

Odyssey Records & Tapes Co in Retailing (Philippines)

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Abstracts

Odyssey Records & Tapes Co continued to face the growing challenge of media products stores. With the internet making downloads for music and videos increasingly accessible, store-based retailers such as Odyssey have had to find ways to thrive and become increasingly convenient and accessible to consumers, as well. Recent efforts focused on its online shop OddseyLive.net to better address changing consumer needs and it is expected that Odyssey Records & Tapes will continue to develop this...

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