

---

Subject: Doom 3!

Posted by [phlakaton](#) on Thu, 12 Aug 2004 15:10:55 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

It does make a difference in the long run if you steal from Target. PC sales break down in 2 ways.

Sold to stores (pre-orders can have affect on these numbers) and "Sell Through" (this number is what is actually sold to the consumer FROM the stores. The actual number of copies sold with sell through numbers is what the publisher is interested in. This is what allows the marketing department to make further calls on if you see a sequel and so forth. That also lets the publisher know if they should drop the sale price like you see on Renegade now... \$9.99 I think it is.

So when you steal from target you are ripping off target but you are still upsetting the balance with other factors. Besides... Target is a decent store... WalMart on the other hand... they dictate all kinds of stuff to the industry because they sell tons of product. Ever wonder why the boxes are much smaller... Walmart. That's who.

---