



When You Are Down And Out How Do You Get Up And Go Forward

Learn To Love Growth And Change And You Will Be A Success

The preservation of human life is the ultimate value, a pillar of ethics and the foundation of all morality. This held true in most cultures and societies throughout history.

On first impression, the last sentence sounds patently wrong. We all know about human collectives that regarded human lives as dispensable, that murdered and tortured, that cleansed and annihilated whole populations in recurrent genocides. Surely, these defy the aforementioned statement?



To a general advertiser outdoor advertising is worthy of consideration. Outdoor advertising is considered as the oldest form of advertising. Posting bills on wooden boards in the late 19th century led to the birth of the term billboard. Today, outdoor advertising includes not only billboards but also car cards in public transportation, displays in airports, ski areas, and sports arenas and in-store displays among others. Consider this scenario: you were on your way to the office and without even looking at the morning paper you found out that your favorite boutique is opening in the neighborhood. Or you were on your way home from work when you find out that a major company you would love to work for is hiring – and this you knew without even having your own radio on. How did all these happen? Through outdoor advertising.



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Many people feel that there is a limited amount of abundance, wealth, or chances to succeed in life. Furthermore, there is a solid belief that if one person succeeds, another must fail. This might be true, in some cases, such as in a small company or school, where opportunity is limited by management. However, the world is a big place, and there are opportunities created from ideas that help people, and no one gets hurt in the process. Below are two examples of success that have not taken anything away from anyone.

Benjamin Franklin, inventor, statesman, writer, publisher and economist relates in his autobiography that early in his life he decided to focus on arriving at moral perfection. He made a list of 13 virtues, assigning a page to each. Under each virtue he wrote a summary that gave it fuller meaning. Then he practiced each one for a certain length of time. To make these virtues a habit, Franklin came up with a method to grade himself on his daily actions. In a journal he drew a table with a row for every virtue and a column for every day of the week. Every time he made a fault, he made a mark in the appropriate column. Each week he focused his attention on a different virtue. Over time, through repetition, he hoped to one day experience the pleasure of “viewing a clean Book.” He says that he carried out this personal examination for years. In order to do the work thoroughly he decided to attempt each virtue and a quarter of its importance – one at a time. He began with temperance, which included the moderating of every pleasure or inclination to develop undesirable habits, because temperance “tends to procure that coolness

