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**Welcome to the mid-month January edition of What's Emerging. Plenty of diverse links and some handy business tips to get you going for 2010.**

**Cheers**

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



## Business Tips

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### **Brainstorming works best in less specialized efforts, study finds**

Applying brainstorming techniques to new product development works best when the collaboration employs participants from varied specialties gathering to develop a less complex product, according to the Management Insights feature in the current issue of Management Science. [Read more...](#)

### **Testimonial: Rice resurrects even the most soaked of gadgets**

One Lifehacker reader saved his phone after an astounding 30 minute soak by sending in to the dry-rice spa. [Read more...](#)

### **Readability**

Readability is a simple tool that makes reading on the web more enjoyable by removing the clutter around what you are reading. You just pre-set your requirements and then click on the button when you want to read a website without the clutter of ads and other peripheral stuff. [Read more...](#)

### **Evernote makes its official debut in the Android market**

After a few months of beta releases, the all-inclusive note-taking service Evernote has launched a release version of its app for Android phones, making it very easy to snap pictures, jot notes, or record audio notes for yourself. **Paul Higgins: We use the computer version for note taking and clipping. Will be checking this out as soon as I can get the Android SmartPhone I want in Australia.** [Read more...](#)

### **How do I automatically shut down my computer at a certain time?**

Not shutting down your computer at night can be a huge energy drain. Over the course of several weeks and months it can have a significant impact on your electricity bill. You've got lots of options for making sure your machine shuts down at night, even if you've already gone to bed. [Read more...](#)



## What's Emerging

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**The do-it-yourself economy**

In case you haven't noticed, the U.S. economy today is actually being hit by two tsunamis at once: The Great Recession and the Great Inflection. ***Paul Higgins: Great Post by Thomas Friedman in the New York Times about the use of tools and systems over the internet dramatically reducing costs.*** [Read more...](#)

### **50 reasons why global warming isn't natural**

A British newspaper today published a list of "100 reasons why global warming is natural". Here in a blog from New Scientist they take a quick look at the first 50 of their claims - and debunk each one. [Read more...](#)

### **Don't promote your best people**

We've all heard about the Peter Principle, based on the notion that people are promoted in the workplace until they reach their level of incompetence. Now a group of Italian scientists have come up with a new theory—that was rewarded by the New York Times as one of the most noteworthy ideas of the past year. [Read more...](#)

### **See that funny 2D barcode in the store window? It might pull up a Google listing**

What if every store had a bar-code sticker on its window so that you could pull out your iPhone, wave it in front of the bar code and get all sorts of information about that business—the telephone number, photos, customer reviews? You are now able to do that at up to 190,000 local businesses throughout the U.S. [Read more...](#)

### **Pentagon: Zombie pigs first, then hibernating soldiers**

Around half of U.S. troop fatalities are caused by blood loss from battlefield injuries. Now, with another 30,000 troops deploying to Afghanistan, the Pentagon is pushing for medical advances that can save more lives during combat. The Defense Department's latest research idea: Stop bleeding injuries by turning pigs into the semi-dead. If it works out, we humans could be the next ones to be zombified. [Read more...](#)

### **Elizabeth Gilbert on nurturing creativity**

Great video from TED – Elizabeth Gilbert on nurturing creativity. Some great thinking on assumptions and embedded myths about being a creative person delivered in an engaging and captivating way. [Read more...](#)

### **Breast regrowth procedure trialled for mastectomy patients**

Human trials to begin of surgical treatment that could allow women to regrow their breasts after a mastectomy. [Read more...](#)

### **Fish populations reveal 'shocking' declines**

Populations of numerous migratory fish species in the North Atlantic have declined by more than 95 percent, threatening not only food supplies and economic systems, but also the way humans perceive the health of the planet's ecosystems, according to a paper published in the journal BioScience. [Read more...](#)

### **15 cigarettes: All it takes to harm genes**

One genetic mutation occurs on average for every 15 cigarettes that a typical lung-cancer patient smokes, according to a study that has identified for the first time all of the mutations acquired during the lifetime of a cancer patient. [Read more...](#)

### **Mind-reading brain implant could allow paralysed to turn their thoughts into instant speech**

A revolutionary new device that reads a person's thoughts and turns them into speech could soon change the lives of paralysed patients around the world. Users will simply have to think of what they want to say and a voice synthesizer will translate the thoughts into speech almost immediately. [Read more...](#)

### **The US virtual economy is set to make billions**

Virtual goods such as weapons or digital bottles of champagne traded in the US could be worth up to \$5bn in the next five years, experts predict. In Asia, sales are already around the \$5bn mark and rapidly growing. [Read more...](#)

### **As books go beyond printed page to multisensory experience, what about reading?**

***Paul Higgins: an interesting look at reading versus a multi-media approaches and the role that our imagination plays in our reading experience.*** [Read more...](#)

### **10 Sci-Fi weapons that actually exist**

Some of these weapons have already found their way onto the battlefield. If the rest of this sci-fi arsenal follows, war may soon be unrecognizable. [Read more...](#)

### **In recession, Americans doing more, buying less**

Quietly but noticeably over the past year, Americans have rejiggered their lives to elevate experiences over things. Because of the Great Recession, a recent New York Times/CBS News poll has found, nearly half of Americans said they were spending less time buying nonessentials, and more than half are spending less money in stores and online. But Americans are not just getting by with less. They are also doing more. [Read more...](#)

### **A hidden youthfulness**

What if the stem cells in our bodies live on, even as we age? What if they are just asleep, quiescent, like forgotten sentinels nodding off at remote outposts, waiting for orders? If only scientists could discover how to send them messages, could they be reawakened? [Read more...](#)

### **A venture integrating Skype into the family room**

There will soon be something new to watch on the living room TV: your relatives and friends in different parts of the world. Panasonic and LG Electronics, two of the top television makers, are to announce that they are integrating the free online calling service Skype into their Internet-connected high-definition televisions. [Read more...](#)