Looking at the landscape in 1994, I see several promising business opportunities at the intersection of books, music, and technology:

1. Personalized Media Recommendation Service Develop a computer program and matching catalog service that helps people discover books and music based on their preferences. Customers could fill out a detailed taste profile, and our staff of passionate readers and music experts would create personalized recommendations. We could distribute this via CD-ROM quarterly with a printed catalog, and eventually move to an online service as more people connect to the Internet. This brings back the human touch of independent stores while using new technology to scale it.

2. Interactive Media Kiosks Place touchscreen kiosks in bookstores, music stores, coffee shops, and malls where customers can sample music, read book excerpts, and get recommendations before buying. This addresses the discovery problem while giving consumers confidence in purchases. We could partner with retailers who are losing the personal touch that independent stores once provided.

3. Multimedia Book-Music Club Create a subscription service that pairs books with related music – like an evocative soundtrack for your reading experience. For example, offer a Jack Kerouac novel paired with jazz albums, or cyberpunk fiction with industrial music. This builds on the existing book and music club models but creates a unique, premium experience connecting different media types.

4. Digital Media Trading Community Develop a platform where enthusiasts can trade reviews and recommendations for books and music. Start with a BBS or dial-up service, positioning to move online as Internet adoption increases. This could include a printed quarterly magazine to bridge the digital divide, featuring the best community reviews and recommendations.

5. Content Crossover Studio Create enhanced CD-ROMs that blend music, text, and visual content from popular artists and authors. Imagine a CD-ROM featuring Stephen King short stories paired with atmospheric music, or a musician's album with expanded liner notes, interviews, and visual art. This takes advantage of CD-ROM technology that's becoming standard in new computers.

The most promising opportunity may be the personalized recommendation service, as it directly addresses the discovery problem while capitalizing on the desire for authentic guidance in an increasingly corporate retail environment. It could start with physical distribution now and position to move online as the Internet becomes more mainstream over the next few years.