

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

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Welcome to the mid-November edition of What's Emerging.

Cheers

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Business Tips

Better posture means more energy at work

The art of sitting or standing up straight might seem like something out of a 1950's etiquette class, but it actually plays an important role in staying energized and efficient throughout your day at the office. Here's why. [Read more...](#)

Dave Snowden video on a practical story to illustrate complexity approaches to management

This is a great story that Dave tells a lot and I use as well. Gives a great illustration of the approach and opens people's minds to what they might be able to do in their organisation. We use some of the Cognitive Edge complexity approaches in our work. [Read more...](#)

Cyclops – Search system for images

Tired of the cumbersome searches through stock photo sites? Cyclops brings the results of the most popular stock sites to one location. Search once. [Read more...](#)

8% of Internet users account for 85% of all clicks

The results of an update to the comScore highly publicized "Natural Born Clickers" research, conducted two years ago, indicate that the number of people who click on display ads in a month has fallen from 32% of Internet users in July 2007 to only 16% in March 2009, with an even smaller core of people (representing 8% of the Internet user base) accounting for 85% of all clicks. **Important if you have a website and are paying for click ads – are you really reaching the audience you want?** [Read more...](#)

Improve your typing for free

TypingWeb is a free online typing tutor, keyboarding tutorial, and typing certification for typists of all skill levels. [Read more...](#)



What's Emerging

Augmented reality helps marine mechanics perform repair work almost twice as fast

In the not-too-distant future, it might be possible to slip on a pair of augmented-reality (AR) goggles instead of fumbling with a manual while trying to repair a car engine. [Read more...](#)

IBM debuts food traceability iPhone app

The as yet unreleased iPhone app is called Breadcrumbs and it will give consumers access to information about grocery food items. The app will be able to scan barcodes and deliver a summary of a whole range of product data as well as additional information not on the label such as product recall data. [Read more...](#)

Rich 'may evolve into separate species'

The super-rich may evolve into a separate species entirely in the future due to enhancements in biotechnology and robotic engineering, American futurologist Paul Saffo has said. [Read more...](#)

The Dyson bladeless fan

This is an amazing piece of re-thinking and design. [Read more...](#)

The 9 industries that will be most screwed by global warming

Discover provides some information and pictures on the industries they think will be most affected by global warming and the policy responses to it. [Read more...](#)

Everybody in the pool of green innovation

The concept is straightforward: Companies pledge environmental patents to the commons, and anyone can use them - free. [Read more...](#)

How it went down. The little accident that toppled history

Once events make their passage from news of the day into history books, it is hard to imagine that they could have happened any other way. They're history, after all. And 20 years later, the fall of the Berlin Wall seems like that kind of history ... But the real story of the wall coming down is a lot less tidy than it may appear in the rear-view mirror. [Read more...](#)

U.S. commerce department forecasts rebound in international travel to the United States by 2013

The U.S. Department of Commerce today released its 2009-2013 travel forecast and expects the United States to welcome 63 million international visitors in 2013, an increase of nine percent from record-setting visits in 2008. **Paul Higgins - given our analysis on forecasting which was published in *The Age in Melbourne in April* and can be downloaded from our website [Here](#), I would take this with a few grains of salt. Our article includes analysis of the Tourism forecasting in Australia and shows how widely inaccurate the forecasts are given the possible level of variation.** [Read more...](#)

OpenTable seats one million diners through mobile applications

OpenTable, Inc., a leading provider of free online reservations for diners and guest management systems for restaurants, today announced that it has seated more than one million diners through its mobile applications. [Read more...](#)

Four years after founding, Kiva hits \$100 million in microloans

Proving that microloans can help to change the world one little bit at a time, Kiva.org hit a major milestone today. Since its founding four years ago, it has now made possible \$100 million in microloans between individual lenders and entrepreneurs all around the world. [Read more...](#)

Report: Reducing emissions growth in emerging economies could be cheap

How much would it cost to stop increasing greenhouse gas emissions in Mexico? According to a new study from the World Bank, not very much. The bank estimates that Mexico could flatline its emissions growth, using a variety of measures, for about \$64 billion over the next 20 yrs... just 0.4 percent of the country's gross domestic product each year. [Read more...](#)

Ten inventions that changed the world

To mark its centenary, in June the Science Museum in London had its curators select the 10 objects in its collection that had made the biggest mark on history. **Paul Higgins: It is fascinating to look at these**

inventions and look back on how they have changed the world in unimaginable ways at the time they were invented. A salutary lesson for thinking forward about the future. [Read more...](#)

Buffett bets big on efficiency

Before recession can turn to recovery someone needs to make a big bet and name the new game. It just happened. In what may be the climactic move of his long business career Warren Buffett has bet \$44 billion on the Burlington Northern Santa Fe railroad and named the new game: **Efficiency**. [Read more...](#)

New study shows significant drop in world poverty

Some really interesting results from a new NBER working paper "Parametric Estimations of the World Distribution of Income," by Maxim Pinkovskiy and Xavier Sala-i-Martin (Columbia University). [Read more...](#)

Medical apps for the iPhone

From David Pogue at the New York Times: Last week, I spoke at the TED MED conference. My assignment was to speak for 18 minutes (the standard talk length) about medical apps for the Apple iPhone. Sounds easy, right? Only one problem: there are about 7,000 medical apps. **Paul Higgins: worth reading to just think about the plethora of applications and how they are changing how we act and think.** [Read more...](#)

More evidence nanoparticles damage DNA

Researchers in the United Kingdom have found some nanoparticles - which can be found in common household items - can damage DNA without even penetrating the cells. They found the nanoparticles can indirectly damage DNA inside cells by transmitting signals through a protective barrier of human tissue. [Read more...](#)

Can the green movement save wool?

That's the question circulating around the industry as vertically integrated wool marketing company, The Merino Company (TMC), becomes the first wool licensee of the highly respected EU Eco-label 'Flower' and offers it to its retail clients. [Read more...](#)

Forecasting financial crashes: The ultimate experiment begins

If a new technique for predicting crashes really works, a bold new experiment will measure how well. **Paul Higgins: A commendable step. Too much of the commentary and claims around forecasting are based on individuals making a prediction that comes true but no examination of the overall performance. I will be watching this with great interest. My initial reaction from principle is that forecasting of complex events is by definition impossible but my principles would also say that scientific and empirical testing should always be carried out.** [Read more...](#)

How much would you pay to see your future?

The Human Genome Project, which officially completed the mind-boggling achievement of sequencing Jim Watson's genome in 2006, carried the equally mind-boggling price tag of \$3 billion. If I may be so bold as to use that word thrice in one paragraph, even more mind-boggling is that a company called Complete Genomics has just sequenced three human genomes for \$4,400 in materials, with an error rate of less than one base in 100,000. [Read more...](#)