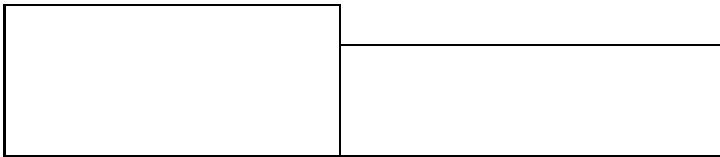


The mass market in the U.S. has always held a “good enough” mentality; consumers have always preferred a marginally adequate product that is priced lowest over a superior product at a higher price.

Caren Eliezer  
*The Seybold Report on Desktop  
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