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How to select the best digital cameras

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Digital camera reviews proliferate not just online but also in daily newspapers, magazines and television. You've probably noticed that most of these reviews have nothing but praise for the particular camera they "happen" to be reviewing, and that's why it's easy to get confused about which camera to buy for yourself or as a gift.

One thing you should remember when searching for digital camera reviews: be wary of press releases or reviews that are directly sponsored by the manufacturer or written by its advertising arm. But why not trust these reviews? Doesn't the manufacturer know their own product best? Yes, they do, and there's the rub. These reviews mainly offer just the good points about their products and leave out the flaws. Not too surprising, right?

You may have had similar experiences with these type of reviews yourself. It's not limited to just photography equipment. Remember that slicer-dicer thingy that you bought over the internet that said it would make it stupid simple to prepare professional-quality gourmet meals, but ended up making a big mess on the kitchen floor instead? So remember that these "reviews" are usually thinly veiled press releases, meaning that they are aimed to get people to buy the product or to give the product a better image.

The best digital camera reviews are usually those found in specialty magazines, for example, special websites catering to geeks and shutterbugs, and unaffiliated digital camera review sites. Why? Because these reviews are less likely to be biased since the main goal is not to generate a quick sale. Most of these independent reviewers and critics are not afraid to list the good as well as the bad points of a particular digital camera, assuming they do not have a financial incentive to write a favorable review.

These better-quality digital camera reviews usually do a good job explaining the differences between the models that a certain manufacturer has released and how it performs relative to previous versions or when compared to different manufacturer's units. These reviewers and critics are usually professional photographers or highly skilled amateurs, so it's highly likely that they know what they are talking about when it comes to reviewing digital cameras. Most of the time, these reviews are based on actual firsthand experience with the product itself and not just the work of some advertising copywriter cranking out flowery words to capture you and your wallet.

Finding the most unbiased digital camera reviews you can trust isn't always easy, but it's worth the effort. It can save you time and money in the long run and avoid the hassles of having to return a camera that wasn't what you thought it was, based on a flawed "review". A high-quality digital camera is a valuable piece of technology that can be used for many years to come, so it's important to carefully research before you buy. But don't hesitate to return a camera if it still does not meet your standards in spite of your careful research. Most manufacturers will cheerfully accept a return with few questions asked.

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