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# January 2011

## Welcome to the end of January edition of What's Emerging

We hope that those of you that have had a Christmas break are back in the swing of things. Our hearts go out to those that have been affected by the floods in Qld and Victoria here in Australia. Paul's farm was threatened for a few days and farms just 5km downstream were completely flooded out. Paradoxically the problem there now is fresh water because all of the flood waters are terribly contaminated. The scale of the water in a continent that has had 10 years of drought is almost unbelievable, from flash floods that washed away houses in the Toowoomba region, to what the ABC described in Victoria as a "vast moving inland sea 90 km long and 40km wide. You can see the scale of it in Victoria [HERE](#) and if you want to make a donation via the Red Cross go [HERE](#). While these floods have been terrible we must not forget that others have suffered greater problems, including Sri Lanka where a million people have been made homeless. The Red Cross Lists all their country by country sites [HERE](#) if you want to assist.

This month we are experimenting with a newsletter/newspaper system that takes twitter feeds and presents them in a newspaper format. The details are under the What Are We Writing About section. Take a look and tell us what you think.

We hope that you continue to find the newsletter interesting and valuable and would welcome any feedback.

Cheers

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

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## What we are writing about

This month we have started using Twitter as more of a source of our scanning material. In the newsletter you will see that where we have found items of interest from someone we follow on Twitter we have credited them as the source. In addition we have set up a system via [paper.li](#) which allows you to create a newspaper type format from what you see on Twitter and Facebook. We have used the system to set up a newspaper from our Twitter feed of interesting people that we follow. The way it works is not perfect but it does provide the feed in an easy to read format. Go [here](#) to see the latest edition (it creates a new one every 24 hours). If you follow us on Twitter already then you will automatically receive a tweet when the new version is created. If you are not on twitter or would rather receive an email update you can subscribe via email by clicking on the subscribe button. This will not replace our normal newsletter because it only consists of part of what we use to scan but we believe in giving our readers the choice of what they would like to see and how they would like to see it. Have a look and tell us what you think.

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## Business Tips

### Desk exercise instructions

A four minute video on exercises to do if you sit in front of a computer all day. [Read More...](#)

### Should employees be allowed to nap at work?

If a salesperson came knocking with a no-cost, scientifically proven way to help your employees be more productive, would you answer the door? If that person then told you to let your staff — and yourself — take a nap during business hours, would you send them packing?

[Read More...](#)

### Price Check by Amazon

Ever wondered if you were getting the best price on a product when you were out shopping? With Price Check by Amazon, you can use your iPhone to instantly compare prices with Amazon.com and its merchants while on-the-go. [Read More...](#)

### Good consultants, bad consultants

What separates the helpful ones from the deadweight? ***Paul Higgins: While this is from Computerworld and therefore focused on IT consultants it certainly applies more broadly and we try and live by the descriptions of the good consultants.*** [Read More...](#)

### 7 reasons you should never check email first thing in the morning

When it comes to email, ignorance is bliss. [Read More...](#)

### Great question from Umair Haque on the new calculus of competition

***Paul Higgins: In part a response to the fact that there were 20,000 new products on show at the recent Consumer Electronics Show Umair says about your product or service: "Does it make people lastingly happier, in a sustainable way, while being of enduring benefit to society? (Read: all the above, plus a healthy dose of what economists term "social usefulness", or residual value, that accrues and multiplies, over time, to towns, cities, communities, countries, polities.)"*** [Read More...](#)

## What's Emerging

### Four visions of city life in 2040

A group called Forum for the Future has partnered with companies like Vodafone and GM to consider what the future might imply for transportation and urban living, and they've created four conceptual videos exploring different ideas of how things might turn out. [Read More...](#)

### The wow factor of 3-D printing

For years, large manufacturers have relied on hulking, expensive 3-D printers to make prototype parts for airplanes, cars and machinery. Recently, though, a new crop of 3-D printers and services has arrived to make this type of technology affordable for consumers. And so a true 3-D printer craze has started to take hold of the techno-hobbyist clan. [Read More...](#)

### Hans Rosling's 200 countries, 200 years, 4 minutes - The joy of stats

Marvellous representation of the changes in wealth and life expectancy in all the countries of the world over the last 200 years. [Read More...](#)

### Is mobile affecting when we read?

Printed media used to allow us to read in the places we found most comfortable. When you imagine yourself reading the newspaper it's probably in your favorite chair, at the breakfast table, or at the cafe with an orange mocha frappuccino in your hand. [Read More...](#)

### In a tale that wags dog owners, they rent flocks for bored collies

Once upon a time, Americans got dogs for their sheep. Now they get sheep for their dogs. [Read More...](#)

### Groupon, gap deal: What was the true cost?

What is the "cost" of a group buying deal like Groupon? How does it compare to other marketing costs such as TV, radio, print ads, promotions or giveaways that your businesses incurs to get new customers, particularly ones that become loyal long-term relationships? For

our commentary go [here](#). [Read More...](#)

## The robot in the next cubicle

The new wave of robots for sale is aimed squarely at the office market. [Read More...](#)

iTunes has paid over \$2 billion to app developers and \$12 billion to record labels

The key assumptions are:

1. Average selling price per app \$0.29
2. Price per song \$.99 increasing to \$1.05 over time
3. Music gross margin 10%
4. App gross margin 30%

[Read More...](#)

## Volvo tests almost-autonomous 'Road Train'

The coffee-drinking driver of the Volvo S60 has his foot nowhere near the brake, and he isn't even steering with his knees. .... He's part of the world's first successful "road train," a setup in which cars are programmed to automatically follow professionally-driven lead cars to reduce accidents and congestion. [Read More...](#)

## Study claims 100 percent renewable energy possible by 2030

Mark Delucchi, one of the authors of the report, which was published in the journal Energy Policy, said the researchers had aimed to show enough renewable energy is available and could be harnessed to meet demand indefinitely by 2030. **Paul Higgins: Whether this is advisable or not is another matter. Surely a mix of energy sources will be more economically and environmentally stable as well as politically possible?** [Read More...](#)

## Kinect hacked to perform surgery

A group of graduate engineering students at the University of Washington are using Microsoft's device to guide the actions of surgical robots. [Read More...](#)

## Sir Ken Robinson sets us straight on what is wrong with education

In this amazing video, a master doodler does an amazing job of putting a picture to Robinson's words...almost like a live Prezi (12 minute video but well worth it if you are interested in education. [Read More...](#)

## Mammoth 'could be reborn in four years'

The woolly mammoth, extinct for thousands of years, could be brought back to life in as little as four years thanks to a breakthrough in cloning technology. [Read More...](#)

## Is it a bird? No, it's definitely a plane: Nasa unveils extraordinary ideas for the aircraft of 2025

They are the sort of striking images that wouldn't look out of place in a scene from a sci-fi movie. [Read More...](#)

## 2 billion people now surfing the net: UN

"At the beginning of the year 2000 there were only 500 million mobile subscriptions globally and 250 million Internet users," he said. "By the beginning of this year 2011 those numbers have mushroomed to over five billion mobile users and two billion subscribers to the Internet." [Read More...](#)

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## More Links

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

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