

wait outside, their fumes eating away at the stonework at the cathedral.

Poor Venice with its unique, exquisite beauty. On one historic day in 1987, the crowds were so great that the city had to be closed to all visitors.

In Barbados and Hawaii, each tourist uses ten times as much water and electricity as a local inhabitant. Whilst feeling that this is unfair, the locals acknowledge the importance of tourism to their economy overall.

The prehistoric cave paintings at Lascaux in France were being slowly ruined by the breath and bacteria from 200,000 visitors a year. The caves have now been closed to the public and a replica has been built.

Many of great cities of Europe, such as Prague, Rome, and Warsaw, are finding that their historic centers are fast becoming theme parks – tourist ghettos, filled with clicking cameras and whirring camcorders.

Many places that once were remote are now part of package tours. Now many believe that tourism ruins everything that it touches.

## VIRTUAL MARKETING

Доп. – Боронезец Д.

Today, you can work with a consultant, a financial planner, or a business coach across the country as easily as someone across town. In the Internet age, prospects often find you (instead of the other way around).

This is the age of the virtual customer. The only way to be truly successful in business is by establishing a good reputation. And understanding the way business has shifted in the Internet age can help you bring the potential of marketing your business into the virtual world.

**The Virtual First Impression.** Many of us now form "first impressions" of people and companies via our Internet browsers.

From the moment your name and business appear in a Web browser to the moment your Web site loads, your first impression often means the difference between a shot at your prospect's business, or being shut out.

Prospects you've never met are forming opinions about your business at the click of a mouse. Internet first impressions are not just influenced by how your Web site looks, but also by how often your business appears or how high it ranks in a web browser.

**Become an Online Center of Influence.** We all know people who command rapt attention whenever they speak. Others want to listen to, learn from, and emulate them. They are centers of influence, a distinction you can pursue online by developing the following qualities:

*Share inside knowledge with your target market;*

*Participate, listen, contemplate, and offer thoughtful responses;*

*Be willing to voice an opinion;*

*Assume leadership positions in your industry*

Start by making your Web site a resource for your industry. Feature lots of useful information, including articles, links, downloadable files, customer resources, and anything else of use to your target market. Be generous and give, give, give!

**Create a Virtual Podium with Teleclasses.** Teleclasses are a great way for businesses to develop a virtual reputation. They can be promoted easily by email, and provide information to prospects, clients, and customers all over the world, with minimal cost and effort.

Also, it may be just as effective and less effort to participate as a guest lecturer in another professional's class rather than producing your own teleclass.

**Placing Articles Online.** Online articles draw upon your expertise by providing useful information that Web site visitors are actively seeking out. Online articles position you as an expert in your field and convey a level of authority that establishes trust and sets the stage for sales.

When high-traffic, high-credibility Web sites and newsletters publish your articles, you ride on the coattails of their loyal

relationships with readers. Your articles are seen by visitors as referrals from trusted friends.

**Build Online Relationships.** Most business networking used to happen when we recommended an associate, swapped business cards, or connected with colleagues over lunch. But increasingly, social networking is migrating to the Internet.

Through social networking Web sites and online discussion lists, entrepreneurs can access virtual communities of prospects and associates while developing virtual "platforms" to generate leads and sales and establish themselves as recognized experts.

Marketing consultant Max Blumberg credits his involvement in Ecademy.com, a business networking Web site, with elevating his business profile and generating new clients.

Blumberg started by posting a profile about his business, then started sharing his knowledge with other Ecademists. The key to building a niche community is identifying your ideal customers and the communities they belong to. By targeting the best, most favorably inclined prospects within a niche, you can become your target market's vendor of choice, and sell more with far less effort.

## **80-NUCLEAR İ INTEL PROCESSORS**

Доп. – Пелепей Р., ИИ-43/1

At a starting in San Francisco this week annual international conference the Integrated Solid State Circuits Conference (ISSCC) company Intel promulgated technical details about a 80-kernel one-chip processor conception of which a company presented on the autumn session IDF 2006. The given processor is developed within the framework of the program of "Tera-scale computing", which is directed on creation of microprocessors with calculable power from one and more than trillion of operations in a second (teraFLOP). Decisions of no today's, as you understand, and even morrow.

The Intel company underlines that a shown her 80 kernel processor – it is no more than a tester ground for rolling of technologies, both a vehicle – for estimation of the real fast-acting and development of optimum architecture of co-operation of mass of