

*Extra links that we couldn't fit in this month's newsletter...*



## What's Emerging

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### **Why the Obama White House will have a new media department at its core**

If you are interested in the future of politics or thinking about how social networks on the web will affect business and brands then you have to read this to get a handle on the extent of how this was used in the election of Barack Obama. [Read more...](#)

### **Hubble captures images of rare mammoth stars**

The Hubble Space Telescope has revealed two of the most massive stars in our galaxy as never before. Located 7,500 light years away from Earth in the Carina Nebula, these stars are rare ultra-hot, super-bright stars that emit primarily ultraviolet radiation, that gives them a blue hue. [Read more...](#)

### **Born to run? Little ones get test for sports gene**

When Donna Campiglia learned recently that a genetic test might be able to determine which sports suit the talents of her 2 ½-year-old son, Noah, she instantly said, Where can I get it and how much does it cost? [Read more...](#)

### **Making an old brain young**

Scientists are developing new ways to manipulate the brain's normal plasticity. [Read more...](#)

### **WebAlive: A virtual world that means business**

The campus with its tapered lawns, water fountains, and post-modern styled buildings, were typical of any professional campus. Only this wasn't just any campus. It was Nortel's virtual online campus in WebAlive, its new virtual world service. [Read more...](#)

### **Procter and Gamble swap employees!**

[Procter & Gamble Co.](#) is swapping employees with [Google Inc.](#) in a program to learn how each company targets and markets to consumers. [Read more...](#)

### **A whisper, perhaps, from the universe's dark side**

A concatenation of puzzling results from an alphabet soup of satellites and experiments has led a growing number of astronomers and physicists to suspect that they are getting signals from a shadow universe of dark matter that makes up a quarter of creation but has eluded direct detection until now. Maybe. [Read more...](#)