Unit of length is the Bohr radius:

$$a_0 = \frac{\hbar^2}{m_e e^2} \left(= 4\pi\epsilon_0 \frac{\hbar^2}{m_e e^2} \right)$$

The first is in atomic units, second in SI-units. This quantity can be remembered by recalling the virial theorem, i.e. that in absolute value, half of the potential energy is equal to the kinetic energy. This gives us

$$\frac{1}{2}\frac{e^2}{a_0} = \frac{\hbar^2}{2m_e {a_0}^2}$$

and if we accept this relation, we have the above value of a_0.
The so called fine structure constant

$$\alpha = \frac{e^2}{\hbar c}$$

expresses in general the *weakness* of electromagnetic interaction.

Some Constants and Quantities

$v_0 = \alpha c = 2.18710^6$ m s$^-1$ Bohr velocity

$a_0 = 0.529177\ 10^{-10}$ m Bohr radius

$\hbar = 0.6582\ 10^{-15}$ eV s Planck's constant

$k_B = 0.8625\ 10^{-4}$ eV $^\circ$K^{-1} Boltzmann constant

R $= N_A k_B$

$N_A = 6.0222\ 10^{23}$ Avogadro's number

$\mu_B = 0.579\ 10^{-4}$ eV (Tesla)$^{-1}$ Bohr magneton

Plank's formula

$$\rho(\omega_{ba}) = \frac{\hbar\omega_{ba}^3}{\pi^2 c^3} \frac{1}{e^{\hbar\omega/kT} - 1}$$