

What's So Great with a Discount Golf Club

Defined, a discount golf club is a lower price alternative to the branded golf club (such as Callaway, Odyssey, Wilson, Nike, etc.) which is comparable in quality and durability. Some people really have a low opinion of the golf club in question. They think it's not only cheap, it also counterfeit. Well not quite. The only thing that makes a discount golf club and a true blue branded one is the advertising. The former has absolutely shunned the need to advertise the product while the latter spends millions of dollars promoting and marketing itself. This variation is made possible by the same pool of suppliers who provide the materials and the manufacturing expertise for even the big name brands. A branded golf club has no reason to be piqued with the discount golf club right beside it in the department store. In actuality, these two are sisters or brothers—they both came from the same hands, only advertising sets them apart. Be careful though, because enter the counterfeit or knock off golf club which is neither one nor the other. A knock off's sole existence is based on the premise that there are consumers who can be hoodwinked into thinking that the knock off is the real deal—not the trying hard, good for nothing copy cat that it really is. So a knock off makes a killing every time somebody is foolish enough to buy it—while the discount golf club and the original brand suffer. Well, not everything is fair in life!

About the Author

Jonathan Davis is an avid writer, author of several worthy articles in print and enjoys golf in it's entirety. Read more of Jonathan's articles at golf-articles.org

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