

# Example of report on peer review community

[Business](#), [Company](#)



## **Management**

Customers' reviews are indeed important in the marketing of an organization's products or services. Potential customers rely and believe fellow customers reviews and information concerning a given product or service than they do advertisements and other forms of creating awareness. It is important therefore that an organization provide quality services and/or products to increase its market base.

With online marketing taking precedence with the rapidly developing technology, organizations now have a platform of reaching a wider audience than ever before. Zagat survey is one of the online review platforms where customers air their views regarding restaurants and hotels in cities all over the world. Founded by Tim and Nina Zagat, the review site has been providing customers with the much needed information regarding the pricing, location and quality of services and products among other information for hotels and restaurants all over the major cities all over the world (Schneider 115). Zagat though also susceptible to some misleading information considering that it is possible for customers to be paid to write positive reviews for some organizations or to provide negative reviews for their competitors, has been consistent in providing true information.

A good example of another site similar to Zagat is CNET a website that allows consumers to give reviews of electronics and other technology products. The website has been in existence since 1994 and originally used television and radio to air its reviews. It has now integrated to having consumers give their reviews online (Schneider 134).

Recently, there has been an upsurge of online companies offering

investment opportunities. Some of these companies are genuine but majority of them are con artists. It is important to initiate a website that would carry out research and survey from individuals all over the world in order to identify the genuine and the fake companies.

### **Work cited**

Schneider, Gary. *Electronic Commerce*. (9th ed). Connecticut: Cengage learning, 2011. Print.