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PSO

[PROCESS ORIENTATED SHAPING OF OUR SURROUNDINGS]

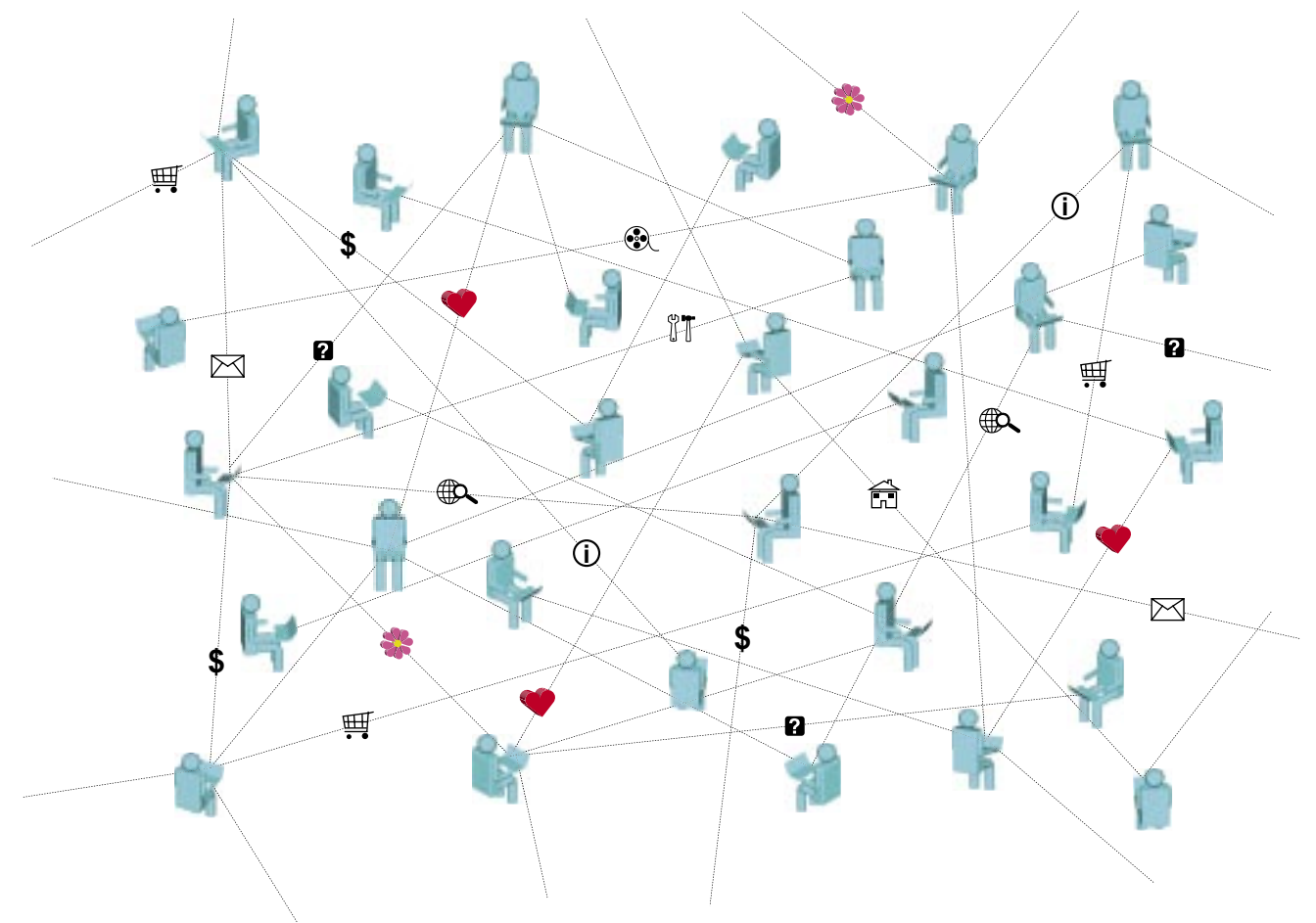
Maximize your revenue
Earn more revenue from your website, while providing visitors with a more rewarding online experience. Google AdSense™ automatically delivers text and image ads that are precisely targeted to your site and your site content—ads so well-matched, in fact, that your readers will actually find them useful. And when you add Google WebSearch to your site, AdSense delivers targeted ads to your search results pages too. With AdSense you earn more ad revenue with minimal effort—and no additional cost.

AdSense Program

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American Online uses AdSense for search



Google AdSense Premium Service

The Google AdSense program is designed to help web publishers generate more revenue from their websites with advertising on search results and content pages.

AdSense delivers relevant Google ads that are dynamically targeted to your users' search queries or the content of your pages. Joining the AdSense program gives you access to thousands of advertisers, allowing you to show more ads on more pages. Filtering options give you control over which ads appear on your site. And by helping you monetize more of your ad inventory, AdSense makes it easier for your sales team to focus on developing relationships with your large strategic advertisers.

Premium Service Benefits

Qualified publishers are eligible for AdSense premium service, which provides the following benefits:

- Google sales representative and account manager
- Flexible ad formats
- Advanced filtering
- Optimization assistance
- Additional monetization options
- Enhanced technical support

To find out more about AdSense premium service, please log on to <http://services.google.com/ads> fill out the form and a Google sales representative will contact you.

If your site does not yet receive 5 million search queries or 20 million content page views a month, click here to apply for the AdSense program.

How to qualify for premium service

If your site receives more than 5 million search queries or 20 million content page views a month, you may qualify for AdSense premium service.

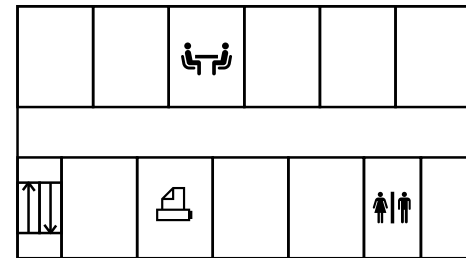


“Such (self-organizing) systems have several advantages over more traditional systems: robustness, flexibility, capability to function autonomously while demanding a minimum of supervision, and the spontaneous development of complex adaptations without need for detailed planning. Disadvantages are limited predictability and difficulty of control. (...) Perhaps the most challenging application would be to design a complex socio-economic system that relies on self-organization rather than centralized planning and control.”

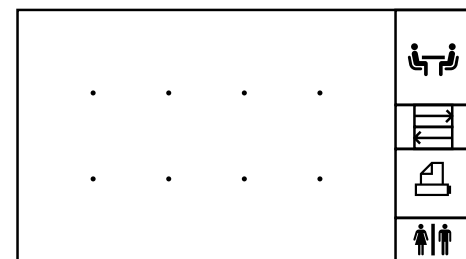
Francis Heylighen

New requirements: Flexibility and dynamics

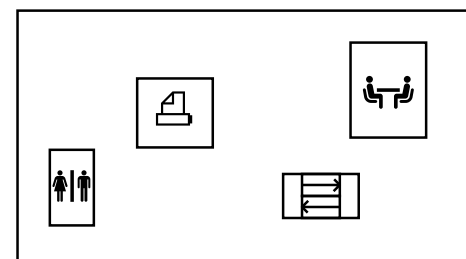
Companies are downsizing, expanding, merging ... The constant flux of the market-economy makes flexibility a key requirement for modern office space. Tele-workers occasionally bypassing the company they work for, free agents employed for a brief period of time and employees working in project groups – all increase the need for new dynamic modes of spatial organization. But the modern office space should not only be flexible and adaptable to new forms of organization, it should actively provoke change.



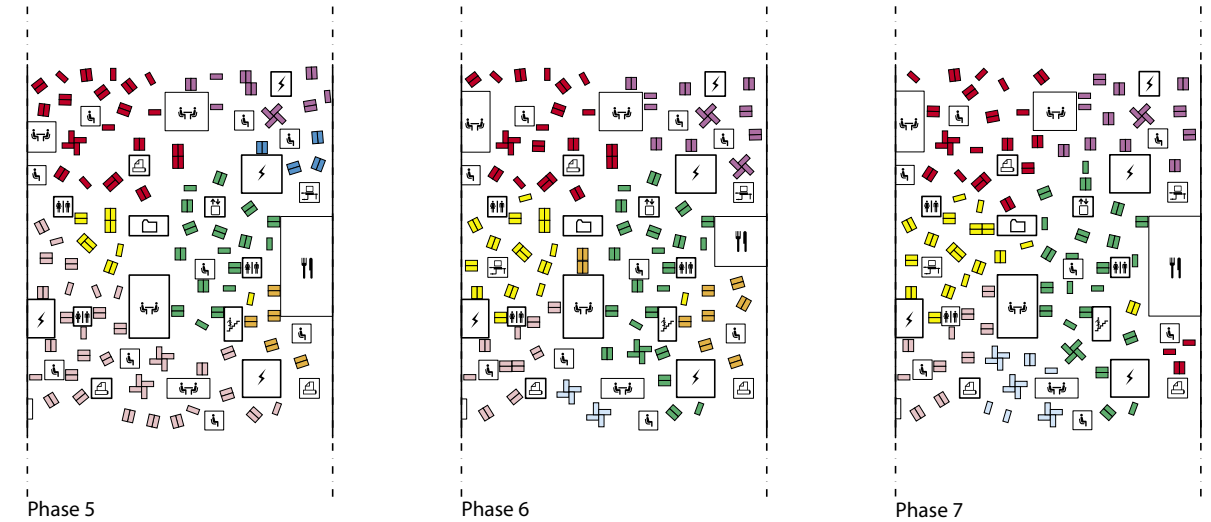
cell office structure



open office landscape



self-organizing office system



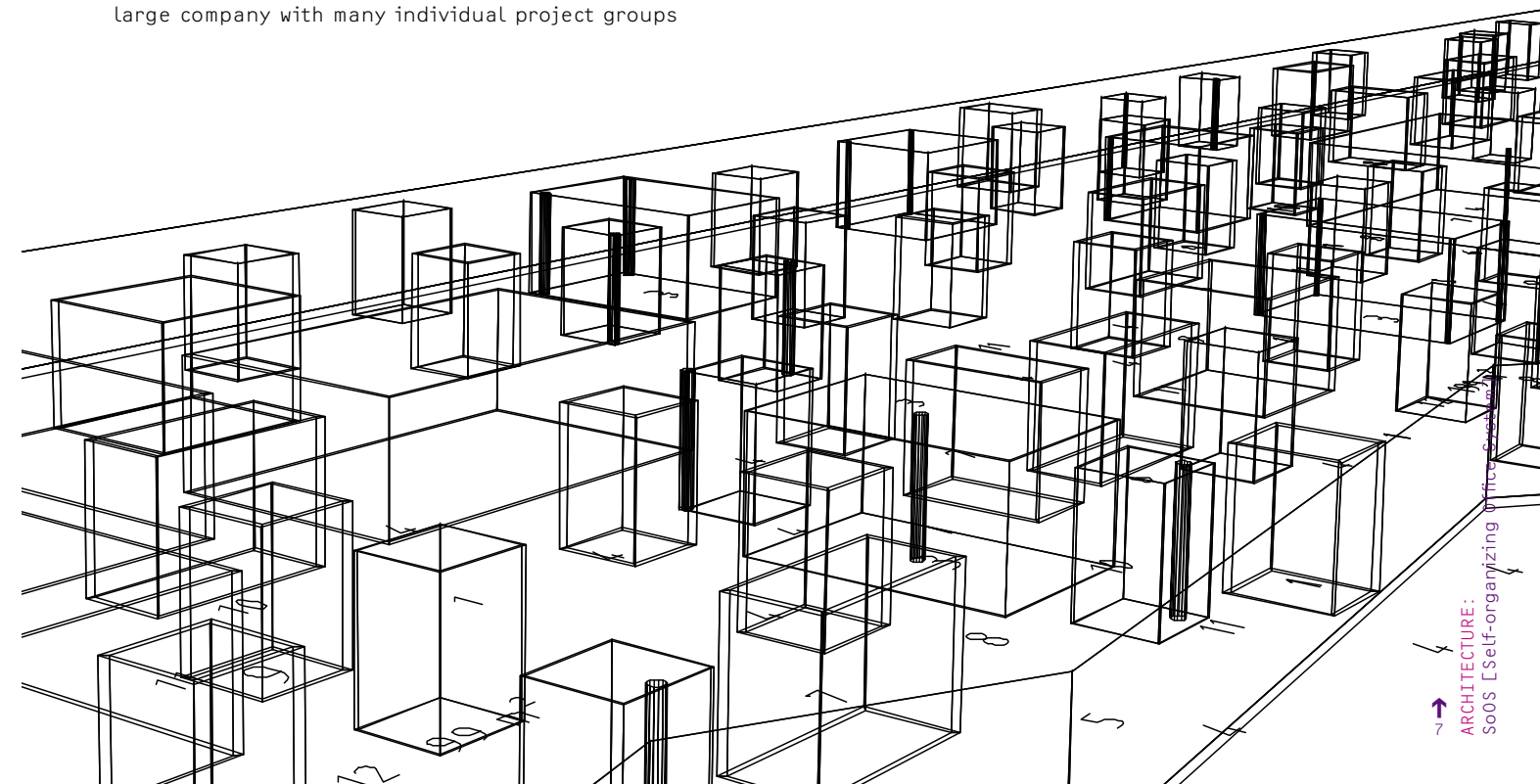
New solutions: SoOS [Self-organizing Office System]

The SoOS consists of freestanding elements in a large open space. The elements contain secondary office functions, such as meeting rooms, kitchens and toilets. Some are fixed structural elements while others are displaceable. These randomly placed elements create a wide range of diverse primary office spaces between and around them.

New advantages: Connectivity and changeability

The SoOS is designed for companies who see change and diversity as assets, if not downright necessities. The system can be implemented either by a single large company with many individual project groups

or by many small and individual, but business related, companies. The primary office spaces, which are at the same time both separated and connected, provide a certain degree of privacy to each group, while at the same time provoking casual encounters, as people move from one place to another. In addition, and in combination with new wireless technology, SoOS enables your company to grow or to re-group, instantaneously and within the same building. The day-to-day operation of the SoOS is managed by a number of "receptionists", strategically positioned throughout the building. They keep track of people, appointments, reservations of meeting rooms and other common facilities.



Charles Darwin (1809 - 1882) was the first to see life as the result of a long evolutionary process – an evolution. Prior to Darwin the belief was that the different species of animals and plants were God's creation. A famous illustration of Darwin's theory of evolution is the image of the tree with branches and twigs, symbolizing the gradual development and diversification of evermore species. It shows that the existing plants, animals and people stem from more primitive organisms. Life began with single-celled organisms which swam around in the ocean, where they gradually evolved into new and evermore specialized species. Darwinism views evolution as a process, which is driven by the interplay between random mutations and natural selection. These processes alter a population gradually and in a given direction, whereby only the best-suited species survive. Whether a species is "fit for survival" depends on its ability to adapt to its environment. Darwinism has long been a universal way of viewing evolution. But this is no longer the case.....

"Selforganization is basically a process of evolution where the organization (...) of a system spontaneously increases, without this increase being controlled by the environment or an encompassing or otherwise external system."
<http://pespmc1.vubac.be/SELFORG.html>

"Symbiosis, the merging of organisms into new collectives, proves to be a major power of change on earth. (...) By creating organisms that are not simply the sum of their symbiotic parts – but something more like the sum of all possible combinations of their parts – such alliances push developing beings into uncharted realms."
 Lynn Margulis

" Evolution has no purpose, no progress, no sense of direction. (...) That's why you can see it as a dance. It's not going anywhere, it's simply exploring a space of possibilities."
 Brian Goodwin

"Life is a copiously branching bush (...) not a ladder of predictable progress."
 Stephen Jay Gould

"In contrast to gradual processes whereby two species may diverge under geographical and ecological separation from a single ancestral species, new species may suddenly arise by abrupt speciation."
 D. Briggs and M. Walters