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

For those of you in Melbourne Paul is speaking at the City of Casey/Melbourne Football Club/Monash University business breakfast on September 21 on the future competitive landscape for small business. This is part of the City of Casey Business Week Program.

Paul will also be running a Future Competitive Landscape Workshop the next day. This program is limited to 24 businesses and is being heavily subsidised by the City of Casey so if you are in the area and run a small business it is a great opportunity to look at new ideas for your business

You can see more details including the booking links [here](#).

At only \$35 a head it is great value if you are in the area.

Please go to our [Testimonials Page](#) for more details or go to www.emergentfutures.com for downloads of the presentations and more idea of how and what we present.

Our thoughts and best wishes are with Sandy and her husband Simon who have gone to the United States for several months for surgical and medical treatment for their daughter Demi. Sandy reports that while the process has been hard on everyone Demi is progressing well. We wish them well and look forward to them being home as soon as possible.

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 was asked to write an article on why thinking about the future was important and why forecasting g doesn't work but future thinking is still valuable. His article was published in the June version of the Australasia Pacific Extension Network newsletter. You can download the newsletter from the download section at our [Home Page](#). Paul's article is on page 5 but there are lots of good tips and insights in the other articles in this newsletter which focuses on the application of foresight.

■ Business Tips

How to create a Facebook marketing strategy for a non profit

The rise and rise of Facebook is producing a scramble by marketers in companies and non

profits to leverage its huge global database, passionate communities and traffic generated by its 750 million users. [Read More...](#)

Service scans Twitter to help hotels find new guests

Reach.ly monitors Twitter for mentions of planned trips and allows hotels to reach out to visitors who are heading their way. [Read More...](#)

"Zap" lets you print from your PC to your iPhone/iPad

Created by Australian programmer Jeffrey Lim, "Zap" allows your iOS device to appear on a Wi-Fi network as a printer. There's minimal configuration needed -- you just open the app, select the shared printer on your PC or Mac, and click "print" as usual. [Read More...](#)

45+ free online tools to create charts, diagrams and flowcharts

Charts and graphs are the best ways to represent information and relationship between two interlinked entities. Not only do charts and graphs inform visitors about the trend or relationship you want to show them but also add a visual connection with the visitors.

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What's Emerging

Energy.gov relaunches using open source and the cloud

"Our goal is to make Energy.gov easier to use, more transparent and more participatory," said Secretary of Energy Steven Chu in a prepared statement. "This next phase is part of our ongoing commitment to empower consumers and businesses with the information, tools and services they need to save money, create jobs and find opportunities in the new energy economy." [Read More...](#)

The next global trade war

The U.S. is already up in arms over the EU plan to charge all airlines for carbon emissions.

[Read More...](#)

Which economies have fared best and worst during the global financial crisis?

Among the G7 countries only Germany has regained its end-2007 level. Comparing output now with its level before the crisis actually understates the depth of the slump. An alternative yardstick (see article) is to compare GDP per head now with what might have been expected if it had continued to grow at the same pace as during the ten years before the crisis.

[Read More...](#)

The future of 3D internet and computer interfaces

3D tech is revolutionising how we interact with our gadgets. [Read More...](#)

Virtual lab rats to assist in disease study

Despite all their rage, lab rats are still just rats in a cage, right? Well, not any more. Thanks to computational biologist, Daniel Beard, the cage door will be somewhat opened, as he and his team has found a new breed to study -- virtual rats. [Read More...](#)

A new report by CommSec has found Australia continues to build the biggest homes in the world

The report says data from the Bureau of Statistics shows the average floor area of new homes, including apartments, is 214 square metres. That is up 5 per cent over the past decade.

[Read More...](#)

China inches ahead of US in PC sales for the first time

We may be living in a "post PC" world according to some, but PCs are unquestionably still big business, and they're now a bigger business in China than anywhere else. That's according to the latest report from market research firm IDC, at least, which found that both PC sales and shipments in China inched ahead of those in the US for the second quarter. [Read More...](#)

Report: Tablet sales to cut magazine paper use 20 percent by 2015

According to a study from forest products industry information provider RISI, tablets will have a serious effect on use of paper products in the near future. With over 10 million tablets currently in use in North America alone, RISI says that by 2015 paper end uses (including magazine,

book and newspaper) will drop 12-21 percent from 2010 numbers. [Read More...](#)

3D printers get big boost: Foundry group leads \$10m investment in MakerBot

Consumer-grade 3D printer manufacturers MakerBot Industries has raised \$10 million in venture financing lead by Brad Feld's Foundry Group, the fund announced today. The MakerBot project is exciting because it represents a democratization of physical manufacturing.

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Upper income confidence plunging

Over the first three weeks of August, Gallup's Economic Confidence measure has been at its lowest level since March 2009. [Read More...](#)

Inventors propose "Liquid Keyboard" upgrade for the iPad

Christian Sax and Hannes Lau at the University of Technology in Sydney showed off a "Liquid Keyboard" at the Tech23 conference Tuesday in Sydney. Keys adapt to the user's typing style. Wherever you put your fingers, the keyboard follows them, and the other keys are "where you expect them to be." [Read More...](#)

New Boston Consulting Group report elaborates on why America is likely to see a 'manufacturing renaissance'

The analysis is based on rising costs in China and the advantages in being closer to customers. You can download the report by going to the original story which is a BCG press release.

[Read More...](#)

Opportunities in mobile health

The United States and other industrialized countries can learn from experiments in the developing world that use the humble cell phone as a platform for innovation. [Read More...](#)

Older people are buying a lot of iPads

The iPad is no longer a device for just young men, according to new data from Nielsen. People over the age of 45 now account for 37% of the tablet, a.k.a. iPad, market according to Nielsen. That's up from 23% of the market nine months ago. [Read More...](#)

Blended learning with Khan put to the test

There are at least two explorations happening this summer that are examining blended learning with the Khan Academy in math classes. One is with middle school students in the Los Altos School District in California. The other is in the Envision Academy in Oakland, California.

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Australia urged to plan for end of mining boom

Economic research and forecasting group BIS Shrapnel says Australia needs to start preparing for the end of the resources boom. [Read More...](#)



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