

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

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Welcome to the end of November edition of What's Emerging. In strategy work, asking the right question is the best thing you can do, but finding the right question can be a challenge in itself. This month we feature some links on good questions along with a book review.

Cheers

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



Business Tips

Great question from Seth Godin

How much of time, staffing and money does your organization spend on creating incredible experiences (vs. avoiding bad outcomes)? **Paul Higgins: This is a great question to be asking inside your organisation or for consultants and mentors to be asking from the outside.** [Read more...](#)

Airport Wi-Fi: Five ways to protect yourself

Public hotspots, which by nature are open and unencrypted, are notoriously insecure. Information you transmit via laptop, smartphone, or gaming device may very well fall into the wrong hands. There are ways to stay safe, however. [Read more...](#)

Google image swirl

This is a new way to search for images on the internet. It is released in the Google Labs system. [Read more...](#)

Good question! The eight best questions we got while raising venture capital

Here are the questions VCs asked Redfin that changed how we think about their business. **Paul Higgins: A good set of questions to ponder for any business, not just Venture Capital based start up ones.** [Read more...](#)



What's Emerging

Urban is good

Owen, a staff writer for The New Yorker, makes a convincing case that Manhattan, Hong Kong and large, old European cities are inherently greener than less densely populated places. [Read more...](#)

Rare disease treated using gene therapy

Researchers in France have successfully treated two young boys with a rare but fatal genetic disease. This marks a high point for the field of gene therapy after several well-publicized setbacks. [Read more...](#)

Genes show when a woman's biological clock will stop

It is a dilemma facing a growing number of young women: can I delay having a baby until my career is more established? A genetic test that could make this decision less of a gamble might be on offer by next year. [Read more...](#)

Ten nuclear stations to be built in bid to prevent energy shortage

Ten nuclear power stations are to be built in Britain at a cost of up to £50 billion as the Government tries to prevent the threat of regular power cuts by the middle of the coming decade. [Read more...](#)

Key oil figures were distorted by US pressure, says whistleblower

The world is much closer to running out of oil than official estimates admit, according to a whistleblower at the International Energy Agency who claims it has been deliberately underplaying a looming shortage for fear of triggering panic buying. [Read more...](#)

Social isolation and new technology

This Pew Internet Personal Networks and Community survey finds that Americans are not as isolated as has been previously reported. **Paul Higgins: I don't think the Australian results would be much different - well worth reading.** [Read more...](#)

Meat band-aids and mass production of living tissue

Apligraf is a matrix of cow collagen, human fibroblasts and keratinocyte stem cells (from discarded circumcisions), that, when applied to chronic wounds (particularly nasty problems like diabetic sores), can seed healing and regeneration. [Read more...](#)

Seeking

How the brain hard-wires us to love Google, Twitter, and texting. And why that's dangerous. [Read more...](#)

Rural India gets chance at piece of jobs boom

These workers are young people from villages clustered around this small town deep in rural Karnataka State in India's southwest. They are part of an experiment by a handful of entrepreneurs to bring the jobs outsourcing has created to distant corners of India that have been largely cut off from its extraordinary economic rise. [Read more...](#)

Mini ice age took hold of Europe in months

JUST months - that's how long it took for Europe to be engulfed by an ice age. The scenario, which comes straight out of Hollywood blockbuster The Day After Tomorrow, was revealed by the most precise record of the climate from palaeohistory ever generated. [Read more...](#)

Asia facing a major rice shortage

However you dice the numbers, growing enough rice to feed Asia's burgeoning population presents an enormous challenge. [Read more...](#)

Netherlands to levy 'green' road tax by the kilometre

The Dutch government said Friday it wants to introduce a "green" road tax by the kilometre from 2012 aimed at cutting carbon dioxide emissions by 10 percent and halving congestion. [Read more...](#)

Best of what's New: The year's 100 greatest innovations

PopSci's list of the best innovations for 2009. [Read more...](#)

Climatologists baffled by global warming time-out

Global warming appears to have stalled. Climatologists are puzzled as to why average global temperatures have stopped rising over the last 10 years. Some attribute the trend to a lack of sunspots, while others explain it through ocean currents. [Read more...](#)

Report: Countries prepping for cyberwar

Major countries and nation-states are engaged in a "Cyber Cold War," amassing cyberweapons, conducting espionage, and testing networks in preparation for using the Internet to conduct war, according to a new report to be released on Tuesday by McAfee. [Read more...](#)

Survey of Pakistan's young predicts 'disaster' if their needs aren't addressed

Pakistan will face a "demographic disaster" if it does not address the needs of its young generation, the largest in the country's history, whose views reflect a deep disillusionment with government and democracy, according to a report released here on Saturday. [Read more...](#)

More links

We have many more links than we can fit in the newsletter - this month's 'Additional Links' are available on our [website](#).



What We Are Writing About

Book Review: Plight of the Fortune Tellers – Why we need to Manage Financial Risk Differently by Riccardo Rebonato

At its core the work of futurists is about assisting people making decisions in the face of uncertainty therefore we are always interested in analysis and techniques on how to do that. One of the central messages of this book is that risk management is about making decisions in the face of uncertainty, not just about avoiding or minimising risk. The author writes exceedingly clearly and well about a very complicated subject – quantitative analysis of financial risk... [Read More...](#)