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The concept of net neutrality is one of fairness- making the internet the open economy it deserves to be, with no service getting an outside edge over another because of its ability to thwart the ability of user's to connect to its competitors. The very basic premise of capitalism, and quality, hinges upon people competing with one another's quality, rather than trying to undermine their competitors. I, and most others, don't want to be herded into using certain products because of shady backroom deals between businesses.

A lack of net neutrality is a detriment to capitalism, an anti-consumer practice, and serves only to isolate us and make the economy more dependent on brand-name products.

The internet has always been a place where quality shined, and small groups could best massive corporations. This is because the consumer decided what they wanted, not the companies.