hosted this year by the University of Venda and The Council for Scientific and Industrial Research. The conference is being held at the Kruger National Park, South Africa on the 24-25 March 2015. The Conference Chair is Dr Jannie Zaaiman from the University of Venda, South Africa, and the Programme Chair is Dr Louise Leenen from the Council for Scientific and Industrial Research, South Africa.

## Digital Review of Asia Pacific 2009-2010

*SAGE Publishing India* The biennial Digital Review of Asia Pacific is a comprehensive guide to the state-of-practice and trends in information and communication technologies for development (ICTD) in the Asia Pacific region. This fourth edition (2009-2010) features 30 economies and four sub-regional groupings. The chapters provide updated information on ICT infrastructure, industries, content and services, key programs, enabling policies and regulation, education and capacity building, open source, and research and development initiatives, as well as ICTD challenges in each of the economies covered. The common framework that underpins these reports allows readers to undertake a comparative analysis and assess progress across Asia Pacific. In addition, regional overviews provide a synthesis of ICTD trends, regulatory issues, and lessons for managing innovation in the network economy. The thematic chapters focus on issues

in ICT in education, a key area in ICTD. The authors are drawn from government, academe, industry and civil society, providing a broad perspective on the use of ICTs for human development.

## Secure Oil and Alternative Energy

## The Geopolitics of Energy Paths of China and the European Union

*BRILL* While intensive cooperation between China and the EU in the fields of energy use and environmental protection is needed, the question remains unanswered how this cooperation could be organized. This book puts the geopolitical implementation of energy security into the context of geo-economic systems in a global scale.

## Strategic Management and Business Policy

## Entering 21st Century Global Society

## IS Offshoring

## Essays on Project Suitability and Success

*Springer Science & Business Media* Markus Westner examines the IS offshoring phenomenon from the perspective of German companies. Based on interviews with industry experts, he identifies evaluation criteria for selecting projects for offshoring, and examines determinants of IS offshore project success in German companies based on a statistical analysis of 304 projects using structural equation modeling.

## The SAGE Dictionary of Qualitative

# Inquiry

*SAGE Publications* In this Fourth Edition of The SAGE Dictionary of Qualitative Inquiry Thomas A. Schwandt provides a guide to the terms and phrases that help shape the origins, purpose, logic, meaning, and methods of the practices known as qualitative inquiry. This edition features 20 additional terms as well as a restructured Reader's Guide. Key references have been updated and select terms and phrases from previous editions have been reorganized and greatly expanded. Together, the dictionary entries provide a guide to the methodological and epistemological concepts and theoretical orientations of qualitative inquiry. This one-of-a-kind resource is ideal for readers who are navigating various perspectives on qualitative inquiry, working on a qualitative dissertation, or are launching their own investigations into the issues covered.

## Environmental Investigation and Remediation

### 1,4-Dioxane and other Solvent Stabilizers

*CRC Press* A ubiquitous, largely overlooked groundwater contaminant, 1,4-dioxane escaped notice by almost everyone until the late 1990s. While some dismissed 1,4-dioxane because it was not regulated, others were concerned and required testing and remediation at sites they oversaw. Drawing years of 1,4-dioxane research into a convenient resource, *Environmental Investigation and Remediation: 1,4-Dioxane and other Solvent Stabilizers* profiles the nature of 1,4-dioxane and several dozen other solvent stabilizer compounds. The author takes an approach he calls "contaminant archeology", i.e., reviewing the history of the contaminating chemical's use in the industrial workplace at the site of release and how those uses impart chemical characteristics to the waste that affects its fate and transport properties. The book examines the uses, environmental fate, laboratory analysis, toxicology, risk assessment, and treatment of 1,4-dioxane in extensive detail. It provides case studies that document the contaminant migration, regulation, treatment, and legal aspects of 1,4-dioxane releases. It also describes the controversy over interpretation of 1,4-dioxane's toxicology and associated risk, as well as the corresponding disparity in states' regulation of 1,4-dioxane. A final chapter examines the policy implications of emerging contaminants like 1,4-dioxane, with discussion of opportunities to improve the regulatory and remedial response to this persistent contaminant in the face of toxicological

uncertainty. Mobility, persistence, and treatment challenges combine to make 1,4-dioxane a particularly vexing contaminant. It is more mobile than any other contaminant you are likely to find at solvent release sites. Filled with case studies, equations, tables, figures, and citations, the book supplies a wide range of information on 1,4-dioxane. It then provides passive and active remediation strategies and treatment technologies for 1,4-dioxane in groundwater and provides you with the technical resources to help you decide which are appropriate for your site. For more information about Thomase Mohr and his book, go to <http://www.The14DioxaneBook.com>

## Rome Convention - Rome I Regulation

*Juris Publishing, Inc.* As of 17 December 2010, the Rome I Regulation (EU Regulation 593/2008) on the law applicable to contractual obligations is directly applicable in all EU Member States with the exception of Denmark. The Rome I Regulation replaces the Rome Convention of 1980 in the EU Member States and will apply to all contracts concluded as of 17 December 2010. However, and herein lies the utility and great importance of this work, the Rome Convention and the Rome I Regulation will be applied in parallel for a significant time to come (the author himself anticipates a ten-to-fifteen year period); in the latter case to contracts made after 17 December, 2010. This is why this commentary takes into account both sources of law, in their mutual interaction and broader context. The comprehensiveness of the Rome Convention / Rome I Regulation is clearly apparent, but one of the great achievements of the author is his amassing of over 1,800 judicial decisions, most of which are furnished with a detailed commentary; where these decisions apply national laws, the latter are cited both in the original and in translation. For a number of rulings, the commentary include not only a case summary of the facts and an analysis of the conclusions drawn by the court, but also takes them as models to hypothesize what conclusions would be reached if the Rome I Regulation were to be applied.