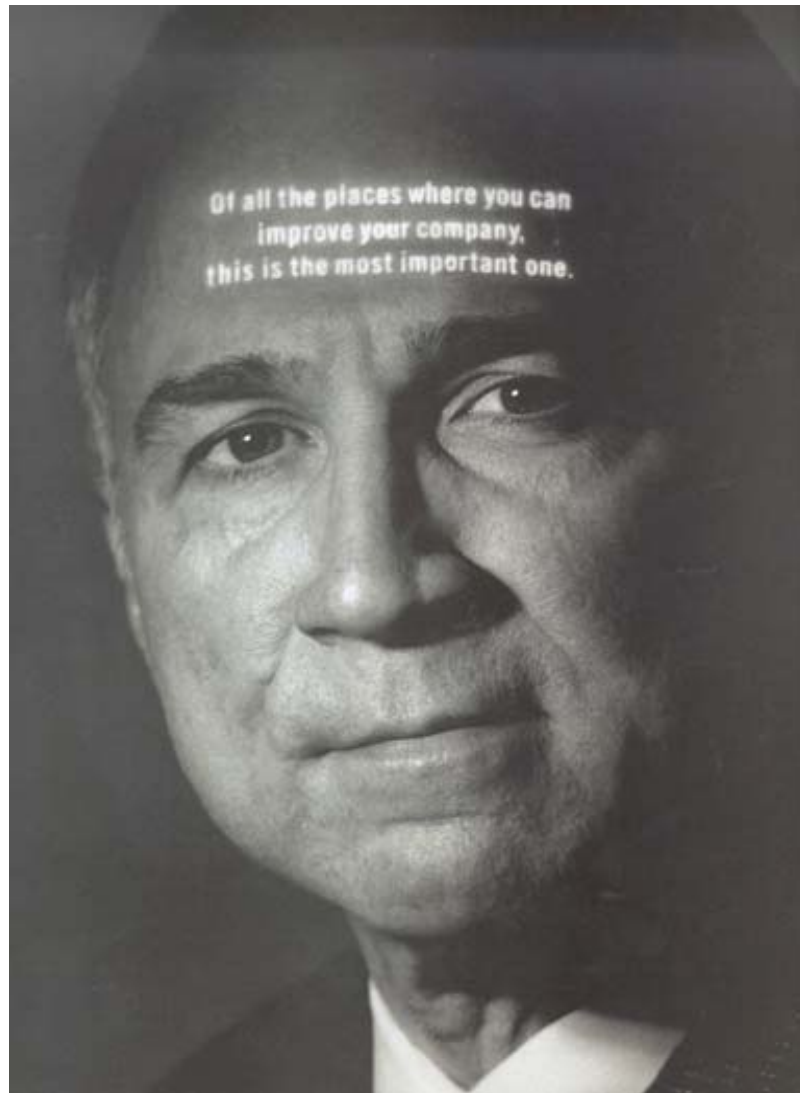


Message 1

The Most Important Place



message on the photo:

**"Of all the places where you can
improve your company
this is the most important one."**

source of the photo:

Harvard Business Review, September-October 2000, vol. 78, no. 5, p. 86.

<http://www.marinos.com.gr>

Think what it would look like if I could have access to your wise thoughts online anytime without having to overburden my inbox and clog my connection to the Internet with lots of Kbits.

Your main target group are people with narrowband connection to the Internet -- not with an ISDN connection as I do have -- and relatively computer illiterate. While they could easily click on a hyperlink that's included in an email message in ASCII format, they might have difficulty in tracing your wisdom that's been formatted differently.

Peter F. Drucker, a management-leadership guru, said that "'Style' is packaging, the only substance is performance." Well, in the era of the online experience economy, style and substance are integrated in cyberspace. Unless you developed your computer skills your substance would be interesting enough, yet your style would be lagging.