



Published by Emergent Futures Pty Ltd

## September 2011

### Welcome to the end of September edition of What's Emerging

Many of you might not know that we run a pro bono program where we donate up to 10% of our consulting days to assist not for profit organisations.

Currently we are:

- Assisting the CEO of Western Chances in thinking about the strategic future of the organisation. Western Chances is a not for profit organisation that grants education scholarships for talented students in the Western Suburbs of Melbourne that need financial assistance to achieve their dreams. You can see more details at [www.westernchances.org.au](http://www.westernchances.org.au).
- Running a board strategy workshop for the [Link Centre](#) which assists children who are not attending secondary school for various reasons to transition back into education, move into a TAFE course or find employment. While we have been paid for the half day strategy session that we are conducting we have donated more of our time for director interviews and strategy formulation beyond our half day fee structure.
- Working with [Softacare](#) a foster and kinship care not for profit organisation. We are working with them to create a new forward strategy for the organisation.

We are currently full committed but will have time available late in October onwards so if you have an organisation or know of an organisation that you believe can benefit from our skills then please contact us at [info@emergentfutures.com](mailto:info@emergentfutures.com). You don't have to be in Australia although contact with organisations outside of Australia will be limited to online and phone/Skype interaction.

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

### What we are writing about

This month Paul addressed the City of Casey/Melbourne Football Club/Monash University Business Breakfast on the future competitive landscape for small to medium size business. We do not have a video of that presentation but the content was similar to Paul's address to the NAB National Small Business Summit. The video link for that address is now up and can be seen by going to our "Latest Download" section on the home page at [www.emergentfutures.com](http://www.emergentfutures.com) and clicking on the NAB Keynote link.

[↑ Top of the page](#)

#### SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

[→ Visit our website](#)

[t Follow us on Twitter](#)

[t Visit our Tumblelog](#)

## Business Tips

### 5 Key tips to great customer service on Facebook

Facebook is often seen as “the” place to market to your customers but not as a customer service channel. The fact is that Facebook is real time and open for all the public to view with comments and posts that are asking and in some cases begging for responses that require constant care and attention. [Read More...](#)

### Y Combinator startup library

Great set of resources for start up companies but lots relevant to all organisations. [Read More...](#)

### Top 25 hottest articles in Business, Management and Accounting

From Science Direct. [Read More...](#)

### The ten best sources of Future Trend Information

How to Gain Insights for Your Business. [Read More...](#)

### How to clean Apple products

Read recommendations and guidelines for cleaning your Apple computer, iPad, iPhone, iPod, display, or peripheral device. [Read More...](#)

## What's Emerging

### Move over Social Media; here comes social business

IBM is moving itself and its clients well beyond social media into a new era of collaboration, insight sharing, and lead generation it calls social business. [Read More...](#)

### Are the tweets paved with gold? London hedge fund uses social network to ‘see the future’

Analysts at London’s Derwent Capital Markets - described as ‘Europe’s first social media-based hedge fund’ - has launched a £25million fund based on research that suggests tweets foretell whether markets will go up or down. [Read More...](#)

### Soaring poverty casts spotlight on ‘Lost Decade’

Another 2.6 million people slipped into poverty in the United States last year, the [Census Bureau](#) reported Tuesday, and the number of Americans living below the official poverty line, 46.2 million people, was the highest number in the 52 years the bureau has been publishing figures on it. [Read More...](#)

### Cycle of ‘compulsive consumerism’ leaves British family life in crisis, Unicef study finds

British parents are trapping their children in a cycle of “compulsive consumerism” by showering them with toys and designer labels instead of spending quality time with them, a UN report has found. [Read More...](#)

### PCs linked in space computer web

The International Centre for Radio Astronomy Research will link thousands of PCs across Australia as part of the Skynet project, which uses idle processing power to analyse data from radio telescopes. [Read More...](#)

### 9 MIT Media Lab ideas that are changing lives (or Will Soon)

The renowned Cambridge workspace throws imaginative people of different disciplines together and encourages them to learn by building, tinkering, and designing. [Read More...](#)

### The chemistry of information addiction

A new experiment reveals why we always want to know the answer. [Read More...](#)

### China ‘losing edge’ as low-cost manufacturer, says KPMG

Indonesia and Bangladesh are benefiting most as rising costs in China force firms to switch production, it says. [Read More...](#)

### ‘Iron Man’ suit tech within grasp: B.C. scientist

High-tech robotic suits, similar to the one portrayed in the 2008 Hollywood blockbuster Iron Man, could become a reality within 30 years, says a University of Victoria neuroscientist.

[Read More...](#)

Robotic vabor taking over the World? You bet – here are the details

With 9 million robots working in the world, and 4 million+ more scheduled to arrive next year, we're clearly entering into a new age of automation. But will it bring a new era of unemployment with it? [Read More...](#)

Ain't no science fiction, suspended snimation Is FDA approved and heading to clinical trials

The idea is simple: slow a person's metabolism to such a crawl that the process of dying from say, a gunshot wound, is held in check. Like an animal in hibernation breathing, heartbeat, brain function and general metabolic functions are slowed drastically. [Read More...](#)

Nokia app powers portable brain scanner

YOU can now hold your brain in the palm of your hand. For the first time, a scanner powered by a smartphone will let you monitor your neural signals on the go. [Read More...](#)

Online gamers crack enzyme riddle

Online gamers have achieved a feat beyond the realm of Second Life or World of Warcraft: they have deciphered the structure of an enzyme of an AIDS-like virus that had thwarted scientists for a decade. [Read More...](#)

Arm Race: Your wristwatch is your next web portal

The wristwatch was nearly killed off by the cell phone revolution, but with the rise of the smartphone it's about to evolve into something more powerful than it's ever been. [Read More...](#)

EIA projects world energy use to increase 53 percent by 2035; China and India account for half of the total growth

International Energy Outlook 2011 (IEO2011) released by the U.S. Energy Information Administration (EIA) presents updated projections for world energy markets through 2035. The IEO2011 Reference case projection does not incorporate prospective legislation or policies that might affect energy markets. [Read More...](#)

Amazon Kindle can now check out e-books from 11,000 libraries

Kindle users can now check out e-books from 11,000 community libraries across the country, Amazon announced today. The process is a simple one: Navigate to the website of your local library, enter your library card number, select a title, click "Send to Kindle," and plug in your Amazon.com information. Your book can then be transmitted wirelessly or via USB – any gadget with Amazon software will do, including an iPhone or Android handset. [Read More...](#)

CHART of the day: Time spent on Facebook is growing at an astonishing rate

United States citizens now spend roughly 16% of their total time online on Facebook. That's an enormous figure. [Read More...](#)



[Top of the page](#)

Address: Level 27 | 101 Collins Street | Melbourne | VIC 3000  
Phone: +61 3 9018 7917 | Fax: +61 3 9012 3580 | [emergentfutures.com](http://emergentfutures.com)

[Subscribe](#) | [Unsubscribe](#) | [Modify My Profile](#) | [Privacy](#) | [Contact Us](#)  
© Copyright 2010 Emergent Futures Pty Ltd. All rights reserved. ABN 39 105 730 407