

*Welcome to the end of month March edition of What's Emerging. As our competition in the mid-month newsletter drew no entries we have no winners to announce - perhaps customer innovation is not so appealing in our laid-back culture? This edition is full of the usual suspects - enjoy.*

**Cheers**

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



## Business Tips

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### **Best cartoon on correlation versus causation**

We are always talking to people about the difference between causation and correlation. Just because something is correlated with (i.e. moves in concert with) something does not mean that it causes the effect. I saw this cartoon on the Freakonomics blog at the New York Times and just loved it although it took me a few seconds to get it but maybe I am just slow. Thought it was a useful business tip because sometimes that 'aha' moment is more important than huge amounts of information. [Read more...](#)

### **76 keyboard shortcuts for moving faster in Windows Vista**

Microsoft has provided a huge number of keyboard shortcuts to make interaction with Windows Vista easier for those who would rather rely on the keyboard than the mouse. Scott Lowe put together this list of the most useful Vista shortcuts, organized according to where you can use them: on the Vista desktop, in Windows Explorer, in the Vista Sidebar, in dialog boxes, and in Vista Help. [Read more...](#)

### **An illness that should not be hidden**

This is a brave editorial piece on a personal battle with depression that Maria Katsonis has published in The Age a couple of weeks ago. I worked with Maria on a project for [Leadership Victoria](#) and was enormously impressed by her willingness to share her experience in order to help remove the stigma of depression so I thought I would put the link here. [Read more...](#)

### **Skype goes enterprise: It's about time**

Skype on Monday announced a beta that will allow it to connect to corporate telephone networks across the globe. [Read more...](#)



## What's Emerging

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### **The rising power of social media as a traffic driver**

Links are the currency of the web and traffic is money so these are important trends for everyone who does business on the web. [Read more...](#)

### **A world transformed: What are the top 30 innovations of the last 30 years?**

*Nightly Business Report*, the Emmy Award-winning PBS business program, partnered with Knowledge@Wharton to create a list of the "Top 30 Innovations of the Last 30 Years." [Read more...](#)

### **Old school intertubes**

An interesting blog on the development of the telegraph system and its effect on society as a parallel to the Internet. [Read more...](#)

### **CityRail puts brakes on iPhone timetable app**

RailCorp is threatening a Sydney man with legal action after he created an iPhone application that allows people to monitor timetables for Sydney trains and ferries. Crazy. [Read more...](#)

### **E-traction - The wheel**

A self-propelled electrically powered wheel, operating at more than 90% energy efficiency, with optional 180° electric or mechanical steering including suspension, ride-height control and shock dampening, delivers up to 15,000 Nm of direct drive traction at the only place where it matters,.....at the wheel. [Read more...](#)

### **Skype handles more international calls than AT&T**

Skype has become the world's single largest provider of international calls, surpassing even incumbent telcos like AT&T. Unfortunately for the company, few of these calls generate any revenue, and corporate parent eBay grows impatient. [Read more...](#)

### **World trade to contract by 9pc: WTO**

The collapse in global demand brought on by the biggest economic downturn in decades will drive exports down by roughly 9pc in volume terms in 2009, the biggest such contraction since the Second World War. [Read more...](#)

### **Gartner says prices of services in outsourcing to decline by 5 Percent to 20 Percent through 2010**

Prices of IT services in outsourcing are anticipated to shrink by 5 percent to 20 percent during 2009 and 2010, according to Gartner, Inc. Analysts said IT outsourcing prices are likely to decrease during the next two years due to the uncertain economic climate, IT budget constraints and general market consciousness. [Read more...](#)

### **Trends in mobile devices: What's driving use in 2009?**

The cell phone is the most coveted global mobile device: roughly 50 percent of the world's population now owns one, versus just 12 percent in 2000. John Markoff, in *The New York Times*, says that these devices are changing how we think about information. [Read more...](#)

### **Number of people accessing news and information on their mobile device more than doubles in a year**

comScore, Inc., a leader in measuring the digital world, today reported that the number of people using their mobile device to access news and information on the Internet more than doubled from January 2008 to January 2009. Among the audience of 63.2 million people who accessed news and information on their mobile devices in January 2009, 22.4 million (35 percent) did so daily; more than double the size of the audience last year. [Read more...](#)

### **Wolfram Alpha: 'A new paradigm for using computers and the web'**

Another week another Google killer. Last week, it was Twitter as Google killer. This week it's Wolfram Alpha. The difference with Wolfram Alpha is that it may actually live up to the billing. This computational knowledge engine for the Web means that you can ask it factual questions and it computes answers for you. It doesn't simply return documents that (might) contain the answers, like Google does. [Read more...](#)

### **Self-healing car coating repairs scratches**

The next time your car is keyed, park it under a ray of sunshine. If your car is coated in a new polyurethane film developed by scientists from the University of Southern Mississippi, the scratch will be gone in an hour. [Read more...](#)

### **China's leader says he is 'worried' over U.S. treasuries**

The Chinese premier Wen Jiabao expressed concern about the safety of China's \$1 trillion investment in American government debt, the world's largest such holding, and urged the Obama administration to provide assurances that its investment would keep its value in the face of a global financial crisis. [Read more...](#)

### **How the crash will reshape America**

On the other side of the current financial crisis, America's economic landscape will look very different than it does today. What fate will the coming years hold for New York, Charlotte, Detroit, Las Vegas? Will the suburbs be ineffably changed? Which cities and regions can come back strong? And which will never come back at all? [Read more...](#)

### **As cities go from two papers to one, talk of zero**

Some economists and newspaper executives say it is only a matter of time - and probably not much time at that - before some major American city is left with no prominent local newspaper at all. [Read more...](#)

### **Unveiling the "Sixth Sense," game-changing wearable tech**

Using off the shelf technology this TED video shows a "Minority Report" type technology system. Everyone we have showed this to has just marvelled at it - watch the video. [Read more...](#)

### **Why depleted soils are making us sick**

Depleted soils and increased use of chemicals have left the modern human being ingesting fewer nutrients and more toxins, according to Dr Carole Hungerford, who asks, 'is farming making us sick'? [Read more...](#)

### **CleanTech: Mixing it up to harness water's power**

Anyone who's considered the power requirements for a seawater desalination plant knows it takes a lot of energy to get salt out of water. A lesser-known fact is that energy is actually produced when freshwater mixes with the salty ocean. Now a team in The Netherlands is working to harness this energy, with the potential to generate huge amounts of power wherever large rivers meet the sea. [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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## Book review - Here Comes Everybody: The power of organizing without organizations by Clay Shirky

Clay Shirky is a well regarded commentator on the Internet and its effects on society. His basic premise in this book is that the need to manage and organise people is a significant transaction cost that limits what organisations will or will not do. In other words, organisations generally will not carry out activities where the transaction costs are higher than the value created.

He then goes on to state that the effect of the Internet, and the modern tools that are available on it, is to significantly lower those transaction costs and in some circumstances make them effectively zero. This means that activities that involve the organisation of people, which previously would not have been undertaken, are now not only possible but a huge amount of human energy has also been unleashed because of the change.

It is my view that we are only at the early stages of the changes the Internet will wreak on society. [Read More...](#)