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## Extra Links July 2010

### Welcome to the extra links of July edition of What's Emerging

Welcome to the extra links of end of July What's Emerging edition. We hope that you all survived the end of financial year rush and are now powering ahead. In the next four weeks Paul is presenting to the Principals Association Conference in Qld, The Big Conversation in Echuca, and the Aquatics and Recreation Conference in Melbourne. Keep an eye on our website for the details and the presentations will be up on the site after we have made them.

Cheers

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

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### What we are writing about

Due to the fact that Paul has been on holidays and Sandy is still away on maternity leave (although she is doing one project from home) we do not have an article or book review for this newsletter.

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### Business Tips

Our business tips are in our main newsletter please click [here](#).

### What's Emerging

U.K. scientists demo bulletproof liquid armor

It's not sci-fi, it's real, and a team of U.K. scientists have proven it has a future in protecting soldiers from incoming rounds or shrapnel. [Read More...](#)

A flu vaccine without the needle

A new technology delivers a vaccine in a painless, biodegradable skin patch. [Read More...](#)

How to maximize pay-what-you-wish pricing

Pay-what-you-wish pricing schemes have now been employed by everyone from musicians and restaurateurs to entrepreneurs. But new research suggests that the true path to maximizing profits is to combine pay-what-you-wish pricing with an appeal to charity. [Read More...](#)

Security worries limit iPad's appeal to business

The Apple iPad's infiltration into the corporate world could still be a few years off as security

concerns scare away big business. [Read More...](#)

## New study finds Australia's outback to be a significant 'Carbon Bank'

A new study commissioned by The Nature Conservancy and the Pew Environment Group found that Australia's vast Outback stores 9.7 billion tons of carbon, and if better managed, the area could store even greater levels that would help the country meet its greenhouse gas reduction targets. [Read More...](#)

## Innovation: Google may know your desires before you do

Amit Singhal, one of Google's veteran search algorithm engineers, wants to develop a search engine that second-guesses users' needs well ahead of time. [Read More...](#)

## New rollable solar panels make roof installations a snap!

Rather than using expensive glass and aluminium frames, these units can be literally rolled directly onto metal or flat roofs — thus saving money in materials, time and the extra engineering and upgrades a traditional rack would take. [Read More...](#)

## Human trials next for Darpa's mind-controlled artificial arm

Pentagon-backed scientists are getting ready to test thought-controlled prosthetic arms on human subjects, by rewiring their brains to fully integrate the artificial limbs. [Read More...](#)

## Energy crops growing on seawater

Energy crop company Ceres, Inc. announced today that it has developed a plant trait that could bring new life to millions of acres of abandoned or marginal cropland damaged by salts. Results in several crops, including switchgrass, have shown levels of salt tolerance not seen before. [Read More...](#)

## EcoMotors revs its engine with \$23.5 million series B funding from Bill Gates and Khosla Ventures

This innovative design configuration eliminates the cylinder-head and valve-train components of conventional engines, offering an efficient, compact and simple core engine structure. [Read More...](#)

## Ex-Googlers launch "Newspaper of the Future"

Delivering news digitally in a personalized manner is a nut many a startup – as well as many established Internet companies and publishers – are desperately trying to crack. A newly-founded Palo Alto startup called Hawthorne Labs is one of them. [Read More...](#)

## U.S. venture capital industry expected to shrink while emerging markets grow: Deloitte, NVCA study

Challenged IPO Market & Unfavorable Political Climate Dampens Historical Strength Despite Vibrant Entrepreneurial Culture. [Read More...](#)

## Send the network out

Established firms are now doing what they should be doing: weaving dozens, if not hundreds, of alliances and partnerships; seeking out as many networks of affiliation and common cause as possible, sharing the risk by making a web. Post on Business Strategy in the modern networked world by Kevin Kelly – well worth reading and thinking about. [Read More...](#)

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