Subject: Re: Reviewers - Is it possible for them to be unbiased?
Posted by Wayne Parham on Fri, 01 Apr 2005 00:27:19 GMT
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Oh, wow. I didn't know the story about Bose and Consumer Reports. I know Bose has been extremely agressive with marketing, but I didn't know that story.Our recent conversation made me ponder this question. I haven't ever gotten very involved with reveiwers, so I'm pretty naive about the publications industry, but I'm geting more aquainted with it every day. What I've seen hasn't been particularly pretty. It seems to me the best thing to do is to listen to products, let them speak for themselves. But there are a lot of reviewers, magazines and E-Zines, and most if not all receive funding through advertisements. That makes me concerned that their reviews might be impossibly biased.