

It is definitely advantageous to ~~be the first to~~ enter a market ~~first~~, provided ~~that~~ there is ~~an~~-asymmetry in market. A company ~~should be able to~~ ~~must~~ make ~~the an~~ ~~informed expert~~ decision ~~on as to~~ whether being the first to ~~entering~~ ~~enter~~ an emerging market is worth the ~~sorrow to invest money~~ ~~investment~~. This decision ~~would~~ largely ~~depend~~ ~~depends~~ on ~~their~~ ~~its~~ resources.

**Comment [A1]:** The advantage is being the first to enter the market. Hence, this information has been moved to an earlier instance, highlighting its importance.

**Comment [A2]:** A company may not be "expert" even with information. Hence, this has been revised to "informed."

~~Companies~~ ~~A company~~ that ~~adopt~~ ~~adopts~~ a first-mover strategy ~~constantly~~ ~~attempts~~ ~~to make more~~ ~~use its~~ resources ~~and to produce more~~ products ~~of~~ before ~~the follower~~ ~~followers~~ ~~arrives~~ ~~arrive~~ on scene. However, if ~~the a~~ follower is able to develop resources that are better than those of the first mover, there is nothing preventing the follower from seizing ~~the~~ market share. The durability of ~~the entering mover~~ ~~a~~ ~~pioneer's~~ competitive advantage depends ~~not only on~~ ~~not only~~ ~~the its~~ initial resources ~~of the pioneer~~ ~~but on~~ also the resources ~~which~~ ~~that~~ it develops progressively.

**Comment [A3]:** This part has been rearranged to clearly convey that resources are used to create projects.

**Comment [A4]:** A split infinitive has been introduced here with the use of "not only... but also" to avoid redundancy in the use of "on."