

*Welcome to the February edition of What's Emerging.*

*A reminder about our free membership offer to EF QuickScan for our newsletter members - see our Special February edition sent out last week or our website for further details. Don't forget to check out the new Blog while you are there - we are in the process of adding functions to enable you to receive automatic updates on this.*

*Please feel free to pass our newsletter on to anyone you think would like to read it.*

*Cheers*

*Paul Higgins, Sandy Teagle, Syed Ahmed Muqthar and Samantha Kyle-Little*

## Business Tip

### [Social company analysis](#)

Companies like Digg (<http://www.digg.com/>) have changed the way people look for news. Now a social networking site called Do the Right Thing has applied the same principles to stories on companies. A company is put up for evaluation for 60 days. During that time the network finds as many stories as they can about that company and a rating is made on the company. If you work for an organisation that has any profile in the community this is the way of the future – more transparency and exposure, so you had better be thinking about how you might look on a site like this.

### [Do you want investors](#)

This article details what some of the best venture capitalists in the world are willing to invest start up funding of over US\$100 million in. Do you have the capacity to make their dreams a reality?

### [The myth of market share](#)

Companies often focus on a market share target and exhort staff to take market share off their competitors. This research paper from Wharton Business School suggests that such attitudes and targets may actually be counterproductive for your business in certain situations.

## What's Emerging

### [Iraq and the USA](#)

Paul presented a section of the Masters Degree course for the Centre for Defence and Strategic Studies on the 2<sup>nd</sup> February. During the day we had an interesting discussion on the Iraq situation with a couple of officers who had been in Iraq which stimulated us to look more closely at what is happening. This link is to a Brookings Institute Paper about containing the spillover from civil war in Iraq. It is compulsory reading for anybody genuinely interested debate on the subject.

### [You and 6 billion others](#)

Want to know what the other 6 billion people in this world think and feel? The 6 billion project has interviewed over 4000 people all across the world to create this intimate snapshot of contemporary humankind.

### [Procter and Gamble social networking](#)

Procter and Gamble have launched a series of social networking sites that invite consumers of their products to tell stories about themselves so P&G can create better products for them.

### [Nano and gene therapy](#)

A combination of nanotechnology and gene therapy has been used to treat cancers in mice, with a 75% reduction in cancer cells reported. The researchers used nanotechnology principles to create a plasmid that could inject genes into a cancer cell.

### [Coated nanoparticles slip through mucus](#)

Scientists have figured out a way to get nano particles carrying drug loads to slip through mucus, therefore improving drug delivery systems to areas that are coated and protected by mucus.

### [Carbon dioxide bioreactor](#)

CO<sub>2</sub> Solutions, a company based in Quebec City Canada, has produced a prototype bioreactor that recycles carbon dioxide emissions into bicarbonate. The bioreactor uses an enzyme called carbonic anhydrase from a genetically modified E coli. One of the major advantages of the system is that it does not require the carbon dioxide to be separated from other gases in a waste stream, potentially saving lots of money and energy.

### [Joost](#)

The founders of Skype are launching a new internet TV service that they say will almost be like changing channels on your TV using the internet as the source, giving you access to content from around the world.

### [Voyage to the centre of us](#)

An international team of scientists is developing a micro-robot as wide as two human hairs that can swim through our blood system or our digestive tracts to deliver microscopic payloads or perform micro-surgery in hard to get to places.

### [Germ resistant skin](#)

US scientists have developed a germ resistant skin that may one day help burn victims. The cells are a modified version of normal skin cells and when they are cultured in the lab they kill more bacteria than normal skin cells. One of the problems for burn victims is that their skin is less able to resist infection.

### **[Robot chauffeurs](#)**

Scientists are predicting that we will have driverless vehicles in war zones by 2015, and in general use by 2030.

### **[Global risks worsening](#)**

A report has been released from the World Economic Forum on systemic global risks and our ability to mitigate them. The report states that the risks are worsening and our ability to deal with them is not improving. Compulsory reading for anybody involved in policy and strategy.

### **[Green bank](#)**

The Bendigo Bank has launched a green offset program where people can pay for the planting of vegetation to offset their carbon emissions. See our blog for Paul's comments on these sorts of programs.

### **[Algal oil](#)**

New developments in algal production of oil are showing early promise (also see our download section for a short presentation we did for a regional Queensland workshop on biofuels: [Future Transport Fuel Possibilities](#))

## **What We Are Writing About**

Paul's paper on impact of biofuels on the Dairy industry presented at the Dairy Week conference this month is available for download on our website:

The Effects of Biofuel Developments on the Dairy Industry (56Kb)