
Subject: Re: Kit Buying

Posted by [Spinjack](#) on Mon, 13 Mar 2006 18:54:47 GMT

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I know I did, originally. Typically, speakers aren't very useful seperately. Also, most stores price/sell speakers in pairs. However, from a marketing perspective, the single speaker pricing makes for a nice fish hook. \$350 is much more palatable than \$700, and 2x\$350 still sounds easier to swallow than \$700. Its all about perception.
