



01

[1] Many people suppose that to keep bees, it is necessary to have a large garden in the country; but this is a mistake.

[2] Bees will, of course, do better in the midst of fruit blossoms in May and white clovers in June than in a city where they have to fly a long distance to reach the open fields.

[3] However, bees can be kept with profit even under unfavorable circumstances.

[4] Bees do very well in the suburbs of large cities since the series of flowers in the gardens of the villas allow a constant supply of honey from early spring until autumn.

[5] Therefore, almost every person—except those who are seriously afraid of bees—can keep them profitably and enjoyably.



02

[1] What do rural Africans think as they pass fields of cash crops such as sunflowers, roses, or coffee, while walking five kilometers a day to collect water?

[2] Some African countries find it difficult to feed their own people or provide safe drinking water, yet precious water is used to produce export crops for European markets.

[3] But, African farmers cannot help but grow those crops because they are one of only a few sources of income for them.

[4] In a sense, African countries are exporting their water in the very crops they grow.

[5] They need water, but they also need to export water through the crops they produce.

[6] Environmental pressure groups argue that European customers who buy African coffee or flowers are making water shortages worse in Africa.



03

[1] One real concern in the marketing industry today is how to win the battle for broadcast advertising exposure in the age of the remote control and mobile devices.

[2] With the growing popularity of digital video recorders, consumers can mute, fast-forward, and skip over commercials entirely.

[3] Some advertisers are trying to adapt to these technologies, by planting hidden coupons in frames of their television commercials.

[4] Others are desperately trying to make their advertisements more interesting and entertaining to discourage viewers from skipping their ads; still others are simply giving up on television advertising altogether.

[5] Some industry experts predict that cable providers and advertisers will eventually be forced to provide incentives in order to encourage consumers to watch their messages.

[6] These incentives may come in the form of coupons, or a reduction in the cable bill for each advertisement watched.



04

[1] Music appeals powerfully to young children.

[2] Watch preschoolers' faces and bodies when they hear rhythm and sound—they light up and move eagerly and enthusiastically.

[3] They communicate comfortably, express themselves creatively, and let out all sorts of thoughts and emotions as they interact with music.

[4] In a word, young children think music is a lot of fun, so do all you can to make the most of the situation.

[5] Throw away your own hesitation and forget all your concerns about whether you are musically talented or whether you can sing or play an instrument.

[6] They don't matter when you are enjoying music with your child.

[7] Just follow his or her lead, have fun, sing songs together, listen to different kinds of music, move, dance, and enjoy.



05

[1] I have seen many companies rush their products or services to market too quickly.

[2] There are many reasons for taking such an action, including the need to recover costs or meet deadlines.

[3] The problem with moving too quickly, however, is that it has a harmful impact on the creative process.

[4] Great ideas, like great wines, need proper aging: time to bring out their full flavor and quality.

[5] Rushing the creative process can lead to results that are below the standard of excellence that could have been achieved with additional time.



06

- [1] Many successful people tend to keep a good bedtime routine.
- [2] They take the time just before bed to reflect on or write down three things that they are thankful for that happened during the day.
- [3] Keeping a diary of things that they appreciate reminds them of the progress they made that day in any aspect of their lives.
- [4] It serves as a key way to stay motivated, especially when they experience a hardship.
- [5] In such case, many people fall easily into the trap of replaying negative situations from a hard day.
- [6] But regardless of how badly their day went, successful people typically avoid that trap of negative self-talk.
- [7] That is because they know it will only create more stress.