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The Ancient Sites Of Rome

By Steven Cronin

For 3,000 years Rome has stood at the forefront of civilisation. The might of the Roman Empire brought great wealth and prosperity to the city and its allies. Rome became a treasure trove of extravagant architecture and monuments.

As fortune smiled down on Rome, their riches established communities endowed with ornamental landmarks, many of which stand to this day.

At the core of the once mighty Empire, The Roman Forum was the heart and soul of government. Originally a cemetery, the Forum grew with the Empire and was the nucleus of everyday life. Aristocracy would socialise and decide the course of history during lavish banquets, drinking their wine and gorging on the luscious food.

At the centre of the Forum is the Temple to Julius Caesar built by Augustus, his adopted son and first Roman Emperor. The fresh flowers signify the exact spot where Caesar was cremated.

The Colosseum is undoubtedly the most recognisable of all ancient Rome's landmarks. Built by Jewish slaves, the amphitheatre was synonymous with blood sports.

Opened by Emperor Titus in 80 AD, the imperial thirst for bloodshed was insatiable. Gladiators became infamous overnight as battles between man and beast caught the imagination of the Roman public.

Hundreds of thousands of men and beasts were slaughtered during the course of these Roman games. The butchery continued mercilessly until these particular blood sports were outlawed in 523 AD.

The communities of the Empire held the Roman gods in high esteem; religion played a significant part in the lives of the Romans and homage was paid frequently to those in higher places.

The Pantheon was built as a temple to the gods. The original was destroyed by fire in the 1st century BC resulting in dismay amongst the communities.

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During the early part of the 2nd century AD, Emperor Hadrian took it upon himself to rebuild the monument and provide his people once more with a pathway to the gods. Hadrian was an amateur architect and completed the new temple in 125 AD.

Two mammoth doors, like sentinels standing before the path to the gods guard the entrance to the temple. The doors were extensively restored during the 17th century, raising doubts whether they can ever again be classed as original.

Once inside, the unexpected scale of the interior is awe-inspiring. Marble panels grace the walls and floors; remarkably, half of the wall panels are from the original build nearly 2,000 years ago.

Steven Cronin owns the City Breaks website featuring city break special offers from luxury hotels to budget accommodations. For more information please visit

<http://www.sargas.co.uk>

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 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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