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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Internet Time Revisited

By Andrew Eklund, CEO, Ciceron

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In the Summer of 1995, I was having dinner with some early Internet "pioneers" in San Francisco at Lulu's Bistro just off of the Moscone Center. These "pioneers" were snotty little twenty- and thirty-somethings, like me at the time (at least the snotty part), hell bent on changing the world through Web connections, Mountain Dew, iguanas running the office corridors, "just say no to senior management," and countless fanny packs full of stock options.

"The Market be damned!" they'd say. "This is the Internet economy!"

"The old paradigm is OVER," they'd drool between sips of Sierra Nevada. "Wells Fargo. Wall-Mart. Berkshire Hathaway. O-V-E-R. Like Pearl Jam." (Remember, this is '95.)

Drunk on power and visions of world domination I raced home to Minneapolis to start Ciceron.

We all know how the California version of the Internet bubble ended. You probably know an ex-CEO who now mixes martinis for hire south of Market Street.

Recently, I revisited one of the Old New Paradigms: "Internet Time." You remember that one? The one where everything happens faster on the Internet. Is it still true? Does this dusty ol' ditty still play well on the e-jukebox of time?

I'm going to make the argument that, of all the paradigm-shifting, new age, margin-jargon (that's modern for "mumbo-jumbo"), geek-speak of the '90s, "Internet time" is the one that still stands for something.

That "something" is the speed in which we can gain empirical knowledge about how consumers behave in the marketplace, as represented on the Internet. Customer research is the next Big Boom on the Internet. Right now, as you're reading this, perhaps tens if not hundreds or thousands of people (depending upon the size of your online marketplace) are online, at your site, creating data. They're "behaving" in some form or fashion, either in a way that you want or in a way that you should know

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about. Either they're "getting it" or they're not. They've either bought something from you, signed up for that newsletter, filled out that form, downloaded that document, or forwarded that page to their boss, or they haven't.

So. Have they? Do you know? It's happening right now. THERE! Oops. It's gone. Did you see it?

What if you knew everything that was happening on your Web site right now and could act on it? Or at least make some simple changes that made their next visit more relevant to them. C'mon. What I'm talking about isn't evil or intrusive. You love it! It's Amazon!

The Internet and web in particular can give us a real-time glimpse into reality — now. Tracking that information and translating it into actionable steps in both our online and offline experiences can — and

will — have a huge impact on commerce in general. How much money can you save by simply using the Web to test new products, for example. Or a new message. Or a tag line. Or a seminar topic.

Web analytics is just a fancy term for customer research. Use it for that. Use all of that data to educate yourselves. It's just sitting there, waiting. Waiting for you to take it, learn from it, and make your visitors happier, you wiser, and your fanny pack bursting with greenbacks.

Mad Cow Disease Revisited

By Thomas Ogren

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The practice of feeding animals to non-carnivorous domestic animals is one that must be stopped now. It is entirely possible that the current news of mad cow disease is but the tip of the iceberg for future potential health problems.

When I used to milk cows I was encouraged by my vet to add "bone meal" to my feed as a way to increase protein levels in the dairy grain. Normally we would use extra soybean meal to jack the protein levels, but many farmers used bone meal. The bone meal consists of rendered bones and tissue from cattle. Essentially we were feeding cattle to cattle, a process that in retrospect seems 100% unnatural.

I have an MS degree in Agriculture and in one of my poultry classes in college we visited a huge egg ranch. The foreman there explained to us that if you examined the chicken manure you'd find that as much as 25% of the feed had gone through the chickens undigested and was still there in the manure. With this in mind they had started taking chicken manure, steaming it and then drying it, and were now mixing the chickens' own manure back into the chicken feed. By doing this they supposedly were saving some 20% on feed costs!

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But then think of what this actually meant: they were feeding the hens their own manure. Also, in these highly confined cages hens would often die and the owners would just pull a dead hen from the cage and toss it into the manure under the cages. Thus, when they "re-processed" all that manure, there were plenty of chicken carcasses in it too. This would mean that they were now feeding chickens to chickens.

In mad cow disease we now know that prions are not killed by heat treatment. Feeding manure back to animals may make some sense from a purely monetary point of view, but from a larger, humanistic, holistic way of looking at things, it seems to be nothing but a recipe for disaster. It would seem that there needs to be more control exercised on what can be fed to not just cattle, but to all domestic farm animals. Our own health is at risk here, and in a sense of fair play, this practice seems to be more than a little insulting to the animals themselves.

Tom Ogren

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Thomas Ogren is the author of Allergy-Free Gardening, Ten Speed Press. Tom does consulting work on plants and allergies for the USDA, county asthma coalitions, and the Canadian and American Lung Associations. He has appeared on HGTV and The Discovery Channel. His book, Safe Sex in the Garden, was published in 2003. In 2004 Time Warner Books published his latest book: What the Experts May NOT Tell You About: Growing the Perfect Lawn. His website: www.allergyfree-gardening.com



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