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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!**

**THE POWER OF CONCENTRATED MARKETING**

By Caleb Galaraga

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First of all, what do you mean by concentrated? Encarta(R) Pocket Dictionary gives two words that defines it well—strong and focused. Being concentrated requires you not only to have a focus but to have a strong focus!

When you desire to concentrate on something, a clear target is mandatory. You need to have a very definite goal. Why? Because when you concentrate on one goal you are placed into a track that will lead to the fulfillment of the goal you desire to achieve. Everything that you do boils down towards its realization. By being in a concentrated state, you are given a single, clear, concrete and definite focus.

Your marketing becomes more effective, efficient and consistent when you are strongly focused. This is where you can see why having a well-defined niche market is important, even vital to your business's life. Why focusing on promoting one or very few affiliate program can give you a consistent income. Why there are people who succeeds in any network marketing business they join. Why companies such as Coca-Cola, McDonald's and Adobe are sometimes bigger than other conglomerates.

The ultimate reason for all of these is they have a great deal of focus in what their doing. That's why all their marketing efforts when combined and funnelled towards promoting that one product, service or opportunity they're selling—immediately results to big profits. And since their marketing is concentrated on only one entity, they possess

a great advantage against those who have multiple entities to promote.

Application: Pick that one product, service or opportunity that's best for you and stick towards promoting that one thing. Use all your resources and combine all your marketing efforts towards promoting it. Find every means to advertise it. Utilize every tool to make your marketing more effective. And just and wait and see on how effective and swift things can be!

### **Why Condition Your Boiler Water?**

**By Thomas Yoon**

#### **Why Condition Your Boiler Water? by Thomas Yoon**

A boiler is used for generating steam. It does this by heating water to its boiling point, after which steam will evaporate from it.

When you boil a kettle of water, you will shut off the fire or electric power when the water comes to a boil.

No so with a steam boiler. Generation of steam is a continuous process. Once a boiler is generating steam, it may take quite a long while before it is stopped. When steam is evaporated from the water, new water has to be added in to replace the water given out.

As more and more steam is evaporated, the water becomes more and more concentrated with salts and other impurities. If you use your kettle for a long while, you will see some chalky deposits inside it.

The fresh water supplied to replenish those lost through evaporation cannot be pure and free from salts. Even minute quantities of salt in the water will eventually become so concentrated as to form scales or deposits. The deposits are usually calcium or magnesium salts.

These scales are very damaging to the boiler because they interfere with the heat transfer and can lead to overheating and eventually, boiler rupture.

## THE POWER OF CONCENTRATED MARKETING

Soft water is water that contains very little calcium or magnesium salts. They are used to feed the boilers. However, they tend to be acidic in nature.

Acidic water tends to corrode. This is not good for the boiler. Corrosion can weaken the boiler.

By treating the boiler water with chemicals, we can control the acidity of the water as well as the softness of the water. This will solve the problem with scales and corrosion, but it is not the ultimate cure—all.

The boiler water will continue to become more and more

concentrated as the steam evaporates. The next step to take is to remove the concentrated water and replenish it with fresh, soft water.

The process of removing the concentrated water is called blow-down.

Folks, close your ears!

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Many years of working experience in Marine, Facilities, Construction has given the author material for writing e-books and articles related to engineering, and management.

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