

An Ambarrassment of Riches

By Sam Vaknin

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<http://www.doi.org/>

The Internet is too rich. Even powerful and sophisticated search engines, such as Google, return a lot of trash, dead ends, and Error 404's in response to the most well-defined query, Boolean operators and all. Directories created by human editors - such as Yahoo! or the Open Directory Project - are often overwhelmed by the amount of material out there. Like the legendary blob, the Internet is clearly out of classificatory control. Some web sites - like Suite101 - have introduced the old and tried Dewey subject classification system successfully used in non-virtual libraries for more than a century. Books - both print and electronic - (actually, their publishers) get assigned an ISBN (International Standard Book Number) by national agencies. Periodical publications (magazines, newsletters, bulletins) sport an ISSN (International Serial Standard Number). National libraries dole out CIP's (Cataloguing in Publication numbers), which help lesser outfits to catalogue the book upon arrival. But the emergence of new book formats, independent publishing, and self publishing has strained this already creaking system to its limits. In short: the whole thing is fast developing into an awful mess.

Resolution is one solution.

Resolution is the linking of identifiers to content. An identifier can be a word, or a phrase. RealNames implemented this approach and its proprietary software is now incorporated in most browsers. The user types a word, brand name, phrase, or code, and gets re-directed to a web site with the appropriate content. The only snag: RealNames identifiers are for sale. Thus, its identifiers are not guaranteed to lead to the best, only, or relevant resource. Similar systems are available in many languages. Nexet, for example, provides such a resolution service in Hebrew.

The Association of American Publishers (AAP) has an Enabling Technologies Committee. Fittingly, at the Frankfurt Book Fair of 1997, it announced the DOI (Digital Object Identifier) initiative. An International DOI Foundation (IDF) was set up and invited all publishers - American and non-American alike - to apply for a unique DOI prefix. DOI is actually a private case of a larger system of "handles" developed by the CNRI (Corporation for National Research Initiatives). Their "Handle Resolver" is a browser plug-in software, which re-directs their handles to URL's or other pieces of data, or

content. Without the Resolver, typing in the handle simply directs the user to a few proxy servers, which "understand" the handle protocols.

The interesting (and new) feature of the system is its ability to resolve to MULTIPLE locations (URL's, or data, or content). The same identifier can resolve to a Universe of inter-related information (effectively, to a mini-library). The content thus resolved need not be limited to text. Multiple resolution works with audio, images, and even video.

The IDF's press release is worth some extensive quoting:

"Imagine you're the manager of an Internet company reading a story online in the "Wall Street Journal" written by Stacey E. Bressler, a co-author of Communities of Commerce, and at the end of the story there is a link to purchase options for the book.

Now imagine you are an online retailer, a syndicator or a reporter for an online news service and you are reading a review in "Publishers Weekly" about Communities of Commerce and you run across a link to related resources.

And imagine you are in Buenos Aires, and in an online publication you encounter a link to "D-Lib Magazine", an electronic journal produced in Washington, D.C. which offers you locale-specific choices for downloading an article.

The above examples demonstrate how multiple resolution can present you with a list of links from within an electronic document or page. The links beneath the labels - URLs and email addresses - would all be stored in the DOI System, and multiple resolution means any or all of those links can be displayed for you to select from in one menu. Any combination of links to related resources can be included in these menus.

Capable of providing much richer experiences than single resolution to a URL, Multiple Resolution operates on the premise that content, not its location, is identified. In other words, where content and related resources reside is secondary information. Multiple Resolution enables content owners and distributors to identify their intellectual property with bound collections of related resources at a hyperlink's point of departure, instead of requiring a user to leave the page to go to a new location for further information.

A content owner controls and manages all the related resources in each of these menus and can determine which information is accessible to each business partner within the supply chain. When an administrator changes any facet of this information, the change is simultaneous on all internal networks and the Internet. A DOI is a permanent identifier, analogous to a telephone number for life, so tomorrow and years from now a user can locate the product and related resources wherever they may have been moved or archived to."

The IDF provides a limited, text-only, online demonstration. When sweeping with the cursor over a linked item, a pop-down menu of options is presented. These options are pre-defined and customized by the content creators and owners. In the first example above (book purchase options) the DOI resolves to retail outlets (categorized by book formats), information about the title and the author, digital rights management information (permissions), and more. The DOI server generates this information in "real time", "on the fly". But it is the author, or (more often) the publisher that choose the information, its modes of presentation, selections, and marketing and sales data. The ingenuity is in the fact that the DOI server's files and records can be updated, replaced, or deleted. It does not affect the resolution path - only the content resolved to.

Which brings us to e-publishing.

Second part of Embarrassment of Riches - here:

<http://samvak.tripod.com/busiweb17.html>

Sam Vaknin is the author of Malignant Self Love - Narcissism Revisited and After the Rain - How the West Lost the East. He is a columnist for Central Europe Review, United Press International (UPI) and eBookWeb and the editor of mental health and Central East Europe categories in The Open Directory, Suite101 and searcheurope.com. Visit Sam's Web site at <http://samvak.tripod.com>

Humble Riches

By Deirdre McEachern

Humble Riches

by: **Deirdre McEachern**

"We come equipped with everything we need to experience a powerful life full of joy, incredible passion, and profound peace. The difficult part is giving ourselves permission to live it." – Deborah Rosado Shaw

Summer is a great time to practice slowing down and re-connecting with what you enjoy most in life -- spending time appreciating nature, barbecuing with old friends, or expressing yourself through a creative hobby such as painting or gardening. These are what I call the "humble riches" of life. They don't necessarily cost a lot of money but their "bang for your buck" in terms of your quality of life is huge.

Often when we think of taking steps to improve our quality of life we think about big steps --quitting a job, getting physically fit or moving house. Today I would like to introduce you to another approach. I call it Momentary Contentment. This means not necessarily waiting for one of those perfect times when everything feels completely in alignment and you wouldn't change a thing, but rather, it is recognizing when you feel mostly content. You may have a few worries about your life but nothing so pressing that it stops you from enjoying the humble riches that are available to you here and now.

Recognizing any moments of contentment, be they Momentary or perfect, pulls you back in touch with what is good about your day and your life. It lifts your spirits and naturally shifts your mental state from your anxieties, worries, and concerns to possibilities, appreciation, and gratitude.

Recently I was traveling on a morning commuter bus to Boston. As I was riding along I was worrying about all the to-do's ahead of me that day. Just then something caught my eye and I looked out the window next to me. What a sight! Beautiful wispy clouds were strewn across the blue summer sky. The silver glint of a jet was flying across and leaving behind two streams of ethereal white vapor. The tops of the nearby trees were bursting with full, summery green leaves. The vibrant mix of colors looked like a painting.

I thought to myself, "Ah ha! This is as close to a quiet, contemplative moment as I'm likely to get all day. I feel mostly content -- I have a few worries about my work day but nothing so demanding as to stop me from taking this moment to enjoy the view nature is offering to me."

I continued watching as the bright sunlight caught the edges of some of the clouds and not others. The scene changed from moment to moment in front of my eyes, never to be repeated in exactly the same way again. White, Blue, Green. White feathery clouds, blue skies and green trees. It was beautiful.

While gazing at this scene, my thoughts shifted to what a warm and sunny day it was and how lucky I was to have such good weather for my trip into the city. I couldn't have asked for a better day for walking between bus stations and T stops and my various meetings. Starting to feel gratitude for the good things in the day, I effortlessly let go of the tension I had been holding about the schedule of obligations laid out before me. I was able to sit back and literally, enjoy the ride. I felt blessed by life's humble riches.

Think of this newsletter as permission to give your self a few much deserved breaks of Momentary Contentment this month. Why not notice the world around you and revel in its wonders, call an old friend you haven't talked to in a while, or take a half an hour to do something you love?

Lucky you, these riches are yours for the taking. Enjoy!

Deirdre McEachern's passion is helping her clients achieve their dreams. She believes strongly that you can find a career you enjoy, express your natural talents and have a life!

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