

# Relativity

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Bits of Our Best Knowledge for Your Edification and Enjoyment

An Occasional Publication of MC<sup>2</sup>

## What's this?

Welcome to the third edition of **Relativity**, an occasional publication of MC<sup>2</sup>. We hope you find it useful, intriguing, practical, and thought-provoking. Let us know how we're doing!

Drop us a note via e-mail at [energy@mc2advisors.com](mailto:energy@mc2advisors.com) or call us at [920] 954-6474.

## 100 Years of Relativity

This year marks the 100th anniversary of Einstein's theory of special relativity. Who knew that a large amount of energy could be released from a tiny amount of matter?

That's what the equation  $E = MC^2$  is all about (energy equals mass times the speed of light squared). Although the theory paved the way for nuclear power and the atomic bomb – deeply ironic, considering Einstein's pacifism – it also dramatically altered concepts of space and time. And gave the inspiration for our company's name, too.

### Check out these websites:

[www.mozilla.org](http://www.mozilla.org)

Firefox browser offers faster, safer browsing plus intriguing, innovative, useful "extensions." Try the Firefox extension "StumbleUpon," also available for free at the Mozilla website.  
Available for both Windows and Mac OS X

[www.marketingvox.com](http://www.marketingvox.com)

"The voice of online marketing," this hard-hitting site is the daily online marketing news journal written by industry practitioners

## Listen up:

"Without creative personalities able to think and judge independently, the upward development of society is as unthinkable as the development of the individual personality without the nourishing soil of the community."

*Albert Einstein*



## Consider this!

Is your company committed to excellence?  
**Responsive? Proactive?**

**Guess what?** Every single one of your competitors says the same thing. Look at it this way: you don't listen to cliches, so why would your customers and prospects?

- ▶ **To Do:** Write down three good reasons why someone should do business with you without using any worn-out phrases. Make those reasons real by making them unique. Use fresh new words and watch people pay attention.

## Have you heard?

During the first quarter of 2005, we're going to give one nonprofit group in our community a new identity.

Check out our website for more information!

[www.mc2advisors.com](http://www.mc2advisors.com)