

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

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*Welcome to the end of month June edition of What's Emerging. Lots of links, a book review and our latest published article.*

*If you are looking for a challenging and engaging speaker for your next event check out our topic themes on our updated speaker services page [here](#).*

*Also keep an eye out for Paul on the game show Millionaire Hotseat. We're not allowed to tell you how he went but it should be on TV in the next couple of weeks.*

**Cheers**

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



## Business Tips

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### **The top five innovation killers**

Innovation has never been more important to companies as it is now. The recession is creating new needs and new forms of value are needed to fulfil them. Here are five factors that prevent successful innovation. [Read more...](#)

### **Pogue's productivity secrets revealed**

David Pogue is a columnist at the New York Times. "Dear David," wrote a reader recently. "When will you share your productivity tips with us? Not everyone can write five books a year, file two columns a week, churn out a daily blog, speak 40 times a year and film a video every Thursday. What are your secrets?" Here is his reply. [Read more...](#)

### **Rescue time**

With no data entry RescueTime monitors application and web site use. The personal version is free and tracks where you are spending your computer time. [Read more...](#)

### **Double-click tricks in excel?**

Most of us think of mastering formulas, learning macros and being super good with charts when we think of being productive with spreadsheets. But often learning simple stuff like keyboard shortcuts can be a huge productivity booster for us. This post shows 7 very cool and effective double click tricks in excel. [Read more...](#)



## What's Emerging

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### **Morgan Stanley's matrix: An app from the future**

Matrix lets users combine their own uploaded data in CSV format with historical data compiled by Morgan Stanley. Sharp looking data visualization options are baked in to help with decision making. [Read more...](#)

### **Inflatable tower could climb to the edge of space**

A giant inflatable tower could carry people to the edge of space without the need for a rocket, and could be completed much sooner than a cable-based space elevator, its proponents claim. [Read more...](#)

### **Revenue at craigslist is said to top \$100 million**

As the newspaper industry and its classified advertising business wither, one company appears to be doing extraordinarily well: Craigslist. The Internet classified ads company is projected to bring in more than \$100 million in revenue this year. [Read more...](#)

### **Eight ways that cloud computing will change business**

Cloud computing holds the potential to dramatically change the businesses that adopt it, even if the technologies are only used internally. While these possibilities are only now starting to become clear, we can get a decent sense of these now. [Read more...](#)

### **Nokia developing technology to charge phones from ambient radio waves?**

Imagine never having to charge your cellphone ever again. It's not sci-fi, but is reality as the research team at Nokia is working on a way to keep your cellphone's battery topped off. A member of the Nokia Research Centre in Cambridge, Markku Rouvala, says his team is working on a way to collect up to 50 milliwatts of power from the electromagnetic waves. [Read more...](#)

### **Hanging tough**

When things get tough many companies and organisations cut back on spending and on looking at new strategies. This article shows that many major moves occur during the tough times and now is the time to be looking forward. For instance:

**"During the 1990-91 recessions, according to a Bain & Company study, twice as many companies leaped from the bottom of their industries to the top as did so in the years before and after."**

Article link sent to us by [Alan Weiss](#). [Read more...](#)

### **On the go and in the know: Comscore reports mobile audience for local content grows 51 percent vs. year ago**

The mobile browser is the leading access method for seeking local information, with 20.7 million users in March 2009, up 34 percent versus year ago. However, the strongest growth in the category is coming from downloaded applications, which grew 83 percent versus year ago. [Read more...](#)

### **Mining "ice that burns"**

Newly discovered methane hydrate reserves deep in the ocean show promise for mining. [Read more...](#)

### **Can burning excess fat be as easy as exhaling?**

That's the finding of a provocative new study by researchers at the University of California, Los Angeles (UCLA), who transplanted a fat-burning pathway used by bacteria and plants into mice. [Read more...](#)

### **Why things become unpopular**

"Why is everybody suddenly wearing those new sandals and listening to that new band? It's so trendy!" A recent study has investigated this sentiment in order to understand why some cultural products and styles die out faster than others. [Read more...](#)

### **Charitable giving declines, a new report finds**

Charitable giving fell last year by the largest percentage in five decades, according to a new study by the Giving USA Foundation. [Read more...](#)

### **Sustainability: More capitalist than Jack Welch?**

An interesting post on Corporate Social Responsibility approaches and economic issues following a published report from Jack Welch. [Read more...](#)

### **Video: WWDC 2009: Zipcar launches app for iPhone**

Another product demonstrating the ability of mobile platforms to strip away barriers to action. Really cool. [Read](#)

[more...](#)

### **Run my errand**

Another example of the internet providing connections between people to cut out the middle man and provide transparency. [Read more...](#)

### **OECD-FAO agricultural outlook 2009-2018**

World reference prices for many commodities nearly doubled over the period 2007-2008 but fell sharply from their record highs. However, prices are expected to strengthen with economic recovery over the medium term. [Read more...](#)

### **Humans prefer cockiness to expertise**

Ever wondered why the pundits who failed to predict the current economic crisis are still being paid for their opinions? It's a consequence of the way human psychology works in a free market, according to a study of how people's self-confidence affects the way others respond to their advice. [Read more...](#)

### **Neighbourhood Fruit**

Neighbourhood Fruit helps you find backyard fruit and share your bounty with your neighbours. They believe that cities resplendent with edibles are better places to live, and sharing with neighbours is a great way to get there. Through their mediated online platform, you can find fruit in any quantity you want. [Read more...](#)

### **Mapping a better world**

Interest groups around the world are using mapping tools and internet-based information sources to campaign for change. [Read more...](#)

### **Rising ocean temperatures near worst-case predictions**

The ocean is warming about 50 per cent faster than reported two years ago, according to an update of the latest climate science. In the case of sea-level rise, it is happening at an even greater rate than projected. [Read more...](#)

### **As blogs are censored, it's kittens to the rescue**

To censor the Internet painlessly, undetectably, is the dream that keeps repressive governments up late at their mainframe computers. There is a battle raging online to keep Iran connected to the world digitally, and thus connected to the world. [Read more...](#)

### **Dell's Twitter outlet generates millions in revenue**

As Twitter continues to grow and companies tap into it as a means of sharing their news, engaging with customers or promoting their products, others are looking for ways to turn tweets into dollars. Dell, it seems, has found one. [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

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### **Article - Small is Beautiful in the Internet Future**

Our article, published in The Age 16 June 2009, looks at the impact that internet technology and social networking will have on major franchises like McDonalds and Starbucks existing value propositions and potential benefits for local small businesses in terms of attracting customers. [Read More...](#)

### **Book review - Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time, by Jackie Fenn and Mark Raskino**

As futurists we are confronted all the time by what I would call techno-optimism. When working on biofuels

strategy for the grains industry it was apparent that futurists had been saying every year for the last 25 years that cellulosic (biomass) ethanol would be commercially viable in five years time. Following a recent keynote conference presentation where I talked about the coming wave of genetically targeted medicine I was approached afterwards by a gentleman suffering from the early stages of Huntington's disease who had a similar story to tell – of promises of advances only five years away and he commented that five years seemed to be a common thread. This reminded me that when talking about the future we have a duty not only to be responsible from a commercial point of view but also because of the affects it can have on people's lives, hopes and dreams.

Now I would be the last person to suggest that we are ever going to get those things right every time but this book provides a useful framework for looking at the issues of the development and adoption of new technologies and then looks at that framework from different perspectives depending on whether you are an early adopter, a fast follower, a conservative organisation, etc. [Read More...](#)