

# The Lessons of Nauru

**Bob Garfield**

Co-host of *On the Media* and  
*MediaPost* columnist

# The Lessons of Nauru

Why Native Advertising Should Make  
All of Us Very, Very Nervous

**DISCLAIMER**

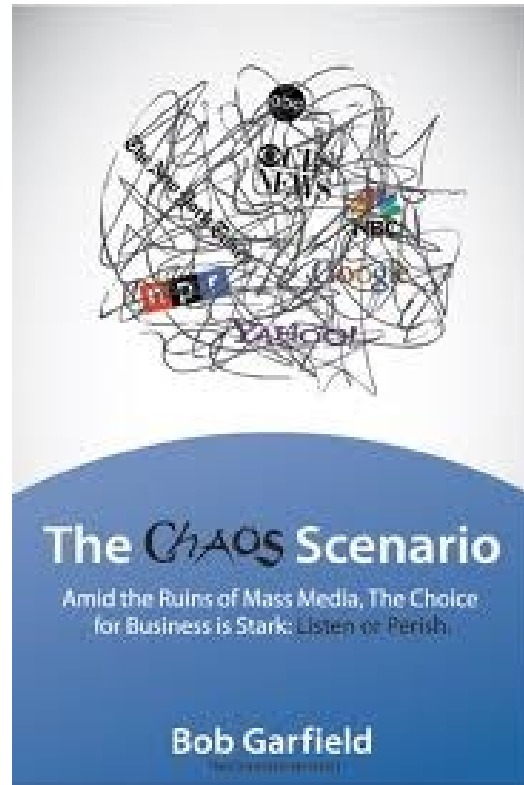
# Look Inside the Violet Rectangle



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## A New Option When Viagra® Fails

Half of All Men Don't See Results, But a New US Patent Finds Success

Once billed as wonder-drugs for Erectile Dysfunction, Viagra and similar medications are now known to be ineffective in nearly half of all men taking them. Many others develop intolerable side-effects. Boston Medical Group's success with these patients underscores their message to them, don't give up just yet.

The secret to Boston Medical Group's successes is a proprietary treatment process for Erectile Dysfunction, for which a US Patent was recently approved. Their treatments are monitored by skilled

physicians and personalized for each patient depending on their underlying health conditions, as well as their needs and expectations.

"Medications like Viagra are less effective in ED patients over 30 years old, especially in those with existing cardiovascular risk factors," explains Dr. Barry Haffman, a Boston Medical Group doctor and Board Certified Urologist. "The BMG Method offers individualized treatment, and it's why we've had so much success improving sexual performance when oral medications and herbal supplements have failed."

Dr. Haffman explains the patient experience in the office. "We offer private waiting rooms because confidentiality is a priority. A typical patient will experience an erection

during the testing in the first visit; he can then use the prescribed treatment to achieve and maintain sexual performance for up to an hour. We provide immediate solutions that are safe and effective, while also improving the long-term condition."

Boston Medical Group is a network of independent physicians specializing in the treatment of ED and PE, using The BMG Method™ and other intellectual properties. They have been improving men's sexual performance for over 10 years, and helped 30,000 men last year alone. For more information, or to schedule an appointment at one of their 23 centers,

call 1-866-694-2945 or visit [BostonMedicalGroup.com](http://BostonMedicalGroup.com) Research by Allen Plotkin M.D.

## travel BEST BETS

with CLAIRE NEWELL

SPECIAL INFORMATION FEATURE



On the city limits on Highway 92, a road leads from Penticton to a wine country.

Here are some great deals in Penticton:

### KEEP WESTERN IN MIND AT PENTICTON Stay & Play Package

This package includes your accommodation, a bottle of sparkling wine, your gourmet meal, and a continental breakfast. There's no need to leave the city when you stay here.

### HAWAIIAN INN & SUITES Do Not Sleep... Romantic Get-Away Package

Relax, unwind, and enjoy the view of the Pacific Ocean from the comfort of your room. This package includes a romantic dinner, a bottle of sparkling wine, and a continental breakfast. There's no need to leave the city when you stay here.

### SWAN & COUNTRY The Swan & Country Special

The Swan & Country is offering special rates for guests. For the whole month of June, it's offering the view of the BC Bridge. For more information, call 250-622-1111.

### For more information, visit [www.bcpenticton.com](http://www.bcpenticton.com)

## Penticton's in a sunshine state of mind for winemakers

South Okanagan city is less than an hour's drive from more than 100 top wineries



Claire Newell

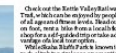
Penticton is the perfect place to enjoy wine country views. Whether it's a romantic weekend or a family celebration, Penticton has it all. The city is a beautiful blend of nature and culture, with a variety of wineries and vineyards to visit.



Penticton is a stunning view of the vineyard.



Some of the best food and wine in Penticton.



Some of the best food and wine in Penticton.

The Best Deal is available most weeks. This is a great time to visit Penticton. The city is a beautiful blend of nature and culture, with a variety of wineries and vineyards to visit.

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## Time for an Affordable Delicious Change!

by TRACY WALSH Great Dining Columnist



Tracy Walsh

There are fascinating bits of knowledge about Chinese Food Restaurants many people are unaware of. For instance, out of all the McDonald's Restaurants across the globe, there is actually a larger number of Chinese Food Restaurants in the U.S. alone according to EatingChina.com.

Furthermore, it has been reported by YellowPages.com, as well, there are no fewer than 500 Chinese Restaurants in the city of Chicago.

Individuals may additionally be clueless of a Chinese Restaurant named, Gen Hoe. Or, how it holds up against the mighty competition of Chinese Food Restaurants, smack-dab in the middle of Chicago.

To solve this mystery, I put myself into Sherlock Holmes' mode, and traveled to the Gen Hoe in Chicago Ridge, to investigate.

No longer than 5 minutes after I

had placed my order, with a friendly man behind the counter, I received my 3 dishes.

The Egg Drop Soup is bound to have you drooping to your knees, begging for more! It is the best I had ever tasted—it had a kick to it, due to the generous amount of green onions. I had never experienced such hearty portions of sensuous scrambled eggs, tender pork and chicken and dumplings in Egg Drop Soup, served at any restaurants in the center of the city, either.

The Orange Chicken is fried crunchy fun for the mouth, and the sauce is a refreshing pleasure, made with real oranges that are not too tangy or sweet. Plus, it was rare for me to have rice that didn't seem glued together!

Another outstanding dish of Gen Hoe's is their Crab Rangoon, which wasn't even a tad too greasy.

Gen Hoe is a "step above the rest" also due to its adorable owner, Color Wong. Wong says she

and their health and happiness." She added, she had suggested to one of her dangerously overweight customers, he eat dishes she recommended for 4 days a week. He did so for some odd months, and lost a whopping 60 pounds!

Moreover, Gen Hoe was awarded "Best Signature Dish" 2 times. The honors were determined by the Famous Chef, Martin Yan, amongst 99 other Chinese Food Restaurants in the U.S. competing.

Being known for the picky, and hard to please customer I am, I can say with the utmost of confidence, you will be, in the modern American meaning of the word, "Cung ho" about Gen Hoe! Plus, it could be beneficial to know, in comparison to the prices of Chinese Food Restaurants in Chicago, you won't have to "fork out as much dough" to eat like a King or Queen at Gen Hoe!

For information about all Gen Hoe locations, please visit: [www.genhoonline.com](http://www.genhoonline.com)

Locations that you can check out in

Chicago: Gen Hoe II 501 N. Kedzie Ave, Chicago Phone: 773-638-1668 Gen Hoe III 439 E. 7th St., Chicago Phone: 773-488-6698



During the 7th Annual Top 100 Chinese Restaurants in the USA Awards ceremony recently held in San Francisco in this January, 2011, GEN HOE Chinese Restaurant received recognition as one of the Top 100 Chinese Restaurants in USA in the category of Top 100 Overall Excellence.

## ON SWIRL AND SPIT.



"I will not swallow, I will not swallow, I will not swallow."

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**Denise Beckmann** - Denise Beckmann is the Senior Digital Marketing Professional for IBM Worldwide. In this position, she serves as a member of the IBM Digital Strategy Team and leads IBM's core search strategy pilot tests. Denise travels globally to help country marketing teams integrate digital and traditional methods into cohesive localized execution plans. She has over a decade of personal experience running analytics teams at GTE Wireless and IBM.

### INNOVATOR CHAT: How to Maximize and Capture Social Success



**John Kennedy**  
Vice President  
IBM Corporate Marketing

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*the Atlantic*

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All those who had been tooting the end of Murdoch power in Britain, even celebrating the trial in London, were suddenly back in the Murdoch fold — including David Cameron, the prime minister, and his wife, Samantha, center stage on the dance floor.

Oh, and in an errant message meant as an instruction to the *New York Post* instead of as a request to the general public, Murdoch tweeted, " 'Please expose Eric Schmidt, Google' etc. Just wait!"

It's payback time.

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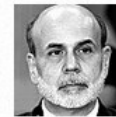
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Wall Street Daily



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ARCHIVES ABOUT US FAQ

# Is Bill Clinton Hiding a Secret Bigger than Monica?

BUSINESS WIRES *By Wall Street Daily*  
Monday November 11, 2013

Another tornado could be twirling around the 42nd President of the United States, Bill Clinton.

This particular storyline has nothing to do with sexual exploits or tainted blue dresses, but it's every bit as intriguing.

With nothing but peculiar timing and circumstantial evidence, though, the American public will ultimately have to decide for itself.

Clinton, who served two terms from 1993 until 2001, has witnessed a meteoric rise in his net worth since leaving the presidency.

**But did a secret buried inside the pages of an out-of-print book help build Clinton's fortune? And can everyday investors use [this secret to get rich](#), too?**

In his final year of office, Clinton was paid a salary of \$200,000.

By the time he entered private life in January 2001, he and Hillary reported a total net worth of only about \$1 million. The majority of that came from Hillary's pension accounts.

Clinton is now worth an astronomical \$80 million.

## Reporter Sparks Controversy Over Secret Book



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TECH | 11/13/2013 @ 11:10AM | 755 views

# The New '4Ps' Of Social Business Marketing

David Amerland, NetApp

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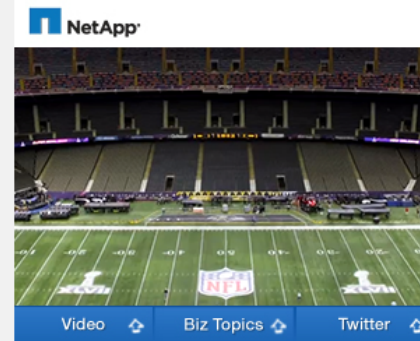


It's a long-standing military truism that, "generals always fight the last war." The same goes for marketers. **I urge you to break that mold.**

The 20th century marketplace was successfully dominated by [E. Jerome McCarthy](#)'s 4Ps—*Product, Place, Price, Promotion*—but its legacy created a "technocratic" culture—one that focuses on the product's attributes, **neglecting its value and appeal to customers.**

## The Distinction Is An Important One

In the 21st century marketplace, goods are commoditized. Technical attributes have become mere entry-level requirements—they're not the outstanding reason why consumers choose to buy a product. A growing force of customers—social customers—are resistant to promotion, looking for value beyond price.



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### Rumor: Trulia strength attributed to takeover speculation

See the rest of the story here. Theflyonthewall.com provides the latest financial news as it breaks. Known as a leader in market intelligence, The Fly's real-time, streaming news feed keeps individual investors, professional money managers, active trader.....»»

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### NYSE's Leibowitz plans to leave firm

Larry Leibowitz, who was the chief operating officer at the New York Stock Exchange's parent, plans to leave IntercontinentalExchange Group Inc. by the end of 2013 now that the takeover of the company is complete, according to two people with knowledge of.....»»

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### Here Comes The Real Government Takeover Of Health Care

For the last few weeks, Republicans have been full of schadenfreude over President Obama's broken "If you like your plan, you can keep it" promise. Now, this issue is about to blow up in Republicans' faces. Sen. Mary Landrieu (D-La.), who faces a tough re.....»»

CATEGORY: **TOP** SOURCE: **BUSINESSINSIDER** 6 HR. 3 MIN. AGO

### How to Deal With a Cutthroat Finance Internship

By Ashley Mosley of InternMatch NEW YORK (TheStreet) -- All eyes are on internships as unpaid interns begin to fight back against minimum-wage violations -- often with class actions in court. But after the recent death of a Bank of America intern, it'.....»»

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### NetAppVoice: The New "4Ps" Of Social Business Marketing

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### Starbucks" food fight with Kraft cost it \$2.8B

Starbucks Corp. was ordered to pay Kraft Foods about \$2.8 billion in damages and lawyers' fees by an arbitrator over termination of a distribution deal between the companies. Starbucks (NASDAQ: SBUX) officials said they "strongly disagree with the arbitr.....»»

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# Moral Relativism

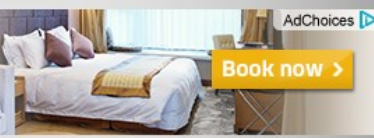








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LOCAL NEWS

Police impersonator sexually abuses woman on North Side



10/16/13  
by Julian Crews  
Reporter

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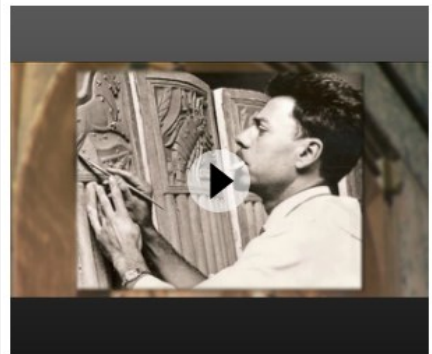
Police impersonator sexually abuses woman on North Side



A man pretends to be a police officer and sexually abuses a woman on Chicago's North Side.

The attack happened on Clark and Leland during the early morning hours of October 4th. The victim was walking along when the man drove up in a dark SUV, and told her to get into the vehicle because someone was following her. Then, he forced the woman to get out of the SUV

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Edward Wasserman, dean of the Graduate School of Journalism at the University of California at Berkeley

**“Accelerating the push toward more sponsored content will only deepen that confusion and intensify **mistrust** among thoughtful readers and viewers.”**

Yes, We Have No More Guano

