

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

www.emergentfutures.com

Welcome to the end of March edition of What's Emerging. This month we have revamped the setup and appearance of our Tumblelog that contains all of the links in our newsletter plus all the extra links that won't fit in to the newsletter. Please have a look at the site at www.emergentfutures.tumblr.com and tell us what you think. We also have a book review of the fascinating story of the people who bet against the sub-prime mortgage market and won. We regard it as compulsory reading for anyone interested in investing or their super fund. We hope that you enjoy the newsletter and you all have a safe and happy Easter break.

On a personal note Sandy is going to be going on maternity leave at the end of March so she can have her first baby!!! All of us here wish her all the best for what is a very exciting time in her life and the life of her husband Simon. Sandy will be taking a complete break until the end of July and then will be back on a very part time basis from August onwards, gradually increasing her work commitments with us as she is able to.

Cheers

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



Business Tips

Cheapskate freelancer

This website has lots of free and low cost tools that can help your business. [Read more...](#)

Tricks to keep your device's battery going and going

If you're a recent convert to smartphones, you're probably still discovering all the amazing things that your new BlackBerry, Android phone or iPhone can do. But the more you do, the shorter your phone's battery lasts. Here are some tips from the New York Times about how to extend battery life. [Read more...](#)

Seven alternatives to the Apple iPad

Before you hand over Apple your credit card and pre-order the iPad, you may want to check out the other touchscreen options available now and in the near future. The iPad isn't the only game in town. [Read more...](#)

The definitive guide to keeping your PC up to date

Keeping your computer—including its operating system and all the installed third-party software—up to date is extremely important, but it needn't be a hassle or inconvenience. Here's a look at three tools you can use regularly to keep your system current. **Paul Higgins: I installed and used FileHippo and it immediately found updates to several programs I thought were up to date – very useful** [Read more...](#)



What's Emerging

Ten innovations that will transform medicine

From checklists to surgical robots, new approaches to health care are making their way into practice—with some

stunning results—though for many the jury is still out. [Read more...](#)

Movies on your iPhone? Apple buys several projector-related patents

The latest projector-related patent seems to describe a few different types of projection systems, including one in which a projector could be shared simultaneously by several devices over a wireless network. [Read more...](#)

Gary Lauder's new traffic sign: Take turns

A TED video with an interesting concept for road signs but also some interesting calculations on the cost of Stop Signs and Traffic Lights.. [Read more...](#)

A vision for personalized medicine

Genomics pioneer Leroy Hood says a coming revolution in medicine will bring enormous new opportunities. [Read more...](#)

Who will rehabilitate the nation's aging water infrastructure? Robots, of course

Led by civil & environmental engineering professor Maria Feng, the team is working to build a prototype robot that could repair and retrofit aging water pipes by applying a tough reinforcement material around their interiors, instead of excavating the pipes to replace them. [Read more...](#)

Airline Twitter promotion attracts huge crowds

NEW YORK--It was apparently one step short of a cattle stampede when low-cost airline JetBlue used its Twitter account to announce that as part of its 10th anniversary celebration it would be giving out about a thousand free round-trip tickets at three undisclosed locations in Manhattan on Wednesday. [Read more...](#)

China's oil demand increase 'astonishing', says IEA

China's demand for oil jumped by an "astonishing" 28% in January compared with the same month a year earlier, the International Energy Agency. [Read more...](#)

10 Ideas for the next 10 years

A thinker's guide to the most important trends of the new decade. Thanks to @nzchook. [Read more...](#)

Junk bond avalanche looms for credit markets

2012 is the beginning of a three-year period in which more than \$700 billion in risky, high-yield corporate debt begins to come due, an extraordinary surge that some analysts fear could overload the debt markets. [Read more...](#)

25% emissions cut at \$4 a week 'possible'

ClimateWorks Australia, a partnership between Monash University and the philanthropic Myer Foundation, examined the size and cost of potential emissions cuts in 54 areas. It found nearly a third of the cuts would save the community money, largely through improved energy efficiency in commercial buildings, industry and transport. [Read more...](#)

Future of...parking

The meter gets a makeover. How advances in technology will make parking and decision making easier. [Read more...](#)

Metal nano-particles suspend human cells in magnetic scaffolding for easy organ manufacturing

By injecting cells with a metallic gel, the researchers have succeeded in suspending cultured cells in a three-dimensional magnetic field. With this magnetic scaffolding, organs can be grown in the right shape, and with no foreign material. [Read more...](#)

Sizing up the global apps market

The overall mobile apps downloads are expected to increase from over 7 billion in 2009 to almost 50 billion by 2012 growing at the rate of 92%. [Read more...](#)

Advertising expenditures dropped 12.3% in 2009, but digital grew 7.3%

Total advertising expenditures fell 12.3% last year to \$125.3 billion as compared to 2008, according to data

released today by Kantar Media. However, Q4 2009 ad spending was off 6% against the year ago period, with nearly all media improving upon their January-September performance. [Read more...](#)

How socially responsible investors view companies in 2010

In the wake of a recovering economy and stock market, how are socially responsible investors viewing your company? Portfolio 21, a 10-year-old mutual fund investing in green companies around the world, recently offered 10 guidelines for investing in 2010. [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

Book Review – The Big Short – Inside the Doomsday Machine by Michael Lewis

I have been a big fan of Michael Lewis' writing for a long time because of his ability to bring complex subjects to the page and make them readable and comprehensible. In this book Michael sets out to tell the story of what happened during the Global Financial Crisis, and in particular the sub-prime mortgage market, from a different perspective. That perspective is from the point of view of a group of individuals who for different reasons took out financial bets against the success of sub-prime mortgage bonds. The book works because of this perspective. It humanises the story and tells the story in a way that is understandable and believable. [Read More...](#)