

We help you think about the future so you can act today ...

# What's Emerging?

The latest news and information ...

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## Mid February 2011

### Welcome to the middle of February edition of What's Emerging

Everyone should be back in the swing of things and certainly the inquiries for our work have rapidly escalated in the last two weeks. We have a number of interesting strategy, workshop and presentation projects now in place for the next 3 months along with a number of published articles that are in the pipeline. Stay tuned on the website and via the newsletter and as always we will share as much as we can with you. Our writing section is a little different this month . We have decided to put more insight pieces and commentary on the blog as and, as detailed below if you are interested you can follow the posts as they go up on our blog.

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

We have a number of stories and presentations in preparation including a commentary on social media for regional Australia, a presentation on the future of education technology, an article on innovation in regional Australia, and an article of the future media landscape. They are all in draft form and we cannot share them with you here until they are published. However we have commenced putting more commentary and opinion into our blog posts as a policy to provide more value to our followers. Here is a selection of some of them. If you want to read more of these then follow us on Twitter or sign up via RSS for the blog by going to our [home page](#).

### Sleep selectively stores useful memories

After a good night's sleep, people remember information better when they know it will be useful in the future, according to a new study in the Feb. 2 issue of The Journal of Neuroscience. The findings suggest that the brain evaluates memories during sleep and preferentially retains the ones that are most relevant. For our commentary go to the post on our [blog](#). [Read More...](#)

### How flexible car sharing messes with your brain

Different business models can result in you adapting your thinking but also encounter resistance in your thinking. Here is Paul's comment on the flexible car share system he is using in Melbourne and how those around him have reacted to him not owning a car. [Read More...](#)

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## Business Tips

Excerpt from Thomas Friedman piece in the New York Times:

I'm meeting a retired Israeli general at a Tel Aviv hotel. As I take my seat, he begins the conversation with: "Well, everything we thought for the last 30 years is no longer relevant."

**Paul Higgins: What are you assuming about your organisation or your life that if changed would completely alter the situation. How closely are you really assessing that? This is an essential part of strategic and foresight thinking. Full story at the New York Times.** [Read More...](#)

Sharing secrets to innovate more profitably

Offering your best ideas to others may sound like bad business. But it's better than keeping them under wraps, explains Henry Chesbrough, the father of open innovation. [Read More...](#)


Too creative to be a leader? Really?

"Mui concludes that the bias against creative persons for leadership positions in traditional management is deep-seated."

Given that the future of most organizations depends on creativity, this finding offers further compelling evidence why traditional management must be reinvented and imperial management structures replaced. [Read More...](#)

The selective flux of innovation

The selective flux of innovation permeates the network economy the way efficiency permeated the industrial economy. When management gurus drone on about the imperative of innovation, they are right. Firms still need excellence, quality of service, reorganization, and real time, but nothing quite embodies the ultimate long-term task in this new economy as the tornado of innovation. [Read More...](#)

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## What's Emerging

Oskar van Deventer produces his 17x17x17 and breaks unofficial World Record!!

Renowned puzzle designer and long-time Shapeways community member Oskar van Deventer has seen his ambitious 17x17x17 rubiks cube go from a wild idea to a real-life 3D printed puzzle. [Read More...](#)

Amazon.com touts more e-book sales than paperbacks

Third-gen Kindle sold millions in fourth quarter, CEO Bezos says. [Read More...](#)

Crowd funding investment for social enterprises

Due to launch in February 2011, 33needs operates in much the same way that Kickstarter does for the creative community, but instead turns the focus entirely on social enterprises — allowing ordinary people to invest, make a social impact, and earn a return. [Read More...](#)

An even smaller pocket projector

Researchers in Germany have developed the world's thinnest "pico" video projector. The prototype device contains an array of carefully shaped microlenses, each with its own miniature liquid-crystal display (LCD). The device is just six millimeters thick, but it produces images that are 10 times brighter than would normally be possible with such a small device. [Read More...](#)

Science's 8 greatest unsolved mysteries: Progress report

In the year 2000, Popular Mechanics asked how eight of the most profound questions in science might (optimistically) be answered before the dawn of the 22nd century. So where are we now, a decade later? [Read More...](#)

Today show in January 1994: What is the internet?

Sometimes it is easy to forget how recent the internet became generally publicly available because of how intertwined it has become with our daily lives. This video of the Today show in 1994 reminds us how little we knew in 1994. [Read More...](#)

Mideast turmoil: A forecast compilation

This is a roundup of some of the fast-accumulating forecasts for Egypt and the Middle East,

particularly those taking a longer view. [Read More...](#)

## Harvard grads turn gym business model on its head

Gym-Pact offers what Zhang calls motivational fees — customers agree to pay more if they miss their scheduled workouts, literally buying into a financial penalty if they don't stick to their fitness plans. The concept arose from Zhang's behavioural economics class at Harvard, where professor Sendhil Mullainathan taught that people are more motivated by immediate consequences than by future possibilities. [Read More...](#)

## A new model for film music

In an unconventional deal that may promise a revival in film music, the Cutting Edge Group, based in London, and its chief executive, Philip Moross, effectively bought the musical portion of "The King's Speech" months ago. [Read More...](#)

## China's role as 'world's factory' coming to an end

China's economy is at a significant crossroads as it enters 2011, with wages rising rapidly and the labor force, particularly of migrant laborers, starting to shrink. The shift is causing many to predict the end of the country's status as the world's shop floor. [Read More...](#)

## Global food and farming futures

The Foresight project Global Food and Farming Futures final report and executive summary provide an overview of the evidence and discuss the challenges and choices for policy makers and others whose interests relate to all aspects of the global food system. [Read More...](#)

## Some 43 million use food stamps

In both Washington, D.C. and Mississippi more than a fifth of residents received food stamps — the highest reciprocity rates of any state. [Read More...](#)

## Magical mycelium moulds

Growing Car Parts From Mushrooms Could Become Commonplace. [Read More...](#)

## Brain's 'constant gardener' discovered

Just as gardeners prune unwanted growths from flowers, the brain has its own molecular secateurs for trimming back unwanted connections. Now we know what's doing the pruning. [Read More...](#)

## Ford explores car-to-car WiFi for organized traffic

At the Washington Auto Show, leading car manufacturer Ford unveiled a new range of specialized car-to-car WiFi networks intended to allow cars to automatically negotiate following distances and lane-changes in an effort to avoid potential traffic hazards. [Read More...](#)

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