

GLOBALIZATION



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It is remarkable how the increasing globalization is spreading – also into our segment of hi-fi and high-end music reproduction. We can easily learn about loudspeakers, devices and accessories from all over the world via the web and social media, research them and even acquire them with relative ease. Sometimes it happens via traditional distribution channels, but increasingly also via purchase directly from the manufacturers.

The other way around, German products equally achieve worldwide recognition at incredible speeds, and here, too, in addition to classic sales structures, some are delivered directly to the customer. Already, the global marketplace has reached top priority amongst manufacturers, classifying national markets as just one of many.

One may lament the fact that the traditional trade via importer and nationwide distribution using a proper dealer network is losing in relevance. However, we cannot prevent it from happening as the paradigm shift is in full swing.

Those who want to buy a product directly in the Far East, USA or anywhere else on the planet can do so. It should, however, be made very clear to everyone that unpleasant surprises are far more likely there than compared to buying from a proper retailer. Quality of workmanship, compliance with electrical standards, warranty conditions and shipping costs should be thoroughly checked before investing your hard earned money. If in doubt, it is usually better to buy via your respective national importer or your local dealer, whether here in Germany or wherever you may read these lines.

At the very least, one should study proper tests done by experienced editors who have the necessary equipment for independent and unbiased measurements as well as constant conditions for testing devices – STEREO Magazine ticks all of these boxes.

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All prices listed in this magazine are German retail prices incl. VAT valid at the time of evaluation.