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Welcome to the End of July Edition of What's Emerging

We hope that those of you who have just gone through the end of financial year have weathered the storm and have covered off on your paperwork.

Once you are past that it is a good time to take some time to think strategically and if you want one month's free access to our scanning database to help you do that just go to our [home page](#) and sign up for the trial at the bottom of the page.

In the next two weeks Paul will be working with Pronto Software on the future of enterprise software, presenting to the Cotton RDC board on the future challenges for the cotton industry and presenting to two tourism industry residential leadership programs on future challenges and strategies for the industry. If any of these subjects or the general area of future challenges interests you then please email us at info@emergentfutures.com and we can talk to you about tailoring a presentation to suit your organisations.

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

Cheers

Paul Higgins, Sandy Teagle, Kim Stewart, Smitha K, Syed Muqthar, and Samantha Kyle-Little

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What we are writing about

The looming crisis for Crowdfunding – why it is a good thing

We think crowdfunding is a really important trend for a number of reasons but we also think there is going to be a major scandal soon. That disaster will not kill the value of the system but it will cause a re-organisation and re-evaluation of value. [Read More...](#)

Car sharing about to explode?

Relay Rides and GM OnStar have teamed up to allow car sharing of the 6 million vehicles that have the OnStar technology installed, potentially massively exploding the use of car sharing services. [Read More...](#)

Business Tips

Microsoft, the old dog, learns some new cloud tricks

The preview release of Office 2013 marks a highly significant change of tack by Microsoft. You can start using it now. Many will. [Read More...](#)

Top 10 ways to get free wi-fi anywhere you go

You can find free Wi-Fi almost anywhere, if you know how to look. Here's what you need to

know. [Read More...](#)

How to stay safe on public wi-fi networks

And if you follow the tip above you need to be safe. When you're clicking connect on an unsecured, public Wi-Fi network, here's how to stay safe and secure. [Read More...](#)

Perfect for inflight reading: TED's new iPad/iPhone book app

Business travellers looking for a concise yet interesting read on their next trip now have a fantastic electronic option for their iPads and iPhones: new set of books from the TED series of conferences, delivered via an iOS app. [Read More...](#)

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What's Emerging

The internet of things and change - will you be ready for the M2M world? – Forbes

Will You Be Ready For the M2M World? The Internet of Things, the Connected World, the Smart Planet... All these terms indicate that the number of devices connected to, communicating through, and building relationships on the Internet has exceeded the number of humans using the Internet. [Read More...](#)

Wealth doesn't trickle down – it just floods offshore, research reveals

A far-reaching new study suggests a staggering \$21tn in assets has been lost to global tax havens. If taxed, that could have been enough to put parts of Africa back on its feet – and even solve the euro crisis. [Read More...](#)

The quest for digital Skyscrapers: Can Silicon Valley create the next 100-year brands?

Whether you play his games or not, and no matter what you think of him personally, if you're in this business you just have to respect that. [Read More...](#)

Big campaign spending: Government by the 1%

Big donors are a big threat to American democracy. Why we need campaign finance reform. [Read More...](#)

Qantas offers free iPads for all passengers saves fuel in the process

Qantas is one of the first airlines to offer all passengers a free iPad for use during domestic flights aboard its fleet of B767 aircraft. Each iPad will allow access to the QStreaming service, which has over 200 hours of entertainment to watch. There's also going to be in-flight Wi-Fi for those who want to surf the web and check their email. [Read More...](#)

Socio-economic paradigm shift is ahead: Interview with Nathan Hagens, ASPO-Vienna 2012

The current period can be undoubtedly characterized as an economical, ecological, cultural, political, but also moral crisis. The solution seems to be as far off as ever and problems seem to be getting worse by the day everywhere. [Read More...](#)

The future impact of Big Data in 2020 and the limits of our knowledge

What is the potential future influence of Big Data by 2020? Experts say study of new streams of information will make us more nimble and adaptive; however, they express concerns over 'humanity's dashboard' being in government and corporate hands; and they point out numbers can lie. [Read More...](#)

China announce ten-point technology plan to tackle climate change

The most critical element of the newly released Plan is the Ten Most Critical Mitigation Technologies and Ten Most Critical Adaption Technologies that have been identified by national Government for China's efforts to address climate change challenges. [Read More...](#)

Printing the human body

Oli Archibald, @FutureSelfOli, sent this interesting infographic my way on bioprinting human beings. [Read More...](#)

Aid donors must get ready for new global poverty map, says ODI report

By 2025, poverty will have declined in middle-income countries, requiring UK and other donors to shift focus to fragile states. [Read More...](#)

How Amazon's ambitious new push for same-day delivery will destroy local retail

Amazon's grand strategy has been to set up distribution centers in faraway, low-cost states and then ship stuff to people in more populous, high-cost states. [Read More...](#)

World economy heads for another perfect storm

The International Monetary Fund's latest "World Economic Outlook" makes for chilling reading. A perfect storm in which all parts of the world economy go down together seems fast to be gestating somewhere out in the mid-Atlantic. [Read More...](#)

Marissa Mayer's 9 Principles of Innovation

Google's VP of search products and user experience shares the rules that give the search company its innovative edge. [Read More...](#)

A World without Coral Reefs

IT'S past time to tell the truth about the state of the world's coral reefs, the nurseries of tropical coastal fish stocks. [Read More...](#)

Learn Science while playing video games? Video Game maker valve makes dreams comes true

A growing number of educators have become open and eager to use video games in the classroom, especially when it comes to teaching STEM (science, technology, engineering, and mathematics). [Read More...](#)



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