Subject: Re: Branding question
Posted by Nymeria on Mon, 23 Jul 2012 20:04:45 GMT
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gofar99 wrote on Fri, 20 July 2012 09:50Hi, By all means do the research, but beware..... some less scrupulous companies have their own folks writing bogus reviews. If all the reviews are positive and there are no complaints watch out.

That's a good point. Paid reviews are a big business. I also watch out for extremely similar reviews at multiple sites and discount those when I find them.