

@ Emergent Futures | New Around the World | What Are We Writing About

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Welcome to the end of July edition of What's Emerging.

Help Charity – Make Us Pay!

You can help us raise funds for charity by getting friends and associates to sign up to our newsletter. Emergent Futures will donate \$2 to charity for every person who signs up and stays signed up for 6 months. Plus they get a chance to win one of five \$100 book vouchers. For more details click [HERE](#).

Our first \$100 book voucher draw will be at the end of next week so get cracking!

Cheers

Paul Higgins, Sandy Teagle, Kim Stewart, Anitha Mendonca, Syed Muqthar, and Samantha Kyle-Little



Business Tips

Get a handful of useful Windows Vista configuration tips and tricks

As you probably know by now, Microsoft Windows 7 is just around the corner with its scheduled release date of October 22, 2009. However, not everyone is going to jump on the Windows 7 bandwagon when it first arrives, and many of you who made the move to Vista will stick with it for a while. Chances are good that you are still on the lookout for some handy tips and tricks to help you get the most out of the operating system. [Read more...](#)

Your future in 5 easy steps: *Wired* guide to personal scenario planning

We live in uncertain times. Swine flu rages. Nukes proliferate. Bailouts beget bailouts. Heaven forbid you should have to make a big decision amid such turbulence. Thinking about a career change? Moving to a new city? Paying for a child's education? Having a hard time deciding what to do? See this simple guide in *Wired* magazine. [Read more...](#)

The crowd is wise (when it's focused)

Few concepts in business have been as popular and appealing in recent years as the emerging discipline of "open innovation." It is variously described as crowdsourcing, the wisdom of crowds, collective intelligence and peer production. This New York Times article looks at when it works and why. [Read more...](#)



What's Emerging

Kicking reality up a notch

A New York Times story on how augmented reality is being used on mobile phones and other mobile devices to create information and additional animation on the view that you can see. It is being used for new games and also information for tourists, advertisers, etc. [Read more...](#)

Artificial knees made to order

A start up company uses medical imaging and rapid prototyping to create customized knee implants. [Read more...](#)

Driverless cars

San Francisco industrial designers Mike + Maaiké have proposed a self-driving electric passenger vehicle that they claim heralds "the end of driving". [Read more...](#)

How Google fuels its idea factory

Many companies, says Chief Executive Eric Schmidt, can skirt downturns entirely by coming up with innovations that change the game in their industries-or create new ones. This post is about an article that is three months old and it is interesting to look at it in the light of developments since it was published. [Read more...](#)

When more grain equals fewer nutrients

Since the Green Revolution of the 1960s, the world has produced a lot more grain-but there may be a lot less in it, a unique experiment in the United Kingdom has revealed. [Read more...](#)

Projector stops screen squint

Here's a projector you can take to bed with you.. [Read more...](#)

So long, snail shells

Mail volume expected to decline; U.S. postal service adapts by pulling collection boxes. [Read more...](#)

Wal-Mart to suppliers: You will be sustainable and transparent - now

Wal-Mart Stores Inc., the largest food retailer in the United States announced July 16 a new sustainability program that will require all Wal-Mart suppliers, to meet a set of sustainability and transparency standards that Wal-Mart says will improve product quality, stimulate innovation, reduce the environmental impact of manufacturing, and institute greater transparency in the manufacturing, distribution and retailing chain. [Read more... \(Requires free registration\)](#)

Evolution could explain cancer-relapse mystery

Evolution may explain why treated tumours sometimes spread more aggressively than untreated ones. [Read more...](#)

CellScope turns mobile phones into cheap medical microscopes

With the CellScope it is possible for a doctor in the middle of nowhere to screen for infectious diseases, such as tuberculosis, by using the mobile phone for its processing power and camera and cheap LEDs for the lighting on the phone attachment. [Read more...](#)

A long way to go

The global recession is coming to an end, but the ingredients of a lasting recovery are still missing. [Read more...](#)

Design meets disability

How art can help science augment the body, from hearing aids to prosthetic limbs. [Read more...](#)

Temporary spaces and creative infill

Two businesses, each with unique menu and ambience, share one restaurant. My question: why don't relationships like this form more often? [Read more...](#)

Belgian city first in world to go vegetarian

The Belgian city of Ghent has become the first in the world to go vegetarian at least once a week. [Read more...](#)

Software for sustainable business

Around the world, companies large and small are feeling pressure from socially responsible investors, conscious customers and government regulators to clean up their acts. The emerging sustainability software market

promises to help them understand how to do that, with new tools that can help turn sustainability from a concept into a well-defined strategy. [Read more...](#)

Carbon emissions cheating Australia's next criminal underbelly

Forget drugs, extortion or prostitution. If the makers of the Underbelly TV series are looking for new worlds of organised crime, they need look no further than Prime Minister Kevin Rudd's policy to cut greenhouse gas emissions. [Read more...](#)

Half price for heroes

Innovative sponsoring/helping the community - Give 8 hours of community service and get a complimentary night stay or 50% discount on hotel rooms at all 53 Sage hotels. [Read more...](#)

More links

We have many more links than we can fit in the newsletter - this month's 'Additional Links' are available on our [website](#).



What We Are Writing About

Book review - The Next 100 Years: A Forecast for the 21st Century by George Friedman

It always bemuses me that someone can have the chutzpah to forecast the next ten years let alone the next hundred years. The world is a complex place and when you include politics, technological change, and wars into the mix of your predictions it becomes more complex still. However this is just what George Friedman sets out to do and, despite my innate misgivings and views about forecasting and predictions, the book is valuable and eminently readable as long as we take the accompanying certainty with a grain of salt. [Read More...](#)