

Whenever a reader clicks for more information, our back-end software records the click. We then use these clicks as "votes" for the products that appear in the newsletter. We send out the newsletter on Monday and again on Thursday. We find that each product receives about 25% more clicks on the second mailing. To construct the list, we add the clicks for the first and second mailings. When all is said and done, we sort the list based on the total number of clicks.

This year for the first time, one company, Micropower Direct, debuted products that received enough clicks to take the top two spots in the list. Coincidentally enough, Murata Electronics North America took the next two spots. From what we can gather, power sources—especially those with small form factors—are particularly attractive to *Electronic Design* readers. These products garnered five of the top 10 spots on the list.



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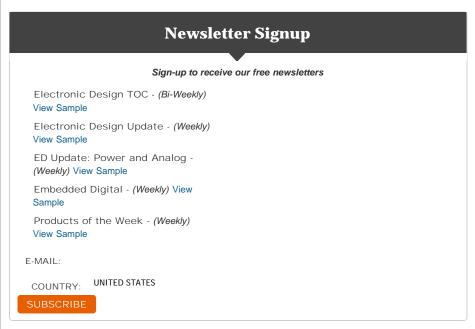
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