

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

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*Welcome to the mid month June edition of What's Emerging.*

*Cheers*

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## Business Tips

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### **Six tips for using Twitter as a recruitment tool**

According to Nielsen NetView, in February 2009, Twitter had nearly 7.1 million users, with a growth rate of 1,382 percent from the year before. Some companies are finding this growth rate a great opportunity to recruit people for jobs. [Read more...](#)

### **Acrobat.com release "PowerPoint for the web"**

Adobe Acrobat.com Labs have released Presentations, an online presentation tool which rivals that of the PowerPoint web application. [Read more...](#)

### **10 cool tools in Windows 7**

Windows 7 has received plenty of attention from the tech press, but much of the focus has been on interface changes. Some improvements are less obvious — like the new or enhanced tools that are included with the OS. [Read more...](#)

### **Lifehacker pack 2009: our list of essential free Windows downloads**

Lifehacker is bundling all the best free downloads for new computer owners, re-installers, would-be geeks, or anyone who wants to save time installing the best stuff out there. This is their 2009 Lifehacker Pack for Windows computers. [Read more...](#)



## What's Emerging

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### **Organic dairies watch the good times turn bad**

For those farmers, the promises of going organic — a steady paycheck and salvation for small family farms — have collapsed in the last six months. [Read more...](#)

### **Micro-projectors set to be big**

These pocket-sized projectors get a big picture out of a small device--and future technology will shrink them

further. [Read more...](#)

### **TripTrop NYC**

Enter any NYC address into TripTrop NYC and you get a heat map showing public transit travel times to other parts of the city. [Read more...](#)

### **Booksfree**

Booksfree is often referred to as Netflix-for-Books. You rent books on a monthly plan like you can for DVD movies. [Read more...](#)

### **Modeling the true value of social networks: 2009 edition**

The bottom line: If Facebook is worth \$10 billion today, MySpace is worth just \$6.5 billion. Bebo is worth \$1.8 billion, Twitter is worth \$1.7 billion and LinkedIn is worth \$0.8 billion. [Read more...](#)

### **The bar code is taking a leap forward**

Look closely at recent supermarket coupons, and you may see some new markings on them near the traditional bar code: sets of neat black bars stacked in two rows. The new symbols, called GS1 DataBars, can store more data than traditional bar codes, promising new ways for stores to monitor inventory and for customers to save money. [Read more...](#)

### **Google wave developer preview at Google I/O 2009**

Google is saying that Wave is the email they would design today if they got a chance to design it from scratch. There is a lot of discussion around the web that the system will be used as a much larger communication tool than that, including publishing systems and work collaboration. It is open source so lots of applications will be built on top of it. This is a long video at the Google developer conference and the system is not yet available. The video was released on the 28th May and by the time we viewed it on the 8th June it had over 2 million views. [Read more...](#)

### **The enterprise implications of Google Wave**

Google announced their forthcoming service known as Wave this week to widespread coverage. Created by many of the same team members that developed the highly successful Google Maps, its egalitarian and federation-friendly design is intended to create an entire open ecosystem for communication and collaboration that Google is not-so-modestly touting as the reinvention of digital interaction circa 2009. [Read more...](#)

### **Combined stem cell-gene therapy approach cures human genetic disease In Vitro**

A study led by researchers at the Salk Institute for Biological Studies, has catapulted the field of regenerative medicine significantly forward, proving in principle that a human genetic disease can be cured using a combination of gene therapy and induced pluripotent stem (iPS) cell technology. [Read more...](#)

### **Xbox 360 Microsoft unveils new controller - Project Natal - (amazing!)**

Video of potential for interactivity with online worlds. [Read more...](#)

### **The check-outs of the future...future...future**

The team at Fast Company recently visited National Cash Register's "Innovation Center" to get a sneak peek at some of the technology that might show up in ATMs, kiosks, and self-service systems in the (hopefully) not too distant future. [Read more...](#)

### **The emerging world of real-time cellphone data**

Many companies are already using cellphone data to predict traffic and transportation - it's the "first and most obvious problem to target" according to Andrea Vaccari. [Read more...](#)

### **The Web's most dangerous keywords to search for**

Which is the most dangerous keyword to search for using public search engines these days? It's "screensavers" with a maximum risk of 59.1 percent, according to McAfee's recently released report. [Read more...](#)

### **A Real ROI from Twitter? The start of social medical networks**

Let's say your daughter is suffering from autism, as is Sophie Nelson, the daughter of Elizabeth Horn. She could

be singing a rendition of her favourite pop song for a gathering of the Parent-Teachers Association at a local school – and start to slur her speech. If you're Elizabeth, you would pull out your smartphone and send a tweet to a database that is tracking Sophie's condition, every day. [Read more...](#)

### **Expats at work**

Anecdotal evidence has long held that creativity in artists and writers can be associated with living in foreign parts. Rudyard Kipling, Pablo Picasso, Ernest Hemingway, Paul Gauguin, Samuel Beckett and others spent years dwelling abroad. Now a pair of psychologists has proved that there is indeed a link. [Read more...](#)

### **Pew Center illustrates how Craigslist is killing newspapers**

The use of online classifieds sites, such as Craigslist, has more than doubled in the past four years, according to a study published Friday by the Pew Research Center. At the same time that Web classifieds are on the rise, the classifieds business that newspapers once depended on has collapsed. [Read more...](#)

### **Nicholas Taleb interview**

A YouTube interview with Nicholas Taleb, author of the Black Swan on risk management and investment techniques and the global financial crisis. Watch it right the way through because the interviewers just do not get it. [Read more...](#)

### **TED talks demo: Stunning data visualization in the AlloSphere**

An amazing video showing the allosphere – a 3 storey sphere that allows researchers and artists to experience data in all sorts of ways – visually and aurally. [Read more...](#)