

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

What's Emerging?

The latest news and information ...

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

It is a busy time for presentations for Paul in the next few weeks. He has just presented at the [Gippsland Tourism Conference](#) in Traralgon on Monday and then will be presenting a keynote to the [NAB National Small Business Summit](#) in Sydney on July 27th. Both presentations will focus on the competitive challenges facing small business in the coming decade. The presentations and other links will be on our site soon after the conferences. After that Paul is facilitating a future thinking session for Macquarie Telecom, presenting to Red Handed clients on the future for social media in regional Australia, and presenting to the Churchill Club in Melbourne on finding ideas. Two more presentations for August are under negotiation at the moment. We will tell you about those once they are confirmed. In September Paul will be presenting a keynote at a Business Breakfast for the City of Casey and running a "future strategy war gaming" session for small business. This workshop is based on our view that the due to technology and social changes lots of people are trying to figure out how to pick apart the business model of every type of small business in Australia. Therefore our advice is that you need to do the same thing to yourself in order to create new business strategies and defend against what is going to be a huge increase in competition. We will be facilitating a group of small businesses to do just that. If you are in the Casey region and you are interested in attending email us at info@emergentfutures.com and we will put you in touch with them. The city of Casey is generously subsidising the workshop and so attendance will be at a much lower cost than normal. If you are part of another council or a small business organisation such as a local Chamber of Commerce we would be happy to discuss running our workshop series with you. Please email paul@emergentfutures.com if this is the case.

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 is presenting a Keynote to the NAB National Small Business Summit on the 27th July. The presentation will be about the future competitive landscape for small business and will centre on the effects of technology, trust, and transparency on opportunities and risks for small business in the coming decade. The presentation and the video will be available after the presentation. Meanwhile Paul was interviewed on The Switzer Report on Sky Business News. You can see the interview which touches on some of these issues and opportunities at our website [HERE](#).

■ Business Tips

Accelerate Android with tips and tricks

Despite the variety of Android phones, and of carriers, there are a lot of useful features common to all. Here are some tips on finding them. [Read More...](#)

How to have more insights

The human brain is an extraordinary information processing system. It is brilliant at executing certain tasks, particularly physical task that can be codified, like playing an instrument or driving a car. However our brains have some surprisingly big limitations when it comes to certain types of mental tasks. [Read More...](#)

Top 5 tips for buying mobile broadband in Australia

Are you fed up with shelling out \$15-\$30 per day for the 'privilege' of internet access at Australian hotels? You wouldn't pay it for running water or lighting in your room, so why should business travellers pay for internet? [Read More...](#)

HOW to write effective GOOGLE ads

This was written a while ago but still worth it if you are running Google Ads as we do for our speaking services. [Read More...](#)

34 unique Twitter content ideas for your community

Here are 34 ideas and tips for you to use for your own community. [Read More...](#)

Plant a new language in your mind

A world memory champion and a neuroscientist have joined forces to create a language-learning website called Memrise, which combines mnemonic tricks with a game to help users learn quickly and efficiently. Its carefully paced learning structure and competitive points system, the app's developers believe, make their site more effective than other language-learning tools. [Read More...](#)



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■ What's Emerging

A first step toward a prosthesis for memory

Researchers have developed the first memory prosthetic device—a neural implant that, in rats, restored lost brain function and improved short-term memory retention. [Read More...](#)

Among the costs of war: \$20B in air conditioning

The amount the U.S. military spends annually on air conditioning in Iraq and Afghanistan: \$20.2 billion. Unbelievable! [Read More...](#)

E-reading device ownership surging, says Pew Research

The percentage of U.S. adults who own a dedicated e-reading device is surging, according to new data released today by Pew Research. According to Pew, for the month of May 2011, e-reader ownership grew to 12 percent, up from six percent six months ago. Tablet ownership grew from five percent to eight percent in the same period. [Read More...](#)

Make cars fast with 3D printing

Thanks to 3D printing technology, Aston Martin Racing (AMR) met an aggressive development schedule for its AMR-One racecar. Through the use of a Stratasys Inc. (NASDAQ: SSYS), Dimension® 3D Printer, engineers mocked up the chassis, driver controls and engine of the racecar. [Read More...](#)

Researchers develop 'electronic skin' for structural faults

The research group says a flexible skin-like fabric with electrical properties could be adhered to areas of structures where cracks are likely to appear, such as the underside of a bridge, and detect cracks when they occur. [Read More...](#)

Census update: What the world will look like in 2050

Here is the world in 2050, as imagined by the U.S. Census Bureau: India will be the most populous nation, surpassing China sometime around 2025. The U.S. will remain exactly where it

is now: in third place, with a population of 423 million (up from 308 million in 2010). And declining birth rates in two of the world's most economically and politically influential countries, Japan and Russia, will cause them to fall from their current positions as the 9th and 10th most populous nations, respectively, to 16th and 17th. [Read More...](#)

The future of medical technology is apps, games, and movies

An Oscar-winning producer talks about his interest in moviemaking, medicine, and scaleable (storytelling) design. [Read More...](#)

The Ideological Crisis of Western Capitalism by Joseph E. Stiglitz

Including: "I was among those who hoped that, somehow, the financial crisis would teach Americans (and others) a lesson about the need for greater equality, stronger regulation, and a better balance between the market and government. Alas, that has not been the case. On the contrary, a resurgence of right-wing economics, driven, as always, by ideology and special interests, once again threatens the global economy. [Read More...](#)

Eyeglasses made of human hair

Graduates from Royal College of Art have discovered a way to turn hair cuttings that parlours throw away as waste into sustainable eyewear named Hair Glasses. The idea behind this is to 'Go Green' by stopping the use of Petroleum-based plastic frames and use an easily available, environment friendly and renewable resource." [Read More...](#)

NASA's stillsuit: Atlantis crew to test pee-recycling bag

NASA's recycler will use a sugary solution injected into a semi-permeable inner bag, which is nested inside an outer bag. Dirty fluid that's pumped into the outer bag will slowly pass through the inner bag and into the sugary solution, leaving behind its contaminants. On Earth, the double-sack system makes about a liter of sports drink-like fluid in four to six hours.

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Why we need the new news environment to be chaotic

Paul Higgins: Great Post from Clay Shirky on the media space. [Read More...](#)

Surgeons carry out first synthetic windpipe transplant

Surgeons in Sweden have carried out the world's first synthetic organ transplant. Scientists in London created an artificial windpipe which was then coated in stem cells from the patient. Crucially, the technique does not need a donor, and there is no risk of the organ being rejected. [Read More...](#)

Social entrepreneurship as fetish

Paul Higgins: An interesting perspective on social enterprise. Including: "Despite the tremendous energy and excitement surrounding social entrepreneurship, many nonprofit practitioners find it a highly elusive, difficult topic. I believe that one of the fundamental reasons behind this elusiveness lies within the social entrepreneurship phenomenon itself. More specifically, in contrasting what is being said with what we know about this phenomenon, I have started to believe that in many aspects social entrepreneurship is a fetish, an object of desire—more important for what it symbolizes than for its substance and applicability to nonprofits" [Read More...](#)

Buckle up! Terrafugia flying car approved for roads

Actually, you won't be able to take off out of gridlock in Terrafugia's flying car, but at least you'll be able to drive it on roads to the nearest airport. [Read More...](#)

CellScope launches iPhone device for diagnosing ear infections

A device called an otoscope that attaches to an iPhone so that doctors (and eventually parents) can take photos inside a child's ear. Doctors use the image to determine whether there is an ear infection or show it to colleagues for a second opinion. CellScope images can be added to the child's electronic medical record to compare them to future images of ear infections.

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LinkedIn becomes second largest social network in US

LinkedIn leapfrogged Myspace in June to become the second-largest social network in the United States in terms of traffic behind Facebook, tracking firm comScore reported. **Paul**

Higgins: While we may quibble at the edges about whether the number of visitors defines the size of a social network this is certainly strong development. I am certainly

using LinkedIn more as a social network and they are getting much better at identifying and showing me connections in a non pushy way. [Read More...](#)



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