

What's Emerging?

The latest news and information ...

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

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Welcome to the mid August of edition of What's Emerging

Due to the timing of this newsletter we have included several items on economics but true to our focus we have only included those that look at a long term focus on what to do rather than short term knee jerk reactions. Of particular interest and insight are the articles by Robert Reich and Umair Haque. We are of the view that a significant rethink and redesign needs to happen and these two articles make strong contributions on this front.

We hope that you continue to find the newsletter useful and interesting.

Cheers

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

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What we are writing about

Paul presented a keynote address to the NAB National Small Business Summit on the 27th July. His presentation was: The Future Competitive Landscape for Small Business – The Double Edged Sword. You can see the presentation on our website by going to the [home page](#) and looking in the download section. Full video of the whole presentation will be available soon and we will notify you when it is ready to be viewed.

#Foresight is not about predicting the #future, it's about minimizing surprise

Paul Higgins' thoughts on this statement: in a nutshell this is not enough. [Read More...](#)

Business Tips

Citrix donates online meeting services through CTXchange

Software Company Citrix has joined the Charity Technology Trust's (CTT) donation programme CTXchange, and is offering a heavily-discounted one-year subscription to its online meeting services. [Read More...](#)

13 tips to get found online: How to achieve free organic SEO

"If your product or service cannot be found when you type it in to a search engine, how are you going to survive in the new world of online business." [Read More...](#)

5 things lady gaga can teach marketers about community building

Lady Gaga's community of "Little Monsters," as she calls her fans, is a great example of how a

community can be built and motivated to do some pretty amazing things. One key to this authenticity is Gaga's attitude about social media--she doesn't think of it as an obligatory act. For her, it's a very important way to keep in constant contact with her fans and build that wave of shared, collective experience. [Read More...](#)

Top 5 Skype tips for business travellers

Wondering what the best headset for Skype is, how to record your Skype calls, and how to use Skype while you're on the road — not just at your computer? We have the answers.

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Wearing sunglasses while driving in rain improves vision

Using polarised sunglasses will reduce the impact of scattered horizontal light and improve vision. [Read More...](#)



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What's Emerging

NANO-TATTOOS

If you or your doctor ever needs to track blood-oxygen levels, there may soon be an iPhone app to check them for you, thanks to the efforts of Dr. Heather Clark and her nano-tattoos.

[Read More...](#)

Edible RFID tags in food???

Hannes Harms - a design engineering student at the Royal College of Art in London - is currently working on a novel way of incorporating technology in our eating process in order to manage what we eat and gain more control over our own health and body. He has named the project nutrismart. [Read More...](#)

Dyslexie, a typeface designed to help dyslexics read

Reading printed text is so fluid and transparent for most people that it's hard to imagine it feeling any other way. Maybe that's why it took a dyslexic designer to create a typeface that optimizes the reading experience for people who suffer from that condition. [Read More...](#)

Reproduce yourself with a 3D printer

Click's Spencer Kelly gets a 3D print of his own head at a rapid prototyping lab in London, and looks at whether creating objects from scratch in your own home could soon be as easy as downloading the design. [Read More...](#)

Tracking every pill, every piece of food – The internet of things cometh

IBM is developing the software that, in conjunction with barcodes, GPS sensors, and environmental controls, could help us ensure that every drug we take came from the manufacturers we trust and in the condition they required. It's the Internet of Things for prescription drugs, and it could save lives and streamline inventory all over the world.

[Read More...](#)

Why we are hurtling towards a retail cliff: Gottliebsen

Paul Higgins: Some really interesting comments and data from Robert Gottliebsen including: "As we head into a week where the US faces its debt crisis and Australia ponders the prospects of a severe non-mining downturn if the Reserve Bank raises interest rates, in the eye of the local storm is non-food retailing" [Read More...](#)

Redesigning prosperity: A six-step extreme makeover

Paul Higgins: I think you really should read this. Informed, incisive and gutsy as always from Umair Haque : Here's a quick take: six areas in policy space I believe advanced economies will have to enter--and master--to make the quantum leap to 21st century prosperity. [Read More...](#)

Foxconn to replace workers with 1 million robots in 3 years

Taiwanese technology giant Foxconn will replace some of its workers with 1 million robots in three years to cut rising labor expenses and improve efficiency, said Terry Gou, founder and chairman of the company, late Friday. [Read More...](#)

The president surrenders

Paul Higgins: Anybody interested in US politics and what happened with the debt ceiling

negotiations and its implications should read this. Due to the fact that the US is so critical to the world economy that means everybody should read this. [Read More...](#)

GM's autonomous pod cars are coming to a megacity near you

GM has autonomous, electric pods that can be summoned by a smartphone and will whisk you, hands-free, to wherever you want to go. They're almost ready, now we just need to wait for GPS to catch up. [Read More...](#)

Kinect hacked for 3-D scanning of archaeology site

University of California, San Diego students will be going to Jordan soon to take part in an archaeological dig that's decidedly futuristic: As they uncover artefacts and structures in the soil, they'll be using high-quality 3-D scanning to record accurate positional details. Instead of using expensive and complex imaging systems like LIDAR, however, the team will use a hacked Microsoft Kinect to do the job for them. [Read More...](#)

Will a Harvard professor's new technology make college lectures a thing of the past?

Harvard University physics professor Eric Mazur is championing the "flipped classroom," a model where information traditionally transferred during lectures is learned on a student's own time, and classroom time is spent discussing and applying knowledge to real-world situations. [Read More...](#)

Fertility landmark as scientists make sperm from stem cells

Cells taken from infertile men or women could be turned into 'germline' cells that give rise to sperm and eggs. [Read More...](#)

Canada's devastated cod fishery begins to recover

After being fished to the brink of extinction, the once abundant (and delicious) cod is coming back due to smart management of the fisheries. But that doesn't mean the species will ever be the same. [Read More...](#)

The chairman of Australia's Future Fund David Murray has warned that volatility on global financial markets could run for up to 20 years.

In an exclusive interview with AM, Mr Murray confirmed the \$75 billion sovereign wealth fund was taking a defensive investment stance in the face of global economic turmoil and rejected suggestions it was a buying opportunity. [Read More...](#)



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