

## **MKTG 525 Week 2 Discussion**

Discuss the major influences and environmental forces on the buyers of your Course Project product and what you can do from a strategic perspective to influence buying behavior.

### **Greetings Professor and Class,**

It is so nice to have the remarkable Simon Sinek on the PlayPosit of this week. He is an amazing leader who is dedicated to bring to fruition a bright future where people feel safe at work and perform at their natural best. Simon's insights are an inspiration for future leaders and entrepreneurs.

My favorite Sinek's quote, and related to this week discussion, is that there are leaders and there are