

Have a Vision in the New Information (and Technological)Age...and for YOUR LIFE (Part One of Three)

By Craig Lock

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Article Title: Have a Vision in the New Information (and Technological)Age...and for YOUR LIFE (Part One of Three)

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Line Space: 60 characters (approx)

Category (key words): Internet, online marketing, internet marketing, www, vision

Internet address: <http://www.nzenterprise.com/writer/creative.html>

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AGE...AND FOR YOUR LIFE (PART ONE ...of three)

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Just sharing a few thoughts on the future of the new "Information Revolution", which is taking the world by storm. As we all know, the internet revolution is evolving at a dizzying pace (in spite of the well publicised lack of results of many high-profile "dot.coms", who have demised into "dot-bombs" in recent years!). Change with continue at an ever-increasing pace in the modern world, due to modern technology, I believe.

What we see today can be history next year, or even next week. Five years from now the Internet will be totally different from that which most of us can imagine. The vision of a "nerdish" future with a dash of "Gordon Gecko Wall Street greed" and a touch of youthful creative

imagination and energy is one that excites us here in "tranquil, far-off" New Zealand near the bottom of the world). It's a vision my associates and I, as budding entrepreneurs, cherish and have fully embraced - one whereby the "little guys" in small countries like us, can "take on the world" and the major players, the corporates, on a relatively level playing field, except (in most cases) for miniscule advertising budgets.

Geography is no longer a barrier to doing business world-wide through the net. I believe e-commerce (with it's instant and cheap communications) is the new frontier of doing business world-wide - the way of the future, especially for geographically isolated communities, like us. Anyway, what else is there for me to do here in "Sleepy Hollow? LOL. Eagle Productions was started as a "one man business" with NO CAPITAL and just one or two "very clever" friends, who helped "total non-techno me" with technical expertise in this most economically deprived region of "little old, yet beautiful New Zealand". This "personal vision" has now "developed" to a few people working (and having heaps of fun) in "Sleepy Hollow", together with American and South African associates.

My advice is to develop "strategic alliances" with people, who skills you do not have...so that you ALL benefit from each others unique skills and expertise (the process of synergy at work: $1 + 1 = 3$.)

Knowledge SHARED is knowledge gained.

Craig Lock

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END OF PART ONE

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