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## Mid August 2012

### Welcome to the Mid August Edition of What's Emerging

Hopefully you have emerged from your bleary eyed focus on the London Olympics and are back in focused strategy mode.

Last week Paul presented to the NE Tourism Residential Leadership Program at Milawa in Northern Victoria on the competitive challenges for tourism in the future. The presentation was tailored for the tourism industry but there are many themes about the future competitive landscape that apply to businesses and organisations from all sectors. Some of the Twitter responses from that presentation were:

***@futuristpaul Thanks so much for your presentation last week at Lindenwarrah for the HCTI Leadership program. Fantastic! - @Feathertop\_Wine***

***Inspired after session with @futuristpaul on 1st residential #HCTILP at Lindenwarrah - thank you! - @purealpine***

***Thanks for coming to beautiful NEV and the great session today @futuristpaul ^kb @PfeifferWines***

***A great couple of days of Tourism North East leadership workshops... @futuristpaul was a highlight today, thanks again! - @Clare\_Burder***

***Learning from @futuristpaul 's insightful session at #HCTILP #inspired - @christykemp***

If you are interested in a similar presentation tailored for your industry or organisation or a different one on various future thinking topics please contact Paul at [paul@emergentfutures.com](mailto:paul@emergentfutures.com)

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

Cheers

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

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## What are we writing about?

**Why would you publish a book about the future without a Kindle Version? (Or another eBook version)**

Why you have to remove all possible friction in your customer's buying decisions. [Read More...](#)

#### Presentations

We have just completed presentations for NE Tourism Leadership Program, Pronto Software , and The Cotton Research and Development Corporation. As these are private briefings we need permission from the organisations to post them publicly. Once that is the case we will place

them on the website. We will notify you in the next newsletter if they are available but keep an eye out in our download section on the home page if you are interested in seeing them earlier.

## Business Tips

### How the tough get going: Silicon Valley Travel Tips

For a certain type of frequent-flying entrepreneur in and around Silicon Valley, travel is an art form — one that doesn't require private jets and fat wallets. Rather, they have perfected the art of travelling comfortably, without anxiety or wasted time. [Read More...](#)

### The workplace benefits of being out of touch

"Some industries are so highly volatile that people need to be connected all the time, but most of us over exaggerate our own importance," said Dalton Conley, dean for the social services at New York University and author of "Elsewhere". [Read More...](#)

### IBM Think: An iPad and Android tablet app that charts the evolution of technology

IBM Think was launched this week for iPads and Android tablets. The app sets out to show how early tools have evolved into the modern technological masterpieces we see today. IBM Think is actually its Think pop-up exhibit reimagined in app form, the former being held at New York City's Lincoln Center way back in 2011. Indeed, this exhibit has just been installed in the Museum of Modern Art's (MOMA) permanent collection. [Read More...](#)

### Powerful tools for learning a language, or several

The best thing about the app is that it remembers your progress and shares it with your profile online. You can access it from different places (like your [iPhone](#) or [iPad](#)) and then from your PC, where more complex packages round out the learning process with features like writing exercises. [Read More...](#)



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## What's Emerging

### Google to include people's Gmail in search results

Google is creating an information bridge between its influential Internet search engine and its widely used Gmail service in its latest attempt to deliver more personal responses more quickly. [Read More...](#)

### The 11 graphs that allegedly prove that the west is doomed

Should Americans just embrace the idea that fast recoveries are a thing of the past? [Read More...](#)

### Lighting the clean revolution: The rise of LEDs and what it means for cities

At Rio+20 we launched the game-changing report Lighting the Clean Revolution: The rise of LEDs and what it means for cities, which looks at the economic and efficiency benefits of low carbon LED lighting. [Read More...](#)

### Which countries will rise to the top in a leaderless world?

To pick the likeliest winners in this vast category, Jim O'Neill of Goldman Sachs has given us the BRICS (Brazil, Russia, India, China, and now South Africa). [Read More...](#)

### The top 10 smart cities on the planet

Crunching a list of variables about innovation and sustainability, we rank the world's smartest cities, from New York to Hong Kong (and with an unexpected winner). [Read More...](#)

### Burner App Creates & Later Burns Disposable Phone Numbers

Burner is an iPhone app made by Ad Hoc Labs to create and manage and later burn disposable alias phone numbers to add a layer of privacy to your real phone number. [Read More...](#)

### World economic forum lists top 10 emerging technologies for 2012

The World Economic Forum's Global Agenda Council on Emerging Technologies has drawn up a list of the top 10 emerging technologies for 2012. [Read More...](#)

### Pay with square at starbucks: The biggest moment yet for mobile-phone wallets

Square will handle Starbucks' credit card processing and Starbucks will promote local businesses which accept Pay with Square. And Starbucks is investing \$25 million in Square and its Chairman, President and CEO Howard Schultz will join the payment startup's board. [Read More...](#)

### Mango health: A mobile app for rewarding people who stay on track with prescription drugs

Mango Health, a startup that's adapting some of the triggers and rewards from the social gaming industry to the complex world of health care. [Read More...](#)

### Google translate can now read images of text

The newest version of the Google Translate app can now translate text from photos, according to Android Central. The image feature works with all languages available in Translate, and allows users to highlight the text they want to convert to another language. [Read More...](#)

### U.S. growth falls to 1.5%; a recovery seems mired

The United States economy has lost the momentum it appeared to be building earlier this year, as the latest government statistics showed that it expanded by a mere 1.5 percent annual rate in the second quarter. [Read More...](#)

### New economic thinking and the potential to transform politics

Economic ideas matter. For two centuries political debates have been framed by economic arguments – markets versus states; right versus left. But economic thinking is changing, and it is paramount that policy and politics change along with it. [Read More...](#)

### Cyborgs, sewers, and the sensing city

The rise of neighborhood-based environmental justice movements, beginning in the 1980's, forced us to confront the human side of pollution and its relationship to urban poverty. The evolution of green building standards and advances in sustainable design helped us imagine an environmentally enlightened future for our offices and homes. [Read More...](#)

### Female teaching recruits are agents of change in rural Nigeria

These women are agents of change in an extremely conservative society. While most of their friends from the village are married and uneducated, these girls are slowly breaking old traditions through education. [Read More...](#)

### The home office

Designed by Spaceflavor, this tiny mobile cube was recently awarded an AIA small projects award for its ingenious use of space. [Read More...](#)



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