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Professor Nova

BUS349/MUS349: Music Business II

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Week 11 Dropbox Assignment

1. What are some factors that contribute to successful music product retailing?

Some factors that contribute to successful music product retailing are playing a particular music genre can shape customers' moods, with that being said it is important to figure out what the public wants and needs. This will directly influence their buying decisions and overall influence.

2. How have globalization and online storefronts changed the way brick and mortar stores are run?

The globalization and online store fronts have completely changed the way in which the brick and mortar music shops were run in the past. Competition has increased due to the new innovations that have opened the door to many new things. Everyday the world is changing and moving forward little by little with daily new innovations that are driving older traditions out.