



Published by Emergent Futures Pty Ltd

Mid April 2012

Welcome to the Mid of April Edition of What's Emerging

A couple of new things to announce this month.

If you missed it in the last edition Paul has started a new long form blog. We have changed the web address name to www.futuristpaul.com which is different to the word press address we placed in the last newsletter. This complements the newsletter and the scanning blog but is for pieces that are too long for the scanning blog which is mostly for publishing things we have seen that are of interest for shaping the future. We will put links in to the newsletter under the What are We Writing About section but you can follow the blog directly by going there and adding it in your RSS Newsreader or by signing up for email notifications. Please let us know what you think by commenting on the blog or emailing us.

We have started writing an ebook to complement Paul's presentations on the Future Competitive Landscape for Small and Medium Business. This should be available in a couple of months but we will be publishing excerpts along the way and will be offering it free to followers and newsletter subscribers for the first 48 hours after it is released so keep an eye out.

In addition we announced in the last newsletter that the Future of Parliament presentation that Paul gave in January at the ANZACATT Conference was up on the site. There was a problem with the page links for this presentation. It is up on the site now and you can access it at the home page.

As always we hope that you find the newsletter both interesting and useful.

Cheers

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

SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

➔ [Visit our website](#)

 [Follow us on Twitter](#)

 [Visit our Tumblelog](#)

What we are writing about

Books I like around Future Thinking

[Mostly Incoherent Ramblings](#) on Tumblr sent me the following message: Hey Paul, I really enjoy your blog. The idea of futurism really interests me and seeing that you have a masters in the field I was wondering if there were any books on the matter that you would recommend to a blogger looking to get a sense of what futurism is all about. Thanks in advance. [Here is my response](#)

How to pick a good Futurist from a snake oil salesman

"Some of them wanted to sell me snake oil and I'm not necessarily going to dismiss all of these, as I have never found a rusty snake."

What's Emerging?

-Author Terry Pratchett on some of the 60,000 emails that he received after announcing he had been diagnosed with early onset Alzheimer's disease

What we tell people consistently when we work with them is that "How you think is more important than what you think" and there are two simple tests you can use straight away [Read More...](#)

Business Tips

6 Key lessons charity water can teach you about building a thriving lifestyle business

6 key insights and specific recommendations from each of them about how to apply them in your business. [Read More...](#)

Over 100 incredible infographic tools and resources (categorized)

If you love infographics, data visualization and information design, you're going to love this post. [Read More...](#)

A unique classroom and teaching organizer app for the iPad

"iTeach Pad" is an easy to use organizer app for K – 12 teachers, developed with feedback from dozens of EmergingEdTech readers. May be more generally useful. [Read More...](#)

How to not get distracted when you don't have an office space

With a growing trend towards freelance and independent workers this is an interesting article on the factors that affect your work. Well worth reading if you are a freelancer or telecommute in part for a job in a larger organisation. [Read More...](#)



[Top of the page](#)

What's Emerging

Here is why Face book bought Instagram

Face book was scared shitless and knew that for first time in its life it arguably had a competitor that could not only eat its lunch, but also destroy its future prospects. Why? Because Face book is essentially about photos, and Instagram had found and attacked Face book's Achilles heel — mobile photo sharing. [Read More...](#)

Trusting feelings when predicting Future Events: The emotional Oracle effect

A forthcoming article in the *Journal of Consumer Research* by Professor Michel Tuan Pham, Kravis Professor of Business, Marketing, Columbia Business School; Leonard Lee, Associate Professor, Marketing, Columbia Business School; and Andrew Stephen, PhD '09, currently Assistant Professor of Business Administration, Joseph M. Katz Graduate School of Business, University of Pittsburgh, finds that a higher trust in feelings may result in more accurate predictions about a variety of future events. [Read More...](#)

Publishing is no longer a job or an industry — it's a button

If traditional publishers — of all kinds, not just the book industry — want to maintain some of the value they have had in the past, they will have to stop thinking about controlling the process of distribution or the delivery platform, and think more about the services they can add for authors and readers. [Read More...](#)

PayPal redesigns how you buy with Its "Digital Wallet"

PayPal redesigned and re-architected its payment system for the first time in 13 years. Here's a look at what they're offering — the grace period sure sounds nice. [Read More...](#)

Microsoft unveils universal translator that converts your voice into another language

Microsoft Research has shown off software that translates your spoken words into another language while preserving the accent, timbre, and intonation of your actual voice. [Read More...](#)

Nokia patents vibrating tattoo that alerts you to a call

What's Emerging?

A patent application was filed by Nokia that would involve users having vibrating magnetic tattoos that alert them to incoming mobile phone calls or text messages. [Read More...](#)

The intelligence of a city is on the streets

Smart City is an expression I try to avoid, precisely because in its current state it has only served to confuse things. I prefer to speak of technologies for urban services when I think of improving public services, and civic empowerment enabling technologies. [Read More...](#)

Study shines light on brain mechanism that controls reward enjoyment

What characterizes many people with depression, schizophrenia and some other mental illnesses is anhedonia: an inability to gain pleasure from normally pleasurable experiences. [Read More...](#)

Water wars between countries could be just around the corner, Davey warns

Energy secretary tells conference that growing pressure on water resources could worsen existing war and lead to new ones. [Read More...](#)

Learning best when you rest: Sleeping after processing new info most effective

Nodding off in class may not be such a bad idea after all. New research from the University of Notre Dame shows that going to sleep shortly after learning new material is most beneficial for recall. [Read More...](#)

The real oil shock: Rising gas prices don't actually affect Americans' behavior

High gas prices must be forcing Americans to cut back in other ways, right? That's what the economists Lutz Kilian at the University of Michigan and Paul Edelstein of the consulting firm IHS Global Insight wondered. They looked at personal spending habits during periods of high energy prices and discovered that "somewhat surprisingly, there is no significant decline in total expenditures on recreation." [Read More...](#)

Smartphones now account for half of mobile phones in US and two-thirds of new purchases

A new report from Nielsen shows that as of February 2012, just about half of US mobile subscribers own smart phones (49.7%) — an increase of 38 percent over last year, when only 36 percent of mobile subscribers used them. [Read More...](#)

Warming climate reveals links to infectious disease

Diarrhea, cholera and tick-borne illness: As the climate changes, a host of health threats are predicted to escalate, experts say. [Read More...](#)

SoFi lets students borrow money for School from alumni

The way the program works is simple. Alumni invest money in their particular school's funding, and then students apply just as they might to any other college loan. Loans are given to students for a 6.24% interest rate (5.99% if they sign up for auto-pay), alumni earn 5% back on money they've invested, and SoFi keeps roughly 1%. Alumni can invest with cash, or can invest funds through their IRA. [Read More...](#)

Cloud computing could create 1.4 million banking jobs by 2015

A Microsoft-funded IDC study suggests that innovation enabled by cloud technology could boost jobs and revenues worldwide across several business verticals, including banking. [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

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