

## cheap luxury bags

Amazon targets 'fake review brokers' with claims of fraud and deceit  
In-depth Amazon coverage from the tech giant's hometown, including e-commerce, AWS, Amazon Prime, Alexa, logistics, devices, and more.

Amazon is seeking to shut down two sites that it alleges brokered large numbers of fraudulent and misleading product reviews by offering money and other incentives, such as free products, to people who wrote them.

'Fake review brokers attempt to profit by deceiving unknowing consumers and creating an unfair competitive advantage that harms our selling partners,' said Dharmesh Mehta, Amazon vice president of Worldwide Customer Trust & Partner Support, in a news release. 'We know how valuable trustworthy reviews are to our customers. That is why we are holding these review fraudsters accountable.'

In the years since, Amazon says it has won dozens of injunctions against fake review brokers. For example, the company cited a recent legal action against sites in Germany and the UK that were closed down in late 2021.

Amazon says it has more than 10,000 employees working on issues of fraud and abuse, including fake reviews. It also uses machine learning to help detect, prevent and remove fake reviews. The company says it blocked more than 200 million suspected fake reviews in 2020 before they were seen by customers.

Amazon is also engaging in a public relations campaign by filing and publicizing the lawsuits. The suits assert that fake reviews 'threaten Amazon's reputation and erode trust with consumers.'

Both suits cite, as an example, a June 2021 Wall Street Journal article, 'Fake Reviews and Inflated Ratings Are Still a Problem for Amazon.'  
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The women's collection offers a sophisticated take on a maritime theme, featuring bouclé fabrics in classic navy blue, white and beige and pea coats that gleam with golden buttons.

A lineup of pet accessories completes the selection.