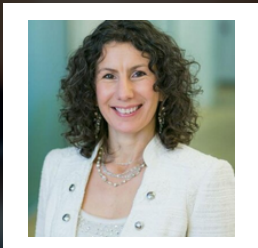


The web is awash with data --
from product specs to reviews --
buyers can use to inform their
purchase decisions.



Ginger Conlon

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