1014-52-748   **Artem Zvavitch*** (`zvavitch@math.kent.edu`), The Department Of Mathematical Sciences, Kent State University, Kent, OH 44242. *General measures of a convex body.*

In this talk we will show how different results and formulas in Convex Geometry known only for the case of Volume measure can be adapted to the case of a general measure. We will also consider a number of inequalities for general measures which turned to be useful to prove new results for a regular volume case. (Received September 23, 2005)