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Subject: Re: Branding question

Posted by [Sunflower](#) on Sat, 03 Nov 2012 03:10:36 GMT

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gofar99 wrote on Fri, 20 July 2012 23:50Hi, 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.

This is so true. I first noticed it when looking at reviews for something unrelated to music. They all had such a similar writing style that it was kind of obvious, but it made me watch for fake praise on other sites too. If I was buying something expensive I'd like to hear it in action first.

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