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What is the reverse phone directory? You must have heard about phone directory, also known as yellow pages for business and white pages for residents. Unfortunately both the pages have only landline number. You should not be surprised to know that mostly people use only cell phones these days.

In simple phone directory, you have the name of person so you want to find out his or her phone number. It can be found out by scanning the name in alphabetically order.

But in reverse phone directory all the process is reversed. Here you want to know the name of person by holding the phone number in your hand. In other words, you want to know about the owner of phone number.

There are number of incidents occur in life, when you become puzzled. As somebody giving you headache by calling you at midnight regularly or you look any unknown number at your spouseâ€™s mobile. Then what will you do? First of all you call back that person and in reverse you donâ€™t get any satisfactory answer. Here the reverse phone directory helps you in locating the name in addition to address of owner of that number.

There are some paid services available in market from where you can get the service by which it will easy for you to find out the owner of number.

You must not be worried about the legal point of view of grey pages. There was a time when the government, for security purposes, wanted to have the location of all unclassified numbers. But as the time passed, some human rightists protested against this by calling it infringe in the privacy of human beings.

With the coming of market based economy in 90s, the telemarketing spread its feet all over the world. By telemarketing system, the company could contact or advertise its products directly to thousand of customers at once.

The advertising is not the sole purpose of reverse phone directory, the other side of the coin is that they also help the customer to know about the company from they receive calls. By it they can know the credibility of the company advertised.

So why take so much worry in finding about the location of caller? Just be a member of paid service at a very low cost and do relax.

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