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## DEALERSCOPE TODAY

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November 2, 2017

**TODAY'S TOP STORY**

**UNBOXED: Cherry MX Board 6.0**

The Cherry MX Board 6.0 is much like your stock Android phone. It's a product designed by Cherry that implements Cherry switches the way they were intended to be used.

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The relationship between consumer and retailer used to be linear, but modern retail success now depends on the Internet, information, and interaction.

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**Amazon Launches Black Friday Deals Starting, Um, Now**

by Rob Scott

Amazon has launched a Black Friday Deals Store that will offer special pricing on tons of products leading up to Black Friday.

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