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Ancient Roman Tourists

By Sharon Stajda

Route 66 A.D.: On the Trail of Ancient Roman Tourists by Australian author Tony Perrottet

chronicles how ancient Rome invented the world's first tourist industry by sending their citizens on the original "Grand Tour" of famous sites in the ancient world.

Along this route, Romans visited places like Troy, the Athenian Acropolis, the ruins of the fallen Colossus at Rhodes, and the Pyramids of Egypt—to name just a few hot spots.

In this book, Perrottet used ancient texts and maps to follow in the footsteps of ancient Romans eager to see the world they conquered. He shares many of the anecdotes from these texts that describe "bad food, inadequate accommodations, and pushy tour guides" that demonstrate how little travel has changed between the present day and the time of Roman emperors.

Much of the book compares and contrasts past and present sites. Humorously, the author describes the Pompeii McDonalds where he began his tour to Rome, Naples, Sparta, Athens, the Aegean Islands and Cairo. A modern-day tour of the Roman Empire, the book weaves past and present together seamlessly making us wish we were there despite the crummy mattresses and ridiculous souvenirs.

Perrottet offers accounts of the Delphi where ancient travelers flocked to "the world's ultimate oracle" and describes island-hopping in the Aegean as a "mini-odyssey." While he and his travel companion faced certain hardships on their journey, he explained the real dangers that would have plagued ancient Roman travelers that included regional disease, bandits, rough seas and pirates. He discusses how Julius Caesar himself was kidnapped by pirates on his way to Rhodes for ransom.

Of particular delight are the author's descriptions of Ephesus of Asia Minor. His text reconstructs the glittering streets, the gates and library of this spectacular place that "competes with Pompeii as the ultimate Roman archaeological site." He also described the "erotic ballerinas" that predated the exotic belly dancers of the region.

In any case, this book recreates the well-worn path of ancient Romans as well as how they lived on the road. They explored and they succumbed to many vices of particular areas, but as one Roman

gravestone suggests, "baths, wine, sex may ruin our bodies, but they make life worth living."

For more information about the Roman Empire, please visit the following url:

<http://www.oldsold.com/articles08/roman-4.shtml>

Roman Marketing ... or,

By Joe Vitale

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"How to Build Your Own Empire in 5 Easy Steps"

Long before the movie "Gladiator" hit the theatres, millions of people have been fascinated with ancient Rome. More than 15 centuries after its fall, the Roman Empire continues to profoundly influence world history. But few have ever explored how Rome marketed itself to greatness. It wasn't all blood and guts, gladiators and chariots, togas and swords. There was a strategy and a mission, too.

After all, how could an ancient class of poor farmers rule most of Europe? Why would people leave their farms and their families to travel into unknown territories and fight barbaric wars? They were basically self-sufficient. They didn't even have a need for money until the third century. What's the deal here?

Roman Marketing was the key. In short, it was a powerhouse strategy practiced by the greatest emperors to instill hypnotic confidence in soldiers, allegiance from the public, and victory over almost all enemies.

And you can use it today to build your own empire.

Here's how Roman Marketing worked:

1. Create a mythology.

Rome did not have an inspiring past. Since it lacked the rich mythological sources of the ancient Greek, Rome filled in the holes by making up their own culture. They created their own legend. They told stories of Rome being founded by the survivors of Troy. Another story said Rome was founded

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by Romulus and Remus. These stories awakened a sense of the heroic in people. It gave them pride and confidence. It helped soldiers agree to fight for a country that was "the glory of Rome." Battle wounds became symbols of pride. It's

no accident that Rome's principle god was Mars—the god of war. With that kind of deity on your side, why *not* go into battle?

2. Share your wealth.

In the early days of Rome, citizens had no choice but to serve in the army. And they might serve up to 20 years. Why would they agree? Because Roman leaders made it worth their while. Soldiers were given land and later, when it was useful to have, money. Whenever an enemy was defeated, the goods were divided among the soldiers as well as the leaders. A happy soldier was a loyal soldier. Generosity was a trait adored in Rome. In later years, when greedy Roman leaders were more reluctant to share their wealth with their troops, soldiers were more reluctant to fight—and Rome fell.

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