

Title:

Fuel for Thought

Word Count:

973

Summary:

With gasoline prices as high as they are, calls for action against the oil giants are circulating.

Keywords:

work at home, home business, home office, gas war, gas shortage, fuel shortage, e-commerce, Cyberspace

Article Body:

I see the following call to arms over high gas prices in the USA is making the rounds again . . .

Here's a message I received recently from someone I know, who felt the need to transmit it to you.

GAS WAR-- An Idea

"This was originally sent by a retired Coca Cola executive. It came from one of his engineers.

"Join the resistance!!!! I hear we are going to hit close to \$ 5.00 a gallon by next summer. We can't wait.

"Phillip Hollsworth offered this good idea. This makes MUCH MORE SENSE than the 'don't buy gas' campaign.

"By now you're probably thinking gasoline priced at about \$1.50 is super cheap. Me too! Now that's not true.

"Force a price war:

"For the rest of this year, DON'T purchase ANY gasoline from the two biggest companies (which are Exxon and Shell).

"I am sending this note to 30 people. If each of us sends it to at least ten more (30 x 10 = 300).

"If those three million get excited and pass this on to ten friends each, then 30 million people will be alerted.

"Again, all you have to do is send this to 10 people. That's all!

"How long would all that take? If each of us sends this e-mail out to ten more people within a week.

"If this makes sense to you, please pass this message on. I suggest that we not buy from EXXON or SHELL.

"Xxxxxx Xxxx, Research Coordinator"

This has been attempted before, and it's never been successful. The basic reason is that the U.S. economy is too dependent on oil.

However, that's not the point I want to make. I contend that these people are missing the real solution.

Why can't the American public accept that the issue isn't high gas prices, but their stubborn refusal to change?

The obvious answer is that gasoline is the established and easiest facilitator for personal transportation.

Placed in a global perspective, \$5.00 for a gallon of gas is not unusual. The difference is that in the U.S. it's \$1.50.

One of the simplest of those adjustments to make is changing the location of the workplace. Most people don't realize that.

Cyberspace can make decentralization much more efficient. Some Fortune 500 companies began to do this a few years ago.

As e-commerce continues its relentless drive toward mainstream acceptance, numerous shopping t

So, any attempt to target Exxon --- or British Petroleum or Elf or Shell --- is Quixotic. Targ

Small strategies are what win the wars. In this one, open your battlefront in cyberspace.

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