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Subject: Re: Stereophile Show Coverage

Posted by [akhilesh](#) on Mon, 23 Oct 2006 16:16:25 GMT

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I don't think DIYers are their target demographic, Fred. Well to do males who don't know Ohm's law are. Such folk buy on brands. Stereophile can create brands. hence its power in that segment of the market...a segment that almost no one on ART inhabits. -akhilesh

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