



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

www.emergentfutures.com

Welcome to the middle of May edition of What's Emerging. We hope that you continue to enjoy the business tips and links. Remember that you can see all of the back issues on our website. You should have received a special offer for our new scanning and strategy tool last week. Thanks to the people who have already contacted us over it. There is now just one week left for the special offer for our newsletter subscribers and our Tumblr/Twitter followers – a free workshop for the first ten sign ups and a money back guarantee to anyone signing up in the first two weeks. If you did not get the email last week then you can still go to our home page and follow the links, as long as we can verify you as a subscriber you are still eligible for the special offer if you sign up that way. Please note that we will only occasionally put out offers like this one as we do not intend to turn the newsletter into a spam type of marketing.

Cheers

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



Business Tips

Inside pixar's leadership

Scott Berkun: There were plenty of high profile people at the Economist event in March, but hands down the best session was a simple interview with Ed Catmull, the president of Pixar. Extended Video – A Great interview about failure and success. [Read more...](#)

BatchGeo maps a spreadsheet full of addresses to a single Google map

Got a spreadsheet full of contacts and addresses you'd like to map out without spending hours manually copying and pasting between your spreadsheet and a mapping application: BatchGeo, a smart spreadsheet-to-Google-Map conversion tool. [Read more...](#)

We have met the enemy and he is PowerPoint

"PowerPoint makes us stupid," Gen. James N. Mattis of the Marine Corps, the Joint Forces commander, said this month at a military conference in North Carolina "It's dangerous because it can create the illusion of understanding and the illusion of control," General McMaster said. [Read more...](#)

Make the most of your multiple monitors in Windows 7

Those of you who have followed our business tips know we are big fans of the productivity gains from using multiple monitors. Here's how to make the most of your multi-monitor setup in Windows 7. [Read more...](#)

Skype to unveil group video chat function

Internet calling service Skype plans a public "beta" test of a group video chat function that lets up to five people participate in a video call simultaneously. [Read more...](#)

What's Emerging



The New York Times Company reports 2010 first-quarter results

"Strong growth in digital advertising revenues, which rose 18 percent, significantly offset a 12 percent decrease in print advertising and held our total advertising revenue decline to approximately 6 percent compared with the first quarter of 2009." **Paul Higgins: An interesting commentary of the changing nature of the business.**

[Read more...](#)

Mobile boarding passes take off with 1200% usage increase in 2009

Jupiter Research backs up the fact that the trend is skyrocketing; according to their 2010 Mobile Ticketing report, over 2 billion mobile boarding passes will be sent out in 2010, with that number expected to blast up to 15 billion by 2014. [Read more...](#)

What are people really buying online?

What people buy online differs substantially from what they buy in-store. According to a study by the US Census Bureau, the bulk of sales are still in-store. There are, however, several categories in which online sales dominate each product marketplace. **Paul Higgins: A Great Graphical Representation.** [Read more...](#)

Massive 3D printer creates buildings out of sand

Enrico Dini, an Italian inventor, has created a huge 3D printer that can print complete buildings out of sand. Named the D-Shape, the printer is controlled by a computer running CAD software and has thousands of nozzles on its underside which emit a layer of sand followed by a layer of magnesium-based binder which turns the sand to solid stone. [Read more...](#)

Ocean chemistry changing at 'unprecedented rate'

WASHINGTON (Reuters) - Carbon dioxide emissions that contribute to global warming are also turning the oceans more acidic at the fastest pace in hundreds of thousands of years, the National Research Council reported. [Read more...](#)

Revealed: The secret of how worms re-grow amputated body parts... and how humans could one day do the same

The research into how Planarian worms can re-grow body parts - including a whole head and brain - could one day make it possible to regenerate old or damaged human organs and tissues, the University of Nottingham said. [Read more...](#)

Our future world: An analysis of global trends, shocks and scenarios

This report describes the outcomes from a CSIRO global foresight project. It presents five megatrends and eight megashocks (global risks) that will redefine how the world's people live. [Read more...](#)

Japan eyes 'mind-reading' devices, robots 'by 2020'

The sci-fi like devices would employ so-called brain-machine interface technology, which analyses users' brain waves and brain blood-flow patterns detected through sensor-mounted headsets. The envisaged devices would include television sets that can be operated without lifting a finger and mobile phones that send text messages composed purely through thought. [Read more...](#)

The rise of the fleet-footed start-up

The concept is gaining a following beyond the Valley as well. "If it works, it will reduce failure rates for entrepreneurial ventures and boost innovation," says Thomas R. Eisenmann, a professor at the Harvard Business School. "That's a big deal for the economy." [Read more...](#)

IBM crowd sourcing could see employed workforce shrink by three quarters

IT giant IBM told Personnel Today that the firm's global workforce of 399,000 permanent employees could

reduce to 100,000 by 2017, the date by which the firm is due to complete its HR transformation programme. [Read more...](#)

Military wants to super-charge troop smarts

The Pentagon's been trying to get ahead of the curve on neuroscience for years, toying with ideas like mind-reading whether people are lying and performance-degrading drugs for enemy combatants. Now, it's launching a major effort to harness neuroscience in a way that might better prepare soldiers for the mental rigors of modern warfare. [Read more...](#)

Why Twitter is the future of news

An unprecedented analysis reveals that the micro-blogging service is remarkably effective at spreading "important" information. [Read more...](#)

Worldwide converged mobile device (smartphone) market grows 56.7% year over year in first quarter of 2010, says IDC

Growth of the worldwide converged mobile device market (commonly referred to as smartphones) more than doubled that of the overall mobile phone market in the first quarter, a sign the segment is in high-growth mode again. [Read more...](#)

The new face of start-ups is a senior citizen

According to recent research, these days those 55 and over are more likely than young people to be starting businesses, says Professor Scott Shane, writing in BusinessWeek. [Read more...](#)

Treasure hunt

First there were QR Code scavenger hunts, now luxury shoe company Jimmy Choo is rolling out The 'Jimmy Choo Trainer Hunt'. Using location-based social media tool Foursquare, Choo has created a real-time "treasure" hunt around London. [Read more...](#)



What We Are Writing About

Paul was quoted in an article in the Sydney Morning Herald on the iPad and what it will mean to various market segments and competitors. You can read the article [here](#). Paul also presented to the Leadership Victoria 2010 Leadership Group on the weekend on implications for leadership in the 21st century talking about the ideas of Thick Value and Thin Value and the new age of transparency. You can see his presentation [here](#). Paul will also be featured in the new Fairfax Media multimedia project The Zone which is a new marketplace of ideas. You can see friend of Emergent Futures, Sarah Davies on the zone this week [here](#). On Monday Paul will be featured in The Age and there will be a video on the site as well as live chat at midday Australian Eastern Standard Time.