



As the internet and smartphones get more sophisticated, so do greedy and needy advertisers use more ways to lure customers. For example, when you see so-called customer reviews that are very favorable, they're most likely written by ad agencies, employees or freelance writers who get paid to post them. Remember old-time carnival barkers peddling their phony wares?

Before taking a cruise, booking a hotel or planning to dine at a posh café, first you may opt to look up online ads and alleged customer praises. Take the info with a grain of salt, and then talk or email with friends and family who have actually experienced the destination.