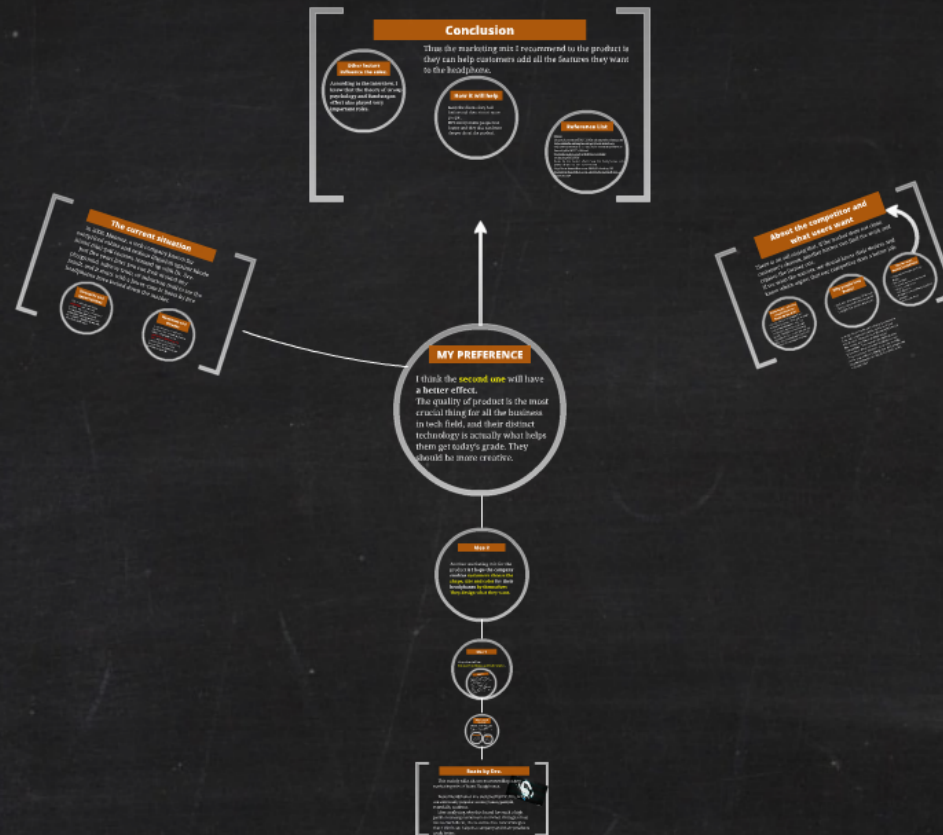


Recommendation Essay



Recommendation Essay

Beats by Dre.

This mainly talks about recommending a new marketing mix of Beats Headphones.

Beats Headphones are designed by Dr. Dre, which are extremely popular among young people, especially students.

After analyzing why this brand has such a high position among consumers and what strategies they use to catch them, there comes two new strategies that I think can help the company and their products work better.

