

## cross body bag cheap

This week NPR published a story about Amazon's Vine Voice invitation-only program, which sends free items, ranging from cookies to digital cameras, to top reviewers in order for them to be reviewed. The implication: People are writing hundreds or thousands of reviews in order to get free stuff. The story also solicited angry comments from Vine reviewers themselves, allowing a rare look into the world of the hardcore Amazon reviewers. The real story, they suggested, wasn't being heard.

When I asked Denton why he bothers with such mundane objects, he responded, "Why review anything? Whether it's a cardboard box or a humidifier others may benefit from hearing the voice of the customer rather than the voice of the marketer and only the voice of the marketer."

"It sounds sappy, but I mean it," said Tobias, a wedding photographer, magician, and IT professional who lives in Arlington, Va.

"Not all of my reviews are works of art, and I would like to think they all contribute something," said Tobias. The chess set review, for instance, is one of the ones he is proudest of.

"Such reviewers should quit because reviews done right aren't meant to help Amazon sell anything," Denton wrote on the NPR comment section under the moniker "AD99." "Yes, Amazon makes money because people are more likely to come shopping at Amazon...but the motivation should be to help others make good purchasing decisions and to counter and expose the marketing half-truths and omissions."

Vine Voice has caused especially heated debates within the reviewer community. Voice participants get sent two new items at a time from Amazon, and they have 45 days to review them. Much like how tech companies will "lend" devices to tech reviewers, Amazon can ask for the item back at anytime - but that has rarely happened, if ever. You get to pick the items from a list, but you don't always get the ones you want.

Most top reviewers are contacted directly by manufacturers, who send them free stuff. Some have a pretty heavy hand. Last week the private forum blew up in outrage over a company that contacted a reviewer directly, asking them to take down or change a negative review.

BobTobias / Via amazon.com

Now more than \$7% out of the average was "The market was a few years. It will go to pay that Americans are in 2019."