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sites & sights to see

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events to highlight

Let's see ... so much to say and so little place for it:

- NewMedia Publishing was the subject of an interview on Worldwide Corporate Network's BizTalk radio show on June 15. Listen to the web cast on their site;
- * Our eBook, "A Mother's Shoah" was given the top place on Mightywords.com's newly launched <u>Biography page</u>;
- * We produced eBook editions for two best sellers from Australia and are in distribution talks with the author;
- and started preparations to enter our authors' works in the <u>Frankfurt eBook Award competition</u>, offering a total of \$100,000 in prizes...

new authors to spotlight

Our editorial review board accepted for review a record number of manuscripts and books from aspiring as well as established authors. It is our pleasure to introduce two of them here:

- * Dr. Rao Kolluru is an internationally known expert on environmental issues and the author of "In Quest of the Infinite". You can <u>visit his pages on our site</u> from here.
- * Fred Klein's title "No Name No Number" has already been quoted as one of the best books in personal crisis management. His pages should be up on our site soon.

Don't forget - we'd like to see your work cited here too!

editorial flash

Advanced technology is thought to be futuristic. Yet, much of it is still based on ancient standards. The perfect example is the U.S. standard railroad gauge - the distance between the rails - which is 4 feet 8.5 inches, or 1.4351 meters. How did that come about? And how did it impact the development of the most advanced transportation vehicle, the space shuttle?

issue: summer 2000

It so happens that the original wheel gauge specification for the Imperial Roman war chariot was 4 feet 8.5 inches. Why? Because the chariots were made just wide enough to accommodate the back ends of two horses. This arrangement was preserved in the middle ages and then in the industrial age, through the design of horse drawn wagons, carriages and the railways.

Fast forward to the space shuttle's two big booster rockets, which must be shipped by train through tunnels in the Rocky Mountains slightly wider than the railroad track. Thus a major design feature of the shuttle was actually dictated by the width of a horse's behind. Not the optimal way to develop new products and services? If we base the future on the past we can be a horse's *** too. .

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