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Spock Co-Founder Finds Vertical Search Engines 'Fascinating'

Posted by [Michael Singer](#), Aug 11, 2008 07:02 PM



"Nowhere am I so desperately needed as among a shipload of illogical humans." --Spock in "I, Mudd." The same can be said of the search engine market these days, which is why Jay Bhatti, co-founder of Spock, loves his company's business model.