Subject: Re: If JBLPro Components are so great ...
Posted by akhilesh on Mon, 12 Jul 2004 14:50:10 GMT
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Good question! Maybe there is not much money to be made in high end home audio? I am going to go ahead and list a few factors a manager at JBL would consider (just to get the thread going):1. one thing to look at would be the relative dollars spent by pro audio folks versus home audiophiles2. What is the level of competition? In pro audio, there may be fewer product lines and more straightforward marketing. The home audiophile marlet may be difficult to market to....(well you could always feed a few reviewers to publish a "review" but even that's been done to death). 3. Maybe JBL people are analyzing trends in sales, and the high end audio industry may not be looking good. what do you all think?-akhilesh