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The Watchdog shares tips for shopping on Amazon.

Email Address

No one can say for sure, but New York University marketing professor Russell Winer estimates that nearly half of all reviews may be fake. "Generally, they're

put there by competitors who maybe have inferior products and only give one or two stars," he says. "It's the content that gives them away.

If it's very generic and shows no experience using the product - that seems to be the tipoff."

Me, too. What an amazing innovation. Jeff Bezos hatched that idea. Reviews debuted in 1995 as part of the original Amazon launch. Books were the initial products.

According to Brad Stone's book The Everything Store, Bezos received an angry letter from a book publisher about negative reviews. The publisher scolded Bezos for allowing books to be trashed. "We saw it very differently," Bezos said. "We don't make money when we sell things. We make money when

we help customers make purchase decisions."

Amazon says it spent \$700 million last year to protect customers from fraud and abuse, and that 10,000 employees across its 20 international platforms work at it.

Yes, this is an industry-wide problem in online sales. But Amazon is so much bigger than everyone else.

How did they come up with that?

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5 62 Boston College at Clemson -14.

5 Oregon at Stanford -7.

5 Washington at Cal -7 53 Ole Miss at Alabama -15.

5 UCF at Navy -14.

5 55.

5 65 Marshall at MTSU -9.

5, then -3.

UNLV - Brett McMurphy (Brett\_McMurphy) September 26, 2021

Hope is here.

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For example, in New Jersey, the menu on the left hand side has two categories listed as New York Giants Markets 2022/2023 and New York Jets Markets 2022/2023 right above other leagues such as UFC, WNBA, and MLS.

On top of any promotions offered, DraftKings also assigns its users various "Missions," which are basically small tasks that can be completed to earn additional rewards! Missions typically include tasks such as "place three \$30+

live bets and earn 1250 DK Crowns.

Tail the FOY Bet faithful or use it as a sign to fade... the choice is ultimate!