

choose a short, pronounceable, memorable name that will let you stand out from the competition. In our opinion, being original in your choice name is what defines a company's success in a certain way. Obviously, it's more than advisable to monitor your competitors in the market and find some «common» features of a successful name, but what is absolutely unnecessary is to be a complete replica of those names. Each new company is a new brand, new history, even a new generation if lucky. So don't be afraid to be innovative in your ideas, make sure you think of your target audience when coming up with different variants and, mostly important, put your heart and soul into a company's name and go with your gut feeling.

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NEUROGRAPHICS

How are you feeling about a graphic method designed to help you transform your mind and model the way of living. Do you find it curious or just nonsensical? In this speech I would strive to explain you whether this kind of therapy makes sense and is it worth paying attention to or not.

To begin with, I'd like to define what neurographics actually is. These incomprehensible set of letters constitutes a term that means a method of art therapy supposed to be a tool that helps you relax by drawing different patterns on a piece of paper. As the saying goes, it helps you combine the useful and the agreeable: to solve your problems and engage in creative activities.

What is the essence of this activity?

During the lifetime we face various problems, and practically all of them appear due to our limited convictions. The most impeding stop power you can ever deal with. It means, when you reckon big money can't be earned fairly and all the wealthy are thieves and liars, you build up a high and impenetrable wall between yourself and the wealth. It may concern any side of your life in which you face difficulties – is it money, love or your position in a corporate ladder.

Using this method you will learn 4 “hows”:

- How to solve problems of any kind of size.
- How to allocate your most important resource – your time.
- How to motivate yourself and always have a source of encouragement.
- How to get rid of stress and tensions.

Let's go to the fifth “how”:

How does it work?

Have you ever found yourself drawing something strange in your copybook during a dull lecture or discussion session? At the first sight it looks like you are not interested in the process you are imposed to participate in, on the other hand,

you may do it just for your stress relief. If such situation took place in your life, congratulations, you have already practiced neurographics.

But I should mention that this art method isn't only drawing strange figures in your copybooks. It is much more profound.

The sign of a problem and a set goal in neurographics is a circle. At the same time it is the main figure you should focus on. Everything should be flat on the paper. You start adding new details in you picture, combine it and paint your past figures over. It signifies you have an opportunity to move beyond your limited convictions, estimate your irredeemable problems in a proper way and look at them from a very different angle.

As I have already explained you what this term means, why should you use it and how does it work, I would like to answer you the questions I asked at the beginning of my speech.

The first question sound like whether it makes sense to use it.

The answer is rather obvious. To my mind, since this activity helps you to impose order in your life and not only solve your problems, but also find out the causes that led to them, neurographics is even essential.

Concerning the second question whether it is worth paying attention to, I say YES, especially for those, who are always working with people and may contribute something in their work they will use constantly as a tool for an everyday success – for entrepreneurs, psychologists, project managers and teachers.

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BACTERIA, OIL INVENTING

It is well known that during the extraction, pumping, transportation and storage of oil and oil products there are leaks and spills of oil both in the soil and in the waters of the oceans. In addition, oil pipelines often break down and accidents occur on tankers intended for pumping and transporting petroleum products. [1]

Oil pollution can be classified as an ecological catastrophe, because regardless of the amount of spilled oil, the damage from leaks will be enormous. Affected territories may remain lifeless for many years. In addition, the elimination of this problem requires considerable financial and labor resources. [3]

One of the largest oil spills is oil spill in the Gulf of Mexico, the consequences of which have caused significant environmental damage. During the accident, about 5 million barrels of oil poured into the waters of the gulf through pipeline damage, and the resulting oil slick reached 75,000 square kilometers, which is 5% of the total area of the Gulf of Mexico. As a result of the accident, more than 1,000 miles of the US coastline were polluted, and there was also a massive loss of wildlife inhabitants, in particular birds and mammals.