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Subject: Hyperbolic superlatives

Posted by [Bill Fitzmaurice](#) on Tue, 10 Aug 2004 18:55:12 GMT

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These glowing terms are often found in two places: in the advertising copy cooked up to convince someone to buy a speaker, and in the mind of someone who fell for the hype, spent more than he should have, and is trying to convince himself it was money well spent. The more subjective and less objective the terms used to recommend a speaker, or any product for that matter, the closer one should investigate that product before buying, IMHO.

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