

Response to Assignment Turnitin Report

by Dari Donner

FILE	RESPONSE_TO_ASSIGNMENT_QUESTIONS.DOC (38K)		
TIME SUBMITTED	19-DEC-2016 02:02PM	WORD COUNT	887
SUBMISSION ID	742316342	CHARACTER COUNT	4259

Response to Assignment Questions

Name of the Student

Institutional Affiliation

RESPONSE TO ASSIGNMENT QUESTIONS 2

Mental Health

People can be able to promote mental health within themselves. The first thing person needs to do is be able to value themselves. In that, a person needs to be able to treat themselves with respect, kindness, and avoid the idea of self-criticism (Corrigan et al., 2012). The next thing that a person can do to take care of the body. In that, give the body enough rest and sleep, eating properly and exercising regularly. At the same time, one should surround themselves with the right company to influence their lives positively. Another thing, one should be able to learn how to do with stress since it's part and parcel of life. In life, everyone has a goal that wants to achieve. As such, to maintain mental health the goal we set must be realistic. The last and most important thing to do is in the case; one feels they need help then they should seek it to avoid mental illnesses.

Addressing the stigma of mental illness

The first thing that can be done to address the stigma associated with mental illness that makes it hard for people to accept to talk about it is by promoting a positive attitude towards those who have a mental illness (Corrigan et al., 2012). In that everyone should be aware of the fact that people will not look at a person and judge them because he/she is mentally ill. The next thing that a person can do is ensure that they shun away from information that may try to promote stigma against mental illness. Not everyone is supportive of those with mental illness, and some may not say it out loud but try to convince others to follow their course.

Question Two

Napster

RESPONSE TO ASSIGNMENT QUESTIONS 3

Napster arrived into the market as a first of its kind and at an age where the users of the internet were growing fast (Bustinza et al., 2013). However, with more and more people needing the services that it offered, the company was able to grow its customer base. Music is available on many platforms on the internet both in audio and visual aspects. As such, the business model has been able to be put in a way that can counter the competition. A team has been set by the company to try and bring in the most valuable audio files and make the company among the first to get the audio and achieve more revenue. Napster has also tried to reach millions of its fans through social media platforms such Twitter and Facebook.

Apple

Apple business model has been able to respond to the needs of the modern world of purchasing music online. The first thing is that they have had to buy music from the owners of the music to display the music on their list for music purchasing. Apple has also been among the leader's in production of music-related gadgets such as the iPod (Amit and Zott, 2012). As such, since music is available on the internet, Apple gives the customers a through to get the more music, listen to it, and finally store. As such, the business models rests on innovation and coming up with new ways to purchase or sell music online. The company has also increased security on its systems thus increasing the feeling of the authenticity of the music contained on the sites that can be accessed by the Apple devices.

RESPONSE TO ASSIGNMENT QUESTIONS 4

QUESTION 3

Napster

Napster's Business model looks on the internet as its market. In that, one can only access it if they are online. On the same note, one can be able to get its music if they visit the site. As such, in the promotion part of the business model, it concentrates on other visited sites such as Google. As such, the way that the model is structured is beneficial to the company. In fact, it puts the business in the best strategic position to have access to its customers to get the commodity on offer. Secondly, the business model is in such a way that it ensures that the company can save on the cost while at the same time, it can maximize its profits.

Apple

The business model for Apple focuses more on the uniqueness of their products and a high form of security and privacy. As such, their products are centered on being able to give the customer that feeling they want. As such, with the changing demand of music videos and movies, Apple ensure that they can safeguard the privacy of their customers and the quality of services they get online by only allowing them to access the most trusted sources. In fact, their system is unique and only available to the users of Apple products. Since they know the people need the music in the safest manner, they provide it.

RESPONSE TO ASSIGNMENT QUESTIONS 5

References

Amit, R., & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan Management Review*, 53(3), 41.

Bustinza, O. F., Vendrell-Herrero, F., Parry, G., & Myrthianos, V. (2013). Music business models and piracy. *Industrial Management & Data Systems*, 113(1), 4-22.

Corrigan, P. W., Morris, S. B., Michaels, P. J., Rafacz, J. D., & Rüsch, N. (2012). Challenging the public stigma of mental illness: a meta-analysis of outcome studies. *Psychiatric Services*.

Response to Assignment Turnitin Report

ORIGINALITY REPORT

%0

SIMILARITY INDEX

%0

INTERNET SOURCES

%0

PUBLICATIONS

%0

STUDENT PAPERS

PRIMARY SOURCES

EXCLUDE QUOTES

OFF

EXCLUDE
BIBLIOGRAPHY

ON

EXCLUDE MATCHES

OFF