

# What's Emerging?

The latest news and information ...

We help you think about the future so you can act today ...

Published by Emergent Futures Pty Ltd

## Mid November 2013

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

In the next few weeks Paul will be running a strategic thinking and future thinking session for 3 combined statutory boards, finalising a strategic plan for medium sized agribusiness, working with the leadership team of a listed public company on foresight, working with the Corporate Services Division of the Australian Tax Office on changes in their world, and finalising the strategic plan of a medium sized not for profit company in the disability sector. If any of these approaches interest you then please contact us at [info@emergentfutures.com](mailto:info@emergentfutures.com).

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

Cheers,

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

### What are we writing about?

There are no new articles of presentation for this issue that we can share with you. Please go to [www.emergentfutures.com](http://www.emergentfutures.com) for any presentations that might interest you or [www.futuristpaul.com](http://www.futuristpaul.com) for blog posts.

### Business Tips

Learn Growth Hacking: 35 Resources to help you become a Growth Hacker

Different from marketers, who traditionally are less technical, growth hackers have one objective – to grow the company. This is done through a variety of tactics called (for lack of a better word) "hacks." These hacks generally are inexpensive (commonly free), and they are aimed at increasing the viral coefficient. [Read More...](#)

Techniques for mapping your customer journeys across different touch points

So, where do you start when looking at your business and the journey a customer takes in the initial phases of a decision-making process and in follow-up phases as the relationship builds? This post has been written to provide advice and guidance to marketing professionals on the key steps to mapping your customer's journey with you. [Read More...](#)

If you're still having a hard time sending links via Twitter's direct message, here are some handy hacks

So, how do you get around the limitation of not being able to share links via DM, without

#### SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

[Visit our website](#)

[Follow us on Twitter](#)

[Visit our Tumblelog](#)

having to resort to email? Here are three hacks. [Read More...](#)

Passion is the New Engagement

Five tips for unleashing the focus, curiosity, and trust of your team. [Read More...](#)

## ■ In case you missed it: Most popular links from the Last Edition

### [14 Google Tools you didn't know existed](#)

Now that you've written your eulogies for Google Reader, it's a good time to remember that Google has an abundance of other resources that may not be as popular but still deserve a spotlight.

[↑ Top of the page](#)

## ■ What's Emerging

The 31 things inside everything you tweet

A keen look into the huge data pile Twitter is building out of your breakfast photos and jokes.

[Read More...](#)

Hans Rosling: How much do you know about the world?

Many people don't know about the enormous progress most countries have made in recent decades - or maybe the media hasn't told them. But with the following five facts everyone can upgrade their world view. [Read More...](#)

What the world would look like if all the ice melts

According to maps published by National Geographic, Australia will one day get an inland sea if global warming continues and melts the world's ice caps and glaciers, lifting sea levels by about 70 meters. [Read More...](#)

Wearable textile battery can be recharged by sunlight

Going hand in hand with the development of wearable electronic textiles, researchers are also pushing the development of wearable and flexible energy storage to power those e-textiles.

[Read More...](#)

Sociology: Interview with Harold Jarcho

I met Harold a few years back through Peter Vander Auwera who runs the Innoribe activities for Swift and had us work together on a presentation on organizational models and culture for Sibos. [Read More...](#)

Check Out the Top 10 Brands on Tumblr

In the month of data analyzed, the top 10 posts about each brand were created by fans.

[Read More...](#)

It's the end of Walmart—and mass-market retail—as you know it

For a long time, having the best supply chain was enough. This is how Walmart became the powerhouse retailer it is... [Read More...](#)

Motorola wants you to tattoo a smart phone microphone onto your throat

Motorola has applied for a patent of a microphone with a transceiver and power supply that is designed to be tattooed onto your throat. [Read More...](#)

Morphing Table

Well, what can I say... The Future is here. This is one of the most amazing artifacts from the future I've seen in a long time. [Read More...](#)

Who has 1 Billion Users and is about to overtake Face Book?

It's not Twitter, Google+ or LinkedIn. It's a company that most people in the West don't know. That, however, is set to change, with the explosive growth of China's Tencent and its mobile messaging. [Read More...](#)

### The Future of Film

As Los Angeles continues to develop its technology economy, Hollywood remains the area's strongest market place. [Read More...](#)

A Global Social Media Census: The World's Largest Social Networks, and where their Users come from

The World's 24 Largest Social Media Sites. [Read More...](#)

### Nobel Laureate Daniel Kahneman on making Smarter Decisions

The bestselling author of Thinking, Fast and Slow, talks about overcoming the cognitive biases and errors that can affect decision-making. [Read More...](#)

### The Mutilated Economy

The long-term costs of short-run failure are piling up and up and up and up. [Read More...](#)

Haiyan kills hundreds, prompts new Salvos in Climate Wars

How strong was Super Typhoon Haiyan when it tore into the Philippines on Nov. 7? [Read More...](#)

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