

## sites & sights to see

- [Should you take your inalienable rights for granted?](#)
- [Visit with the crew of the International Space Station](#)
- [Help to clear war-torn communities of land mines](#)
- [Clean, healthy, and fun counterculture for the rest of us](#)
- [What's under the ground of New York City?](#)
- [Read others' dreams free - pay to analyze yours](#)
- [Witness the eruption of a live volcano](#)
- [Learn the way Hollywood really makes them](#)
- [Take the virtual ride to vote for the #1 roller coaster](#)

## events to highlight

A lot to report about again. I remember when summer was mostly for fun . . .

- \* We completely redesigned and rebuilt our web site. You will find everything is only one or two clicks away, thanks to June Marshall, our usability expert who also happens to be our new marketing director.
- \* A new partnership with Xerox's ContentGuard division enabled us to reopen our ebook store, with ***The Idea of a Right*** already available and others to follow shortly.
- \* Zden.com, the largest European e-content marketplace and distributor now carries our authors' works

## works delivered

"Seattle, a leader of the Suquamish tribe, is widely believed to have delivered the following speech around 1851: The President in Washington sends word that he wishes to buy our land. But how can you buy or sell the sky, the land? If we do not own the presence of the air and the sparkle of the water, how can you buy them?..."

***The Idea of a Right*** is a comprehensive treatise on the concept of a right from the time of the ancient Greeks to the present. Its author, K. G. Butler Ph.D. is especially interested in the development of a natural right. We edited his manuscript, designed the cover, and delivered it to him in secure download ebook and print editions.

## editorial flash

Online sales are just the tip of the iceberg of economic value you can derive from e-commerce. It is much more than a way to sell products or services. You should focus at least as much attention on the opportunities presented by these technologies to achieve a new level of business efficiency and corresponding cost savings.

By utilizing Internet technologies to streamline business processes that reduce or eliminate costs, nations embracing electronic commerce can expect a total annual cost savings of \$1.25 trillion by 2002, according to a recent study by Giga Information Group.

The research found that global businesses in industrial nations had e-commerce driven cost savings of \$17.6 billion in 1998, with the majority, \$15.2 billion occurring in the United States. They will reach \$600 billion in the U.S. by 2002.

Since cost savings produce 70-80% higher profit margins than increases in sales revenues, U.S. businesses are expected to generate between \$360-480 billion in additional profits from Internet based cost savings alone. Businesses in other countries, embracing e-commerce, will see similar results.

These are very compelling numbers, even if they sound way too optimistic to you. Especially when you're fighting your computer and your telecom provider's less than stellar performance just to send a file over. Where is the truth? More importantly - is this true for you?

## in the entertainment corner now

showing the multimedia capabilities available to you



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