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**In resonance with cosmic energies:
terrorism and marketing**

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This book is about the facts of fundamental dependency between
the mankind development and cosmic energies: both electromagnetic
and non-electromagnetic ones. The facts are systematized in graphs..

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Translated by Language Mining Team, langmining@gmail.com

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Introduction

For decades, research centers were systematically studying the human changes in the process of practical, as well as industrial, activity, considering the factors of cosmic activity.

The essence of the obtained scientific results is in a definite consequence: it is impossible to understand the development of mankind and Russia without considering the cosmic energy factor in a scientific analysis.

Sometimes, at websites a number of visitors and buyers sharply increases, and sometimes sharply drops. Unexpected data: this depends on the Earth's rotational velocity, on the change in the sign of the acceleration of its rotation. This involves a change in psyche of people.

To understand the essence of such dependencies is difficult without accepting the idea of cosmic ether and its influence on all living things.

There are three mechanisms for changing the density of the etheric medium in which Earth is located:

1. Change in the speed of movement of Earth in space with a constant density of the ether. The Earth's velocity increases cyclically from aphelion to perihelion, where it reaches a maximum, and then decreases to aphelion. In addition to the speed of Earth affects the change in its position relative to other planets of the solar system, the force of gravity. The greater the speed of Earth - the more ether passes through humanity, and the planet itself slows down its rotation. The indicator of these changes is the length of Earth day (LOD - length of a day), the change of

which is measured in milliseconds. The greater the density of the ether surrounding Earth, the greater is the LOD.

2. Change in the density of the cosmic ether into which the solar system enters. In this case, not only does the Earth's rotational velocity slow down, but also the speed of the flight of the solar system. A sign of this is the increase or decrease in LOD from year to year.

3. "Resonances" between planets that perturb the ether with their rotation, oscillations. When Earth passes through these vortices, it falls under the additional movement of the ether.

If, for some reason, the adoption of these provisions for the initial meets internal resistance, then you can get acquainted with all the previous work of the scientific centers "Biryuch" and "Bamkon" 2015, 2016, 2017.

If this does not dispel doubts, then you can consider the opinion of A. Poincare: there is no ether, but everything happens as if it is.

If this psychiatric method does not help, then everything can be explained by the ingress of Earth into denser layers of baryonic matter. Opinion from solid, recognized scientific work: "For the first time in Russia, according to ground-based measurements, an acoustic-gravity signal with a maximum amplitude of 45 dN/cm squared is presumably from an explosion in the atmosphere of the Vitim bolide on September 24, 2002 at a distance of 4000 km from the source. In this case, plausible values of the direction and velocity of signal propagation were obtained. The analysis of this event confirms the facts obtained earlier that bright bolides of a large mass can create powerful pulsed radiation of acoustic-gravitational waves in the Earth's atmosphere, which can be fixed by microbarographs at a distance of several thousand kilometers. Note that the acoustical-gravity signal from the explosion of the car in this frequency range (from 0.0001 to 1 Hz) was recorded for the first time in the world, which was noted in the works of ReVelle, 2004; Edwards et al., 2006 ". [Kasatkina E.A., 2016, p. 143].

Gravitational energy when the substance gets into our atmosphere increases. And it actively influences the growth of trees. And their growth is connected with the development of mankind. That's it!

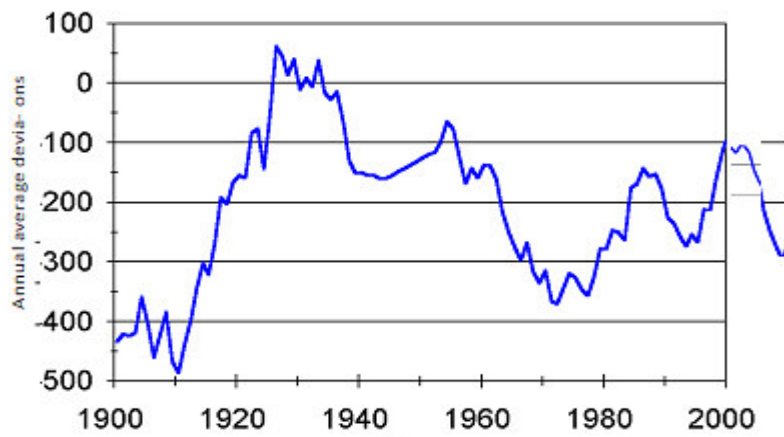
In classical science, experimental data have appeared that allow us to link the development of mankind, our nature with gravity-spin energies.

So we can assume that both there is the ether, and there is not exist, but there is simply a tiny baryonic substance. In this most important point of our analysis, the conclusions of the representatives of classical and new physics converge. And psychologists and sociologists do not need more.

But with the involvement of the conclusions of ether-dynamics it is easier to understand the logic of reasoning, to remember the available statistics, to apply the methods available in this field more creatively. We develop faster when the density of the cosmic ether increases.

Chapter 1. Cosmic energies and mankind: graphs for reflection

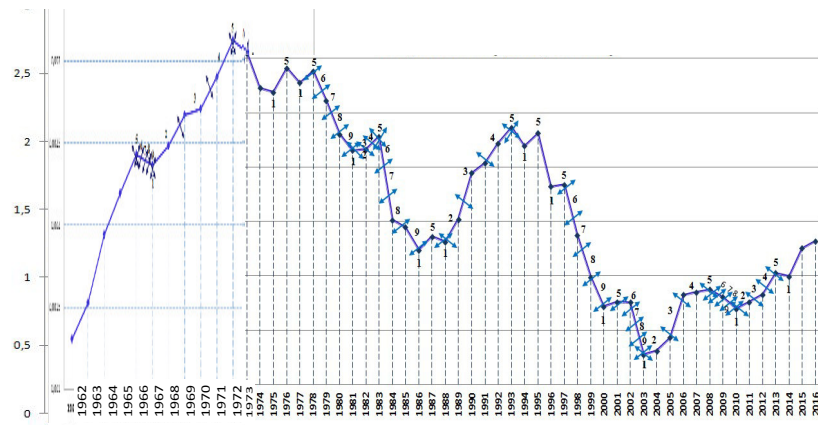
Annual average deviation values of the average Earth's rotational velocity



The figure shows the ν value change over time for the 1900 - 2000 period. The axis of ordinates in these figures is given in $\nu * 10^{10}$ units (see V.D. Kokurov).

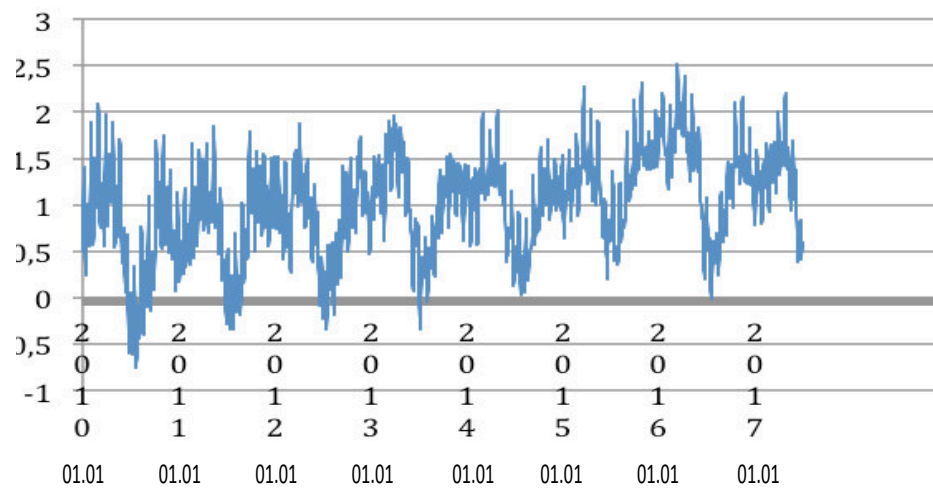
The graphs of the Earth's rotational velocity are mirror-like to the graphs of the length of day - LOD. LOD is measured highly accurately and placed at the websites of laboratories around the world.

Earth LOD data since 1962 in ms
average for the year

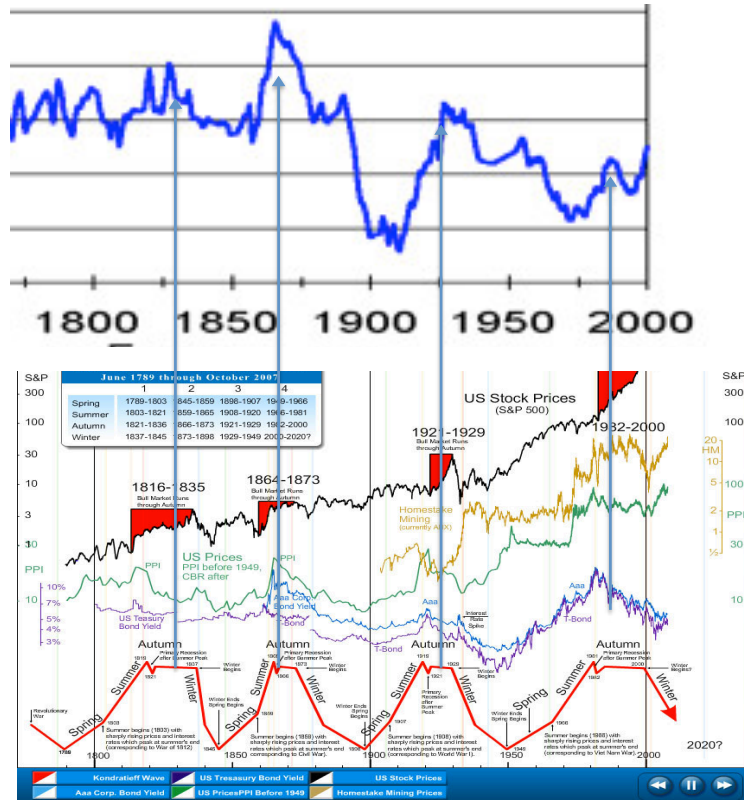


Average by day:

LOD 2010 - 2017

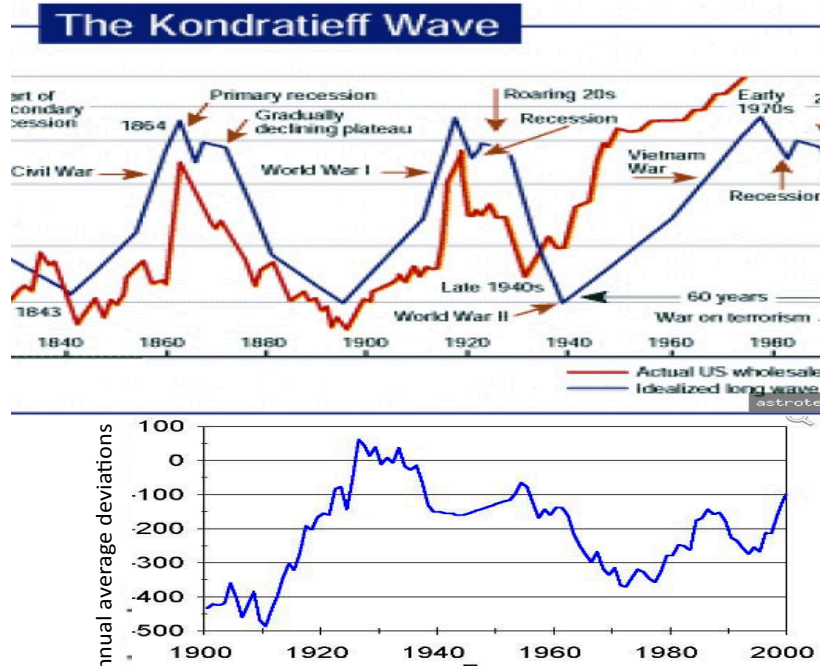


The Earth's angular rotational velocity and Kondratieff cycles



<http://dewinforex.com/images/kondr-cycles-4.jpg>

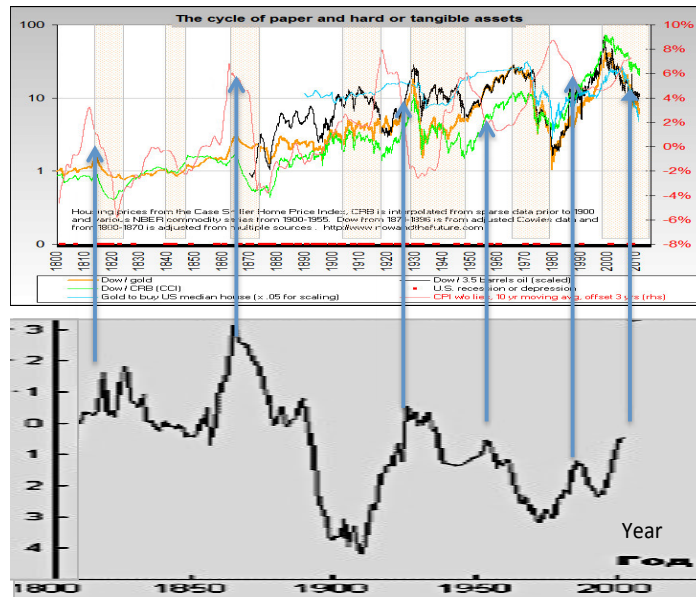
The Earth's angular rotational velocity and Kondratieff cycles with the displacement in 30 years



www.wikireading.ru/img/388787_13_i_016.jpg

Let us combine them with the well-known graphs of economists.
All fundamental economic and socio-political processes are visually
related to these graphs.

Fundamental economic indicators of the USA development and the Earth's rotational velocity

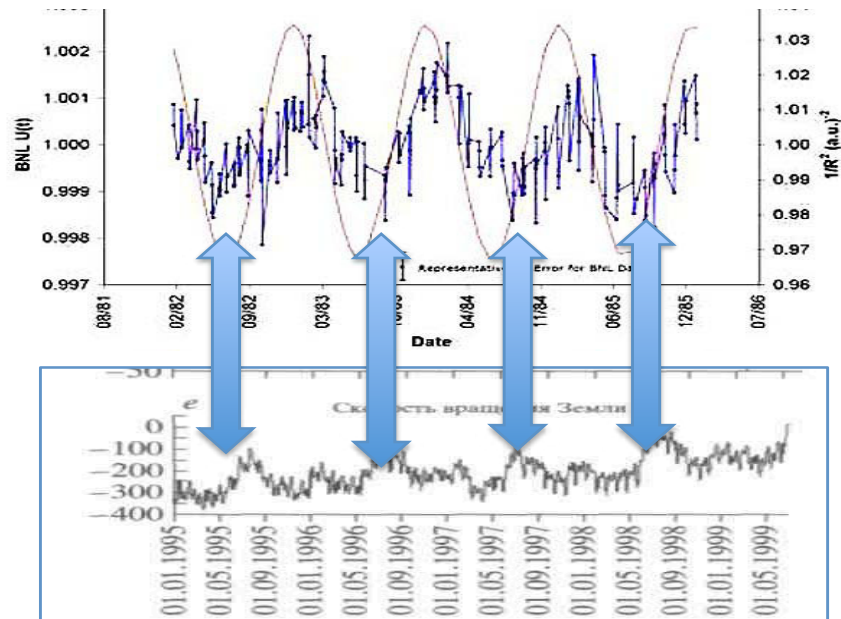


http://nowandfutures.com/key_stats.html

The system of such graphs has been obtained for different countries and for different economic and financial indicators. It leaves no doubt that the Earth's rotational velocity reflects powerful cosmic energies.

They affect economic processes on Earth, and are also related to the intensity of isotope decay. Scientists of the Brookhaven laboratory in the United States have discovered the annual periodicity of the decay process of silicon isotopes. It is correlated to the $1/R^2$ value, where R is the distance between the Earth and the Sun. At the same time, it is an indicator of the Earth's orbital movement velocity. In winter, at perihelion, it is maximal (the distance to the Sun is minimal), whereas in summer, in aphelion, it is minimal. With the change of the Earth's orbital movement velocity its axial rotational velocity also changes.

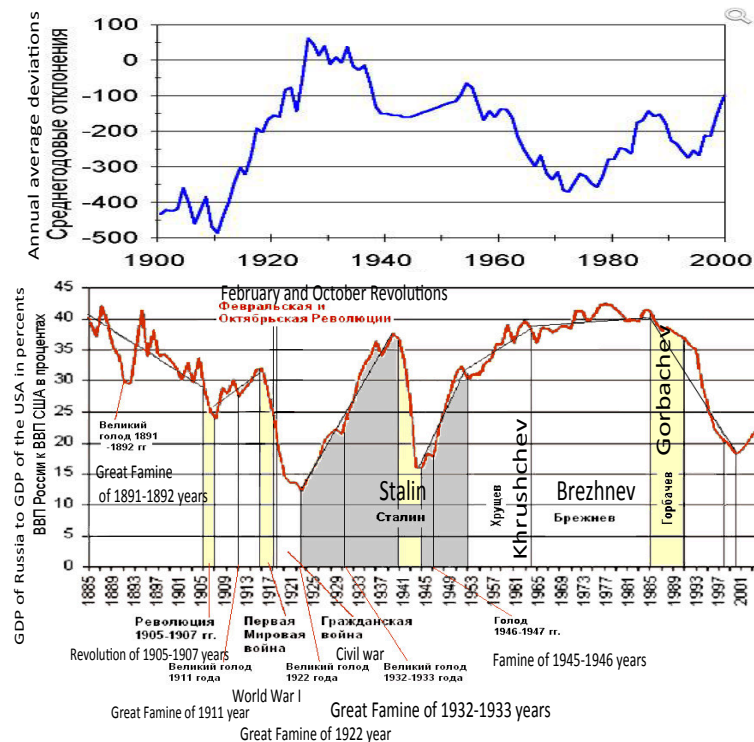
Comparative graph of the silicon isotope ^{32}Si half-life and the Earth's rotational velocity



The Earth's rotational velocity

См.: JereH. Jenkins, EphraimFischbach, JohnB. Buncher, JohnT. Gruenwald, DennisE. KrauseandJoshuaJ. Mattes, «EvidenceforCorrelationsBetweenNuclearDecayRatesandEarth-SunDistance» (arXiv:0808.3283v1 [astro-ph]).

Correlation of the Earth's rotational velocity change and the relation between GDP of the USSR and Russia to the USA



But the GDP growth is determined by the people's labor activity. Naturally, people changes are also dependent on the Earth's rotational velocity.

On the example of hundreds of Russian and world record-holders, two trends have been identified.

1) Russian athletes win more often at point 5 (minimum of the Earth's rotational velocity) of the cosmic energies change cycle on a scale of days, whereas foreign ones - at point 1 (maximum of the Earth's rotational velocity) of that cycle.

2) Russian athletes win less often during growth of the Earth's rotational velocity.

Our athletes have set Russian records three times more often at the point of 5-day change cycles of the Earth's rotational velocity.

The achievements of Russian athletes significantly depend on cosmic energies, to a greater extent than the achievements of athletes in most countries of the world.

Regarding athletes, the following relationships are identified.

1. At different stages of the change in the Earth's rotational velocity the greatest success is achieved by the athletes who are predisposed by psychotype to activity, to higher achievements precisely at the given cosmic energies.

2. Russian athletes more often win and set the highest records, which are not beaten for decades, in the periods of slowdown of the Earth's rotational velocity.

3. At the stages of different Earth's rotational velocity, different techniques and even systems of selection and athlete training will be more effective.

These conclusions are proven by statistics: during the most successful years, in terms of intensity of the considered cosmic energies, Russian athletes set historical records that cannot be beaten to this day.

Historical records in weight-lifting



There are many reasons for speculation and even doubts. But we will insist only on the obvious: **at different stages of the Earth's rotational velocity, different types of athletes make great sports achievements.** As well as various tree clusters grow differently at the different Earth's rotational velocity.

To obtain these results, the Earth's rotational velocity was divided into 9 sections: 1 - the highest velocity, 5 - the lowest. The personality type that is more active at point 1 was called type 1/1, the personality type that is more active at point 5 was called type 5/5. The fact is that such cycles exist both on the scale of days and on the scale of years. Type 1/1 has personality traits, psycho-physiological features, which are identified both in day and annual cycles.

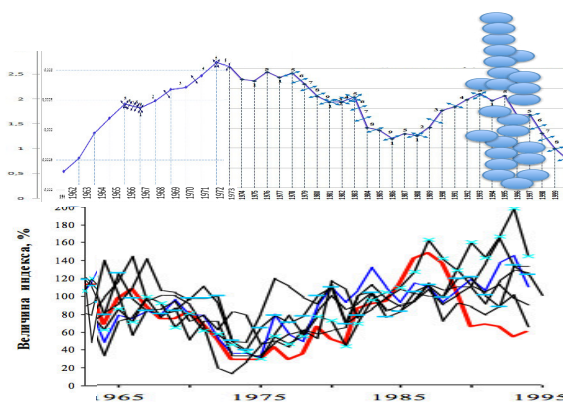
All sports achievements and athlete personalities, terrorist acts and personalities of famous terrorists, movement of stock markets and other markets, the most important historical events were digitized this way.

For groups of people examined at different stages of the day and annual cycles the following data were obtained: EEG (electroencephalo-

gram), ECG (electrocardiogram), solved test results, including those that diagnose intellectual qualities, personality traits, unconscious activity (Smirnov's technique etc.). This made it possible to predict changes in people at the change of the Earth's rotational velocity, at a certain arrangement of planets (which is related to the Earth's rotational velocity). This manifests itself in economic growth, in the growth of people's physiological activity and even biota, particularly in growth of tree rings.

Yu. P. Demakov discovered two tree clusters: one of them grows better at the growth of the Earth's rotational velocity, whereas the other - at its slowdown. GDP growth rates of different countries, achievements of athletes are similarly divided into two clusters, two groups.

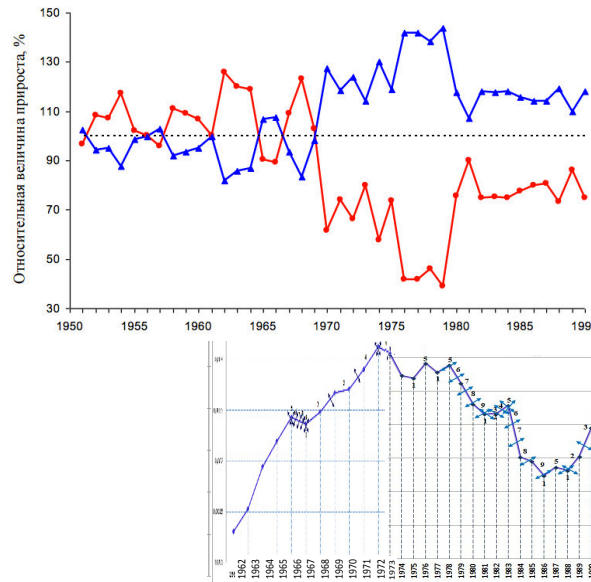
**Years of the set historical records in weightlifting
and tree-ring gain according to U.P. Demakov**



<http://csfm.volgatech.net/presentation/Demakov.pdf>

Fir tree gain of various clusters (according to U.P. Demakov) and Earth LOD

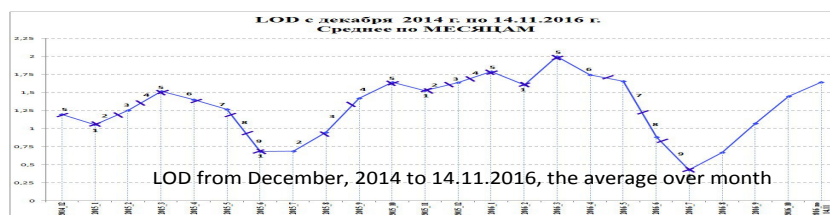
Dynamics of a relative value of a radial gain of fir trees of
various clusters in a complex inundated plantation



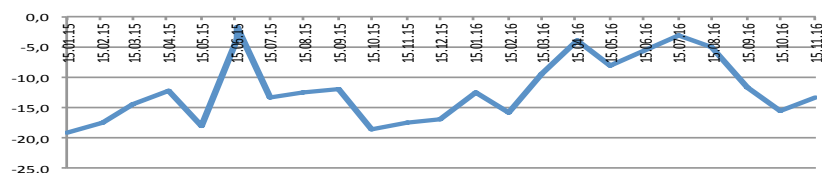
The Earth's rotational velocity is related to many diverse indicators, which are measured by statistics.

Even in our everyday worries, thoughts, moods and even in our fears we are dependent on cosmic energies.

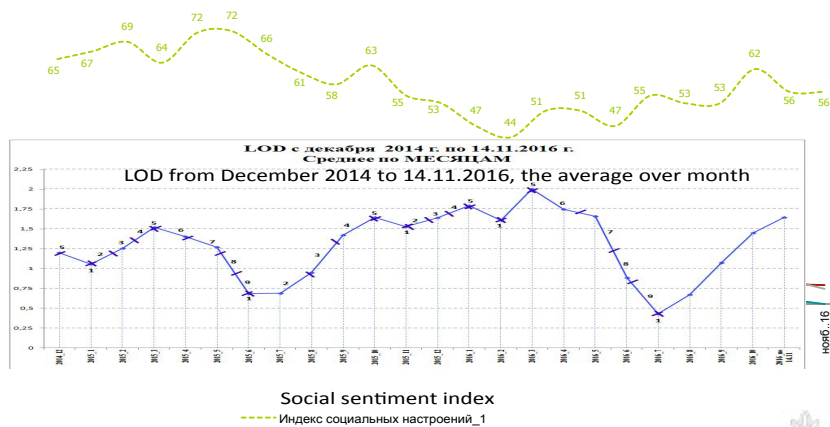
Earth's rotational velocity (LOD) and population's expectation of earthquakes, disasters



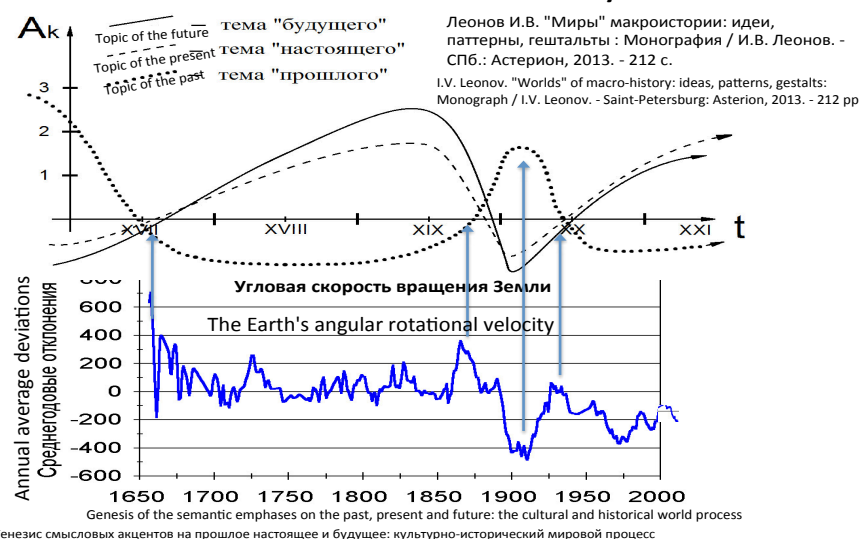
Expectations: flood, earthquake, other disaster
Наводнение, землетрясение, другое
стихийное бедствие



Social sentiment index (All-Russian Public Opinion Research Center, ARPORC) and the Earth's rotational velocity in 2015-2016



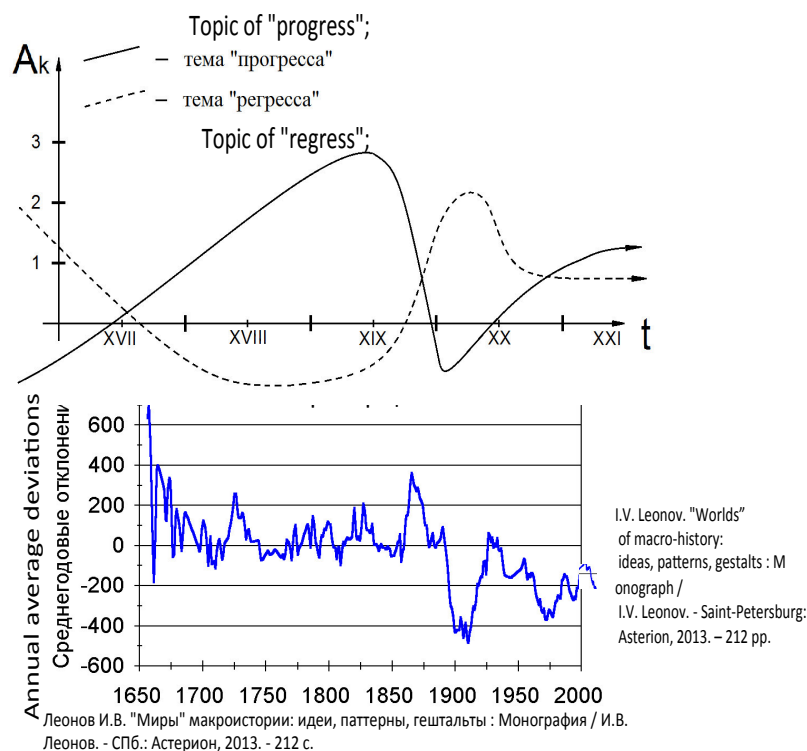
Topic of the past, the present and the future in the world culture and the Earth's rotational velocity



With the abrupt change of the Earth's rotational velocity in the early 1900s, the topic of philosophical understanding of reality also changes within the past-future meta-program: the interest to the past increases. At the peaks of the Earth's rotational velocity growth the priorities of philosophical, spiritual and literary aspirations change.

In society, with the abrupt change of the Earth's rotational velocity happens the abrupt change of the whole culture, the aggravation of the struggle between progressive and regressive views.

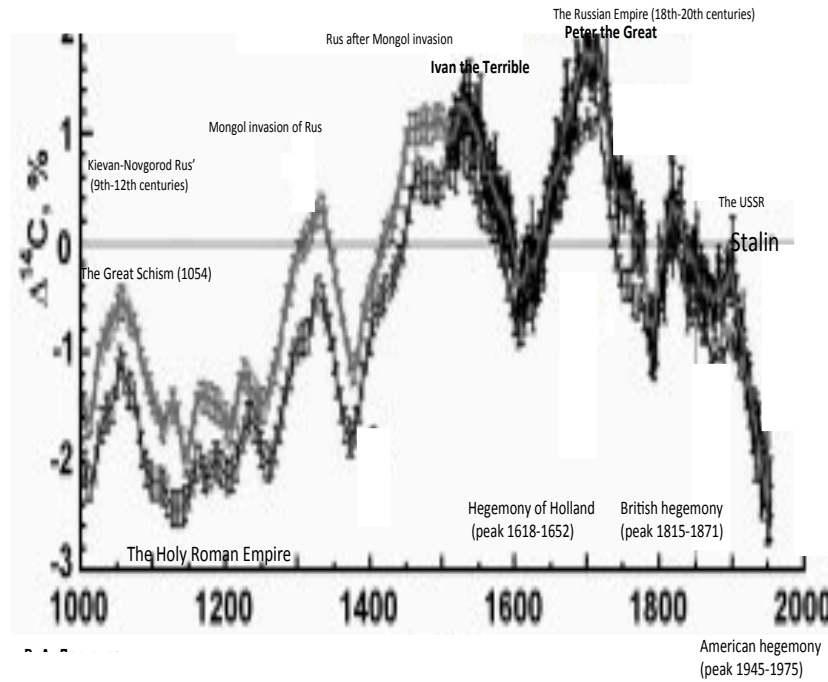
Topic of regress and progress in the world culture and the Earth's rotational velocity



The relations between indicators of cosmic energies are relatively sustained. Each of them may be used both in reconstruction and forecasting of the rest of them. Reconstruction and forecasting of any of these indicators would be more accurate, if the maximum number of the others is used (*the Earth's rotational velocity, temperature, GCR intensity, concentration of the isotopes, Earth's magnetic field strength, width of annual tree rings etc.*).

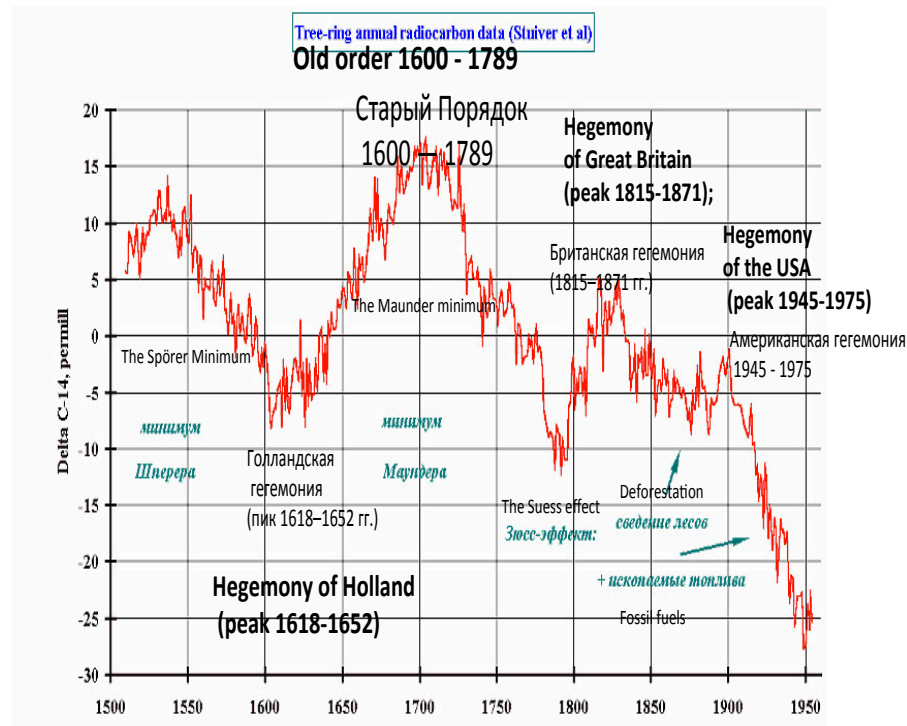
Changes in biome and history of mankind occur at the same time with changes of cosmic energies.

Concentration of the isotopes of carbon contained in annual tree rings in Northern and Southern hemispheres and changes of basis of a political system in Anglo-Saxon and Russian civilizations



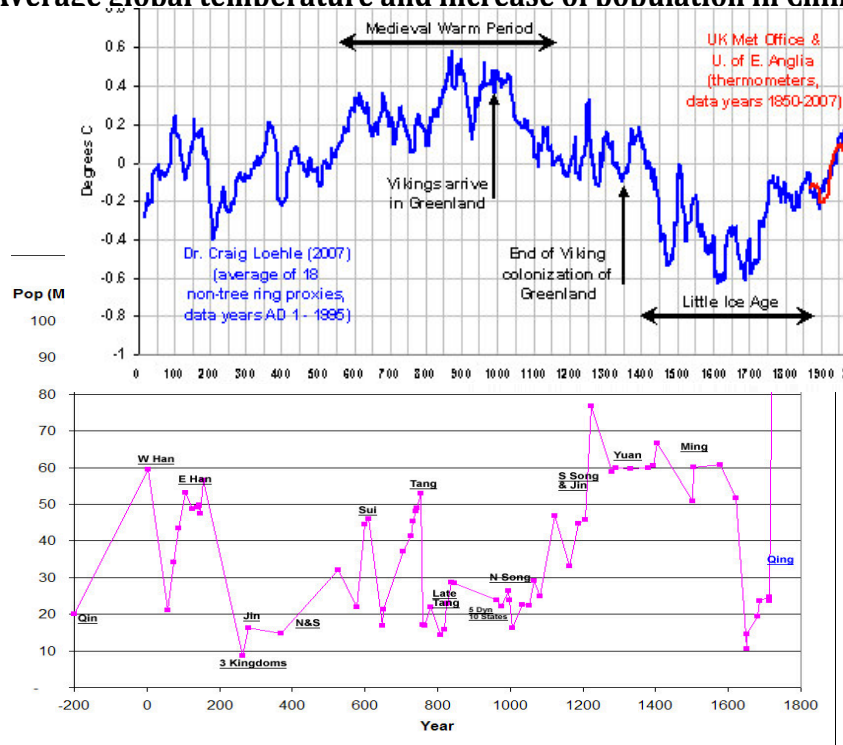
Concentration of the isotopes of carbon contained in annual tree rings and changes in world order

(according to A. Fursov)



In general animals and plants breed better on the territory of Russia when the Earth's rotational velocity reduces. It often coincides with the temperature fall. The same situation can be seen in China after increase of its population.

Average global temperature and increase of population in China

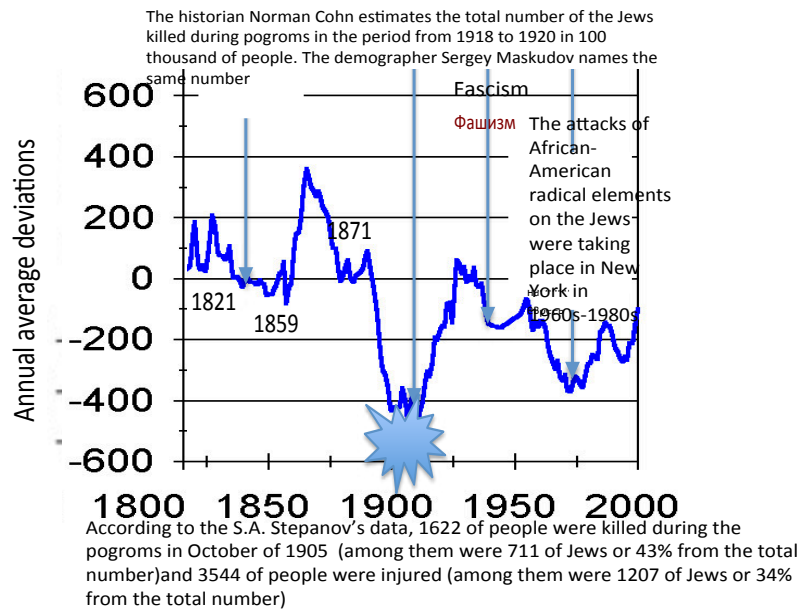


http://ic.pics.livejournal.com/crustgroup/21152339/182661/182661_original.gif

This graph also shows the limits of such relations. In the beginning of 1600s temperature fall reached the critical level and increase of cosmic energies connected with this fall did not compensate for the lack of sun rays. World population began to decrease and the famine and epidemics started.

http://elementy.ru/images/eltpub/revsec_graph5_600.gif

Earth's rotational velocity and Anti-Jewish pogroms in Russia



The relations are the same for the whole world. When the cosmic energies was increasing, the status of the Jewish people was getting worse in European countries.

Terroristic acts, protests, revolutions usually occur during changing of rotational directions and densities of powerful cosmic vortex of the ether. It can be predicted by change of rotational velocity of the Earth, by arrangements of planets and by other methods.

Chapter 2. Psycho-cosmic energies and their influence on terrorism

Terrorism and its victims for many of us is just statistics. For many it is the tragedy.

2.1 Raise of the terrorism: a psycho-cosmic aspect

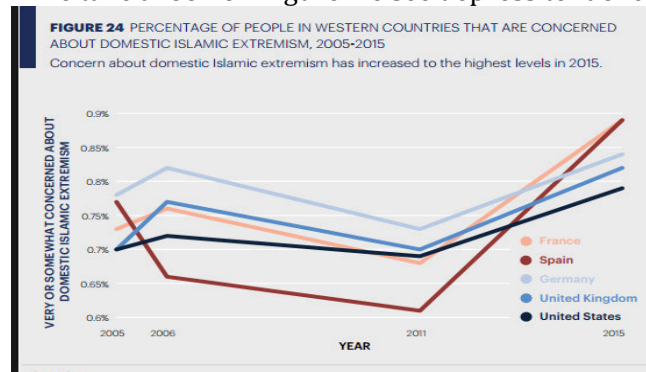
Terrorism has occupied our planet. This is evil, obvious evil, which as a cancer goes wider and deeper in more countries and societies every day.

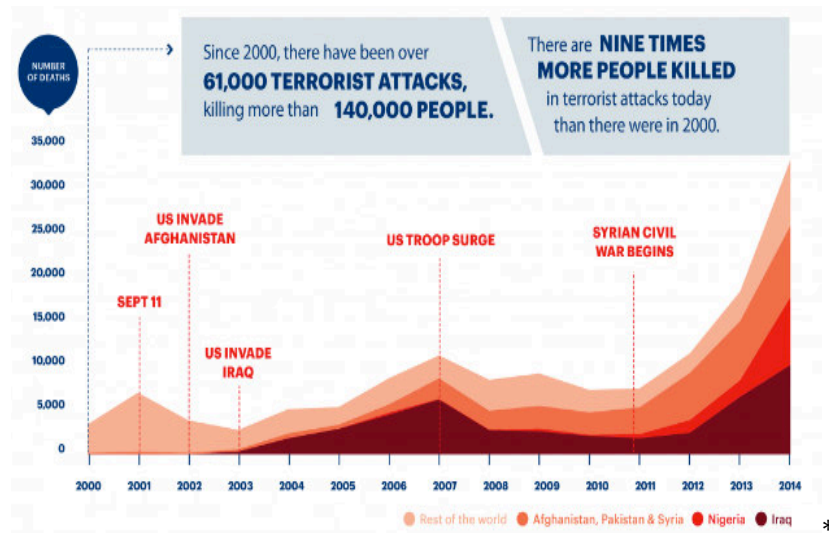
<http://ru.sputniknews.lv.com/infographics/20160325/1098520.html>

From 2000 to 2016 years, it has been more than 72 thousands of acts made by terrorists resulted in death of almost 170 thousands of people, and more than 80% of these acts have been made by terrorists organizations, members of which are full of religious fanaticism of the perversion of Islam.

<https://ria.ru/infografika/20160122/1363384811.html>

If we take a look on Figure we see depress tendencies.



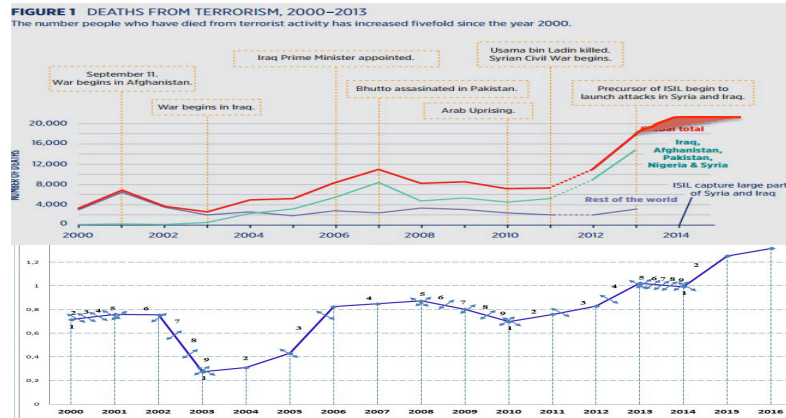


What are the causes of this phenomena?

Why, particularly in our days, temps of its propagation have risen?

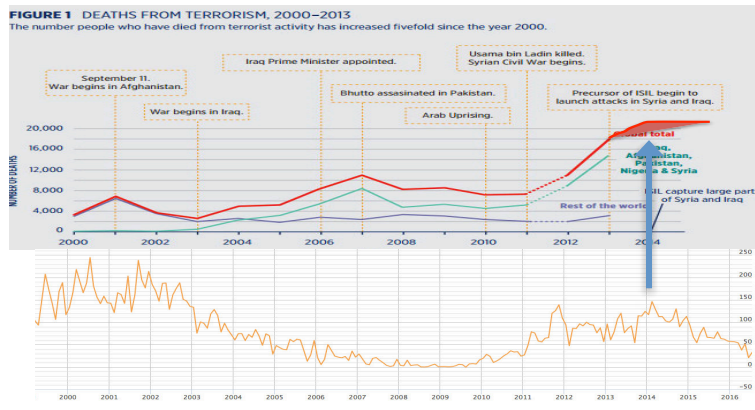
Before, we have been investigating long cycles of Kondratiev N. And have found that they coincides with change in the length of earthdays, rotational velocity of Earth during decades and centuries. And the velocity of flow, rotation of Earth significantly connected to the density of cosmos. For new physicists it is the density of the ether. The energy of ether vortex “feeds” all living species on Earth. Thus, we have come to the idea to see how energetic flows of the ether are connected with an intensity of terrorism acts. Let’s compare graphs describing velocity of rotation of Earth (the length of earthdays) with the intensity of the acts in recent years.

Change of the length of earthdays and the number of victims of terrorist attacks



Let's add some data on the intensity of the solar radiation in the electromagnetic range (see.: <http://www.areyou.ru/sun/sun.html>).

The number of victims of terrorist attacks and the solar activity



The connection of the number of victims with Wolf's number representing the intensity of solar activity is different, in some degree contrary to the connection of rotational velocity (the length of earthdays) of Earth. The causes of this connection on the level of physical processes

on the scale of solar system have been explained. (see: Dyatlov V.L. Polarizing model of heterogeneous physical vacuum. Novosibirsk, editing of the Mathematics Department, 1998, 183 pp.). This is the sphere of disputes of physicists and mathematicians. Dyatlov V.L. considers that the gravity-spin and electromagnetic cosmic energies transform into one another according to the law of continuity of complete electrical, magnetic, gravitational and spin current. But this is according to mathematicians, physicists, but we analyze a terrorism as a social and psycho-cosmic phenomenon. Therefore, we take from them only reasonable and sometimes shining scientific terms - gravity-spin and electromagnetic energies. For ourselves, we note that the connection between Earth's rotational velocity and the number of victims of terrorist attacks is deeper, more evident than the Wolf's number.

In 2014 43542 people died from terrorists. This surge in fatalities from terrorist attacks is linked to the war in Syria. Only in Syria, there were killed more than 190 thousand of people. According to the Syrian Center of Monitoring Human Rights 33278 people of them were civilians. <http://www.rbc.ru/politics/01/01/2015/54a564b59a7947111c67297f>

In 2015 20378 people died from terrorists. This data is taken from GTD database. It is the most extensive database of terrorist attacks occurred worldwide from 1970. GTD is updated annually. <http://www.start.umd.edu/gtd/contact/>. The length of day is taken from the corresponding laboratory databases. The chart reflects the deviation of the length of day in milliseconds on average values for the entire period of observation. See:

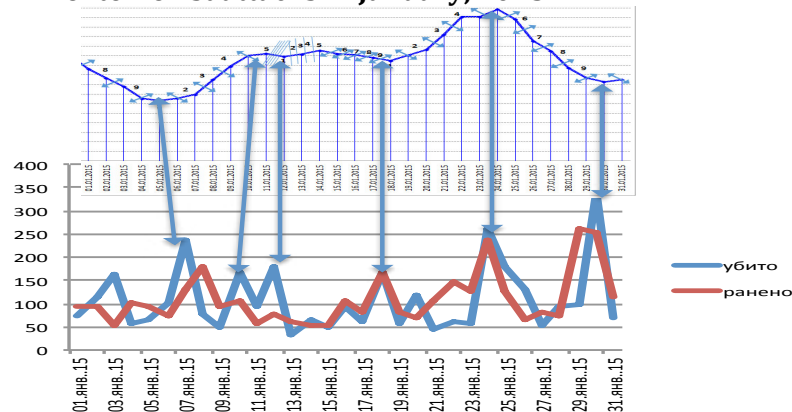
<https://www.iers.org/ IERS/EN/Science/EarthRotation/EarthRotation.html>

Dependence exists. But in the scale of years.

But will dependencies depend on whether these occur in one day? Let's take the January of 2015.

From GTD we find the number of terrorist attacks per day and the number of victims. Scary figures. Let's plot the number of died and wounded people due to terrorist attacks in this month and connect it with the schedule of the length of earthdays.

Change of the length of earthdays and the number of victims of terrorist attacks in January, 2015



We note immediately, that, according to reputable laboratories (see: http://www.tesis.lebedev.ru/magnetic_storms.html?m=1&d=31&y=2015), we have not found the connection of the intensity of magnetic storms on Earth, and the number of killed people in terrorist attacks in the January 2015. But there is the connection with the Earth's rotational velocity.

At all points of the Earth's rotational reverse (in the days of change of acceleration of rotation), the number of victims of terrorist attacks usually jumps. So that the connection in the rotational velocity to the intensity of the attacks have a decadal and individual days' scale.

And the times of a change of the acceleration of Earth are also the days of a change in the density of the ether around Earth due to this factor. Under the acceleration of Earth, it is covered by waves of the ether. Just like the air on a motorcycle rider gaining speed. Physicists have made a model of changes in an ether density at the body's acceleration change.



This also applies to Earth. Only at the approach of a speed of a body to the speed of light, compact ether does not give the body to increase its speed. And Earth moves in the less compacted layers of the ether, and we did not feel it like sometimes we do not feel the air.

You can see this process clearly in the dynamics.

See: A. Kim. The mechanics of the ether and the principle of relativity. . <http://314159.ru/kim/aether.htm>

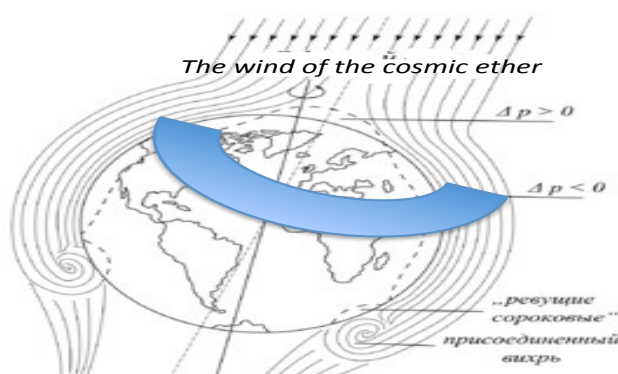
This is an important departure. It shows that the peaks of the attacks at the time of change of acceleration of the earth coincide with the change in the ether density.

According to the physics, streams of cosmic ether coming to Earth from the direction of the Leo constellation, and according to the etherodynamics laws of the flow around Earth. At the same time, in the world there are areas of high and low ether pressure. A density of ether in the world is different. Is it related to the spread of terrorism?

See: <http://ether-wind.narod.ru/glava22.htm>. A wind of the ether: a problem, errors, goals V. A. Atsukowski // A wind of the ether. Collection of articles / Edited by V. A. Atsukowski. — M.: Energoatomisdat, 1993. — 288 p. — ISBN 5-283-04990-6.

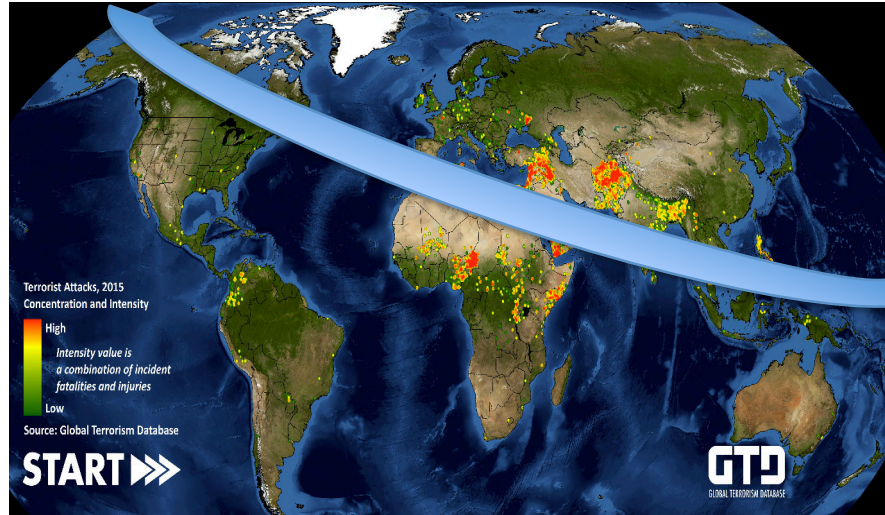
We select the diagram zone of low pressure ether on the globe.

Distribution of the ether wind pressure on the globe by V. Atsukowski



https://traditio.wiki/files/thumb/9/9c/Atsukovsky_Ether_Earth.gif/277px-Atsukovsky_Ether_Earth.gif

Compare the zone of growth of irregularities in the ether density in the world with places on the map, which marked with the intensity of terrorist attacks. They are the same.



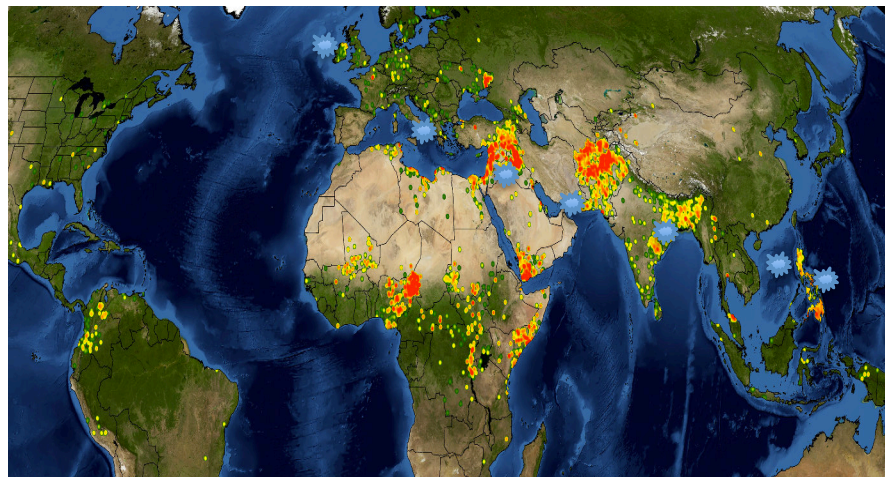
Note that the zone includes a region of a low pressure ether, as well as an unstable region of its pressure. It changes there periodically from a higher pressure area to a lower, and vice versa. Most of the acts of terrorism committed in this zone of an unstable, variable ether flow.

We noted that the terrorism associated with Islamic extremists.

Map of spread of Islam in the world



<http://moidagestan.ru/blogs/37290/19290>



Yet, there are more coincidences with the spread of terrorism with an unstable pressure zone of the ether rather than with the spread of Islam. Although Islam is prevalent in countries with a similar variable pressure of the ether wind.

The arc of instability



<http://900igr.net/datas/ekologija/Problemy-mira/0007-007-Regionalnye-konflikty-i-problema-terrorizma.jpg>

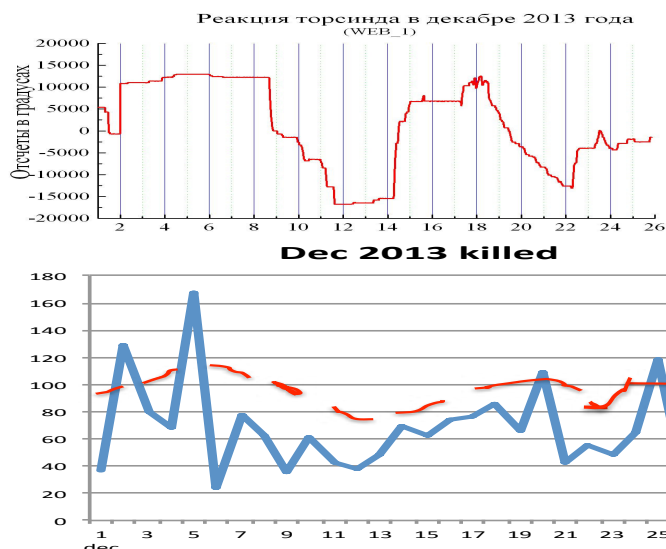
With such a view of Islam, it can be considered as a religion, which is more adapted to the psychological characteristics of people born and raised in unstable conditions and a lower pressure of essential flows. But only.

There are subtle scholars of the Islamic terrorism. Mohaddam F.M. (2011) proves that terrorism arises from the social and cultural conditions of life and features of Islamic societies of the modern world. That is, the low density of the ether pervades the economic, social, cultural, and spiritual life of a society.

There is every reason to link the density of the ether with the global transformation of the culture, people, our history. Terrorism is part of the problem.

We counted from the GTD database how many people died because of the terrorist attacks in the world in December 2013. Conclusions

made by Israeli special services were confirmed: the number of deaths due to terrorist attacks increases from 13 December. But before that, on December 11-13, Torsind was like frozen. The number of those killed in these days by terrorists is minimum.



And this is not an accident. The collected statistics shows the unique relationship between terrorists' birth, their terrorist acts and the intensity of gravity-spin energies.

On this day, the price jumped for all main shares.

The [Dow Jones Industrial Average](#) rallied 292.71 points, or 1.8 percent, at 16,167.97, surpassing its Nov. 27 record.

The [S&P 500](#) rose 29.65 points, or 1.7 percent, to 1,810.65, also a record finish. Health care led gains that included all 10 of the S&P 500's major sectors.

The [Nasdaq](#) jumped 46.38 points, or 1.2 percent, to 4,070.06, finishing at a 13-year high.

See: <http://www.cnbc.com/2013/12/18/us-stocks-open-mildly-higher-in-waiting-for-fed-decision.html>

And this is not an accident. Dependencies of stock market movement on gravity-spin energy have been analyzed systemically. The knowledge and techniques can be improved in the accuracy of prediction of share prices (see: 13).

Many sports records have been established this day. See: http://www.molsport.ru/news_date/2013/12/18/2452/. And even a new Guinness record in lifting weights. See: <http://pravdasevera.ru/society/-5y9arvgp>. And this is not an accident too. System analysis of the outstanding sports achievements showed that the most times they have been installed at the considered position of the planets being analyzed.

These reflections need to answer the question: when critical changes occur in our psyche when changing the Earth's rotation? On the peaks, crevices such changes cause revolutions, protests, terrorist acts ... Here is the data at the beginning of 2016 about the mass protests in France. Below is police data.

March 9 - 224 thousands of protesters.

March 17 - 150 thousands.

March 24 - there is no exact data.

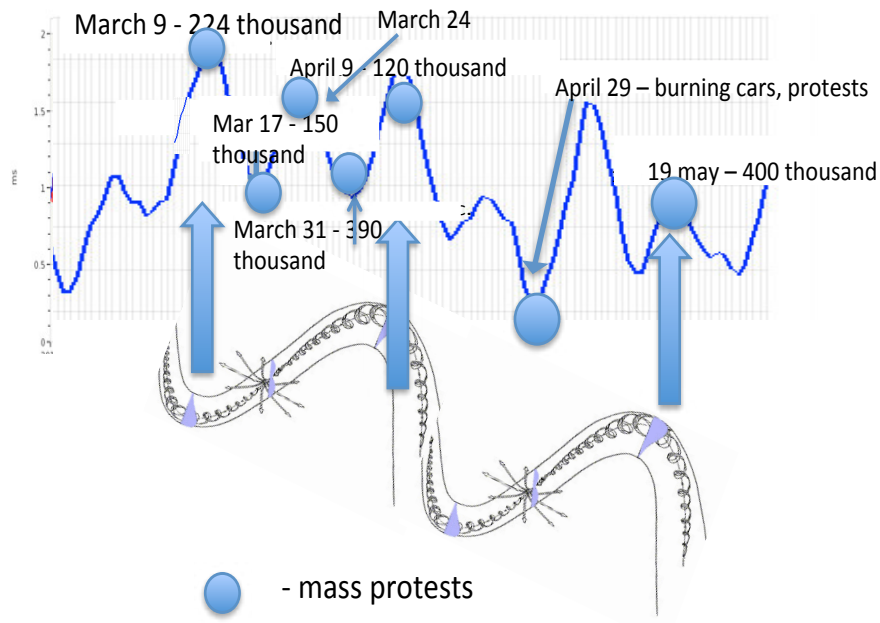
March 31 - 390 thousands in Paris (in the whole France about 1 million).

April 9 - about 120 thousands for the whole France (in Paris, about 20 thousands people).

April 29 - burning cars, protests.

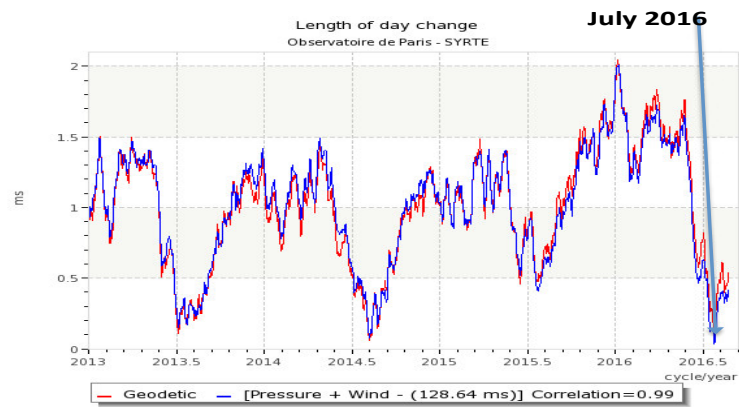
May 19 - 400 thousands of protesters.

Relationship between gravity-spin energy and protests in France in spring of 2016



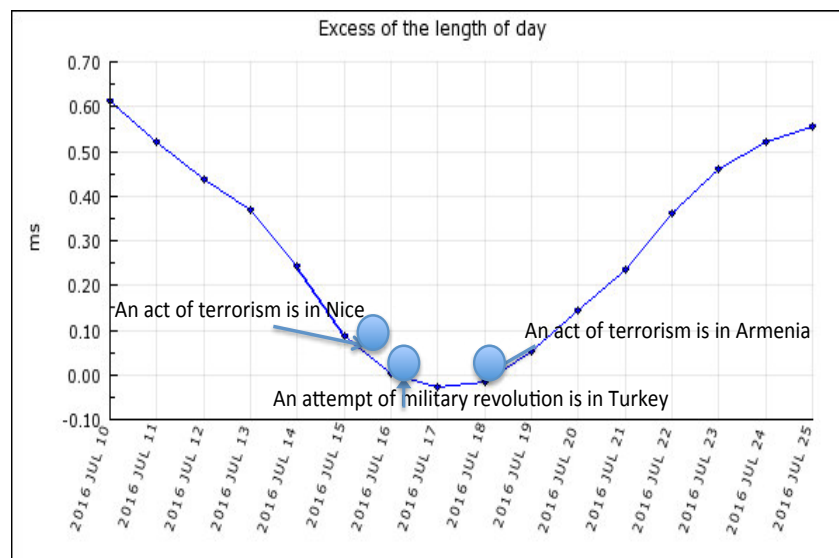
When the length of day (LOD) on the graph goes up - the length of Earth's day is increasing, the Earth's rotation speed drops. When the curve of the graph goes down, the Earth's rotation speed increases. But the most important is the point where the change in the ratio of gravitational energy and spin.

In July 2016 there was a dramatic change in the Earth's rotation.



This sharp increase in the Earth's rotation has not been in recent years.

We approximate that of the graph c marked the most important protests at this time in the world.



Occasionally?

You can express different hypotheses. But there is a system of facts, more than 1,000. Their EEGs, personal, intellectual qualities are changed at the time of building a parade of planets, and the appearance of the vortex energy. We become other. In some conditions it promotes the growth of the rate of social and economic development, in other - revolutions, protests, terrorist acts ... (See: 2).

Chapter 3. On the connection between gravity-spin energies and terrorism: updates on ways to improve the accuracy of analysis and forecast

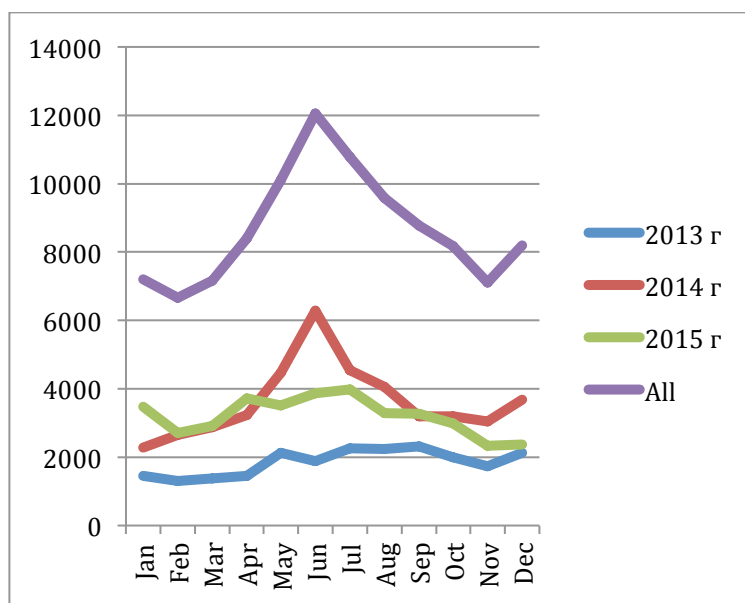
The analysis of the dependency of human behavior on cosmic energies gives social sciences some mathematical accuracy. We continue the way in this direction.

Earth's speed when moving around the Sun and its effect on the gravity-spin energy

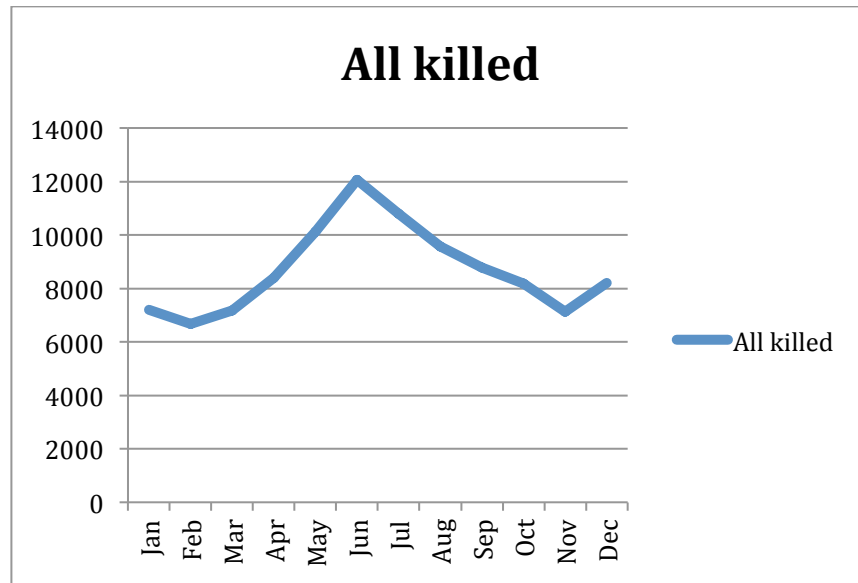
The higher the speed of the Earth's motion around the Sun, the denser should be the ether, in which Earth abuts in its movement. Recall the picture on this matter at the beginning of the book.

Let us compare the speed of the Earth's movement on the orbit to the number of people killed in terrorist attacks, according to the GTD base.

The number of killed in the terrorist attacks in the world in 2013, 2014, 2015 by months



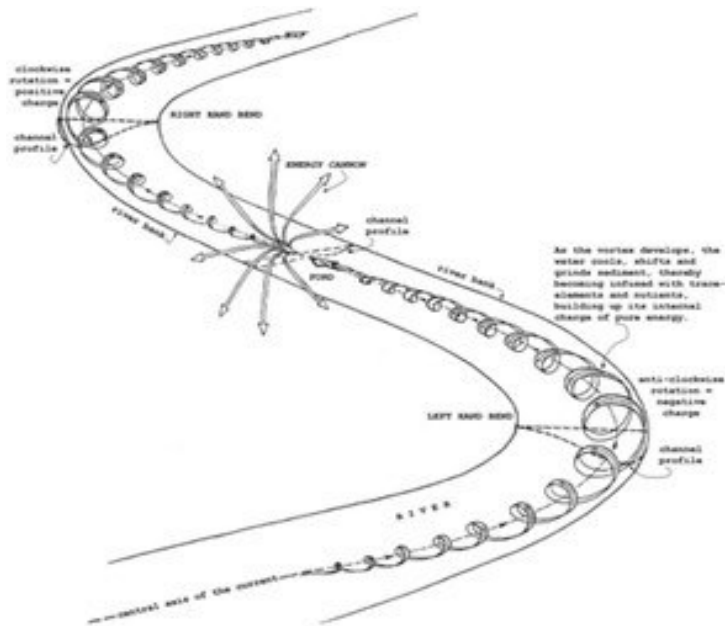
Each year has its own particular distribution of acts of terrorism for months, but for three years (2013, 2014, 2015), we have a relatively stable average pattern. Note, that in a few years become relatively stable both the graph of the magnetic field of Earth, and the average frequency of the EEG test. We deal only with the average values for these three years for the further analysis.



Let's combine these data with the speed of the orbital motion of Earth and the average frequency of the EEG surveyed in different months of the year. Moving along the orbit, Earth is accelerating its movement, or it becomes slower. And it should happen the same as that is happening for any physical body moving in the gaseous or liquid medium. First, under increasing a rate, a right-twisted vortex is formed behind it, and then under slowdown it changes its direction of twirling. This pattern was reflected in some schemes also by Viktor Schauberger.

The change in a sign of a water movement acceleration sign is associated with a change in the direction of its rotation.

<http://www.conspirology.org/wp-content/uploads/2010/01/08.jpg>

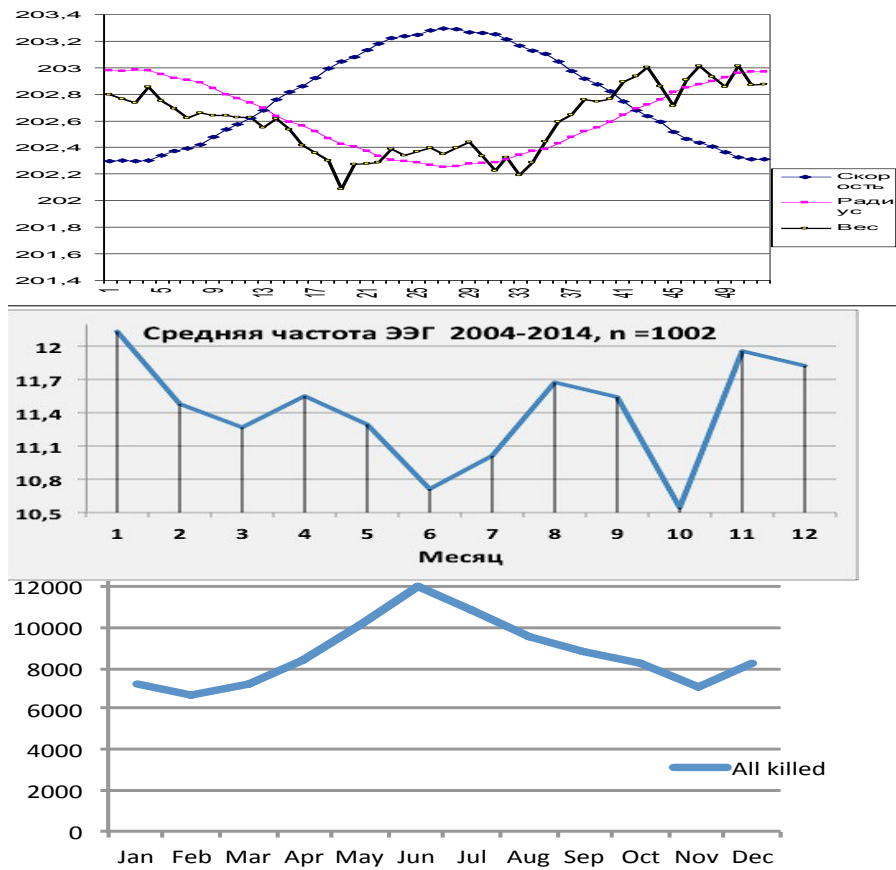


And what happens when the speed of the movement of Earth on its orbit is changed?

It turns out that with an increase in velocity of Earth - the EEG frequency increases, when the movement of Earth slows down - the EEG frequency falls. The growth of the EEG frequency promotes some important personal changes. Intensity of activities between different areas of brain changes, we solve psychological tests differently, even our motivation change. Since, there is reverse in the Earth's speed on summers, it means that it is a point of bifurcation in our mental activity. So it must be related to the number of terrorist attacks.

Let's combine these data.

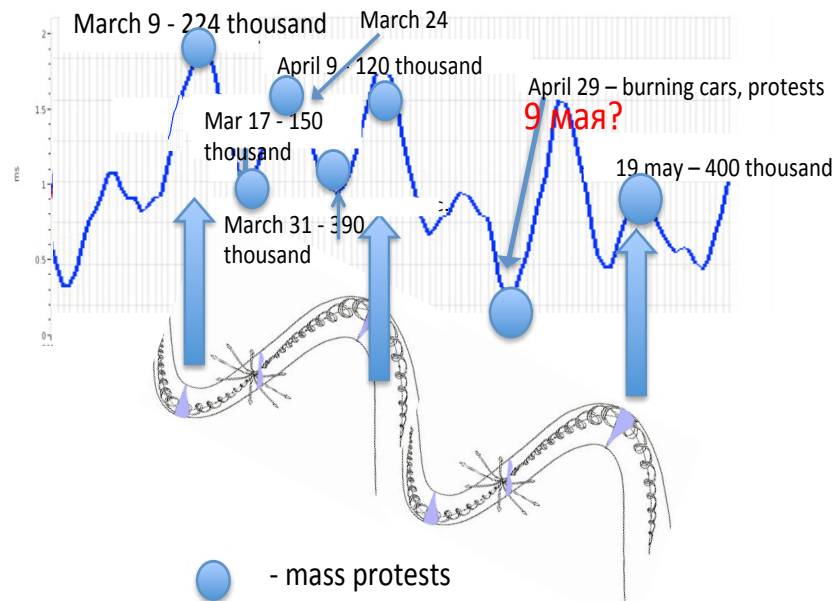
Graphs of rate changes in Earth orbital motion, the average frequency of the EEG surveyed and the number of killed in the terrorist attacks in 2013-2015



We pay close attention to changes in the radius of the planet and weights of bodies.

From the point of view of the theory of the ether, we understand why compress and decompress the radius of Earth (Chernyaev A.F.).

It was established experimentally that the rate of the Earth's orbital speed and body weights on earth vary depending on the season.

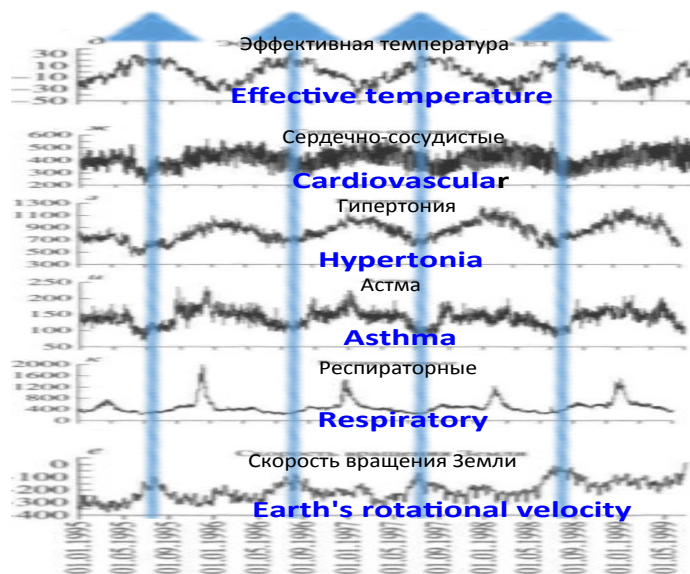


4.1.2 Statistics on the relationship between the Earth's rotational velocity and mental state of people

A person changes under the influence of cosmic energies not linearly, but vibrationally, in time with a change in cosmic energies. And there are bifurcation points in such changes. Figuratively it can be compared with a swing. There is a point where they can be easily stopped and held with one hand. This is the upper point where the kinetic energy became zero, and it all went into a potential one. But the hand can be damaged if we start doing this at the point of maximum speed. This is a metaphor for the work of marketers, psychologists, psychiatrists: there is a time when you can work effectively with the person, and you can gradually lose a sensible mind.

First about the facts.

A relationship was found between the frequency of ambulance calls in Moscow and the Earth's rotational velocity

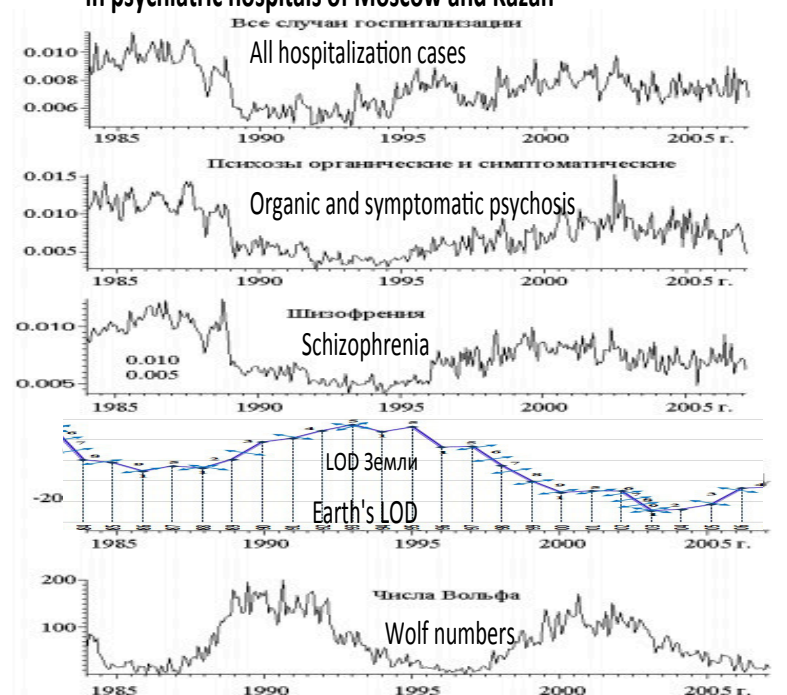


The frequency of ambulance calls is strikingly similar to the form of series of the Earth's rotational velocity; correlation coefficient (CC) is very high, statistically significant and equal to -0.46 with more than 1600 samples in each series and almost zero shift. This is almost absolute agreement for wave processes.

See: V.A. Chereshev, A.G. Gomburtsev, T.K. Breus. A man and his three surrounding environments. Vestnik of the Russian Academy of Sciences. 2007, vol. 77, №7, pp. 618-627.

This appears at monthly and annual scales, so these dependencies cannot be explained with seasonality of diseases.

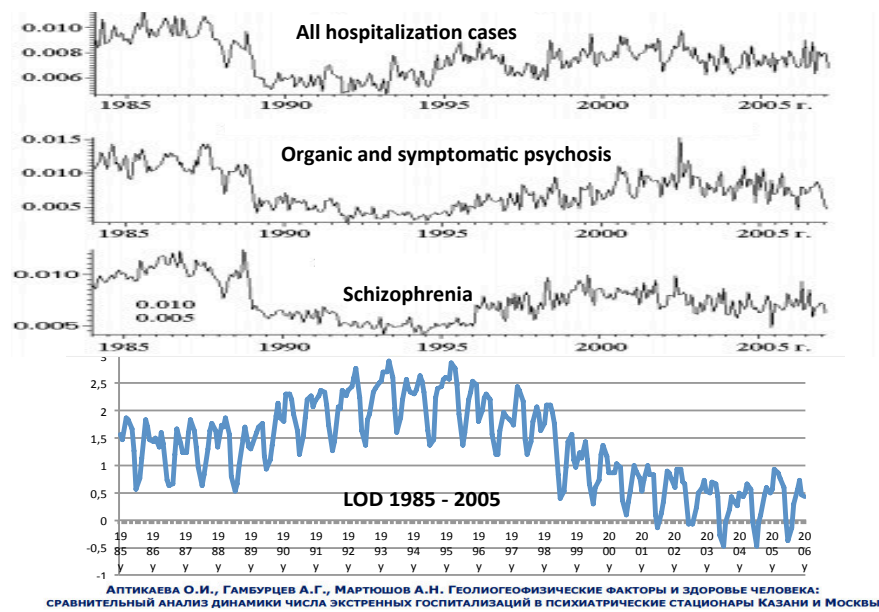
Comparative analysis of the number dynamics of emergency hospitalizations in psychiatric hospitals of Moscow and Kazan



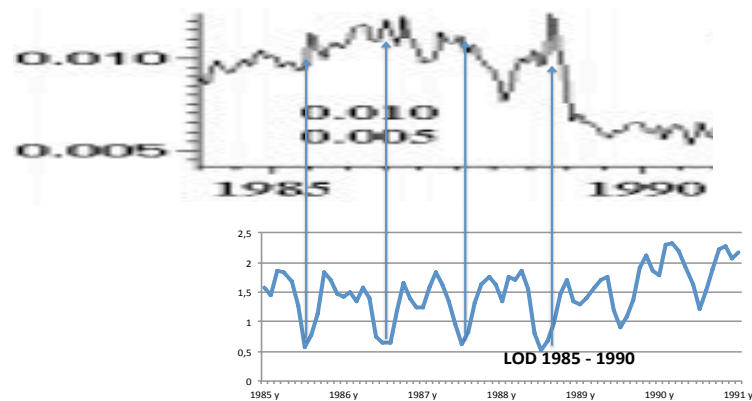
Combined series of numbers of hospitalization for men (a) and women (b) in Moscow (1984-1996) and Kazan (1996-2006) with 1 month sampling frequency (relative units in ordinate axis), and series of the Earth's rotational velocity and Wolf numbers for the same period

O.I. Aptikaeva, A.G. Gamburtsev, A.N. Martyushov. Geologeophysical factors and human health: comparative analysis of the number dynamics of emergency hospitalizations in psychiatric hospitals of Moscow and Kazan

It can be seen that with the slowing down of the Earth's rotational velocity (the growth of LOD), the number of hospitalizations of all persons, including those diagnosed with schizophrenia, is decreasing.



Extra hospitalizations in psychiatric hospitals of Kazan and Moscow and LOD of Earth in 1985-1990

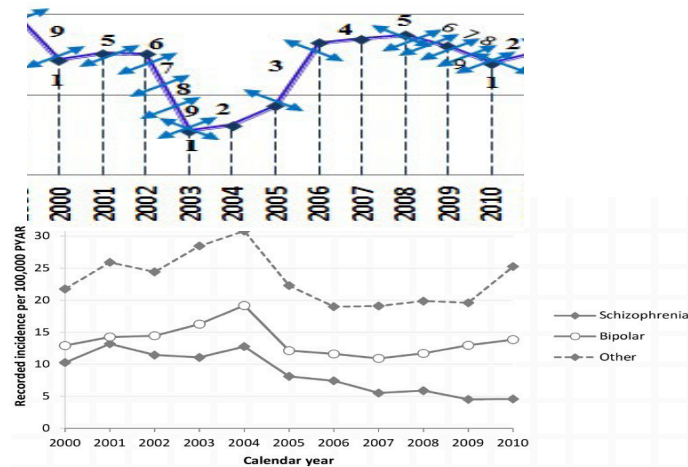


Aptikaeva O. I., Gamburtzev A. G., Martyushof A. N. Heliogeophysical factors and human health: Comparative analysis of the dynamics of number of extra hospitalizations in psychiatric hospitals of Kazan and Moscow

The connection is direct. And on a scale of decades, and at the scale of individual years, weeks, the slowing down of the Earth's rotational velocity is associated with a decrease in the number of hospitalizations due to an exacerbation of schizophrenia. The same dependencies were obtained by us when testing normal people with the MMPI test: the number of accentuants increases with the growth of the Earth's rotational velocity.

Such dependencies are not unique to Russia.

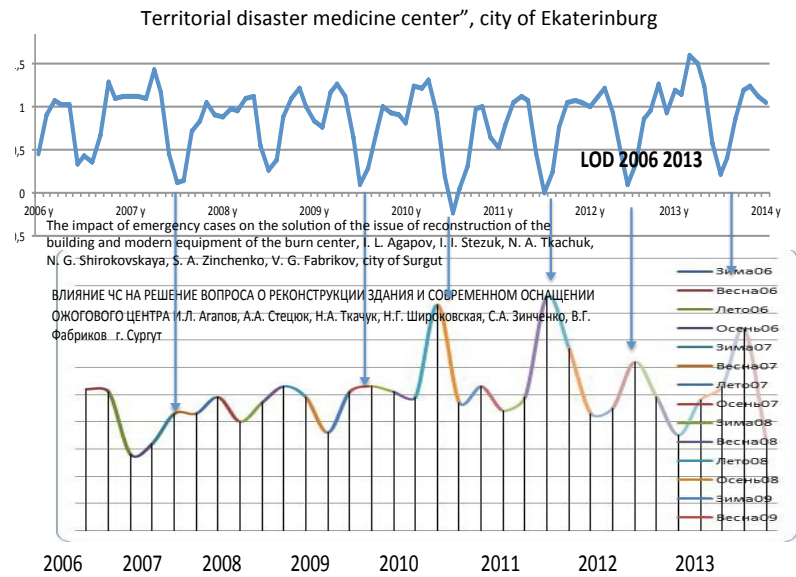
Bump of schizophrenia and other mental disorders with the increase of the Earth's rotational velocity (England)



Time trends in GP recorded diagnosis of schizophrenia, bipolar disorder and other psychosis. doi:10.1371/journal.pone.0082365.g001 Англия

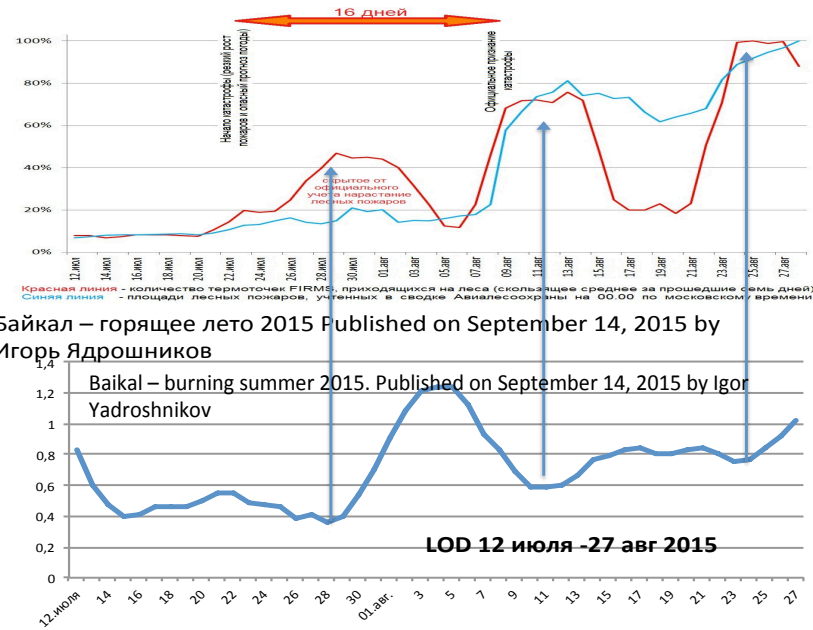
So, does mental, physiological state of people depend on the Earth's rotational velocity? Most likely does so strong that the social dependencies on this account are deformed. It is known that they heat in Siberia more in winter. But here hit in the burn centers often happen in summertimes. And exactly in accordance with the Earth's rotational velocity.

Statistics of ambulance's calls due to burns in 2006 – 2013 and LOD of Earth



The peaks of the wave-like changes in the Earth's rotational velocity throughout a year coincide with the peaks in the number of victims affected by burns. This dependence is tracked not only at nursing homes, on persons with mental disabilities, but also on healthy Siberians.

Number of burns on Baikal and the Earth's rotational velocity (LOD)

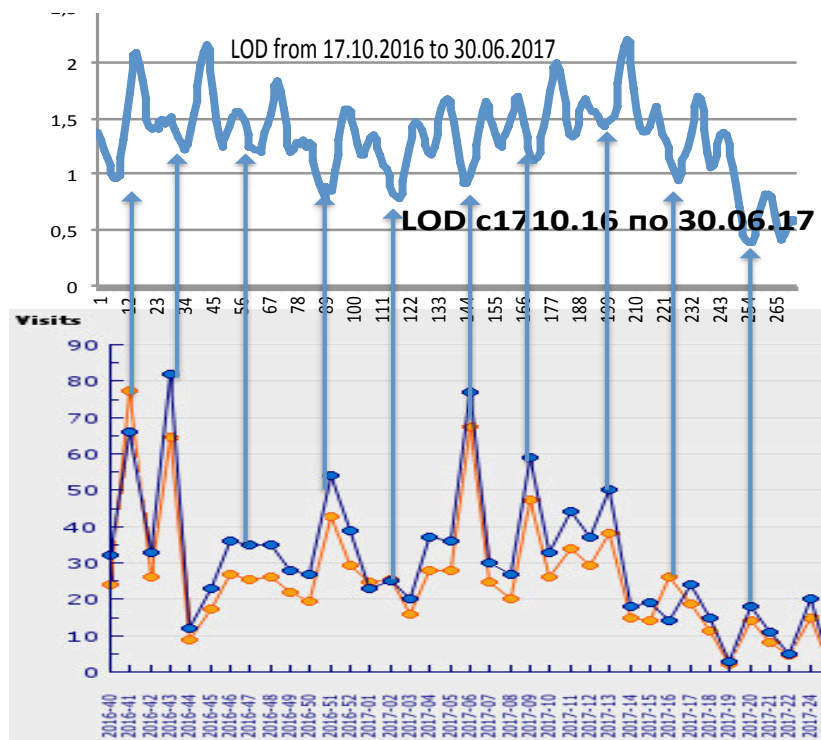


Байкал – горящее лето 2015 Published on September 14, 2015 by Игорь Ядрошников

Baikal – burning summer 2015. Published on September 14, 2015 by Igor Yadroshnikov

The connection "Earth's rotational velocity - the recourse to physicians" of schizophrenics and heavy schizoids is biased in time. At first, is the cause (the change of cosmic energies as one of the systemic causes), then is the corresponding mental state of people, as a consequence of this cause. But mental health of schizoids immediately reacts to the change in the Earth's rotational velocity.

Visits of the website for schizoids and the Earth's rotational velocity

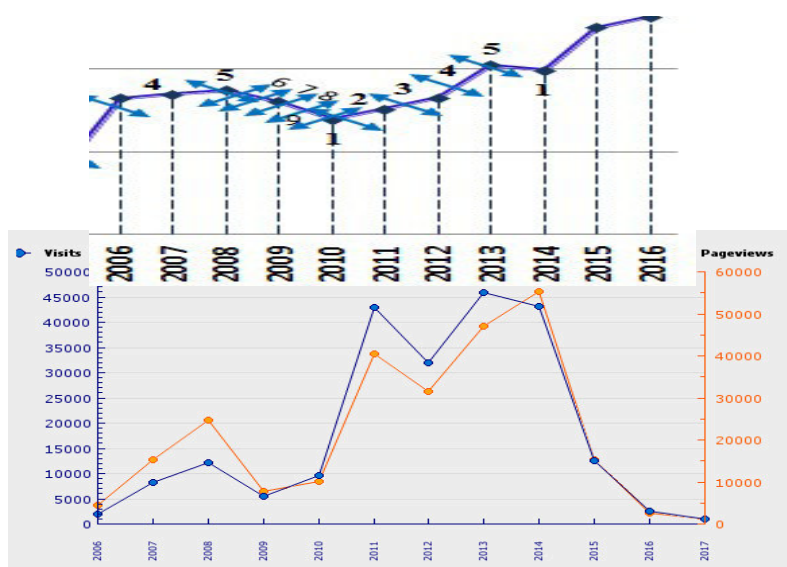


http://weblog.rcmir.com/view_graph_statistic.php?id=1508032&mode=tag

http://weblog.rcmir.com/view_graph_statistic.php?id=1508032&mode=tag

This is typical for individual days, months, and for a scale of several years.

Visits of the website for schizoids and LOD of Earth in 2006 - 2016



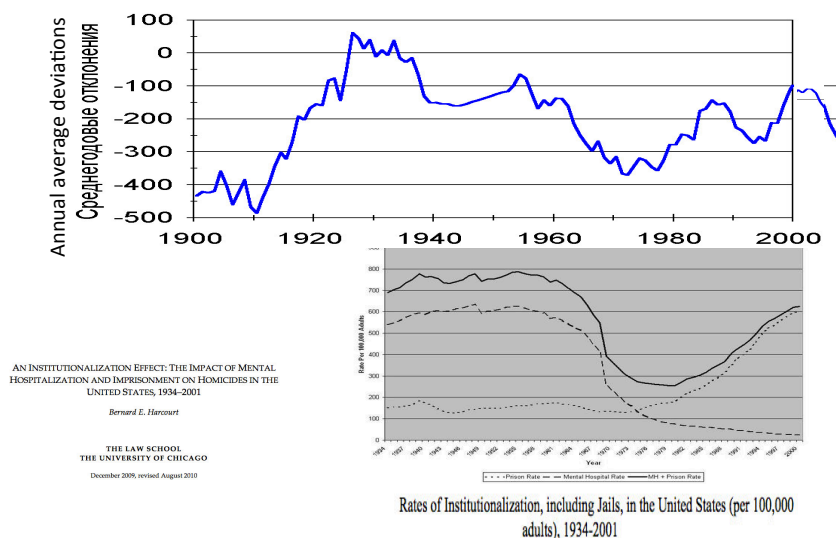
http://weblog.rcmir.com/view_graph_statistic.php?id=1508032&mode=tag

When comparing different graphs, one can see the connection of the jumps of schizoid activity during the transition period of the Earth's rotational velocity from its fall to growth. These are the so-called points 1 change in the Earth's rotational velocity - the point of bifurcation of mental activity of quite normal people.

Just because of the mental deviations of people, there are reliable statistics on offenses. Let's show it for the USA.

The point 5 of the changes of the Earth's rotational velocity is a period when mentally ill people are recovering. The reason for it is clear: the increase of the activity of the cerebral cortex. This is not a speculation or an assumption. These are the facts:

The angular velocity of Earth's rotation and the institutionalization of mentally ill and imprisoned people

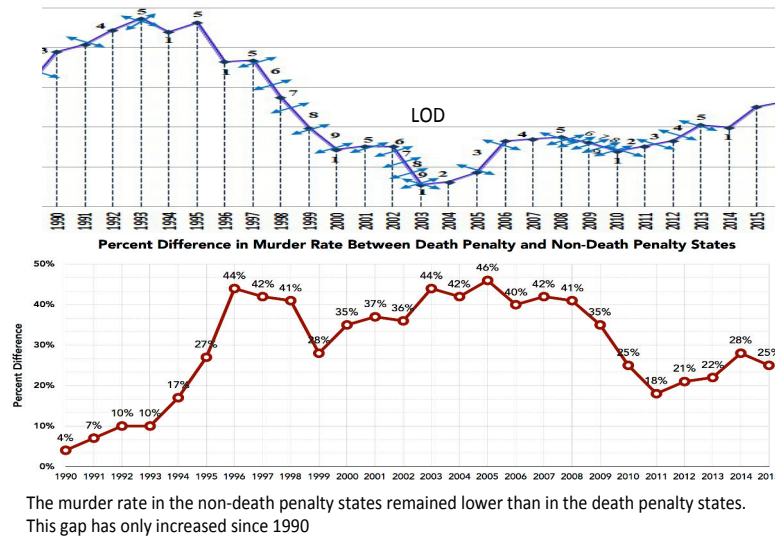


At the same time, after the Earth's rotational velocity normalization, there is a possibility that people who seemed to be healthy would get back into their previous condition in accordance with the Earth's rotational velocity.

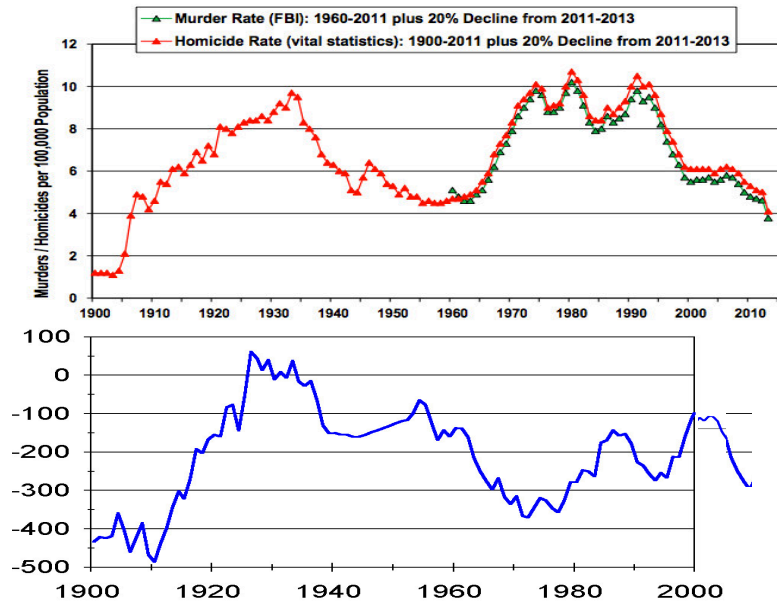
Obviously, when the Earth's rotational velocity increases, the criminal situation in the United States deteriorates. Even the maximum points of this deterioration correlate with the change of the Earth's rotational velocity. However, it means that the reduction of the Earth's rotational velocity in the USA (increase of LOD value) would result into a crime rate decline.

This statement is true.

LOD of Earth (the Earth's rotational velocity) and crime rate in non-death penalty and death penalty states



We have the data concerning the US in total. Let's take into consideration that sample has already changed. In this sample, humans of type 5/5 are present more frequently. 5/5 type needs time for social disadaptation. It is necessary to move the graphs by time for the further correlation.

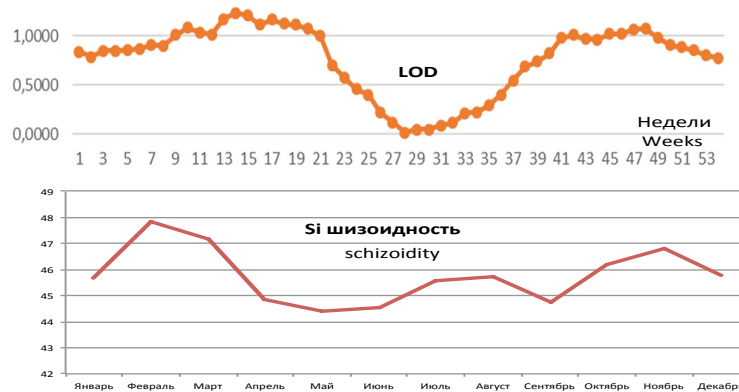


Don't forget the previously mentioned conclusion concerning the level of the optimal value of the Earth's rotational velocity. Exceeding the level leads to the increasing number of homicides, suicides, even when the Earth's rotational velocity is reducing. People belonging to different types react to cosmic energies differently.

4.2 Zone of optimal density of the cosmic ether for psyche, health

Zone of the optimal Earth's rotational velocity in the annual cycle

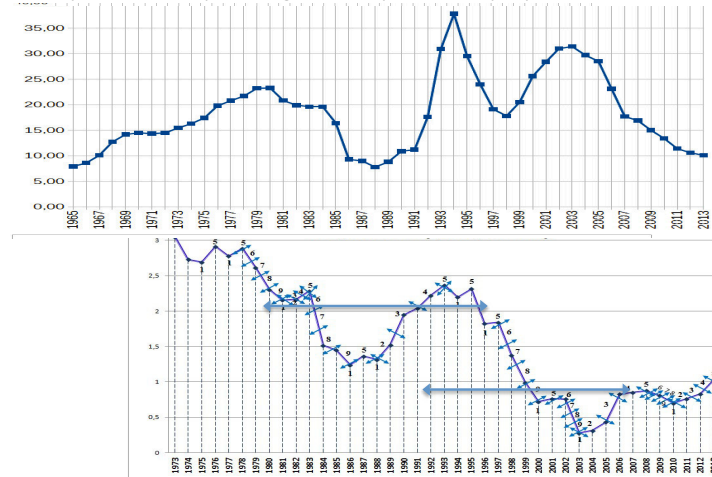
By the growth of accentuations normal people react to a significant change in cosmic energies even in the annual cycle.



Let's give the statistics showing the presence of the optimal density level of the cosmic ether for the living generation

The Earth's rotational velocity and the number of death from alcohol poisoning in Russia

Mortality from alcohol poisoning in Russia per 100000 people



We note that for the Russians there is a zone of optimal values of a length of a day. This is a deviation from the average value in the range 2 - 0.5 ms in a measurement scale adopted in modern science.

One clarification: the decline in psycho-cosmic energies to a level corresponding to slowing down of the Earth's rotational speed from an average of up to 0.5 ms matches the alcohol consumption peak. Little of cosmic energies – they drink in Russia. And a lot of it - drink as well... but in strict accordance with psycho-cosmic energies. Under a century-long scale, a basic tendency is transparent: they drink less at large cosmic energies.

With the increase in the density of the cosmic ether in a more preferred physiological state, there are people who are used to living in conditions of high blood pressure. And in less favorable physiological conditions will be those who lived in conditions of low density of space ether.

When the density of the cosmic ether falls, everything is exactly the opposite. The greater efficiency, working capacity is preserved by those who are accustomed to live in conditions of low density of space ether.

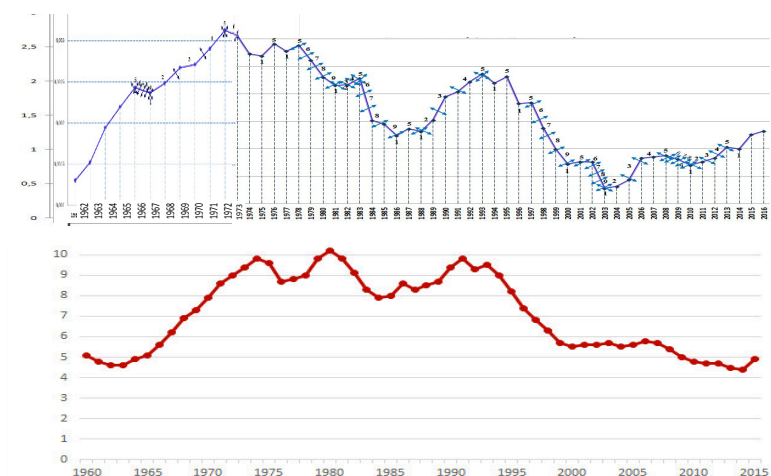
These dependencies are manifested both in the annual cycles, and in history for millennia. A society reacts to this with its history.

The reaction of a society to the way out of the zone of the optimal density of the cosmic ether in the ten-year, centenary cycles.

Let's turn to the statistics of the USA.

Скорость вращения Земли и убийства в США

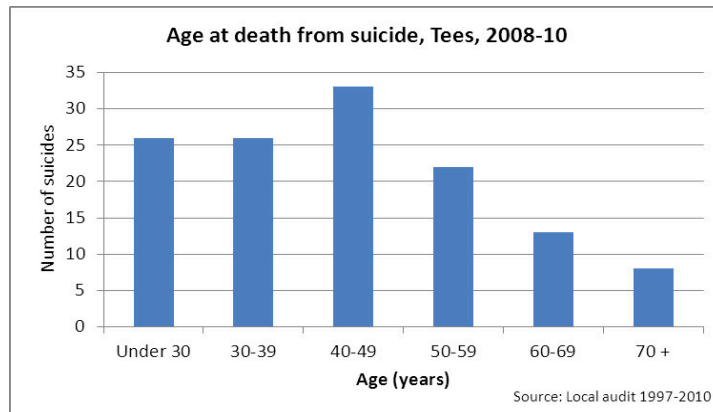
LOD Земли с 1962 года, данные современных измерений



The persons who committed murders during the period under consideration were born in their majority until 1960, that is, with the growth of the Earth's rotational velocity, with a low density of the cosmic ether. Therefore, the increase in the density of the cosmic ether (growth of LOD) for them causes maladaptation - the number of murders grows precisely at the points of the maximum LOD values.

We take a longer time for suicide.

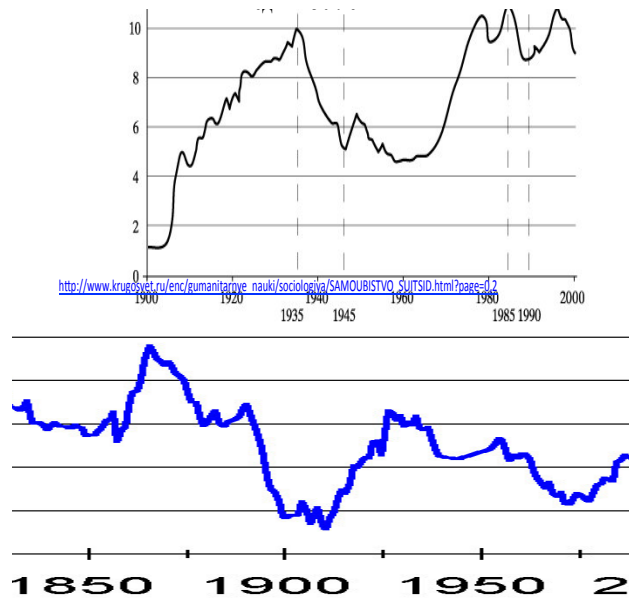
We need data on the average age of people who commit suicide. Most of the people committed suicide up to 50 years.



<http://www.teesjsna.org.uk/images/ckfiles/images/Illness%20and%20Death/Suicide/Tees%20Suicide%20Age%20Group.png>

Let the average shift of the graphs make up the time of activity of one generation - 30 years. We will take into account that the Earth's rotational velocity is the opposite of LOD. We have:

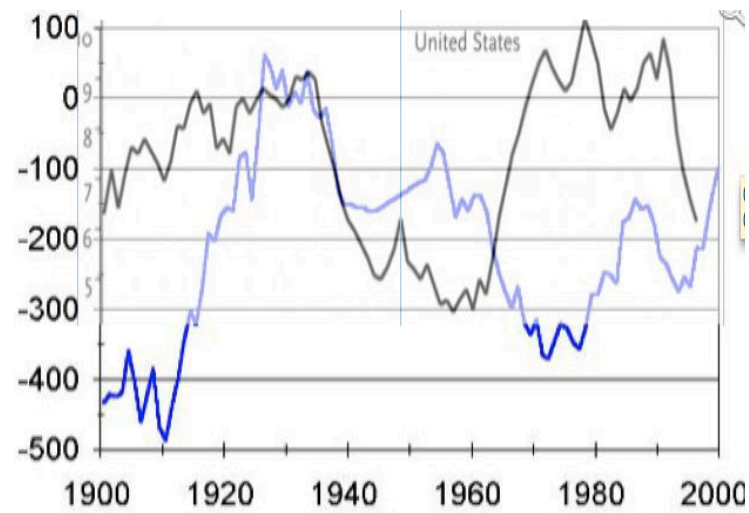
Number of suicides in the USA and the Earth's rotational velocity with the shift in 30 years



The sharp slowing down of the Earth's rotational velocity from the middle of the 19th century, from around 1860, led to an increase in the number of suicides, for before that the Earth's rotational velocity was growing.

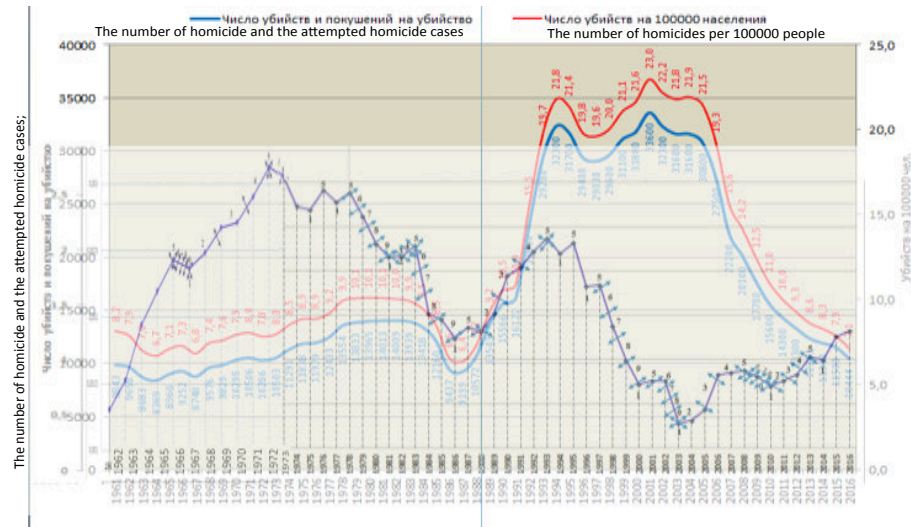
The social system resists cosmic energies and exists independently. The correlation between the Earth's rotational velocity and the social system indicators deforms: it rather goes down or up in accordance with the Earth's rotational velocity and these moves are constant. Let's superimpose one graph on another without any intentional moving. Any coincidence of the graphs is relative.

**The Earth's rotational velocity and the homicide rate in the US:
superimposed graphs**



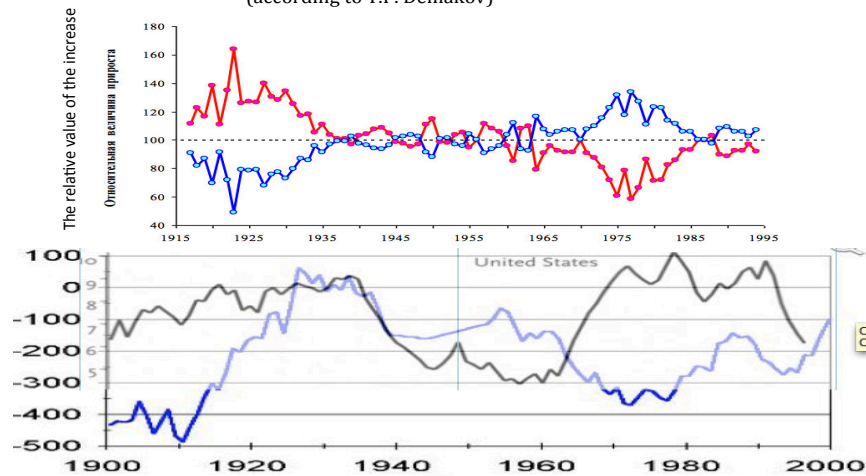
The graphs are mirrored. The measured values of the first one goes down, while the values of another one go up. The imposition of the same graphs of the period from 1974 to 2016 shows the same coincidence.

LOD of Earth and the number of homicide cases in the USSR and Russia per 10 000 people



The Earth's rotational velocity, criminal rate in the US and the growth of the trees belonging to different species

(according to Y.P. Demakov)



There is a coincidence in the intersection of the timelines in the end of the 1990-s. This can be explained by the social system change. The explanation is fair enough, but there was not such a change in the US, however, the ratio of the graphs is equal. And the coincidence of the graphs with the growth of trees belonging to different species is equal both for Russia and for the USA.

Any open system resists and often falls behind the external influences. But it could outpace them as well. In case of the humanity this could be easily explained by the correlation between the conscious and the unconscious. When we reject the private property and defend the importance and effectiveness of the socialism with full power of the past ideology, the unconscious accumulates opposite feelings and attitudes. However, we can subdue our unconscious sets by the consciousness power. And it can be compared with a compressed spring: the more you squeeze it, the stronger the reverse movement is, even when you've lost any power to squeeze it again.

It is a concept. In reality we did our best, using ideological and other influence to make people act according to the moral code of the communism. Some people succeeded. In most cases these people belonged to the type 5/5. But you can't deceive the nature. Type 1/1 is different and the number of people of 1/1 type is growing along with the increase of the Earth's rotational velocity. Type 1/1 unclamps the spring, reducing the pressure of external influence on people. And even those who have always been unselfish, now rushed, crave for property, which they began to share, according to the laws and morals of type 1/1. But you can deceive the unconsciousness. The empathy of the Russians is well known in the whole world. At a certain phase, a wish to protest increases: it becomes especially relevant when the Earth's rotational velocity reduces. Is this the distribution of property again? Or maybe another change of social system? Or a new fluctuation?

Such periods are a signal that the open social system is overloaded, unstable, has bifurcation points and is on the edge of destruction. But at the same time it means, that the people are ready for changes and are able to resonance with cosmic energies. We pay for our great ability to change and become better with the appropriate cosmic energies

that are beneficial to us by the suffering of a generation that has outlived Perestroika.

We have two effects of the influence of cosmic energies on life of people: *with a shift in one generation* (if the density of the cosmic ether varies wavyly, cyclically) *and at a given instant of time*.

A sharp and long-term change in Earth's rotational velocity for decades, for many years, makes itself felt sometimes in 15-30 years. In this case, there are often contradictions between generations that were born at low and high densities of the cosmic ether. It was in Russia at the end of the XIX century, it is brewing now. So people who were born with the growth of the Earth's rotational velocity (before 2003), in the period of minimum density of space ether, are qualitatively different from those who were born with the growth of the density of the cosmic ether, that is, since 2003.

People change not only psychologically, but also at the level of physiology, at the level of changes in blood composition, etc. According to Ragulskaya M.V. (2014) since 2003, a new stage has begun, a new period in terms of the dynamics of biomedical population data. These are statistically reliable data (from 17 to 45 thousand surveyed).

Similar results on the change in adaptive response programs were obtained by E.N. Gromozova at work with reference cellular structures "Accharomyces cerevisiae".

So the mental differences between groups of people born at different cosmic energies are biologically natural.

Since the beginning of the new century, the Earth's rotational velocity began to fall slowly (the density of the cosmic ether to grow), which affected the decrease in the number of mentally ill people, and in many countries and convictions.

Until the beginning of the XXI century, statistics just screamed that the number of mentally ill people is rapidly increasing. And suddenly, from 1995 to 2014, the number of people taken under observation with a diagnosis of a mental disorder or behavioral disorder decreased by 53% - from 93.1 to 44.1 per 100 thousands of people. There is a decrease in the number of mental disorders taken under supervision for all individual groups (Health Care in Russia, 2015, pp. 44-47).

Statistics on diseases began to improve six years earlier than the Earth's rotational velocity began to slow down significantly. This number is special. It is for such a period that global temperature changes over large scale outrun the changes in the Earth's rotational velocity, with such a lag (sometimes it shrinks to a year), the change in the Earth's magnetic field precedes the change in its rotation speed. This is the period of possible shift of LOD peaks from the peaks of many psychic, social processes on Earth. But the main thing is that the human brain, the body reacts to the change in the density of the cosmic ether before the Earth's rotation speed changes in annual ranges. The earth has inertia. The reaction of the brain coincides in time with the change in the density of the cosmic ether, Earth brakes later.

Let's not forget that Russians react briskly to the change in the density of the cosmic ether.

Each people gradually get used to live at a certain density of the ether, for each people, this or that spectrum, a zone of comfort, is more comfortable.

There are significant individual differences within the people. Persons more adaptive to different pressures, vortices of the cosmic ether are more able to establish connections between countries, to move from one country to another,

But the general historical trend is unequivocal: both for the development of the biota, and for the development of mankind, the high density of the cosmic ether is more favorable. It is important that it increases gradually. Otherwise, it happens as with a diver, who quickly moves in depth: we begin to get sick, mental deviations arise.

If this is so, then there must be cases of changes in the psyche, healing of people during their long life, when they were born at the same density of the cosmic ether, fell ill with a dramatically changed, and became healthy when the density of the cosmic ether again became optimal, as at birth.

From the Internet (the phrase "famous schizophrenics"), such names were taken.

4.3 The need for a cyclic change in the density of the cosmic ether for the development of mankind

4.3.1 Differences in the reactions of people to changes in the density of the cosmic ether on the example of changes in schizoidity and the coef- ficient of intelligence - IQ

Connection between schizophrenia and seasonality of birth in tropical regions

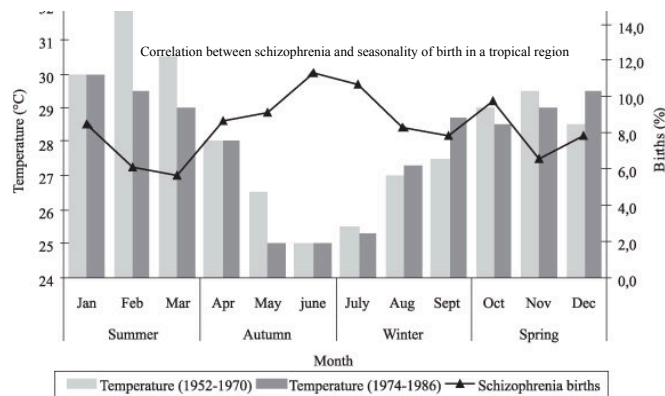


Figure 2 – Mean maximum temperature and percentage of schizophrenia births according to month of the year, highlighting the different seasons.

Figura 2 – Temperatura média máxima e porcentagem de nascimentos de indivíduos que apresentam esquizofrenia de acordo com o mês do ano, destacando-se as diferentes estações.

Fernanda A. S. Mendonça; Diogo R. Machado; Juliane A. F. de Lima; Gislaine M. F. Bortolotti; Roseana C. Grillo; Gláucia M. T. do Santos | <http://www.scielo.org/img/revistas/rbepid/v12n4/04f02.gif>

Let's add LOD of Earth to the graph.

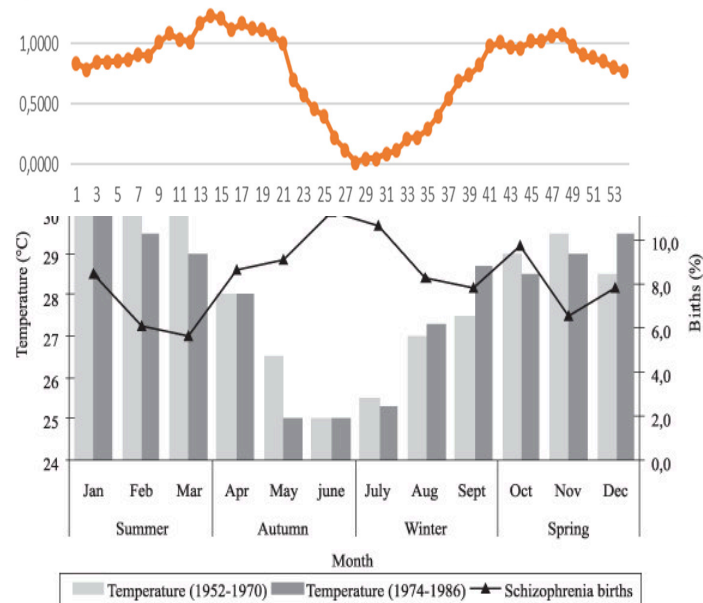


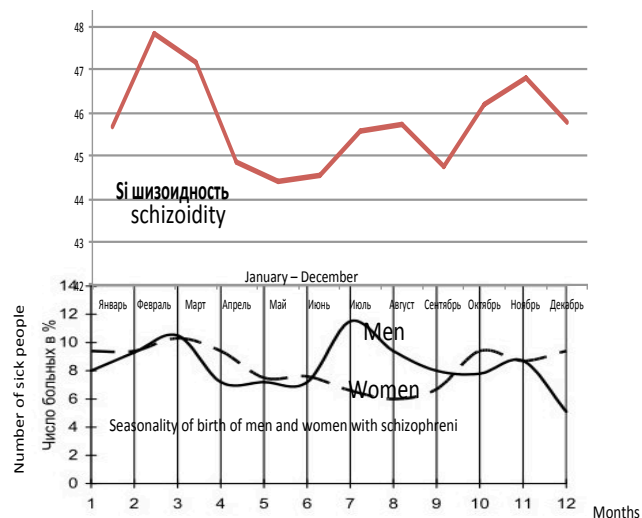
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The tropical regions are indicative of the fact that the density of the cosmic ether is more uniform there.
Here are the data for Russia.

Seasonality of birth of people with schizophrenia and the severity of schizoid features in effective managers (1340 people)



Seasonality of birth of men and women with schizophrenia
Solid for men, dashed for women

V.B. Viljanov, S.V. Egorov Seasonal factors in the birth of schizophrenic patients.
<https://www.natural-sciences.com/en/article/view?id=14069>

Vilyanov V.B., Egorov S.V. compared the birth dates of 2017 (1,229 men and 788 women) with schizophrenia patients (the main group) who were under surveillance in the Saratov City Psychoneurological Dispensary and 1000 healthy persons (control group). The majority of patients were born between 1951 and 1984.

Similar dependencies are detected by different scientists more and more often. There is a generalized opinion. «The effect of season of birth on the risk of schizophrenia was of the expected magnitude and had the expected periods of maximal risk (February and March) and minimal risk (August and September).⁶ We replicated a previous finding that there was no interaction between season of birth and family history of schizophrenia.

Although a family history of schizophrenia was the strongest risk factor in terms of relative risk, by far the most important factors in terms of attributable risk were the place of birth and the season of birth. Obviously, neither of these factors is relevant as a direct basis for intervention, nor are they plausible in terms of biologically meaningful exposure affecting the human brain. Instead, place and season of birth must be seen as proxy variables for factors that contribute more directly to the risk of schizophrenia. Our estimates of attributable risk do not exclude the possibility that genetic factors are necessary causes of schizophrenia in most or all cases. They do, however, suggest that such factors are not sufficient and that environmental factors are major determinants of schizophrenia».

См.: Effects of Family History and Place and Season of Birth on the Risk of Schizophrenia

Preben Bo Mortensen, D.M.Sc., Carsten Bøcker Pedersen, M.Sc., Tine Westergaard, M.D., Jan Wohlfahrt, M.Sc., Henrik Ewald, D.M.Sc., Ole Mors, Ph.D., Per Kragh Andersen, D.M.Sc., and Mads Melbye, D.M.Sc.

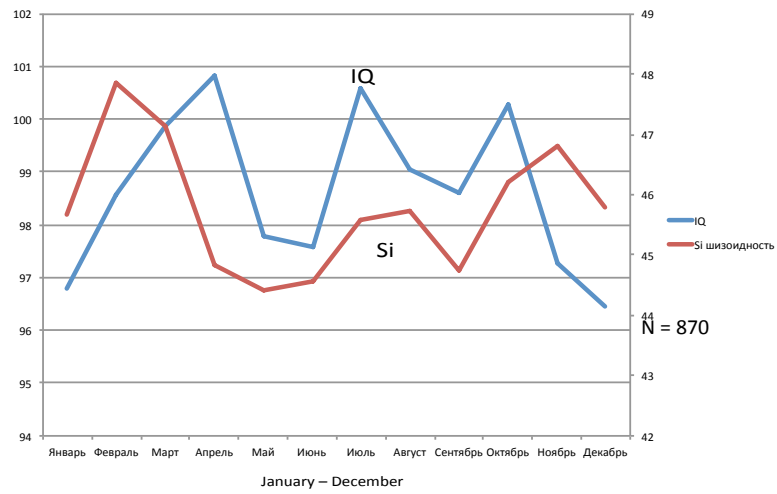
N Engl J Med 1999; 340:603-608 February 25, 1999 DOI: 10.1056/NEJM199902253400803

<http://www.nejm.org/doi/full/10.1056/NEJM199902253400803#iid=t02>

In most cases, we have a fixation of the spring and autumn exacerbation of mental illnesses, in particular schizophrenia. But in the tropics the opposite is true: exacerbations are more common in summer. In accordance with the spread of the vortices of the ether on Earth.

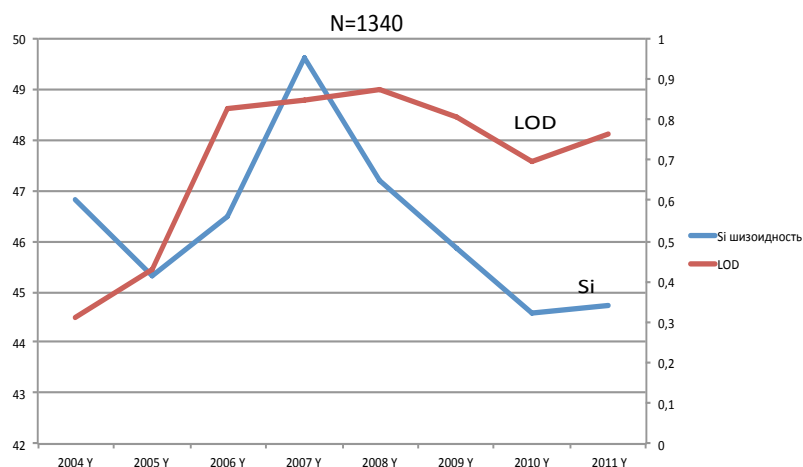
The growth of IQ and the growth of schizophrenia, the features of schizoidism are an interrelated process. Consider that the change in IQ in the population is closely related to the growth rates of the country's GDP.

Change of values of IQ coefficients and the Si (sxhizoidity) scale of the MMPI test in time dependance



And this trend concerns not only the annual cycles, but also changes over the years.

LOD of Earth and value of the Si scale of the MMPI test for effective managers by years



Schizoidity increases at the points of change in the sign of the acceleration of the Earth's rotation, when it leaves the optimal level for all people: point 1 (transition from growth to fall in the rotational velocity) and point 5 (transition from fall to increase in the Earth's rotational velocity). But for some people a high density of the ether is comfortable, and for some is low. This manifests itself both in the annual and in the centennial, ten-year cycles for the time for which we have reliable statistics.

Let's notice, that at *sharp* changes in the Earth's rotational velocity, the degree of an expression of schizoid features of a person, probability of disease of a schizophrenia grows. This happens with a sharp growth, and with a sharp drop in the velocity. But with a slow drop in the Earth's rotational velocity, the number of mentally sick people with persons with accentuation points is reduced. This applies to the whole world, and to Russia. And this applies not only to schizophrenia. It is taken as a pattern, as the most common mental abnormality. This applies to all mental abnormalities, all accentuations, all the variable personal and intellectual traits of people.

4.3.2 The density of the cosmic ether and the birth of talents

The quality of talented people is different depending on what kind of cosmic energies they were born with. Yes, this difference is statistical, it can be seen on the mass of people. Individual differences between people here are much higher than the differences between the cohort of persons born at high and low density of space ether (high and low Earth's rotational velocities). But it is, it is essential.

Russian researcher Evgeny Vinogradov (TSAGI) analyzed the days and places of birth of talented people. These are 757 Nobel Prize winners from 61 countries, known on January 1, 2006. From the bibliographic reference books were also taken data on 329 outstanding scientists (mathematicians, mechanics, physicists, astronomers, chemists, biologists, composers). Data on 1201 scientists, which are presented in the Great Soviet Encyclopedia is added. It turned out that most of these people were born in high latitudes of the planet.

That is, at a latitude of 60 degrees, 40 times more Nobel laureates were born than at latitudes of 20-30 degrees. The cumulative birth rate, as well as the number per 1 million of the population, the Nobel laureates in Finland, Sweden and Norway was several times higher than in Portugal, Spain and Italy combined. A similar pattern was also observed for other groups of celebrities. This is understandable: at higher latitudes, the density of the cosmic ether is higher.

At the beginning of 2017, the proportions remained the same.

Probability of birth of Nobel Prize laureates for countries with high and low densities of the cosmic ether

	Population as of January 1, 2017	By groups of countries	Nobel Prize winners	1 laureate per the number of inhabitants
Portugal	10 309 573		2	
Spain	46 528 966		6	
Italy	60 589 445		16	
Total	117 427 984		24	

Percent		85,2%	35,3%	4 982 832
Finland	5 503 297		4	
Sweden	9 995 153		30	
Norway	5 258 317		10	
Total	20456767		44	
Percent		14,8%	64,7%	464 927
Total Total	138 184 751			

The probability of the birth of a Nobel laureate in countries with a high density of the cosmic ether is 10.7 times higher than in countries with a low density.

Yes, one can try to explain this difference by the fact that the committee for awarding the Nobel Prizes gives them more often to its citizens. But even with the amendment to this, the probability of the birth of Nobel laureates in countries with a high density of the cosmic is several times higher than in countries with a low density.

That is why Vinogradov E., in addition to the Nobel Prize winners, took all the celebrities. That's about 20 thousand. The dependencies are the same.

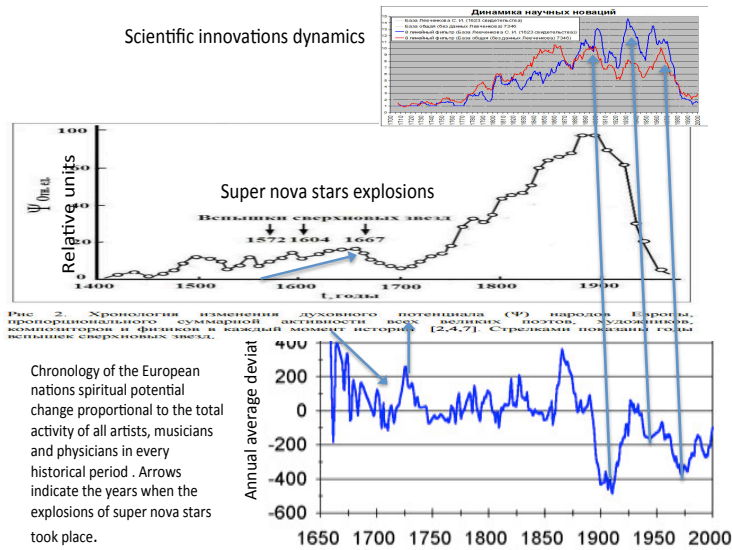
By distributing the birth dates of 1,903 celebrities by month, the scientist discovered that the most talent was born in February, and least of all in June and August. In the cold half of the year (November-April) talents were born 1.14 times more than in the warm half.

November and February are two months of a spike in the births of talented people on Earth.

In winter, the velocity of the Earth's movement is higher, the attraction is less, the ether passes through Earth more per a unit of time, the Earth's rotational velocity falls slightly - geniuses are born more.

In the centenary cycles, the dependencies are similar.

Change of the European nations' spiritual potential (according to A.S. Cholmansky), scientific innovations and the Earth's rotational velocity



Научный центр Бэмкон <http://www.sc-bemkon.com/> bemkon.ru

In this segment of cosmic time, the dependence is direct: the more of the ether - the more of talented, spiritually developed people. But if this is true, then any increase in the flows of the ether will lead to an increase in talent. There is every reason to believe that the explosion of supernovae leads to an increase in the ether flows. In any case, the growth of the neutrino flux is great in this case. A.S. Holmansky proved the connection between the birth of talented people and supernova explosions, accompanied by serious perturbations of the ether.

Conclusion on the chapter: When the density of the cosmic ether changes, when the cosmic energies change cyclically, mankind fluctuates between the increase in the number of talents and persons with mental disabilities.

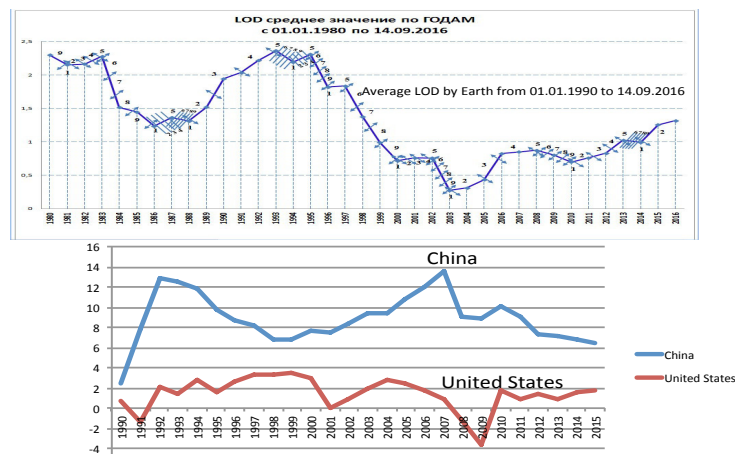
Chapter 5. On the systemic distinction of people in conditions of high and low Earth's rotational velocity: types 1/1 and 5/5

5.1 Systematic differences of types 1/1 and 5/5

All the biota, all peoples, populations, specific people, depending on the reaction to cosmic energies, are divided into those who are more active and productive with the growth of the Earth's rotational velocity (type 1/1), and those who show their best qualities when it slows down (type 5/5).

These trends look on the usual for us graph - the growth rates of GDP in China, the United States and the Earth's rotational velocity.

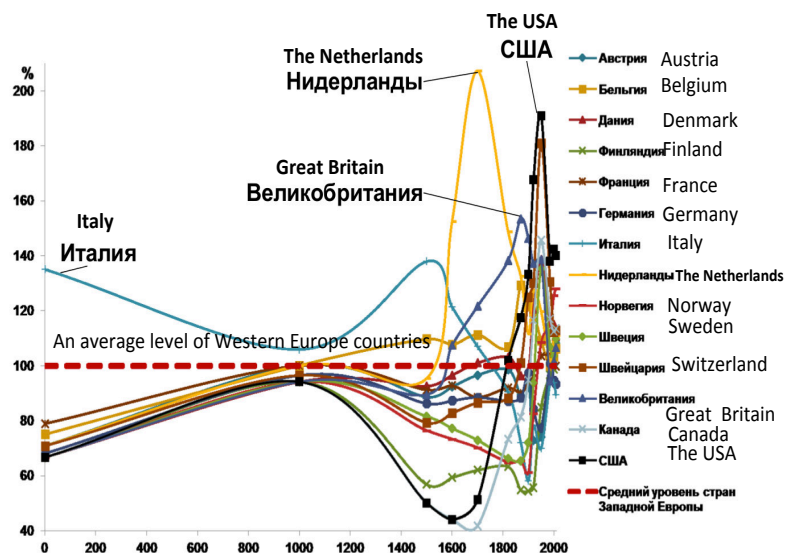
LOD of Earth and GDP growth in the USA and China with the shift in 5 – 6 years



Countries, like clusters of trees, change their pace of development with the change of cosmic energies: opposite to the Earth's rotational velocity. Thinking, decisions of businessmen, economists of different countries - is also relatively opposite.

The GDP of countries changes in opposite trends, unevenly. This pattern is old.

Per capita GDP of the Western world-system compared to an average level of the Western Europe countries (percentage)



http://www.rossiyanavsegda.ru/uploads/other/2014/01/13/bagdasaryan_19_12_2013-06.png

The graph once again shows that the same cosmic energies have different effects on the pace of a country's development, depending on the quality of its elite, population.

These graphs reflect the differences between peoples and countries, but within the country, people, people also divide into types 1/1 and 5/5.

The Earth cycles its rotational velocity. The activity of each psycho-type (1/1 and 5/5) also varies cyclically. But since Earth changes sign of acceleration of its rotation both on the scale of individual days, months,

and on the scale of decades, centuries, then the dominance of types 1/1 and 5/5 is relatively variable both on the scale of days, months, and on the scale of centuries, decades.

Cyclically, people change from traits characteristic of type 1/1 to personality traits that are characteristic of type 5/5.

The correlation between types 1/1 and 5/5 and the resonators and post-resonators.

<i>Manifestation of type 5/5 at the time of the decreasing Earth's rotational velocity</i>	<i>Manifestation of type 1/1 at the time of the increasing Earth's rotational velocity</i>
The EEG frequency increases	The EEG frequency decreases
The brain activity shifts to the right-brain	The brain activity shifts to the left-brain
The brain activity shifts to the occipital parts of the brain	The brain activity shifts to the frontal parts of the brain
Increased intuition concerning other people	An ability to influence people in the most various ways and methods, not caring about their feelings
Developed creativity potential	An ability to implement the cyclic work demanding strong mental and physiological stress
Active cerebral cortex	Active subcortex
Managed by meanings	Managed by external, material stimuli
Active social instincts	Active biological instincts
Needs meanings and ideas for sense-forming activity	Needs fear for effective management
Becomes passive when the Earth's rotational velocity increases	Becomes angry, anxious, gloomy and repulsive when the Earth's rotational velocity decreases
May lose pragmatism and effectiveness in stress and in severe survival conditions	Pragmatic in stress and in severe conditions, can survive in difficult situations (can try to survive with the help of others)
Particularly active during the process of achieving the goal meaningful for them	Particularly active when meeting their biological needs

Self-assertion in socially acceptable (especially intellectual) forms is more significant than the power competition	Being driven by domination and power struggle
Ideology, spirituality	Pragmatism
Conceptual explanation in etherdynamics terms: more active with the right stream of resonating cosmic energies (ether).	Hypothetical explanation in etherdynamics terms: more active with the left stream of resonating cosmic energies (ether).
Unconscious desire to act according to their intellect and mind	Unconscious desire to act according to their instincts
In stressful situation, acts in accordance with the ideals, the meaning of life and the interests of loved ones.	In stressful situation the desire to survive and be accepted by others is actualized.
Passion for inventions, discoveries and changes of dynamic stereotypes	Passion for order and maintaining dynamic stereotypes
Increased number of personality traits and features typical for passionaries	Decrease in number of passionaries
Increase of creators in population	Increase of consumers in population
An increasingly insistent desire to build idealistic philosophical systems	A desire to build materialistic philosophical systems
Increase of indeterminism in the scientific consciousness	Increase of determinism in the scientific consciousness
The increasing dominance of the elite, which gives people the meaning of life and spiritual individuality	The increasing dominance of the financial elite, which makes money and wealth important for people
Drive for information integration, imaginative thinking, "fluid" knowledge without clear definitions, consideration of the problem, ways to solve it, intuition, insight.	Drive for information analysis, the sequence of operations, the connection of ideas and processes, the formation of categories, concepts, high-level abstractions.
During the information sharing, focuses on the tone, expression, space orientation and the correlation of events	During the information sharing, focuses on order, time frames, judiciousness, sequence and linearity of events
The personal importance of dreams and spirituality	The personal importance of development process

Importance of the social significance of the process	Importance of the personal significance of the process
Increase of peaceful intentions	Increase of hostile intentions
Another name: an individual of Jupiter type	Another name: an individual of Saturn type

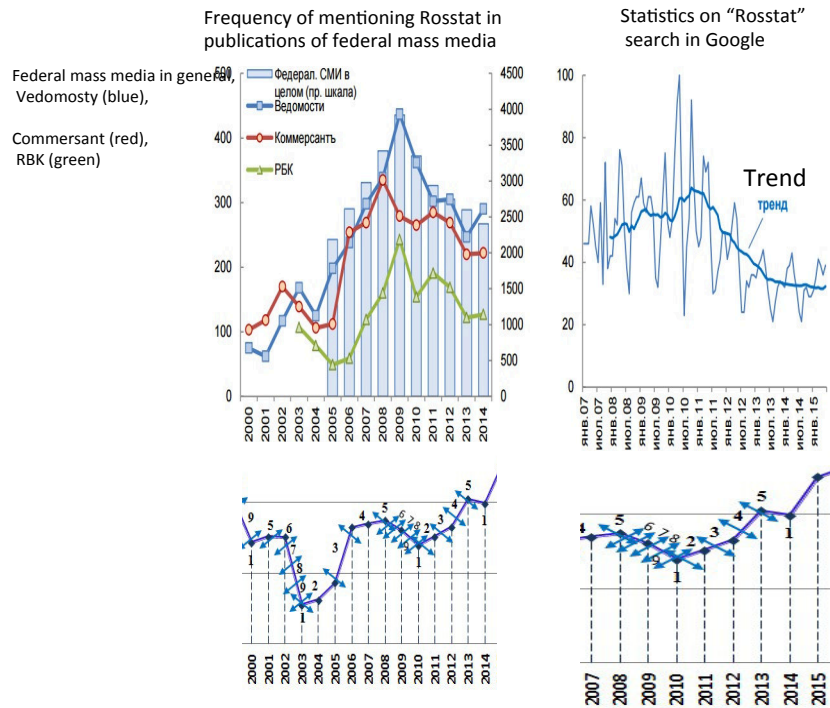
It is impossible to say for sure which type is worse or better, if not to take into account the historical context. The type 1/1 has more chances to survive during wars, while the type 1/1 is the better innovative leader.

In conditions of survival in taiga, the type 1/1 will manage to survive, while a wise, noble professor has fewer chances.

In annual and decennial cycles, the correlation between the type 1/1 and 5/5 also changes cyclically. The features of the resonators are formed more intensively and alternately within both types.

For each item of the table given above, you can bring volumes of statistics. To illustrate, we will dwell on some.

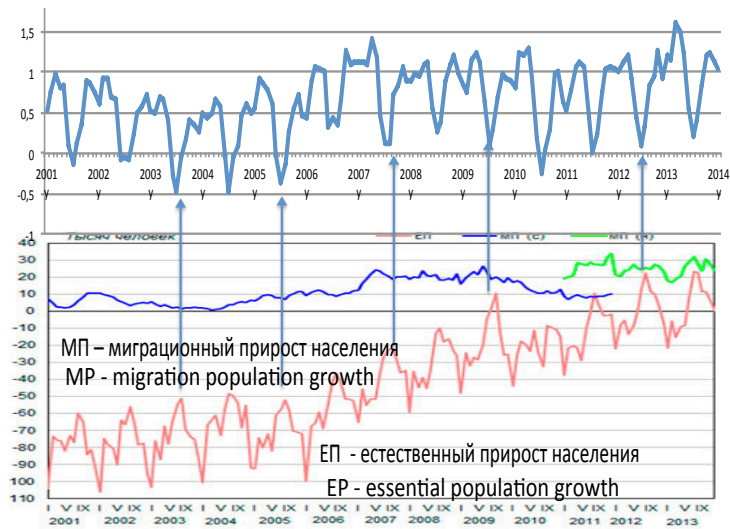
The importance of quantitative parameters for persons of type 1/1. Such indicators are most in demand at points 1 of the Earth's rotational velocity.



Activation of biological needs with the growth of the Earth's rotational velocity. The need for sex.

There is every reason to believe that the sexual activity of people is related to the seasons, to the Earth's rotational velocity.

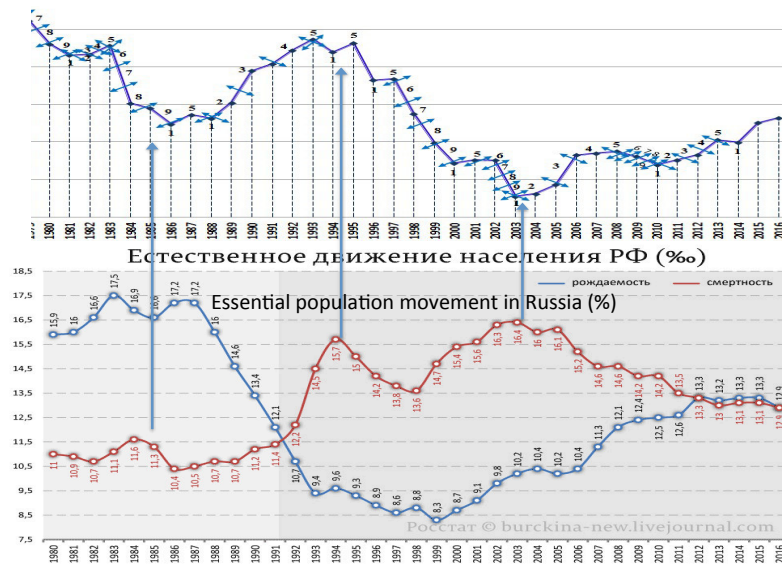
LOD of Earth and population growth with data by months



Components of changing in population growth of Russia by months of 2001 – 2013, thousands of people*, *
 Essential population growth; MP – migration population growth: MP(s) – by registration of migration by place of
 residence, and by length of stay for/more than 9 months – MP(n)

This is birth, and conception occurs 9 months earlier. But when we take cycles in years, decades, then a shift of 9 months is not a matter of principle.

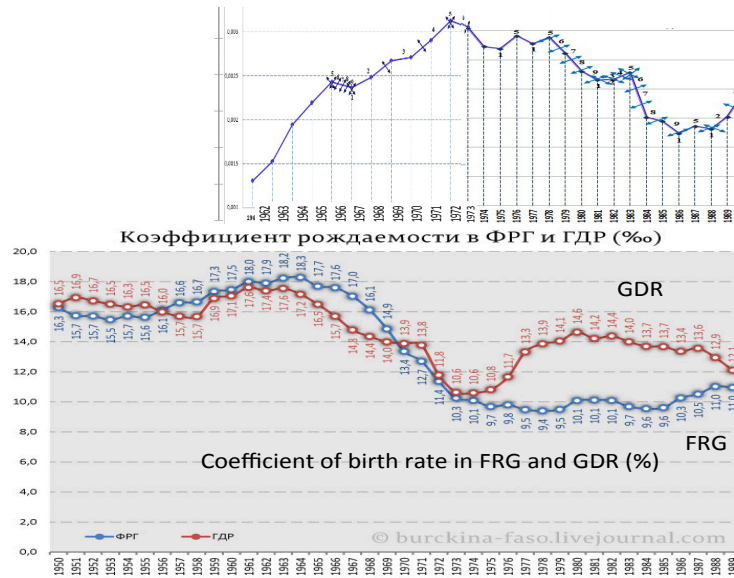
Dynamics of birth rate, mortality in Russia and LOD of Earth



With the growth in the Earth's rotational velocity, the reproductive, sexual activity of people in this cosmic time is also growing.

This applies even to Germans, whose development is less dependent on hormones, the activity of which increases with the growth of the density of the cosmic ether. Their development depends more on the developed dynamic stereotypes, habits, and the social behavior already formed.

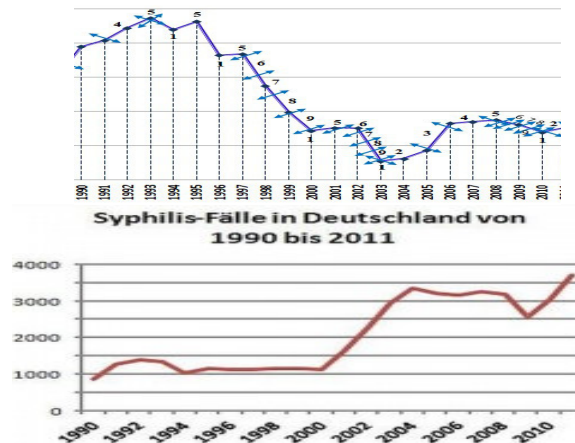
Dynamics of birth rate in Germany and LOD of Earth



Yes, social differences affect the dynamics of birth rate. But, in whole, birth rate grows with the growth of the Earth's rotational velocity also for Germans.

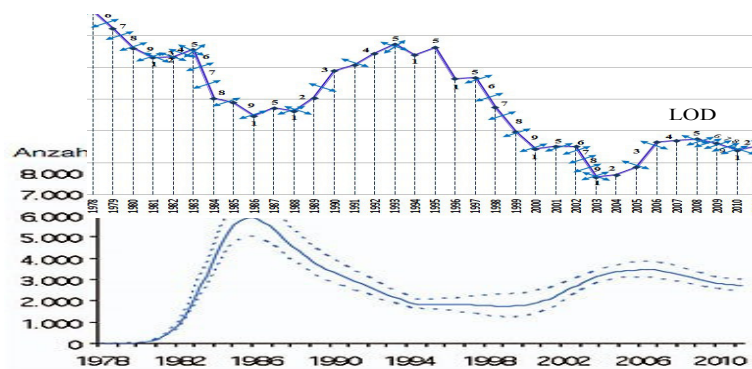
Germans become less typical Germans with a sharp increase in the Earth's rotational velocity. The order begins to be disturbed by the growth of sexually transmitted diseases.

LOD of Earth and number of syphilitics in Germany (1990 – 2011)



Cosmic energies act stronger and faster on Russians. The spread peak of the epidemic occurred in 2001, that is, the period of decline in the density of the cosmic ether, until Earth reached the highest rotational velocity.

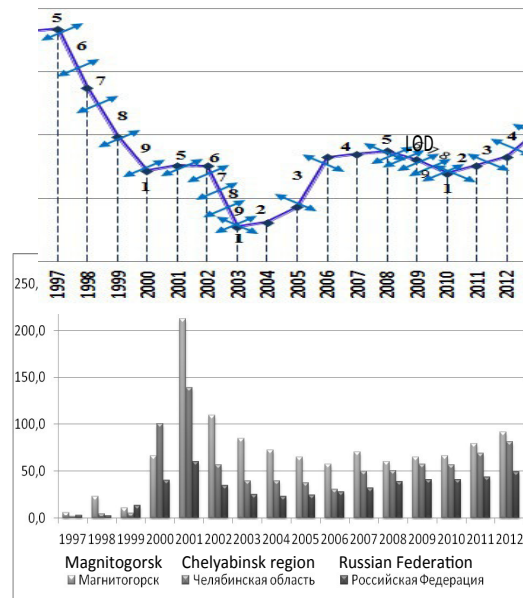
LOD of Earth and number of HIV infected people in Germany



Geschätzte Gesamtzahl der HIV-Neuinfektionen in Deutschland seit Beginn der HIV-Epidemie: 1978 bis Ende 2011 nach Infektionsjahr, RKI 2011

<https://www.hivandmore.de/archiv/2011-4/images/rki-1.jpg>

LOD of Earth and comparative annual dynamics of HIV per 100 thousands of population

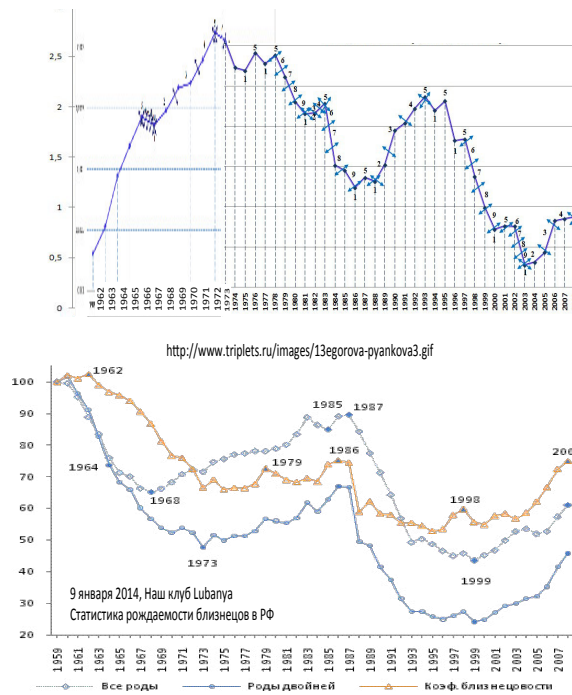


Russians a little earlier than Germans react to changes in the density of the cosmic ether.

But in general, Russians, Germans, and other nations are becoming less discriminating in sexual relations at points that increase biological needs in people. And these are 1/1 points of the rotational velocity changes.

The increase in the reproductive, sexual activity of people at the points 1 change in the Earth's rotational velocity is not accidental even from the point of view of the development of all life on Earth. Biologically expedient is the birth of a larger number of individuals, from birth adapted to a new cosmic environment.

LOD of Earth and statistics on birth rate of twins in Russia

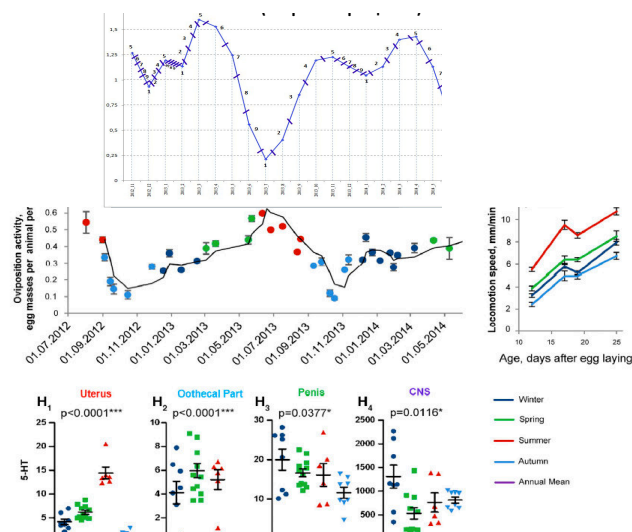


People of the type 1/1 give birth more. Due to them we survived in critical situations in our history.

Russian scientists published an excellent article on the effect of serotonin in the body, the uterus of snail on the birth and behavior of its posterity.

См.: Evgeny Ivashkin, Marina Yu. Khabarova, Victoria Melnikova, Leonid P. Nezhlin, Olga Kharchenko, Elena E. Voronezhskaya, Igor Adameyko., 2015.

Biological indicators of snail fertility depending on LOD of Earth (the Earth's rotational velocity)



https://elementy.ru/novosti_nauki/432564/
Serotonin_materi_opredelyaet_tip_povedeniya_molodoy_ulitki

Frequency of egg laying (upper left), concentration of serotonin in sex organs and CNS of lymnaeid (bottom left) and the movement speed of a young lymnaeid specimen (mm/min, upper right) depend on the Earth's rotational velocity. Different colors indicate seasons when snails were born. It is not a secret that different the Earth's rotational velocity corresponds different seasons. The graph shows that all these indicators were changing in accordance with the Earth's rotational velocity. The picture was taken from the article in Cell Reports.

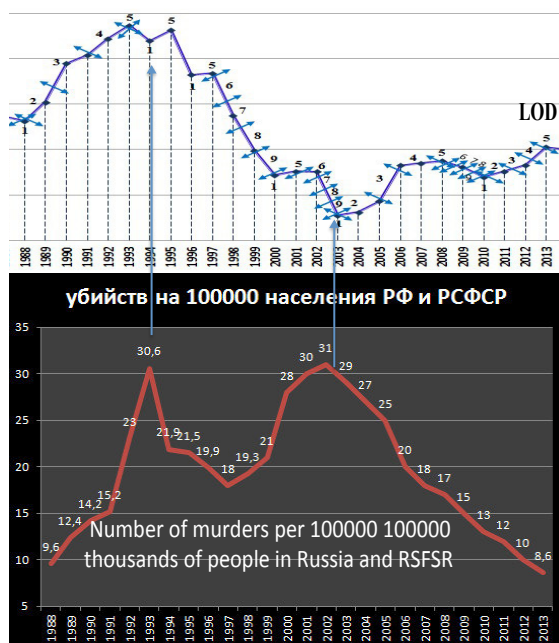
Breeding is a complicated process: when cosmic energy is favorable for a female snail (in this case the low the Earth's rotational velocity), the number of laid eggs is the smallest. Unfavorable cosmic energy, on the contrary, leads to the bigger number of laid eggs and also to the better agility of snails. Stress and obstacles motivate the species to self-preservation. Besides, a female snail was accumulating the necessary

hormones and energy which is essential for the offspring survival during more favorable space period.

The struggle for leadership: activation of animal instincts

With the growth of the Earth's rotational velocity, the struggle for leadership, for achieving goals in the most unattractive forms, even in the form of murders, intensifies.

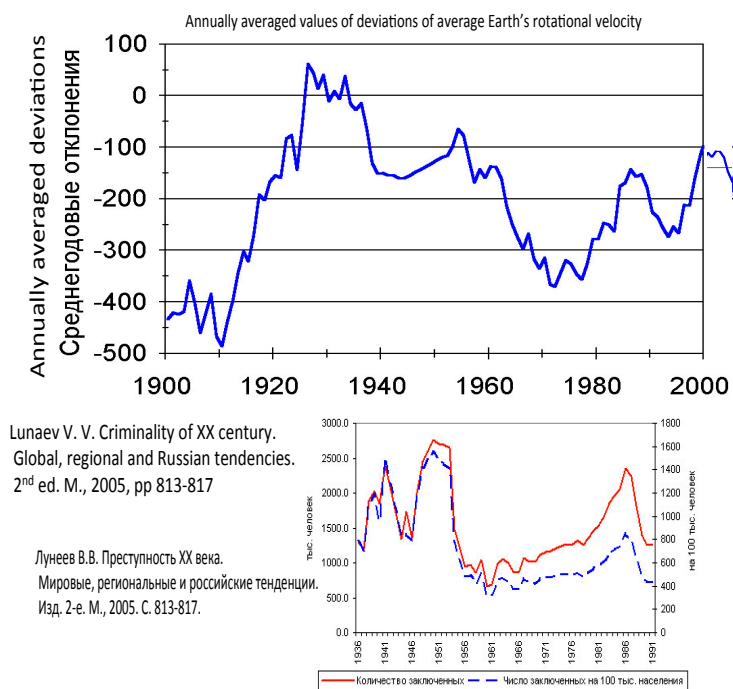
LOD of Earth and number of murders per 100000 thousands of people in Russia



In our historical time, in points 1 changes in the Earth's rotational velocity, violence and activation of biological needs often become the dominant behavior. But the same situation also arises when Earth leaves the zone of the comfortable density of the cosmic ether when the rotational velocity slows down. Like, the caisson sickness that also comes at fast immersing and at fast rise of a person from depth.

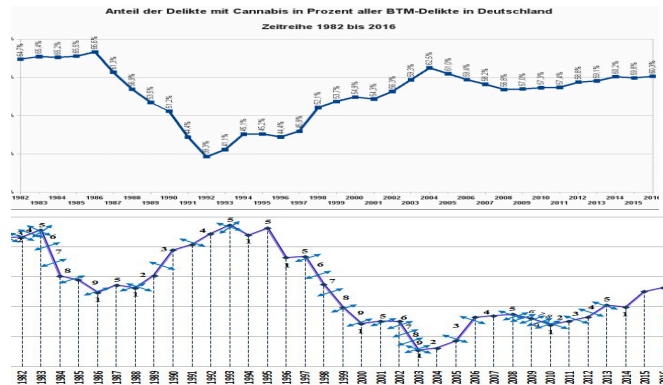
In the twentieth century, the increase in criminality, and not the number of repressed, is associated with an increase in the Earth's rotational velocity.

The Earth's rotational velocity and number of prisoners in Russia in 1936 – 1991



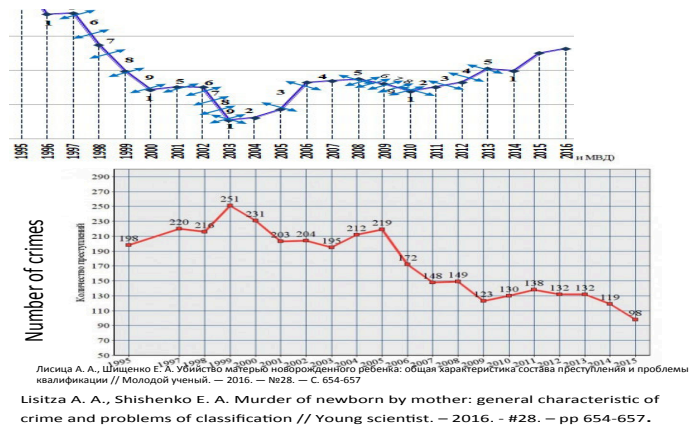
Some types of crime, especially those associated with achieving mental relaxation, drug-comfort, simply perfectly correlate with the Earth's rotational velocity.

Part of crimes due to marihuana in presents from all crimes due to BTM



This is statistics. It shows that at different cosmic energies people become different. With a sharp decrease in the density of the cosmic ether, limbic system, biological instincts come to life in us, we seem to be approaching animals in our behavior. There are terrible numbers. Mothers start killing newborns.

LOD of Earth and murder of newborn by mother (rule 106 of CC of RF), shift in 3 years



Explicit correspondence of the graphs.

When food is scarce, animals can eat their cubs. If there is not enough food and several individuals were born, the fight for survival begins between the born. The stronger ones throw the weaker out of the nest, and so on. This is a known strategy for the survival of animals with a shortage of biological resources. This strategy comes to life for people when there is not enough space energy, when the density of the cosmic ether is not sufficient for biological survival. Naturally, all this happens on an unconscious level.

So, the differences between people like 1/1 and 5/5 are significant, systemic. They permeate all the needs of people. And the classification of people on this basis is most significant. It coincides with classical psychotypes. Male type of personality is closer to type 1/1, female type to type 5/5. Extroverts are similar in type to those of type 1/1, introverts are more common among types 5/5. Etc. So which is better?

More useful to society is the psychotype, which is currently booming in resonance with cosmic energies. Due to his energy abilities, he can form the best human qualities. Figuratively speaking, to be polite in the sharing of food can afford those who extracted more and already ate enough.

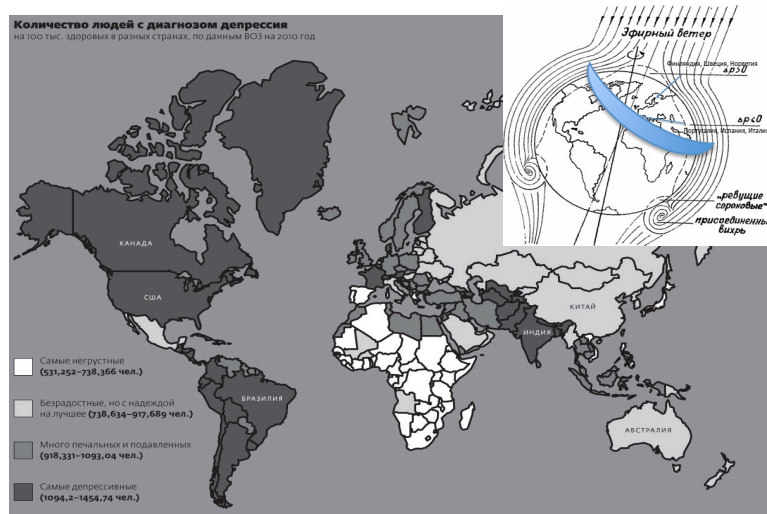
The described systemic differences between people manifested in relief today. Terrorism, migration problems are no exception.

5.2 Influence of cosmic energies on migration processes nowadays

5.2.1 Differences in mental well-being of populations in different countries

The state of health of populations in different countries notably differs along the line of passage of dense and discharged layers of the cosmic ether, if judged by expert estimates of the proponents of ether dynamics.

Zones of pressure of the cosmic ether (by V. Atsyukovsky) and distribution of people with depression on Earth



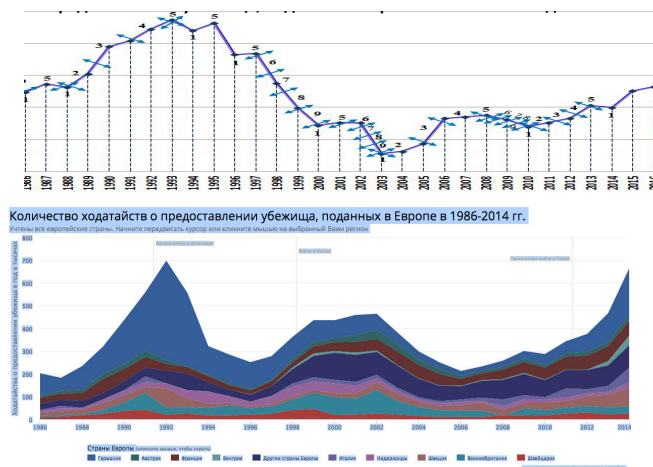
Where the density of the cosmic ether is lower, diagnosis of depression is more often.

And what happens to migrants when they come from a country with a low (high) density of space ether to a country with high (low) density? After all, for our reasons, such a move can lead to an increase in mental deviations.

5.2.2 Migrants, protests, and the Earth's rotational velocity

A natural experiment in this regard is migrations. Migration, as centuries, and millennia ago, begin with sudden changes in the density of the cosmic ether. With reference to the past centuries, this was proved by combining the migration time with a sharp change in the concentration of isotopes in the rings of trees, in ice cores, etc. At present, we can confirm this with high accuracy, combining the corresponding statistics with the Earth's rotational velocity.

Changes in LOD and the number of requests for sheltering in Europe in 1986 – 2014 years



More often than not, wars, terrorist attacks occur in countries with a low density of the cosmic ether. The resettlement of people to countries with a high density - a blow to body, similar to rapid rise of a diver from depth. We will take into account that the Earth's rotational velocity in the ten-year cycles falls after 2003. That is, the density of the cosmic ether becomes higher due to cosmic causes. Therefore, we should expect an increase in the number of crimes, mental aberrations among refugees, especially in the countries of the Scandinavian Peninsula.

The problem of refugee crime has worsened in almost all countries with a slowing down of the Earth's rotational velocity.

Sweden ranks first in Europe in terms of the number of jihadists per capita that joined the "Islamic state" (a terrorist organization banned in Russia).

<http://www.vestifinance.ru/articles/81640>

It turned out that the Swedish Crime Prevention Agency was not allowed to publish statistical data on immigration and crime since 2005. For information that the agency has, can shock people.

См.: Why does Sweden constantly make headlines for Migrant crime instead of neighboring Norway and Finland? <https://www.quora.com/Why-does-Sweden-constantly-make-headlines-for-Migrant-crime-instead-of-neighboring-Norway-and-Finland>

In Europe migrants protest, and there are also protests against migrants. More often, protests begin at the points of bifurcation of changes in the Earth's rotational velocity. Critical was the year of 2016.

On December 31st of 2015, there was the attack on women in Cologne. As the Minister of the Interior of North Rhine-Westphalia Ralph Eger said at an emergency meeting, over a thousand Arab and North African men gathered in the central square of Cologne on the night of December 31, January 1, and made riots. They molested women they met on streets, blew up fireworks, and organized mass fights. Similar actions were held in other German cities: Stuttgart, Hamburg, Dusseldorf, Munich and others. According to Eger, the crimes were mostly committed by refugees who had recently arrived in Germany. Recall that in points 1 changes in the Earth's rotational velocity come to life sexual, animal instincts.

February 20, 2016 – pogroms in the suburbs of Stockholm.

On November 16, 2016 – migrants staged pogroms on the Greek island of Chios.

July 25, 2016 – the pogrom of the refugee camp in Dresden.

September 14, 2016 in the city of Bautzen in Saxony, there were new skirmishes between local residents and migrants.

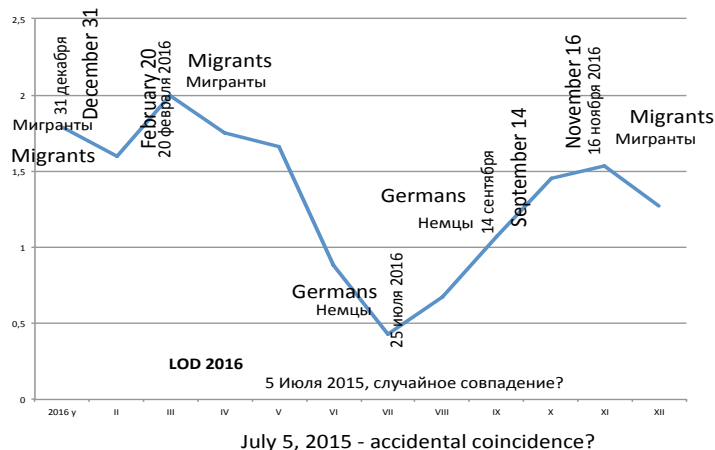
About 80 locals and 20 migrants came to the city center. The authorities of Bautzen were forced to call 100 policemen to the scene.

<http://speakercom.ru/stories/noch-varvarov-migranty-prevratili-novogodnie-gulyaniya-v-germanii-v-pogrom>

There are many messages on this subject, there is no final statistics. Therefore, we take the most replicated messages from media. We will sort them out into cases where initiators of the protests were migrants, and when - traditionally disciplined Germans. Germany is in the zone of relatively high density of space ether. The majority of migrants came from countries with unstable, reduced density of the cosmic ether. Therefore, with seasonal, daytime decelerations of the Earth's rotational velocity, they often left the zone of optimal cosmic energies. On the con-

trary, Germans felt more uncomfortable when the density of space ether decreased in the summer.

“Migration protests” and initiators of conflicts



Will we follow some politicians to explain what happened by a sharp increase in migration flows?

Yes, there was bump in migration.

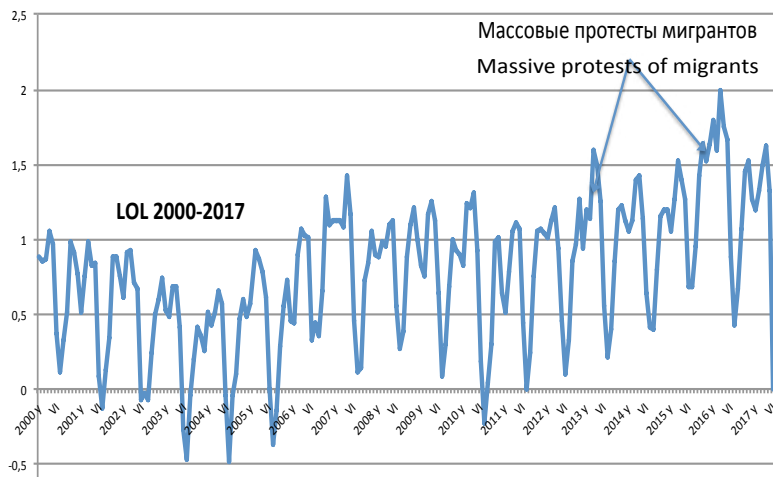
But after all, a similar sbump of discontent among migrants was in 2013, with a relatively small number. As early as May 2013, Europe, Sweden was overwhelmed by colored riots. This is before the intensive influx of migrants.

After the police shot down an elderly migrant who threatened them with a knife in Stockholm's Khusby district, the metropolitan suburbs caught fire, Malmö and Gothenburg caught fire.

Active participation in the riots was taken by 12-13 year-olds. We look at the graph: they were born at the maximum Earth's rotational velocity. They burned a school and a kindergarten. In the Örebro crowd of 150 people were going to burn the police station - the building was defended, there are no cars in the parking lot. On that hectic week there

were days when hundreds of cars were being destroyed in the country. Events occurred at the peak of the deceleration of the Earth's rotational velocity.

LOD of Earth and massive protests of migrants in Europe by mass media



Years of 2013 and 2016 are the peaks of the growth in the Earth's LOD. Of course, the massive migration in 2016 exacerbated the protest moods both from migrants and from the local population. But what is important: the local population protests when the density of space ether becomes uncomfortable for him. And this is more often with the growth of the Earth's rotational velocity, that is, in summer. Migrants protest when the density of space ether becomes uncomfortable for them. And then more often in the winter.

Similar processes occur in the psyche when leaving the zone of the optimum value of the density of the cosmic ether. For migrants in Europe these days it affects the person more painfully at points 5/5 of the change in the Earth's rotational velocity. Not only the number of protests, the number of terrorist attacks is growing at this time.

For specific peoples and for specific people, the optimum zone of ether density is different.

Therefore, with a further slowing down of the Earth's rotation speed, the problem will be aggravated for countries that accept refugees.

If a person communicates not with people of his emotional type, of his energy register, the same thing can happen as with the countries in question.

5.2.3 Relations between types 1/1 and 5/5 and the impact on this process

Relations between people become different depending on the intensity of cosmic energies. And always type 1/1 stretches to its type, type 5/5 - to its own. But there are many intermediate subtypes between these types. To force a migrant to live in love and accord with people with whom they are not energetically compatible are difficult. People will avoid this in every possible way. Not your own and everything, not your EEG frequencies. The transition from one's frequencies to another requires a colossal expenditure of psychic energy.

This is the essence of psychocorrectional work. Its task is to teach a person from their frequencies, from their register of cosmic energies to switch to the frequencies of activity of other people. But the less cosmic energy is for this particular person, the more difficult it is for him to make this transition. Nash was able to marry her mother's second time only when cosmic energies became the same as they were during his first love.

Knowing the described dependencies, a psychological service can help to a person seeking mental help reach out to someone, whose communication will give strength to. After all, in such a dialogue, a person seeks nothing but mutual resonances, consent, psychological compatibility.

We look at the EEG of one person and another - and we already know who is approaching whom. Through websites, a person must look through hundreds, thousands of other people to find a right partner. If you have a broad database, then a right choice can and should help a person in the shortest possible time.

Hence, a psychocorrectional work consists in evaluating energetical characteristics of each individual, and then in connecting people who are treating each other. The Internet here is a powerful assistant. This contact should be implemented when people have actualized the needs for this. Therefore, when organizing such contacts, it is also important to know the dynamics of cosmic energies.

For each type of personality, there are points of entry into its spiritual world. Sometimes it is closed tightly, sometimes absent. What to do?

On the example of persons with features of schizoidity. Psychocorrectional work with them is particularly difficult. At the 5/5 point of the Earth's rotational velocity, it is easier to find a common language with them, to agree, including the Internet. And at point 1/1 - it is easier to find a contact, if you start to do something with them.

Practitioners knew this for a long time. Experienced commanders did not shout at the most crucial moments of falling of the fighting capacities of people, but acted, changed their activity.

5.3 Hormonal and conditioned reflex mechanism of people's activity at different Earth's rotational velocities. Methodological generalizations

There are two great physiological mechanisms for regulating people's behavior. These are dynamic stereotypes, conditioned reflexes are habits, culture in the broadest sense of the word. And hormonal mechanism. A few centuries ago, culture, habits of behavior for a long time restrained the social structure of a society, culture from its transformation under the influence of hormonal, physiological changes of people, which reflect the dynamics of cosmic energies. And which are more related to the work of the subcortex of the brain, the limbic system. The limbic system was strongly influenced by upbringing. Earlier it was possible to develop habits, to form a system of dynamic stereotypes, and it compensated for the influence of cosmic energies, the riot of hormones. She kept people's behavior in check. Sometimes the fear of physical destruction of man. Yes, cosmic energies forced people to change and change society with their long-term impact. Countries, empires – where this did not

happen - were ruined, disappeared from the pages of history. And, in the final analysis, again higher rates of development, more progress was made by peoples who could direct the riot of human hormones into the channel of creation. This ensured a higher rate of development with an increase in the density of the space ether, that is, with a slowing down of the Earth's rotational velocity.

If we consider last centuries, then the development of Western society gradually has lost its resonance with cosmic energies, and they were acquired by Asian countries. At present, China's development rate has become higher with a slowdown in the Earth's rotational velocity. They are the opposite of the US growth rate. This is a long-term predictive indicator of the pace of development of Asian and Western economies in the future.

The turning point was literally in front of our eyes. This is a sign that hormonal mechanism of influencing people's behavior is more effectively controlled by those dynamic stereotypes, those habits that correspond to a global economy that develops more quickly with a denser cosmic ether. The movement toward emotional manifestations under the influence of playing hormones is the way toward losing a country given the culture of the historical future.

Hence, by the degree of spontaneity of people's reactions, according to their behavior, including the data of law enforcement agencies, on the change in cosmic energies, one can judge the future of the state, the people.

The time lag for changing indicators in behavior, in psyche of people after changing cosmic energies is an indicator of our essence. If the growth of criminality is delayed in relation to the growth of the Earth's rotational velocity, a society is in a more sound state than when the growth of crime begins before the growth of the Earth's rotational velocity begins. The psychic of people reacts directly to the change in the density of the cosmic ether, culture - with a time lag.

In 1991-1993, Russian people reacted to the change in the density of the cosmic ether before Earth accelerated its rotation as much as possible (2003). The USSR fell apart.

Therefore, in order for a country to develop in the right direction, there are two strategic ways:

- Adopt that culture, which provides control over limbic, hormonal system.

- To form within the existing culture such a socially-resonant structure of a society, collectives, in which people would simply be forced to take control of their hormonal splashes, directing the great energy of Cosmos to creation. This means at the head of the country, the collectives should be the corresponding people. They are called resonators because they are more complete than others can enter into resonances with cosmic energies and transfer some of the energy received to those around them. If they are real leaders, society will be more successful in developing cosmic energies, that is, with the growth or fall of the density of the cosmic ether. Branding, education are forced to go for these changes.

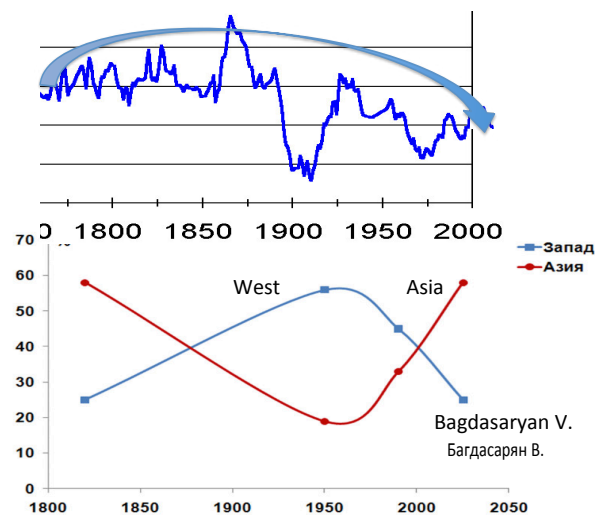
Conclusion on the chapter: Depending on cosmic energies, people, consumers become different. This should be taken into account even by marketing. Understanding the complex relationships that arise in this case is the key to understand deeper problems - the essence of educating people. Regularities of marketing, psychocorrection, educational work are the same. But work on marketing is easier to force to read, since it is connected with profit. And there is a hope that after reading about marketing, we will think about educating and shaping people, taking into account the influence of cosmic energies on this process.

Chapter 6. Branding as reflection of the cyclical development of the society. Periodic nature of changes in cosmic energies

6.1 On management of branding at macro-level given the cyclic changes in cosmic energies

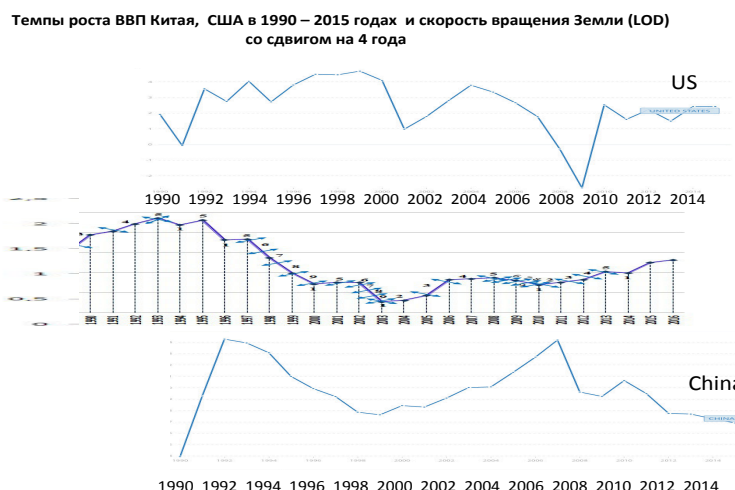
Conventionally, one can divide all the countries into two classes of representatives of Western and Eastern civilizations. These countries depend on cosmic energies in different ways.

Ratio (part) of West and Asia in global product and the Earth's rotational velocity, shift in 30 years



Over the past centuries, the economy of Asian countries is developing sharply at a decrease in the Earth's rotational velocity, and the reverse dynamics is seen for economy of Western world. However, this is in range of centuries. Within this general trend, all countries have divided into those 1) whose GDP is growing more vigorously as the Earth's rotational velocity decreases and 2) whose GDP is correlated with the velocity increase. As two opposite examples – economies of China and US. This is the World Bank data.

Rates of GDP growth for China, the United States in 1990-2015 and the Earth's rotational velocity (LOD) with the displacement in 4 years



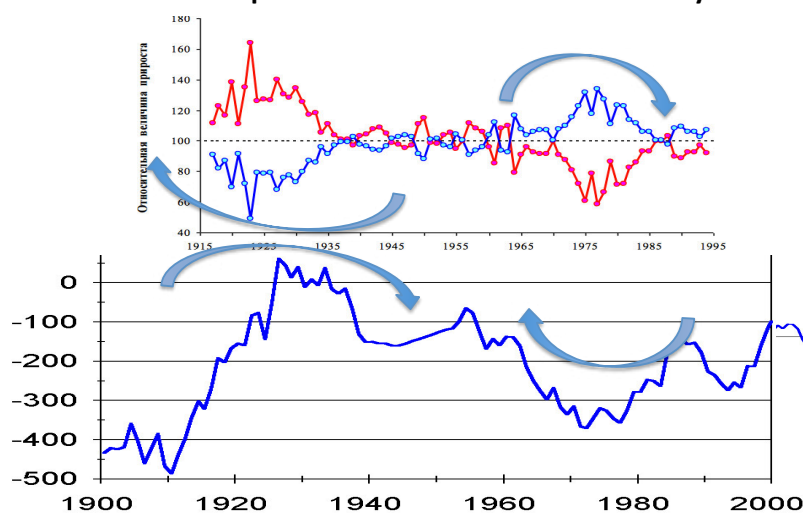
In spite of globalization, people retain different mentalities in these countries.

And for the brand, what option is more promising? Strategically, it is more promising to develop a brand in accordance with growing cosmic energies. There is every reason to anticipate that the density of cosmic ether is gradually growing in our time, inferring a strategic advantage to be on the side of those countries whose rates of development are higher when the Earth's rotational velocity is slowed down. Therefore, strategically greater perspective is of those brands, which are intended for peo-

ple type 5/5. This is the cosmic period of the victory of civilization and culture of those countries. And accordingly, the period of a greater concentration of income among their populations.

But this in general, at the level of strategic development. In tactical aspect, during some years, or even decades, Western countries can also develop steeper. For cosmic energies change in different cycles and Earth constantly changes the acceleration sign of its rotation. Development of mankind is analogous to development of different clusters of biota, depending on the rotational velocity of Earth.

Increase in number of annual rings of trees belonging to different species and Earth's rotational velocity

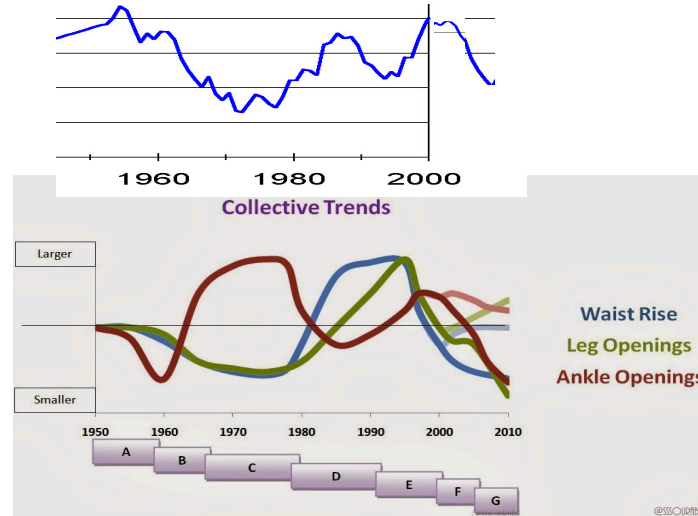


См.: Демаков Ю.П. Факторы динамики годичного прироста деревьев

<http://csfm.marstu.net/presentation/Demakov.pdf>

One cluster of plants grows better with increase in Earth's rotational velocity, the other - with its fall. The same goes for people, countries and brands.

The Earth's rotational velocity and cycles of fashion on jeans textile



<http://4.bp.blogspot.com/-L7xMluzLeSQ/UzHuQiPmZ1I/AAAAAAAAAD0/8LMZDPjNLjg/s1600/denim-collective-chart.jpg>

One can see that more than others, the jeans brand Ankle Openings is in resonance with cosmic energies, with changing types of people. Here is a model of this brand:



For a long time it corresponded to expectations and needs of type 1/1. Now the time is coming for type 5/5.

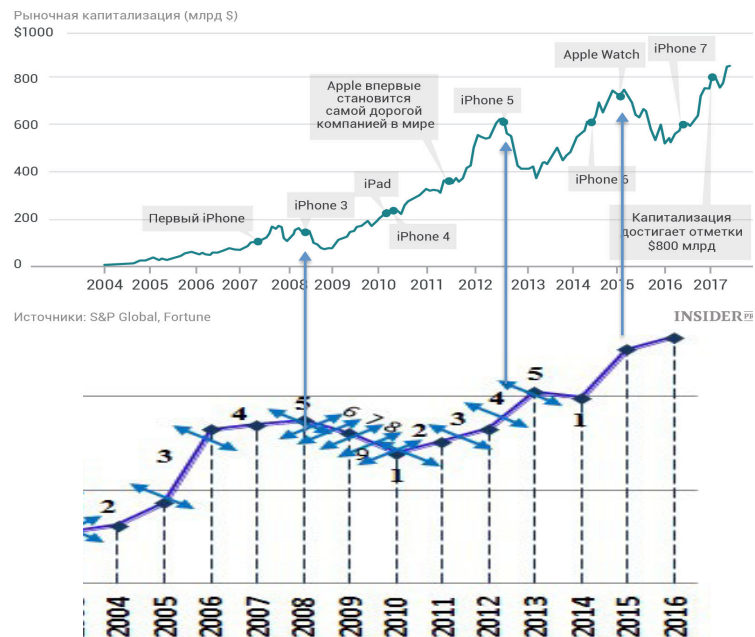
The brand has begun to lose its market share.

There is nothing permanent under the sun.

Another example is Apple.

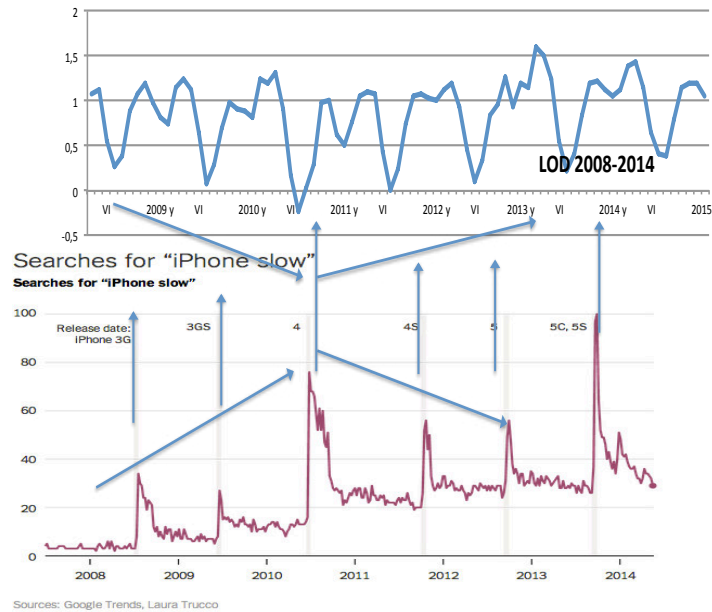
Capitalization of this company is growing sharply in particular at points 5 of the change in the Earth's rotational velocity. This means that its owners, its top managers are of type 5/5. They make the corresponding outcome.

LOD of Earth and capitalization of Apple



It manifests both in decades and in annual cycles. Activity of consumers of Apple products corresponds to the peaks of 5/5 of the Earth's rotational velocity.

Search of “iPhone slow” in the Internet and LOD of Earth

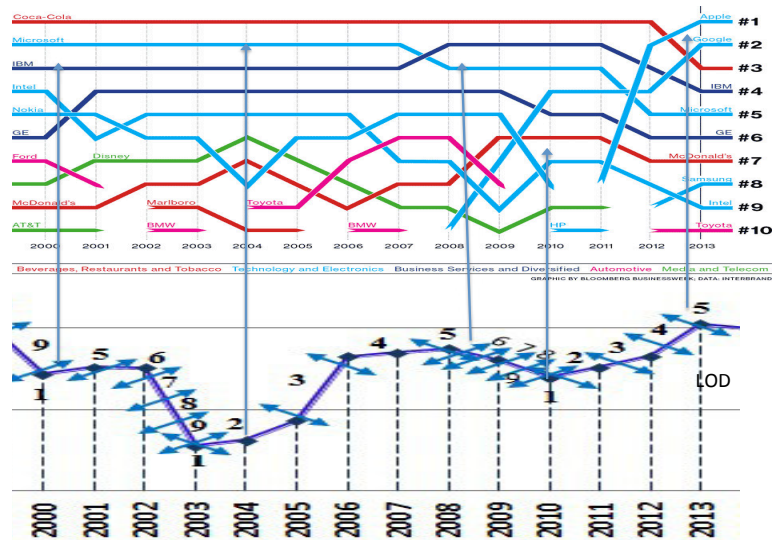


<https://www.nastroy.net/images/201709/8891d1b982.jpg>

Usually, Apple begins promotion of new brands exactly in this cosmic time.

But if this is true for all brands, then a change in market leaders should be linked to these bifurcation points of change in people.

Best Global Brands and LOD of Earth's

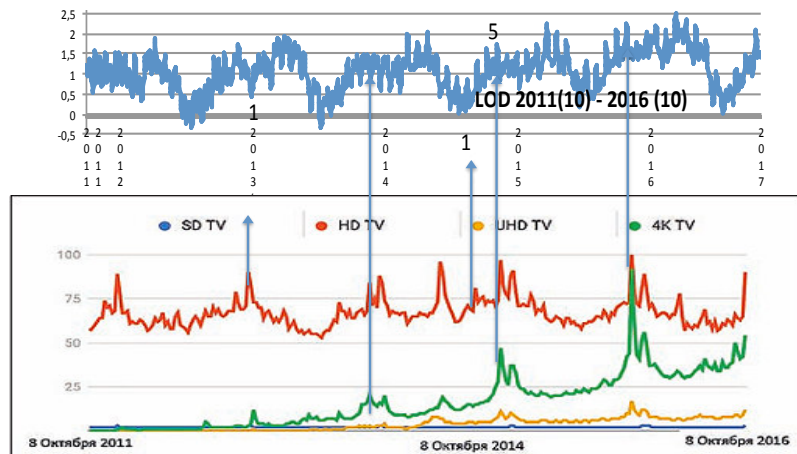


Exactly at these points, the market leaders are most often replaced, but no earlier than acceleration sign change of the Earth's rotational velocity takes place.

Quite often occurs a long adaptation of a manufacturer to its type of consumer. At that, the customer's loyalty is growing gradually: from year to year in matching cosmic times. And in few years, such a resonance does occur. This is time of an explosive growth of brand. However, if a brand is reoriented from one type of consumer to another from year to year, then such resonance will not come in the future.

Please refer to the confirmative figure.

LOD of Earth and Google search for 4K TV from different manufacturers



The biggest providers manufacture 4K TVs. Google Trends statistics shows, that the popularity of 4K TV grows, and in Fall 2016 was achieving in some periods searches for "HD TV"

From the moment of its origin, manufacturers of the 4KTV TV brand were consistently focusing on consumers of type 5/5. Was it in occasion or not is hard to say. Most likely, market research had shown that this growing type of consumer was more resistant to the effect of brands mutual devouring. And it happened because after 2003, the Earth's rotational velocity began to decrease and the number of people of type 5/5 started to grow. The HD TV brand had a different strategy: it was first holding on its target audience, and then began to reorient on type 5/5. The graduate change of the target audience allowed it to preserve the number of sales. But those - who for several years were aiming at a strategically growing target audience - got a resonant effect.

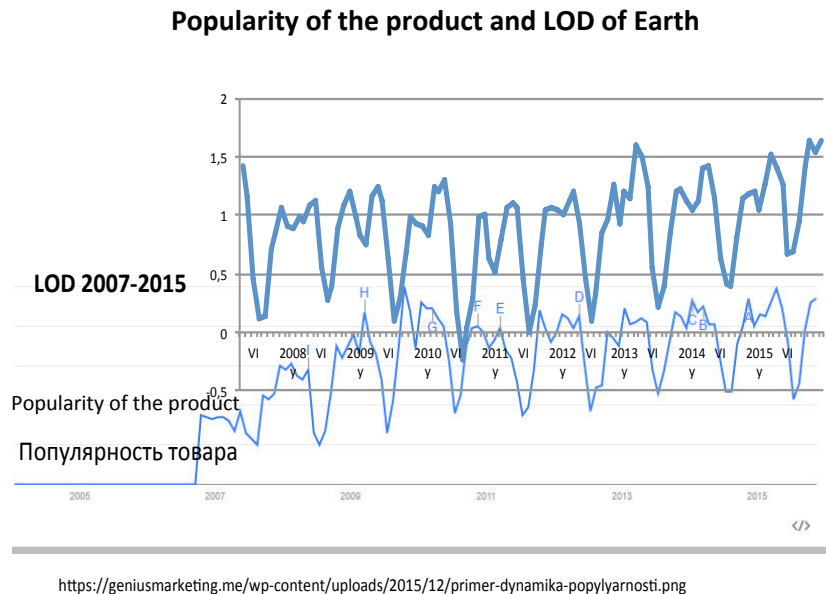
We note that this effect could as well occur without the special fore-stalling of market researchers. Simply because the consumer has gradually transformed from type 1/1 towards 5/5 type.

6.2 On the qualitative customer change at various cosmic energies

6.2.1 Branding. Space. The Internet

Quite often, dynamics of accessing the Internet when carrying out purchases match the dynamics of the Earth's rotational velocity.

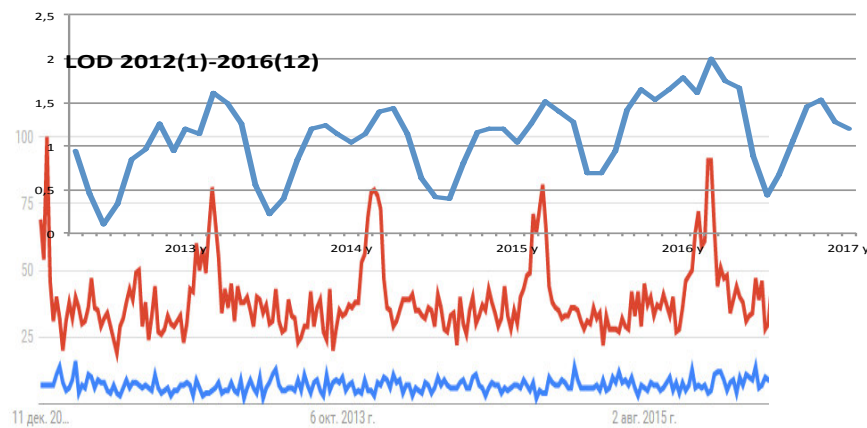
The phrase "quite often" is highlighted with reason. There are many reasons when this does not happen (in case a new trend has just appeared, trend's breakup, in case only part of a system is considered, etc.).



The plot is taken from the Internet. In given case, we have a correlation between the Earth's rotational velocity and the frequency of the product search.

One more plot.

Amazon statistics on searches for products

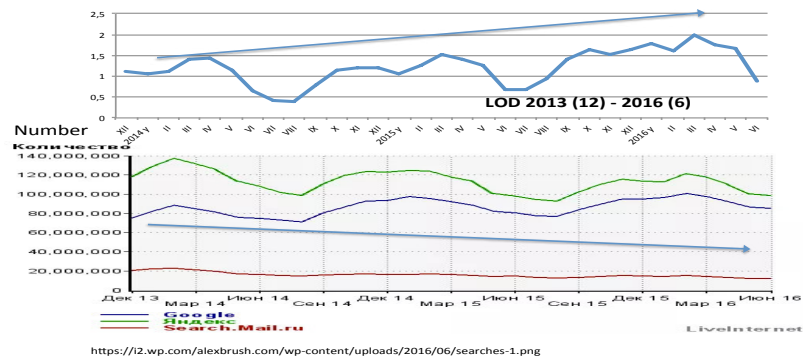


<http://youup.pro/wp-content/uploads/2016/12/230.png>

Yes, one can try to explain such data by seasonal demand for a good. However, let us emphasize that from year to year, dynamics of requests corresponds to dynamics of the change in the Earth's rotational velocity in the same time range. Thus, it is not only annual seasonal dependencies.

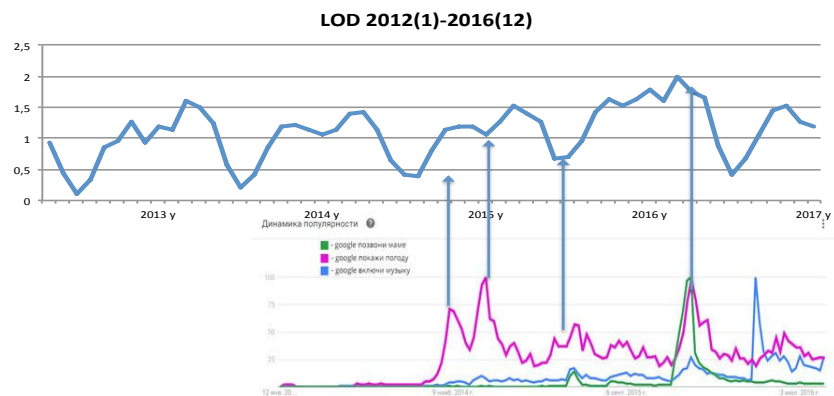
To bring some evidence, let's take a shorter time interval with a huge number of clicks. These have a much more pronounced correlation with the Earth's rotational velocity rather than with seasonality. Although it is unjustified to deny seasonality dependence of sales. It exists, but correlates with cosmic energies.

LOD of Earth and number of visits of Google, Yandex and Search.Mail.ru in Russia



Requests for goods, activity in the Internet, the all resonate with cosmic energies, which are also related to seasonality.

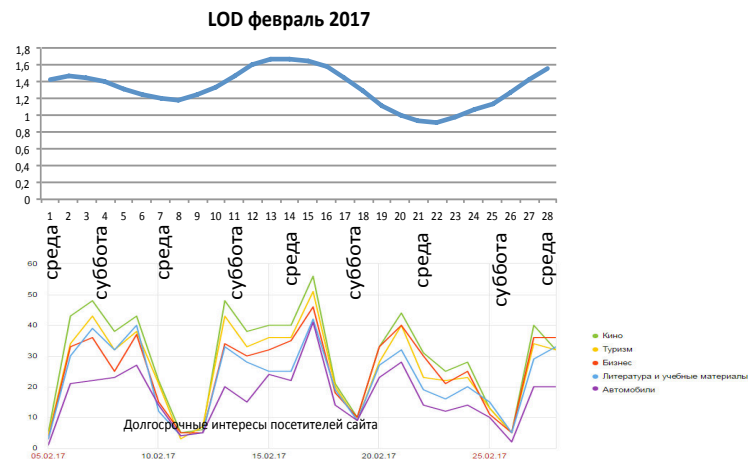
Activity in Google: “call mom”, “show the weather”, “turn on music”



A choice of product brand, a search for weather forecast and favorite music, memories of relatives, and of mother are closely related to the Earth's rotational velocity.

Sites activity is also cyclical, and it refers more to cosmic energy cycles, rather than to week-based activity.

Yandex metrics of site and LOD of Earth



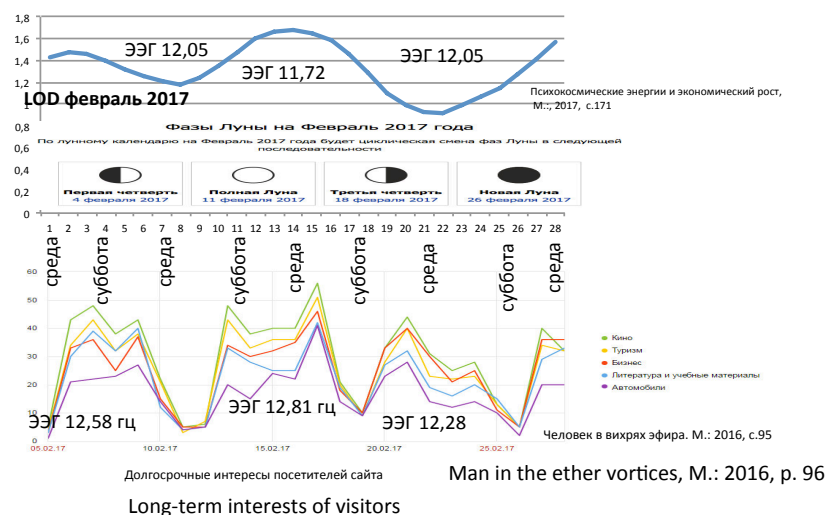
The activity cycle of site visitors comprised 8-9 days. The greatest activity of visitors in meeting their needs (a person visiting a site intends to meet his or her specific needs) comes at the lower Earth's rotational velocity, that is, at higher density of cosmic ether.

This is a sign that this is more of 5/5 type. And hobbies of these visitors are more spiritual. We Also add here the lunar cycles. They also change the cyclic of people's brain.

6.2.2 Combination of lunar cycles and cycles of the Earth's rotational velocity in branding

In a survey of more than 1000 people, it was found that the frequency of their EEG (average over all sampling points) is different for different Moon phases and at different Earth's rotational velocities. Their average values for the cycle of the Earth's rotational velocity and the lunar cycle are given in scheme. In addition to the EEG frequency, it is important that the shift in brain activity in the right and left hemispheres, in the anterior and posterior regions, is different for different phases of the Moon.

Yandex metrics of a site under study, LOD of Earth and average EEG frequency from database formed

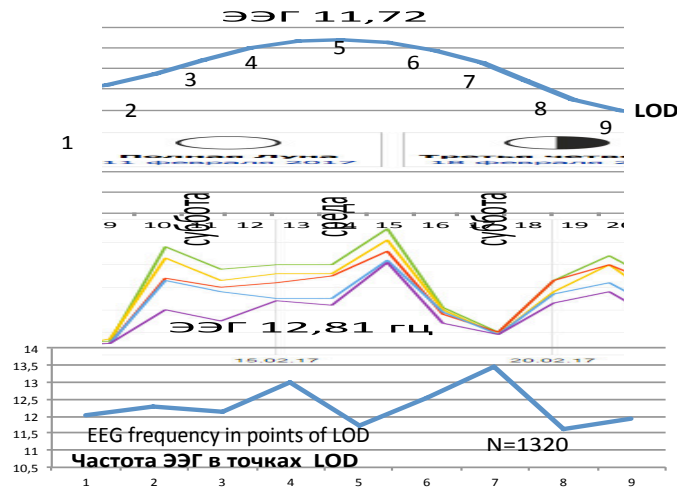


Moon contributes to the cycles of cosmic energies.

A new Moon phase - a new cycle of people's activity. Correlation of the activity of visitors of the site increased with these two factors of psycho-cosmic energy (associated with the rotational velocity of Earth and with the influence of the Moon).

Let us allocate the central link of the given graph and "link" it to our data on the frequency of the EEG of the surveyed in different phases of the Moon, also expressed graphically.

Yandex-metrics of the site and data on the frequency of EEG at different points of the LOD cycle



Архипова О.Н. и др. Психокосмические энергии и экономический рост. – М.: 2017, с. 171.
Archipova O. N. et al. Psycho-cosmic energies and economic growth. – M.: 2017, p. 171.

At the point 5 of the change in the Earth's rotational velocity, the EEG frequency *falls after growth and then starts to grow again*, the activity of brain is shifted to the right hemisphere. This is the point of optimal entry into people's minds in order to change them in one way or another. In these moments, the consciousness itself is looking for what and how to change. Here comes active searches in the Internet. We are doing so by physiology. Recall: IQ and schizoidity jump at such points of change in the Earth's rotational velocity.

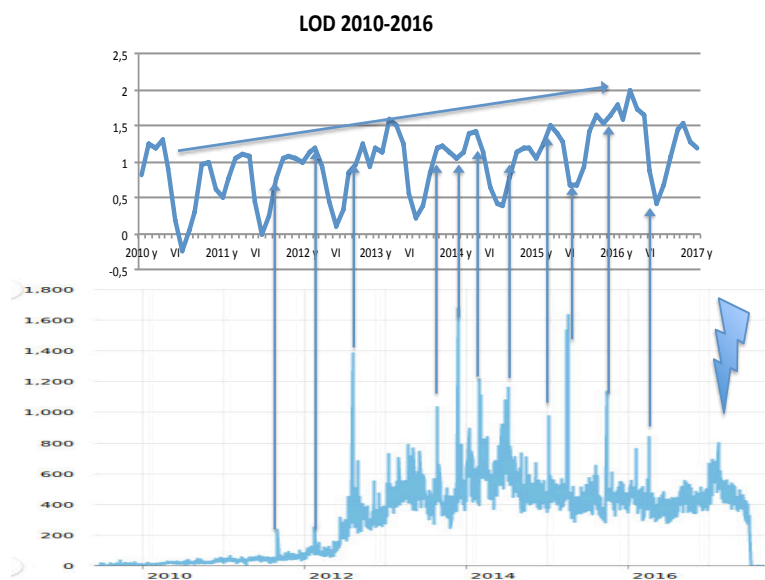
It turns out that people become addicted to the Internet people at strictly defined moments of our mental state. In any case, this is noted in the visitors of the analyzed site. We will take into account that earlier (see: the graph of the number of Google, Yandex, Search.Mail.ru visitors) it was shown that this is a typical site (based on millions of Internet requests).

The reason for cyclical addiction of a person to a computer lies in the work of the brain, which depends on cosmic energies. Cosmic ener-

gies correlate with all *systemic* manifestations of human activity on Earth. By given data, our consciousness depends to a greater extent on psycho-cosmic energies than on time of the week, that is, on social factors.

People are attracted to their sites, to their brands. However, this process is mobile. Here is another example.

Number of site' users and LOD of Earth



<https://pikabu.ru/tag>

When the site had just started, people of type 5/5 were visiting it more often, and the “surge” of visitors was at points of slowing down of the rotational velocity of Earth. The site got into a stream: during 2011-2016, the Earth's rotational velocity was decreasing, and the site's creators intuitively encountered the type of people that was constantly increasing. Nevertheless, from middle of 2015, a surge of visitors began at

the 1/1 points of the change in the Earth's rotational velocity. Reasons are most likely due to the content change of the site. Type 5/5 began to leave the site. The total number of visitors had decreased.

If not to comprehend these patterns, the creation of brands will resemble the movement of visitors on this site. Most often, brands indeed develop in this way. Each time one faces a dilemma: to stay with the former target audience or start to reorient to a new one.

Let us trace it on example of the target audience change at "Echo of Moscow".

6.4 On branding based on dynamics of cosmic energies

6.4.1 Splitting of brand for consumers of type 1/1 and 5/5

It is strategically important to have one brand, and within it - two subspecies. The first targets persons of type 1/1, the other is for 5/5 type. It is important and needed to link brand change and advertising to a strategic trend - with the trend of change in cosmic energies. In our cosmic time in Russia, type 1/1 is called ***ratio*** in some narrow groups of specialists, and type 5/5 is called ***empatio***. The methodology of the problem is described in the work of V.N. Kustov, "Fate of Russia at a break". He is not just a theoretician. He is a practitioner. He created two brands, the retirement of which from the shelves of stores dynamically changes depending on the Earth's rotational velocity.

Thus, brand "Sloboda" corresponds to ***empatio***, and brand "Altero" - to ***ratio***. Both brands belong to the same company.



Sunflower oil “Altero” meets the needs of ration



More details on these brands, on methodology and mathematics of their creation can be found in the Russian-language edition.

The brand should follow the libratory changes in a target audience.

The brand should progress in direction of changing of the type, which increasingly comes into resonance with cosmic energies. We keep the opposite brand and wait for its cosmic time to come. This does not deny the other branding technologies until the cosmic energies began to radically change.

Rules don't exist without exceptions. With this approach one can possibly encounter a fight, a brands mutual devouring process; and small but flexible enterprises, organizations with less financial capabilities can deftly intercept those consumers left by monsters of the market.

6.4.4 Bifurcation points to enter the target audience by media

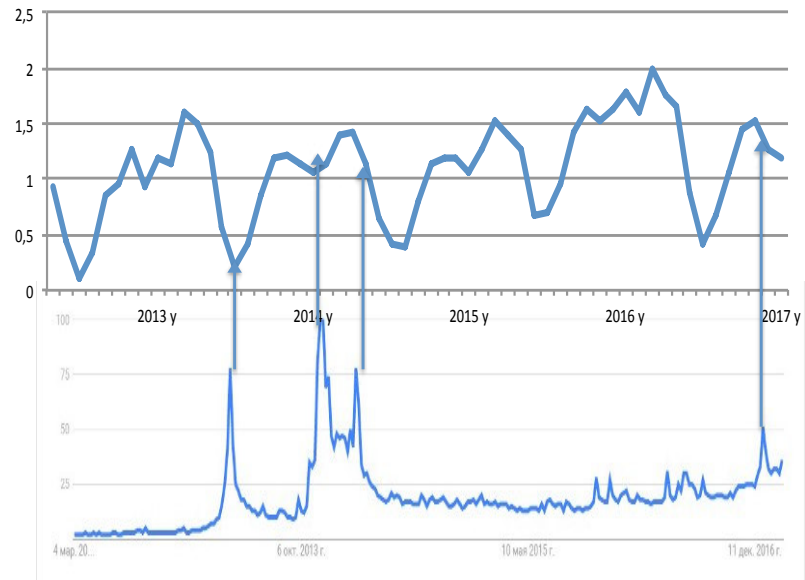
At points 5 of changes in the Earth's rotational velocity, there appears a growing need for communication with fictitious or real people. If there are none nearby, they are searched everywhere. It is a convenient time for to offer somebody or something. If the goods image coincides with the trend in cosmic energy changes, the goods will be at the top of successful sales. Promotion of the brand will take place with minimal costs. However, it should be borne in mind that there is a time delay between the bifurcation points of the Earth's rotational velocity and psychic reactions of people. Psychic reactions of people can both precede points 1 and 5 of the Earth's rotational velocity, or outrun them.

By the ratio of queries at points 1 and 5 of the change in the Earth's velocity, one can understand the time transformation of this or that idea, the perception of a commodity, of a value. Sometimes one commodity, one value passes from one type of people to another, it happens that it arises despite to the others, and sometimes is forced out of consciousness, etc..

Sometimes, one or another idea, on a basis of which it is possible to win public opinion, fluctuates from one type to another. This is an important sign of a successful start.

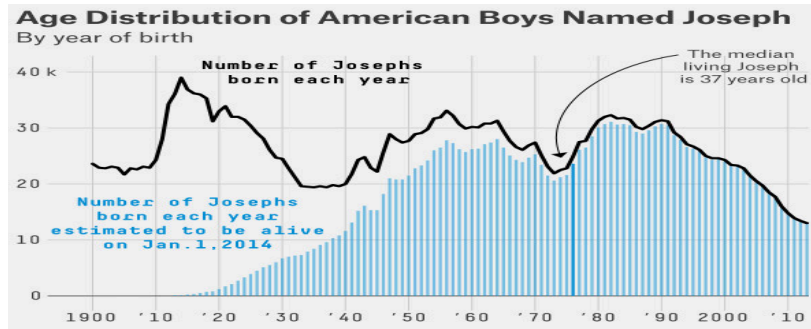
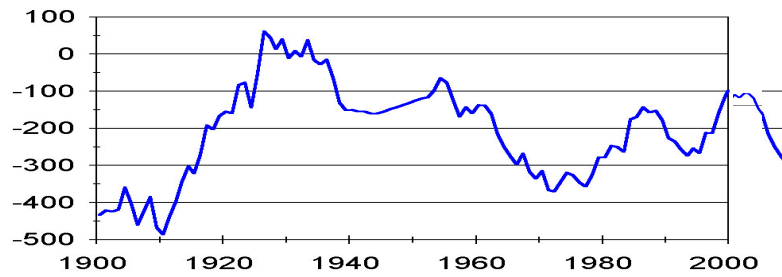
LOD of Earth and dynamics of popularity of “Bitcoin” search

LOD 2012(1)-2016(12)



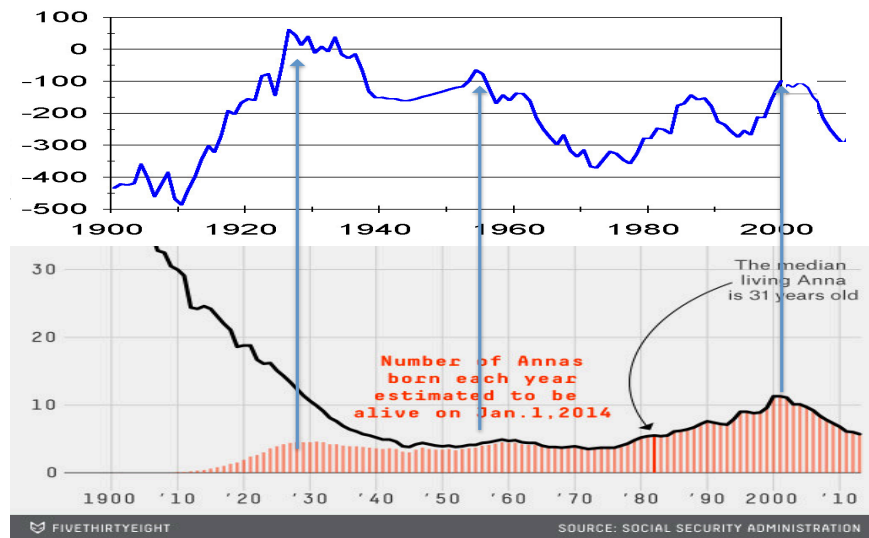
This applies to queries with the Bitcoin word. This applies to mass emergence of new names for newborns.

Age Distribution of American Boys Named Joseph and the average Earth's rotational velocity



The frequency, with which children are called Joseph, jumps up with the slow down of the Earth's rotational velocity. In the Internet we can find interpretation of these words. Sometimes of pretty subtle ones. For us, it is important what people expect from a person with this or that name. If a number of newborns with a certain name has risen sharply, this is a sign of an increase in the number of people with certain orientation, expectations.

Age Distribution of American Girls Named Anna and the average Earth's rotational velocity

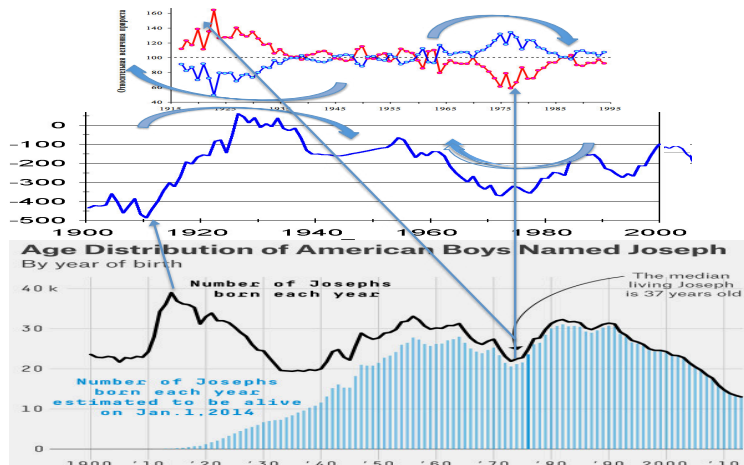


<https://imgur.com/gallery/LMmSu>

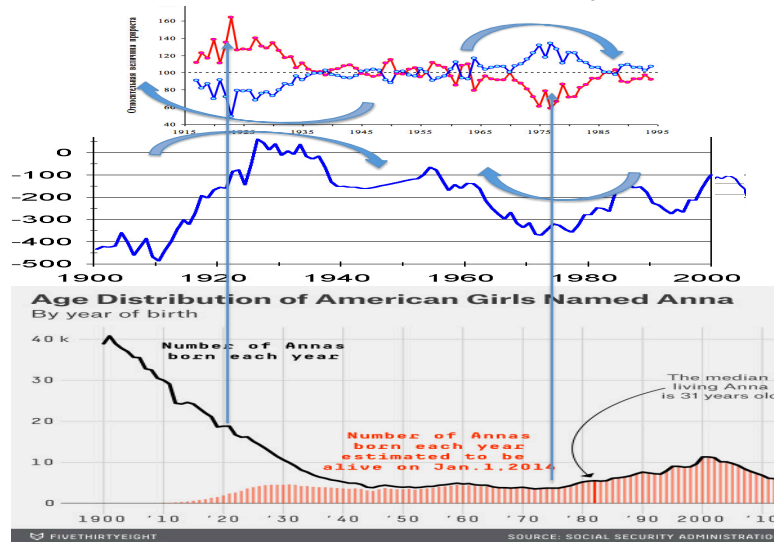
Archetypes, our unconsciousness is a wellhead of various mental directives. They revive at different cosmic times, with changes in people. With the increase in the Earth's rotational velocity, the name Anna is less often given to girls, and with the decrease – vice versa. We note that this name is more often given at the turning point of the growth of cosmic energies. These are 1900s and 2000s.

The following diagrams are given without comments: their interpretation is the key to understanding the connection between changing clusters of biota, people and to reflection of this process in names, words and culture. More often this reflection is indirect, it bypasses our consciousness.

Ratio (part) of different clusters of trees, fashion of the name
“Joseph” and the Earth’s rotational velocity

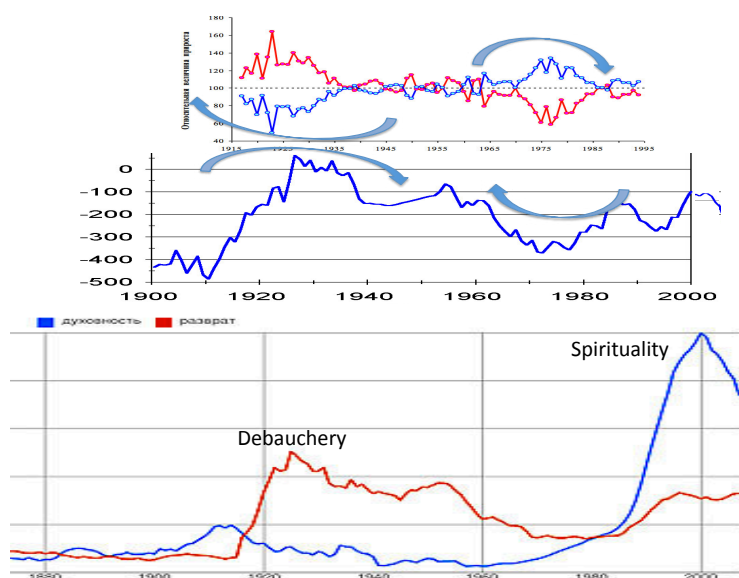


Ratio (part) of different clusters of trees, fashion of the name
“Anna” and the Earth’s rotational velocity



The frequency of the use of words, which reflect the essence of our civilization, changes in the same historical framework, in the same periods in which cosmic energy varies, and with that, the various clusters of plants.

Ratio (part) of different clusters of trees, frequency of using the words “spirituality” and “debauchery” and the Earth’s rotational velocity

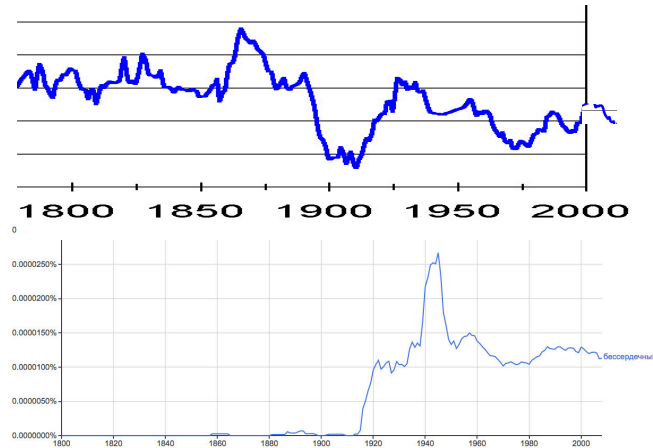


First changes the Earth's rotational velocity - then change names, language, subculture and culture.

There is no requisite cosmic energy - there will be no strength for either love or hatred. For Russians, the combination of opposites is important, we are peculiar to a double clinch effect (Bleyer). For this, one needs energy. Looking at things from different perspectives and ability to feel opposing emotions are the leading force of a greater creativity. However, it requires more energy than a look on one side, than confining same-type emotions. Russians are strong when there are sufficient cosmic energies for manifesting a wide range of different, opposite emotions, feelings, views, and perspectives.

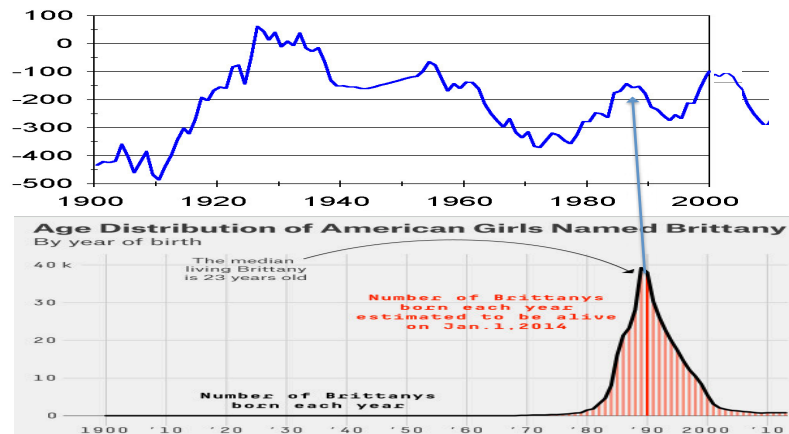
With the decline in the density of the cosmic ether, we stale. This is what reflects dynamics of the use of the word "heartless" in the Russian literature.

Frequency of using the word "heartless" and the Earth's rotational velocity



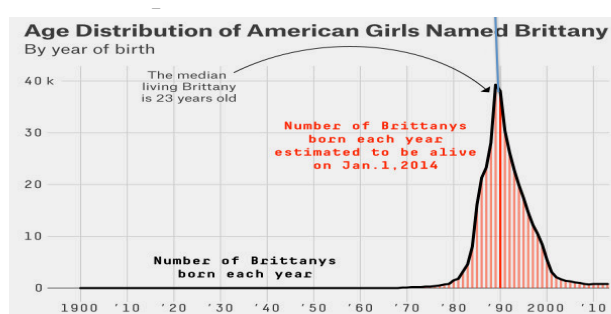
The change in peoples' mentality manifests in the frequency of use of the according words, in the appearance of new names.

Age Distribution of American Girls Named Brittany and the average Earth's rotational velocity

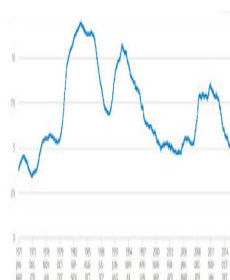


Our words, sounds correspond to our mental states, which in turn depend on cosmic energies. Hence, the frequency of use of different words, that have different phonetic structures, is associated with cycles of cosmic energies. Symbolic is example with the name Brittany. The name almost coincides with the word Britain, with the name of the country that developed at highest rates, conquering the world exactly at the period of growth of the Earth's rotational velocity. Archetypes of the British have worked. Exactly at this time an emphasis on the British national brands gave an astounding economic effect. Especially in sale of clothes.

And this is against the rising unemployment.



Unemployment rate in England



The British, when life becomes difficult, advert to their past. This is one of the British ways of creating brands during the global crisis.

The use of new words, names, new brands serves as an indirect confirmation of the change in the consciousness of people, in personal characteristics and values under the influence of cosmic energies. Operation with such a surge of mental changes is very complicated: one must precisely hit the time of those values and meanings that, with the help of words, leave the collective subconscious, the archetypes towards the realm of conscious.

The change in cosmic energies, and consequently, the change of people, have different cycles. These are not easy to be observed empirically. However, the science allows to do that.

Chapter 7. Colors, sounds and meanings in resonance with cosmic energies

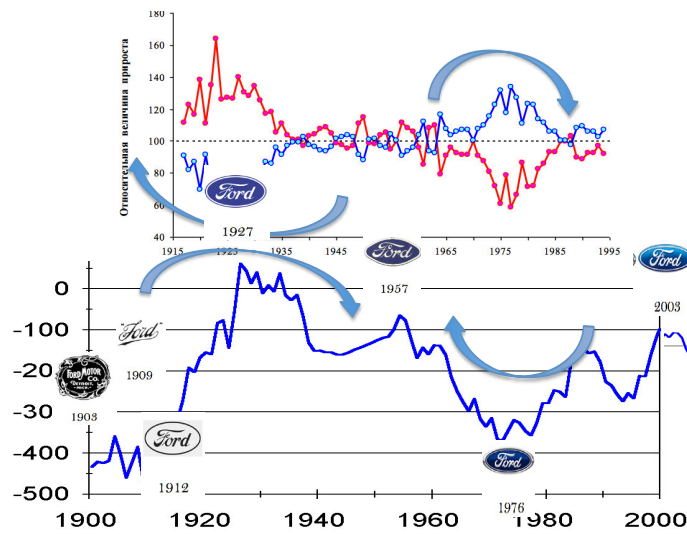
7.1. Sounds and meanings: on a way of measuring and understanding their resonances

7.1.1 Evaluation of the connection between sounding and meaning of words with respect to branding

Branding successfully develops only when it counts to changes in people, including those changes promoted by cosmic energies.

All rebrandings of the Ford logo took place at the turning points of cosmic energies, that is, at moments of the most significant changes in people.

The Earth's rotational velocity, change of trees' clusters and re-branding of the Ford logo

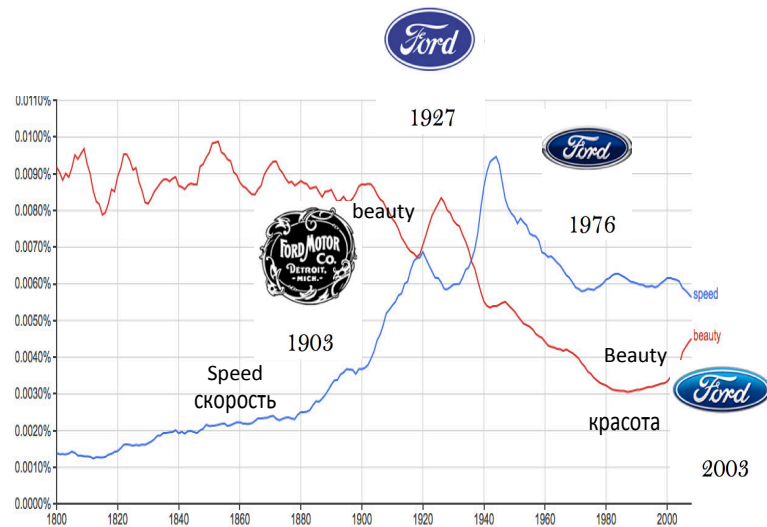


The last restyling of the Jaguar brand is associated with a change in the shade of color (like the Ford logo), with its greater grace, with a greater blurring of the image, with using more subtle tones.



Is it coincidence of the restyling directions of two well-known companies? Look at the picture below.

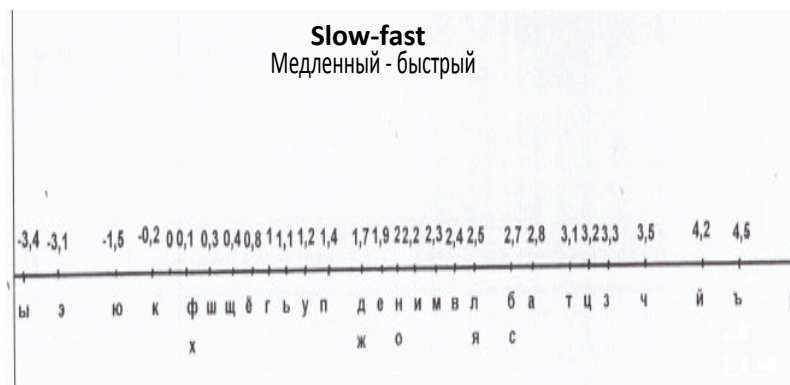
Frequency of using the words “speed” and “beauty” and changing of the Ford logo



There are many meanings in the above figure. One of them is a change in the essence of beauty: by the beginning of the 21st century, it had become more rapid. Speed is no longer as attractive as speed with beauty. The value of beauty began to grow at a higher rate, and the value of speed began to decrease. A subtle note: the logos of Ford and Jaguar became slightly wider. It was that time when people began to realize that a lean model is not an ideal for worship.

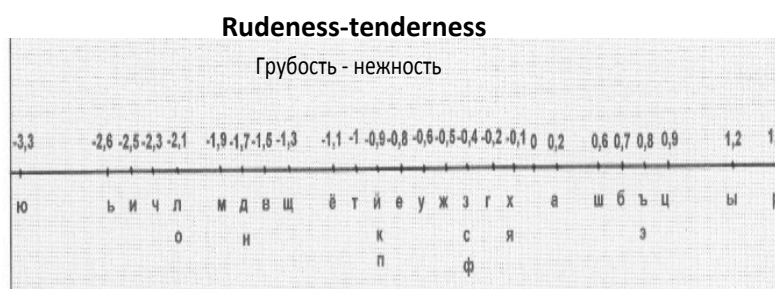
In advertising, to combine, or to jump from one semantic field to another at a right time means to get a huge competitive advantage. That is why it is so important to have ratable semantic fields in reserve. Usually, there is a correspondence between sounds of letters, words and their meanings.

When evaluating all the letters-sounds of 728 surveyed between 18 to 60 years old, 122 semantic scales were used. (In overall, there are more than 150 working semantic fields in the Semcon Semantic Test). On a scale of 12 (fast - slow), the following results are obtained.



According to the surveyed, the slowest sound was "ы", the fastest - "p" (Russian r). It received a score of 5.

Next, an example of distributing letters on the scale of "rudeness - tenderness". «Ю» is the most tender letter. The most rude, roaring letter is again "p".



Using the collected statistical base, one can evaluate the semantic meaning of any word by the way it sounds. In this case, the first and second letters (as the last one as well) have a greater weighting coefficient of their sound influence on the meaning of a word. An impact letter is

more significant than the unstressed one. In the Russian language those words have finally settled, whose content and sound are congruent.

Let us note that we analyzed not only letters, but the syllables as well. The syllable has a great potential for influencing the unconscious. This is more than just a combination of letters. It turned out that the syllables that are often found in Russian folk tales by the power of their influence are much higher than the influence of syllables that came from foreign languages.

For example, in the semantic space, the "strong - weak" syllable "ТИ" does not possess the same power as the "ДО".

Syllable \ letters	Estimated value of the syllable by letters	Direct expert value of a syllable
ДО	3,75	4,59
ТИ	3,75	1,64

We process the word "Бриттани" in the created semantic diagnostic system. This is a name, which suddenly became widespread on a mass scale from 1980 to 1990.

The result of statistical word processing «Бриттани»

A pair of opposite attributes – Semantic fields		N of sem. field	"row" coefficient	Normalized
Воля	Безвольность	1	58,2	69,7
Характерность	Безхарактерность	2	53,5	67
Близкость (свой)	Далекость (чужой)	3	23,6	40,7
Мягкость	Грубость	4	12,5	40,1
Духовность	Бездуховность	5	34,4	62,4
Вдумчивость	Бездумчивость	6	37,8	66,1
Интеллигентность	Неинтеллигентность	7	32,2	63,1
Нравственность	Безнравственность	8	37,3	67,9
Порядочность	Непорядочность	9	43	60,1
Коллективизм	Индивидуализм	10	23,9	69,7
Ум	Глупость	11	45,2	67
Быстрота	Медленность	12	39,5	40,7
Высокий (ая)	Низкий (ая)	13	29,8	40,1

Большой (ая)	Маленький (ая)	14	37,6	62,4
Доброта	Злость	15	37	66,1
Компетентность	Некомпетентность	16	37,8	63,1
Профессионализм	Непрофессионализм	17	43,8	67,9
Сила	Слабость	18	53,3	60,1
Правдивость	Лживость	19	46,6	82,2
Доброжелательность	Недоброжелательность	20	42,2	67,8
Альтруизм (Бескорыстие)	Эгоизм	21	35,4	74,2
Интеллектуальность	Эмоциональность	22	28,3	70,6
Духовность	Греховность	23	40,4	71,6
Активность	Пассивность	24	43	59,4
Оптимизм	Пессимизм	25	41,5	62,5
Организованность	Неорганизованность	26	40,6	66,7
Самоконтроль	Бесконтрольность	27	37,5	65,6
Миролюбивость	Агрессивность	28	36	68,5
Независимость	Зависимость	29	40,2	63,4
Терпимость	Нетерпимость	30	33,7	76,5
Бесконфликтность	Конфликтность	31	29,9	66,6
Спокойствие	Нервозность	32	42,9	61
Опытность	Неопытность	33	43,7	69,6
Зрелость	Инфантилизм (детскость)	34	45,1	64,8
Проповедник	Грешник	35	50,7	67,9
Новаторство	Консерватизм	36	29,4	59,4
Щедрость	Скупость	37	21,8	60,8
Непритязательность	Избалованность	38	34	56,6
Безинициативность	Инициативность	39	38,2	70,6
Ригидность (инертность)	Гибкость	40	-18,6	68,6
Достаток	Бедствование	41	-22,8	64,6
Воспитанность	Невоспитанность	42	42	58,4
Уникальность	Заурядность	43	31,8	63,4
Тактичность	Грубость	44	36,9	75,1
Реалистичность	Мечтательность	45	16,9	56,3
Одаренность	Бездарность	46	35,1	73,6
Организованность	Неорганизованность	47	30,7	64,2
Выносливость	Утомляемость	48	28,7	61,6
Напряженность	Расслабленность	49	41,1	46,1
Избалованность	Непритязательность	50	52,5	25,2
Внимательность	Невнимательность	51	36	45,1
Скромность	Отсутствие скромности	52	4,2	51,3
Прекрасность	Гадкость	53	1,3	40,6
Семьелюбие	Семьененависть	54	-21,6	34,5
Патриотичность	Непатриотичность	55	34,7	58
Миролюбивость	Враждебность	56	30,8	76,2
Деятельность	Бездеятельность	57	34,5	62,1

Гражданственность	Отсутствие гражданственности	58	54,1	61,7
Политизированность	Аполитичность	59	53,2	66,2
Педагогичность	Непедагогичность	60	40,6	52,3
Влиятельность	Невлиятельность	61	40,9	62,4
Предупредительность	Бесцеремонность	62	44,1	63
Уверенность в себе	Неуверенность в себе	63	17,7	58,9
Умеренность	Неумеренность	64	27,7	59,4
Деятельность	Бездеятельность	65	26	39,3
Добродушность	Зловредность	66	25,5	57,1
Человечность	Бесчеловечность	67	42,9	46,4
Настойчивость	Беспорядочность	68	28,4	64,7
Откровенность	Неоткровенность	69	42,4	47,9
Самостоятельность	Несамостоятельность	70	40,1	60,6
Уравновешенность	Импульсивность	71	43	60
Симпатичность	Несимпатичность	72	46,6	60,3
Воспитанность	Невоспитанность	73	38,6	75,7
Тихий (ая)	Шумный (ая)	74	49,4	56,5
Понимание других	Непонимание других	75	41,1	62,9
Решительность	Нерешительность	76	40,7	76
Деятельность	Осмотрительность	77	37,6	61,6
Привлекательность	Отталкивание от себя	78	6,9	38,5
Слушающий (ая)	Определяющий (ая)	79	38,2	65
Плохой (ая)	Хороший (ая)	80	44,5	58
Грубость	Нежность	81	36,4	70,1
Мужественность	Женственность	82	38,4	74,3
Светлый (ая)	Темный (ая)	83	6	43,3
Горячий (ая)	Холодный (ая)	84	-25	34,6
Простота	Сложность	85	-9,8	53,3
Гладкость	Шероховатость	86	32,3	68,1
Легкость	Тяжелость	87	28,5	58,1
Веселость	Грусть	88	21,7	66,1
Безопасность	Опасность	89	22	63,5
Привлекательность	Непривлекательность	90	11,9	52,5
Величественность	Неизменность	91	14,4	66,6
Яркость	Тусклость	92	27,8	57,2
Округленность	Угловатость	93	28,8	51,8
Радость	Печаль	94	37,4	72,6
Громкость	Тихость	95	28,9	55,8
Доброта	Злость	96	29,8	42,5
Могучесть	Хилость	97	10,2	32,9
Фанатизм	Приспособленчество	98	32,7	64,8
Высокая самооценка	Низкая самооценка	99	16,1	63,3
Отсутствие самолюбия	Самолюбивость	100	43,9	61,7
Экстравертированность	Самоуглубленность	101	42,7	72,4

Любвеобильность	Аскетизм	102	20,6	48
Подчинение	Доминирование	103	31,1	38
Податливый (ая)	Пробивной (ая)	104	-12,7	63,7
Уважительность	Неуважительность	105	-6,6	60,8
Заинтересованность	Безразличие	106	19,5	55,6
Критичность	Некритичность	107	21,6	61,5
Приветливость	Злобность	108	-15,2	48,7
Необидчивость	Обидчивость	109	-9,3	52,1
Открытость	подозрительность	110	35,7	71,8
Отсутствие претензий	Наличие претензий	111	34,2	73,7
Настырство	Робость, пугливость	112	32,3	81,7
Неконфликтность	Конфликтность	113	36,7	57,2
Теплота отношений	Отсутствие взаимопонимания	114	32,5	71,2
Дружеобильность	Отсутствие друзей	115	24,4	57
Незаискивание	Заискивание	116	26,4	69,2
Друг	Враг	117	23	62
Жизнь	Смерть	118	30,5	63,6
Сытость	Голод	119	36,8	60
Здоровый ребенок	Больной ребенок	120	37,5	59,4
Надежность	Неустойчивость	121	43,9	60,6
Прогнозируемость	Непредсказуемость	122	54,2	67,2

At the unconscious level, the mass use of words like “Бриттани” is associated with a surge of such meanings, associations in the public consciousness as:

Truthfulness
 Altruism (Unselfishness)
 Tolerance
 Tact
 Talent
 Peacefulness
 Manners
 Resolution
 Masculinity
 Persistence.

In the word “Бриттани”, 81 percent of the ratio of sounds and meanings is expressed by "persistence".

Exactly by the years of growth of popularity of this name in the UK, accrued the rigidity and persecution of the policy of the "Iron Lady" M. Thatcher: To those waiting with bated breath for that favourite media catchphrase, the U-Turn, I have only one thing to say: You turn if you want to. The lady's not for turning."

That time were admitted:

The law on the prohibition of solidarity strikes in 1982 (punishment – fines and threat of imprisonment);

Trade Union Act, 1984;

Employment act, 1988 — legitimized the strikebreakerism.

Privatization of large state enterprises was made.

In 1989, on the initiative of M. Thatcher, a poll tax was introduced. Everyone, who reached the age of 18 and was living in a house or apartment, was required to pay a tax. At the time of sharp decrease in popularity of the name in 1993, the tax was abolished and replaced by a tax from homeowners and tenants.

With the decrease in popularity of the name "Бриттани" in UK, the popularity of Margaret Thatcher fell as well.

Political preferences are like choosing a brand. They are connected with changes in people, their opinions under the influence of cosmic energies. And this can be observed not only by sociological research, but also by word formation.

7.1.2 Word formation as an indicator of change in people

For branding, it is important to grasp for what comes out of the unconscious and tears along consciousness. This is the most effective way, the way to bring the brand (party, idea, etc.) to the market, to grasp people's consciousness.

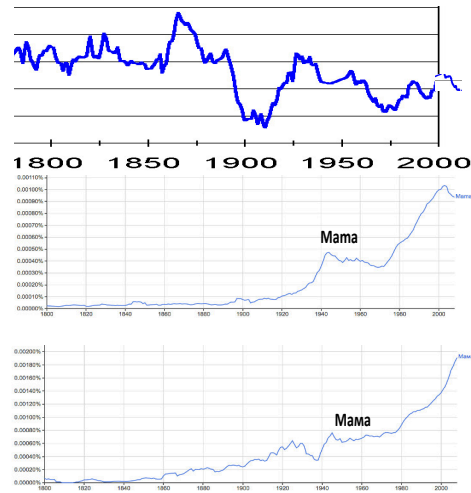
With the growth of cosmic energies, resonances and agreement often occurs between syllables, sounds and meanings.

With a shortage in cosmic energies, the value of sense slips away from us, and the value of form and sound increases. Sounds and meanings, colors and images lose resonances among themselves in people's minds. Hence, the associations are difficult to cause the necessary

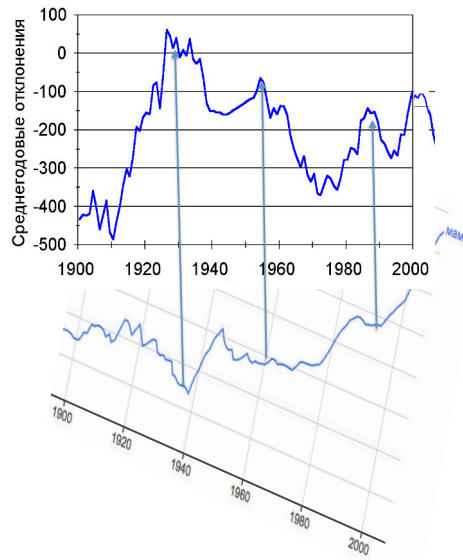
changes in the psyche of people, the right attitude towards the party, the brand.

The duration of the survivability of words depends on degree of their correspondence to the Earth's rotational velocity and simultaneously on associations that are produced in us at higher cosmic energies.

Frequency of using the word "mama" in Russian-speaking and English-speaking literature



Frequency of using the word “mama” in Russian-speaking literature and the Earth’s rotational velocity

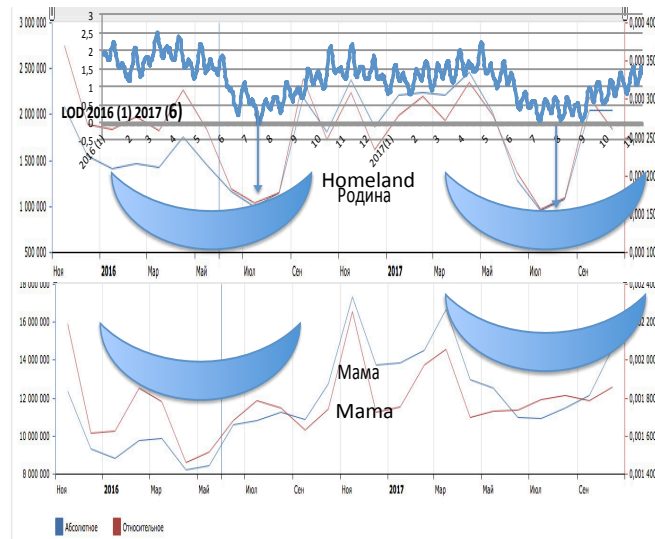


Frequency of use of the word “mother” grows with the fall of the Earth's rotational velocity (LOD grows) in the centenary cycles.

There is much common in use of words “mother” and “Homeland”. The reference to the meanings and associations that are connected with the word “Homeland” decreases with the growth of the Earth's rotational velocity, especially at points 1 of this dynamics.

But to the word “mother” people often turn both at points 5 and 1 of changes in the Earth's rotational velocity. That is, it is universally attractive for types 1/1 and 5/5. Therefore, the collocation "Homeland Mother Calls" is a strong combination of meanings. It promotes activity of people of different types both at points 1 and 5 of the change in the Earth's rotational velocity.

The frequency of searching the words “Mama” and “Homeland” in Yandex and LOD of Earth



For marketing, the search for such collocations is the way to increase the effectiveness of slogans.

7.2 Change in color preferences at change in cosmic energies and generations

7.2.1 Color and black-and-white logos

On the semantic fields of the Bemkon system, the primary colors are appraised. Colors also express attitudes of unconscious, needs, psychological characteristics of people as well as the sounds of used syllables and words.

Knowing what colors are combined in the unconscious of people for certain semantic fields, one can express and evaluate tastes, images, ge-

ometric lines, and shapes through colors, and can know to which meanings these colors are more congruent.

Why is it so important to combine colors, semantic fields, brand forms, its taste qualities, etc.?

The fact is that a very productive point of entry into the consciousness of people is a moment of changing modality, activity of one or another representative system. A person looks at something and suddenly there is a sound: the visual representative system is now replaced by the sound one. At such moments, our sensory organs redevelop.

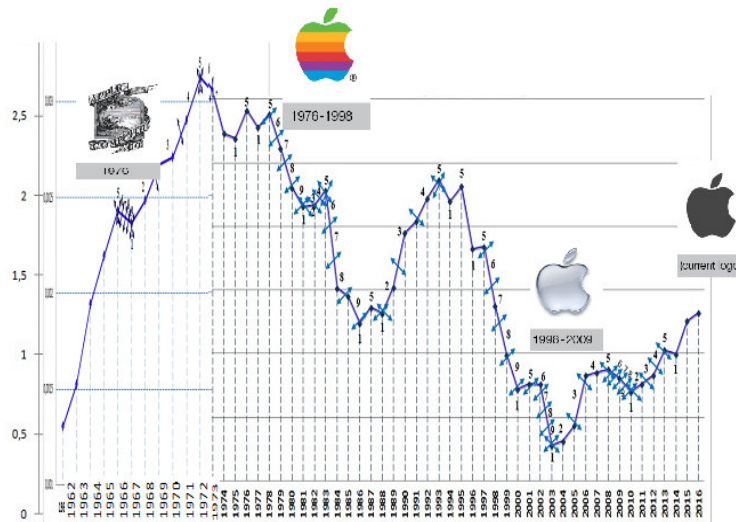
Interchange of representative systems for a moment opens our unconscious. Therefore, it is so important to use other modalities in addition to the content of a slogan, to an advertising message, to a rational influence of a psychiatrist, psychologist on a patient. As soon as we switch our consciousness from the point of view of meaning to the one of image, shape, color, or music congruent to that meaning, then the necessary meaning, the content slips into our consciousness automatically.

Consciousness of a modern human is overflowed with information. Everybody is tired with words of politicians, marketers, TV men. And here is relaxation – how cool of that. But in order for a gloat of beauty and admiration of music to pass into perception of meaning, it is necessary to congruence between sounds and images to emerge. At that, slogan should emphasize meaning that corresponds to the sound of brand.

Movement to a sublime, spiritual is accompanied by a more multifaceted vision of the surrounding world. We begin to rejoice shades of different colors. But this state happens more often at high density of the cosmic ether.

Market people are very sensitive to it.

Renewal of the Apple logo and LOD of Earth



Apple color logo first appeared at the maximum slowdown in the Earth's rotational velocity.

Physiologically it is easy to explain: the more meaningful is an image in a head, the more energy is needed for its creation and maintenance. This energy fills us through the cosmic ether. We begin to have a more accurate and complete picture of the world in our minds. And because of this, our decisions in these cosmic moments are more accurate and more predictive.

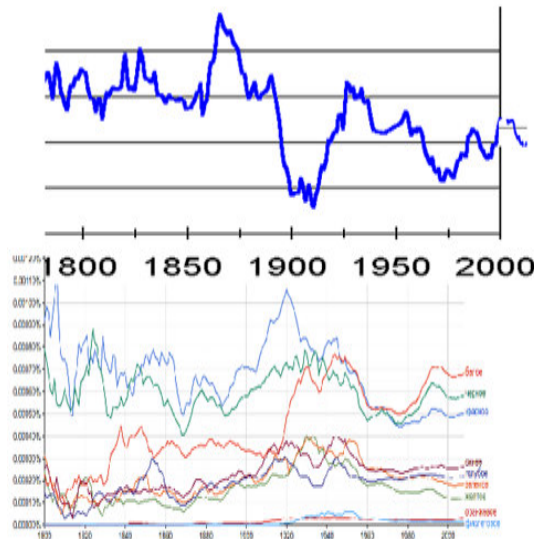
Let us tell especially about the appearance of Apple's black logo. What is it, a mistake of brand managers? Indeed, the Earth's rotational velocity slows down. Let us avoid hasty conclusions. After all, in 2003, the Earth had its highest rotational velocity for the entire time the accurate observations were made.

7.2.2 The Earth's rotational velocity and changes in color preferences

Preferences of various colors and shades, economic growth rates and language, they all change at bifurcation points of changes in the Earth's rotational velocity both at a given time and with change of generations.

Russians are more sensitive to cosmic energies. The connection of hankering to different colors with the change in the Earth's rotational velocity is closer, more obvious.

The frequency of using rainbow colors in Russian-speaking literature and the Earth's rotational velocity (shift in 20 years)



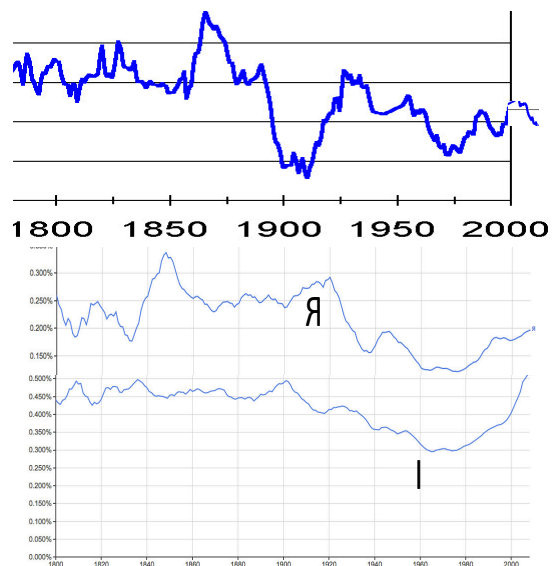
From here, it is possible to predict the most popular color grades in the future according to the Earth's rotational velocity in the past and present.

7.2.2.1 Colors and frequency of use of various words reflecting intensity of social and spiritual changes in people

Predilection of people for color grades coincides with frequency of use of various words, of pronouns in particular.

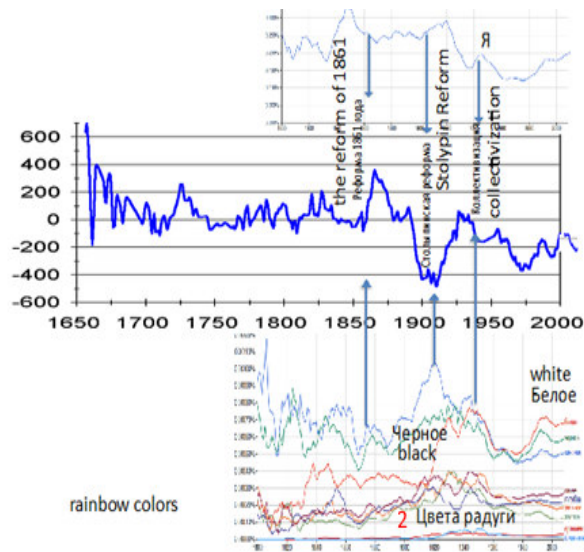
With the density growth of cosmic ether, the individual capacities of people growth as well. The strongest of them, who are in resonance with cosmic energies, no longer need to survive by imitation and collectivism.

The frequency of using the pronoun “I” in Russian-speaking and English-speaking literature and the Earth’s rotational velocity



The usage frequency of “I” increases in Russian-language publications in greater resonance with the Earth’s rotational velocity than it does in English-speaking editions.

The frequency of using the pronoun “I”, rainbow colors, the Earth’s rotational velocity and land reforms



Analyzing the figure above, there is much to think about.

7.2.2.2 Dynamics of color preferences and changes in metaprograms of thinking

Change in frequency of use of words, sounds, color shades is an important sign of active changes in the psyche of people.

When people have little energy - we live more in the present. We are less interested in qualitative phenomena, we are not able to build complex images, models, including those using knowledge of the past, we are less likely to think about the future. Our appraisements become dichotomous.

With scarcity in cosmic energies, it becomes not only uneasy, but sometimes impossible to build complex models in the minds of people

necessary to understand social patterns. Hence the likelihood of solving problems by force.

7.3 Colors, words, meanings as components of an integral image

The Greatest are great because they express with their works the essence of experiences of mankind, our state in a certain period of time.

The novel "The Red and the Black" by Stendhal was published in 1830.

The frequency of using the words "white-black" and famous white-black arts



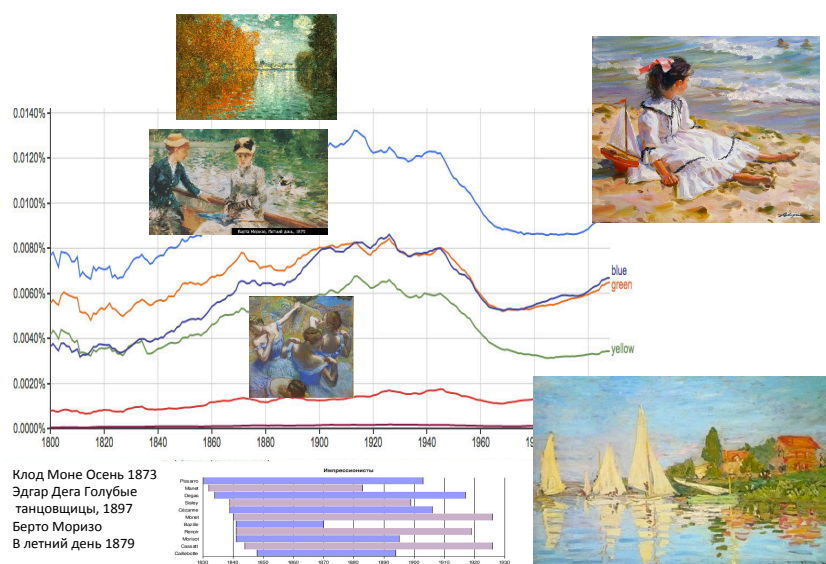
In the Western world, in the pair of black and white, the black was the outsider. Never in the future this color was mentioned as seldom as at that time.

The black square of Malevich was drawn in 1915. And why did the black square become so known, and not the black circle? That is because there are correspondence and resonances between color and form. And they corresponded to the type of personality that came out on historical arena. Each type feels its art and glorifies it, reaches out to it. Each soul resonates with that expresses its essence.

Figuratively speaking, humanity was developing between black and red colors in Stendhal's period. Physiologically, it is easier to move through red from black and white to color. Did anybody understand that that time? But those, who were in resonance with cosmic energies at the unconscious level, felt it, emotionally experienced, knew. This determines the success of artworks – to express content of the unconscious of majority or of a nascent group of passionaries, resonators. Not the artworks themselves are appreciated, but the fact that they allow to manifest the unconscious of people, allow people to understand themselves. Someone must admit to himself or herself: we are not angels, we oppress one another, we are black. Such recognition is the beginning of the path to enlightenment.

But then, black and white begin to co-exist with color, with bright and colorful. And the peak of such diversity is achieved at the maximum density of the cosmic ether.

The frequency of using the words concerning rainbow colors and pieces of art



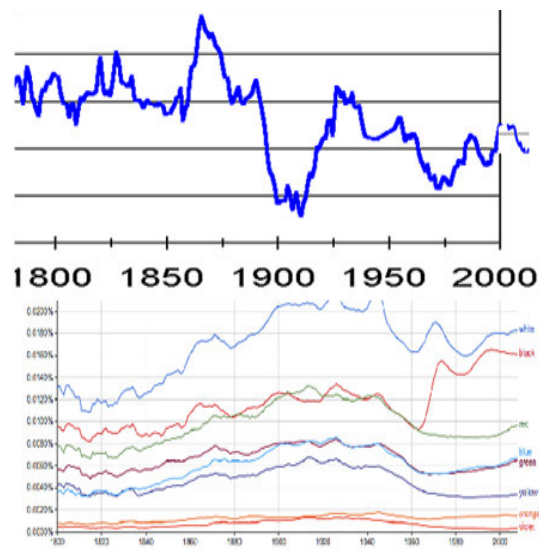
We draw your attention to the fact that the admiration of the audience with impressionism and its unusual leap in development were at the beginning of growth of interest in color, paints, in brightness and vitality. It's like bringing a good brand to the market - it's more fruitful to bring out a brand at the beginning of the birth of a trend with which its image is associated. However, this is the best way to earn money on financial markets: earnings are higher on a growing bubble.

As we see, black and white art historically coexists with a joyful, filled life, using the full colors of the rainbow for self-expression. Each personality type of 1/1 and 5/5 creates and worships his or her art. They develop side by side, like people of different types. At one cosmic epoch, the culture of one psychotype dominates, at another - the other one. Opposite types do not disappear. They co-exist. Through the red, they previously flowed into each other.

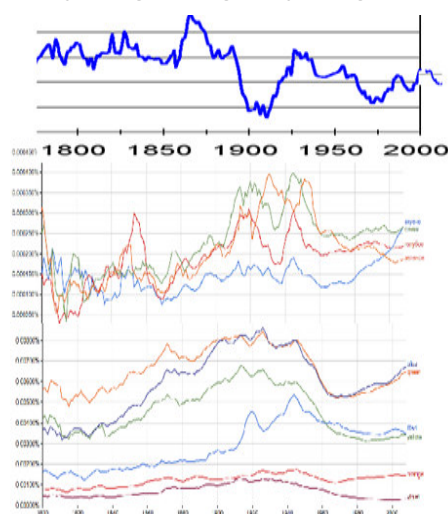
When there is a lack in cosmic ether, we slide down to sensual images close to those of animals. Our perception, our assessments of what is happening become dual, dichotomous as our deepest emotions: bad - good, dark - light, etc. Adjectives, which reflect colors and qualitative phenomena, fall out from speech. We more often start using quantitative estimates. For qualitative assessments (this is a vision of opposites and a new state of an object, a phenomenon through the action of these opposing forces), a great deal of energy is needed. And it's not there. Therefore, our assessments become lop-sided. This goes for appraisal of social processes as well.

Taste, colors, meanings of words, sounds as factors of choice, behavior, mental activity of people come to life with the growth of the density of the cosmic ether. All is according to Google.

The Earth's rotational velocity and the frequency of using the words "white", "black", "red", "yellow", "green", "blue", "violet"



The Earth's rotational velocity and the frequency of using rainbow colors in Russian-speaking and English-speaking literature (Google)

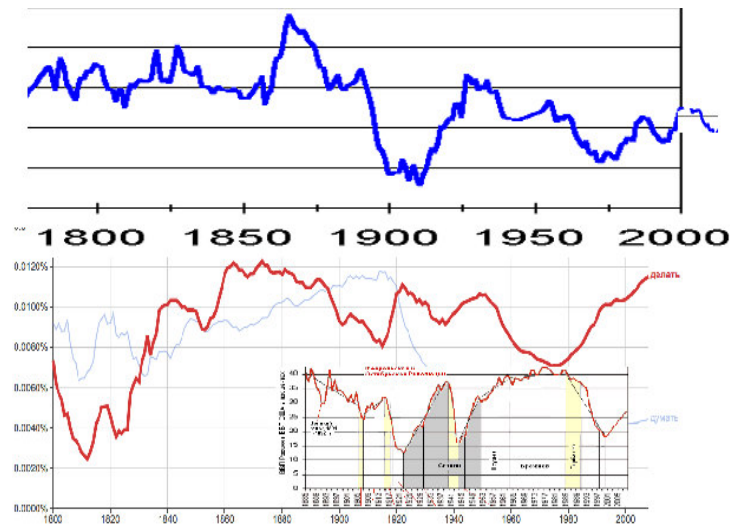


Let's pay attention that frequency of the use of colors in Russian-speaking editions is approximately on an order below, than in English-speaking publications.

According to experimental data, taste is also exacerbated at higher density of the cosmic ether. At low density of the ether, taste differences become more dependent on person's attitudes, on suggestion.

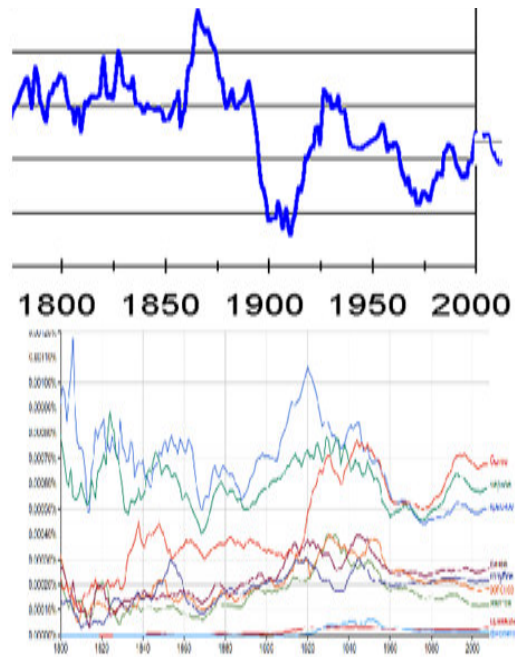
The prolonged influence of present time growing cosmic energies leads to changes in people, to birth of a new type of consumers. This is especially characteristic to Russia. They are inherent to greater activity in various types of mental activity, to greater acuity and richness of sensations, perceptions, thinking, creativity. As a result of their enhanced activity, the pace of economic development is growing.

The Earth's rotational velocity, frequency of using the word "to do" in Russian-speaking literature and GDP per capita of Russia to the USA, shift in 20 years



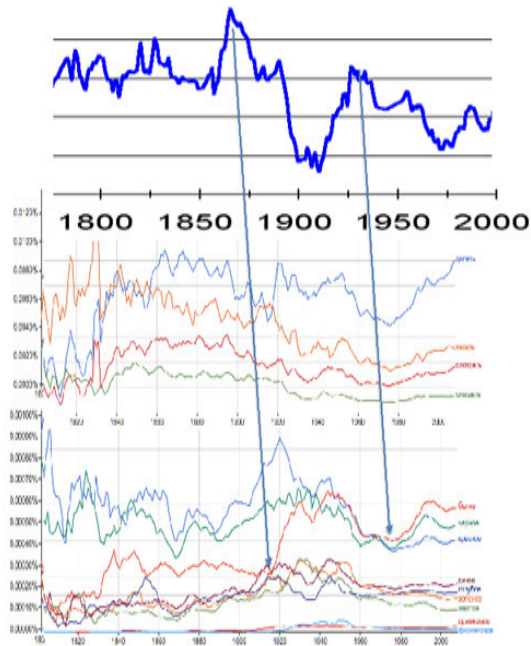
Let's take the ratio of mentioning frequency of color shades and the Earth's rotational velocity without a time shift.

The Earth's rotational velocity and frequency of using words related to colors graduations



Now let's shift the graphs for 30 years.

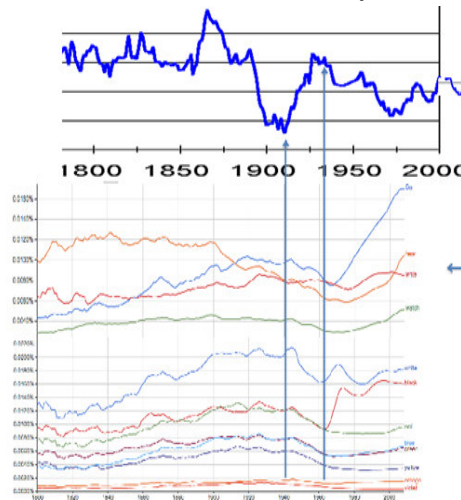
The Earth's rotational velocity and frequency of using words related to mental activity of people, shift in 30 years



Without such shift, an opposite conclusion could be made about the relationship between the Earth's rotational velocity and the frequency of use of these words.

There is similar dependence in English-language publications.

The Earth's rotational velocity and frequency of using the words "white", "black", "red", "yellow", "green", "blue", "violet", "do", "write", "watch", "hear" with a 30-year shift



Now it becomes clear: with new cosmic energies new people are born, and they are the cause of changes in the rates of economic growth, innovations, meaning of life. Features of these people are determined by preceding cosmic energies, but they also fall under the influence of the current forces of the Cosmos. Current cosmic energies are superimposed on previous ones.

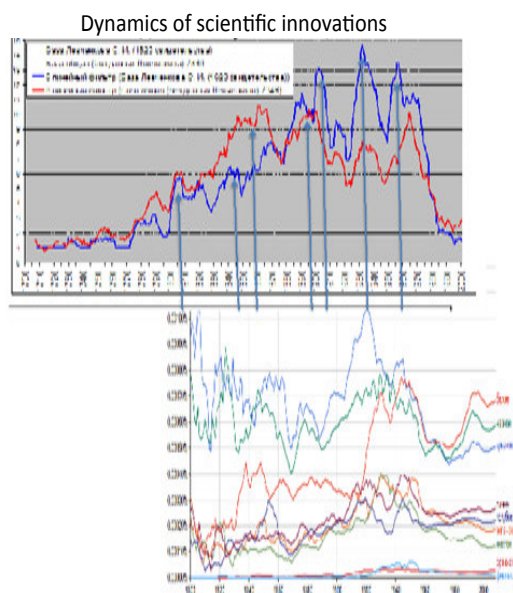
7.4 Resumptive methodological conclusions for branding

And what is more inert - a change in the economy or a change in the frequency of the use of words in the language, a change in the language itself? Words that are associated with growth of labor productivity, with development of the economy, change almost simultaneously with them. Other words lag behind in time. Number of words used in different languages is related to the level of division of labor in the economy.

That is, the economic factor also actively influences the word formation. But primary, system-forming remain cosmic energies.

Dynamics of scientific innovations and the frequency of using words related to colors in Russian-speaking literature

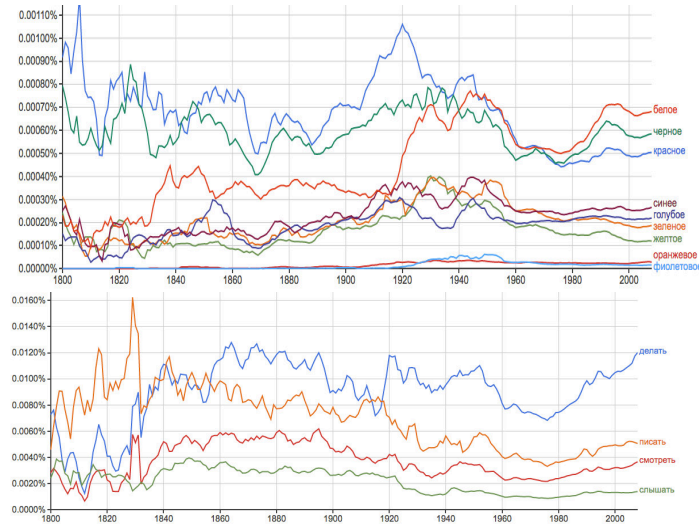
Shift in 12 years



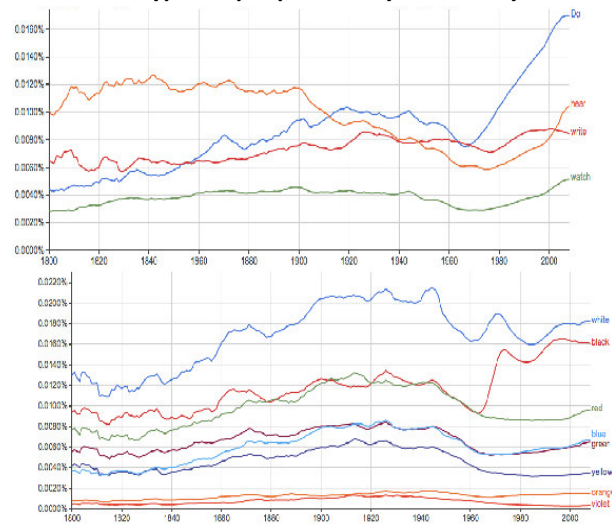
Creative activity reacts to the change in the density of the cosmic ether before change the language and the frequency of use of different terms. It's clear. Scientific innovations are the result of labor of not many people, but primarily of those who have appropriate abilities, who are in resonance with the cosmic energies.

But what changes precede which ones, which of them are primary: color, taste preferences, or types of mental activity? Changes in the majority's attitude to color shades precedes the change in people's mental activity.

Using words related to colors in Russia-speaking literature
and different types of people activity, shift in 7 years



Using words related to colors in English-speaking literature
and different types of people activity, shift in 7 years



The dependencies are the same, but in the Russian world they are more contrasting and more congruent with the Earth's rotational velocity.

So, there is the sequence of changes.

- The growth of cosmic energies increases the working activity of the hormonal mechanism and other physiological processes in humans. Even the composition of blood changes.

- People's sensation and perception become more precise, diverse.

- Colors, sounds and other information, existing in the surrounding world, become more intensively used.

- Various types of activity are growing.

- Space energy is enough to build more accurate models of the surrounding world, enough for people to realize their own development, to think, to create.

- Economic development grows.

- There emerge new meanings of life.

With the decline in cosmic energies, these processes fade in the same sequence, but with the decrease in the activity of the hormonal mechanism and other physiological processes.

Marketing, psychocorrection, education should follow this logic.

At point 1 of the change in the Earth's rotational velocity, and even more at point 1/1, there are no or sharply reduced opportunities to break through into the consciousness of a person through meanings, beliefs. Better do it through the change, sometimes by coercion, through the activity types that a person is engaged in. While the goal is being achieved, various representative systems get included in this process. In the following sequence: first black and white colors, then red, then colors of higher frequencies according to the colors of rainbow. Violet color becomes actively influencing the psyche of people at a sufficiently high density of cosmic ether.

This is the level when a person should be engaged in various forms of activity.

At the stage of low cosmic energies, without coercion, suggestion, imitation, and other mechanisms of activating the unconscious, the pro-

cess of upbringing and psychocorrection becomes difficult to promote. When a person enters a state of type 5/5 - it is necessary to let him alone, even if such a person is engaged in self-development, self-education. And we simply offer material, methodical and other conditions for this.

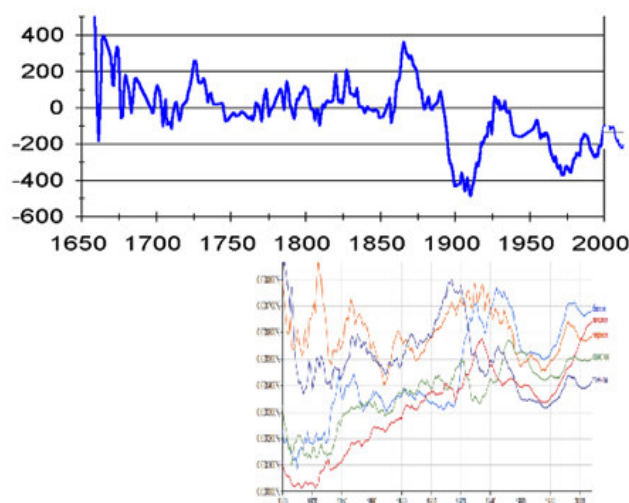
Each stage of personal development corresponds to its own configuration of EEG frequency, its psychophysiological characteristics, its peculiarities of the work of higher nervous activity.

But at each stage it is important for people to communicate with their own kind. At high rates of personal development, it is feasible and necessary to communicate with people with higher EEG frequencies and with a different configuration (displacement between the right and left hemispheres, frontal and occipital parts of the brain).

Development of the human kind indeed goes this way. At minimums of cosmic energies, we die or start to engage in the capture of food, using different types of activities. Through the change in these activities, the development of the psyche of people goes.

Ultimately, all the relations of sounds, senses, and colors come into correspondence with the Earth's rotational velocity.

The Earth's rotational velocity and frequency of using the words "white", "bad", "light", "dark", "black" in Russian-speaking literature. Shift in 20 years



First, imperceptibly change colors, sounds, tastes, images, fashion, etc., and then the basic meanings of people's existence.

The change of these relations occurs most actively at points 5 of the change in the Earth's rotational velocity. Do not forget that at points 5/5, against a relatively high frequency of EEG, it (frequency) gets somewhat reduced and moved to the right hemisphere. Exactly here new meanings become triggered, here the influence of colors, sounds and new tastes are more effective. Any reported meaning must match, resonate with color, sound, image, shape and even taste (if the brand is edible). Those brands, psycho-corrective influences, which have such resonances, have a higher probability of passing into the unconscious of people.

Powerful brands have several ways out, if they lose their consumer:

- conduct rebranding;
- to continue an expensive project to preserve the values and consumer preferences under which the brand was leading;

- to combine in the brand the features of both outgoing and coming;
- create a new brand for a growing psychotype.

But to conduct a successful rebranding without understanding the described patterns is simply impossible. Or you need a person who feels the processes at the level of bare intuition.

Both branding and psychocorrectional work are forced to follow changes of mankind, that is, following changes in cosmic energies. If such a change in emphasis does not occur, then brands and empires crash. Or it is necessary to redevelop, how clusters of trees are redeveloped at new cosmic energies. It is necessary to rely on cosmic energies, to develop in resonance with them.

This also applies to politics.

And for this it is necessary to know how such energies change, how they anticipate changes in people on Earth. It is not simple.

**In resonance with cosmic energies:
terrorism and marketing**

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