

“It is literally true that you can succeed best and quickest by helping others to succeed.”

Napoleon Hill, (October 26, 1883 – November 8, 1970)



Edito

Napoléon Hill (26 Octobre 1883 - 8 Novembre 1970) est un auteur américain précurseur du développement personnel. Son œuvre la plus célèbre, **Think and Grow Rich** (1937), est l'un des livres les plus vendus de tous les temps. L'une de ses expressions favorites est «L'Homme peut accomplir tout ce que son esprit peut concevoir et croire». Sa pensée est toujours utile et parfaitement adaptée aux comportements à adopter dans les communautés en ligne.

Napoleon Hill (October 26, 1883 – November 8, 1970) was an American author who was one of the earliest producers of the modern genre of personal-success literature. His most famous work, **Think and Grow Rich** (1937), is one of the best-selling books of all times. «What the mind of man can conceive and believe, it can achieve» is one of Hill's hallmark expressions. His thinking is always useful and perfectly adapted to the behavior in online communities.

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Majors Trends in the Globalized World

[Reinventing the informal economy](#)
Science Blogs, Causaubon's Book, Sharon Astyk, June 27, 2011



The role of the informal economy in supporting a culture that can't keep consuming resources at the same rate is a major issue in a globalized world. This kind of economy represents 75% of all activities. When the formal economy fails, the informal economy is needed. How to rebuild is a huge question, and one whose radicalism can't be overstated. This article explains why it involves reinventing our economy since the informal economy stands against industrial growth capitalism.

[Analytics of systemic crises and the role of global financial safety nets](#)
International Monetary Fund, May 31, 2011



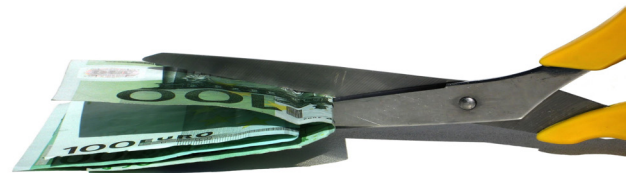
In response to the 2008 crisis, the IMF boosted its resources, strengthening its ability to pre-empt crises. This paper takes another look at the global crisis in the context of a large review of past systemic crises to assess whether rising linkages across countries is a source of latent systemic instability and ascertain whether the global financial safety net is adequate to contain crisis and contagion risks arising from such systemic instability.

[The economics of co-creation](#)
Blogging Innovation, Idris Mootee, July 5, 2011



In few years, customer co-creation will be the norm of everyday business. But we must define it, as sometimes people refers it to anything from idea crowd-sourcing to technical expert groups to simple product/service/marketing customization. One good example of real co-creation is a company called Local Motors. This article details one of the few co-creation company, far in advance from its opponents.

[Des monnaies complémentaires pour changer la vie](#)
Internet Actu, Rémi Sussan, 26 juillet 2011



Un atelier sur l'innovation monétaire s'est déroulé dans le cadre de Lift, une communauté qui travail à identifier et anticiper les usages émergeant en matière de technologies digitales. Les participants ont défini dans un premier temps la différence entre une monnaie et un indicateur. Une monnaie sert à la résolution d'une dette par un acte d'échange, un indicateur sert à déterminer la valeur d'un bien ou d'un service (le plus connu étant le prix). Actuellement, une tendance de fond est le développement des monnaies complémentaires. Ce sont des monnaies qui n'ont pas cours legal mais qui sont des moyens d'échange à part entière. Vu qu'elles n'ont pas la légitimité d'une monnaie nationale garantie par l'Etat, le système repose sur la confiance. Ces monnaies peuvent être rentables et favoriser des comportements prédéfinis comme l'innovation ou le développement durable.

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Corporate Social and Environmental Responsibility

[Why business should care about fighting corruption](#)

The Guardian, Eric Gutierrez, July 1, 2011

There was a time when some economists suggested that a bit of corruption might not be all that bad, especially for developing countries. Bribery, they said, can improve bargaining outcomes and efficiency by allowing companies and individuals to buy their way out of inefficiencies created by politicians and bureaucrats. Some argued that certain forms of bribe differ from taxes only in that they are secret.

The real question today is: why should business care about fighting corruption? The simplest answer is because it increases costs. Another is that in today's globalised environment, reputation is an increasingly important asset that only the foolish and most reckless managers won't protect.

[Economics of corporate social responsibility](#)

Centre d'Economie Industrielle MINES ParisTech, Matthieu Glachant, July 2011

CSR is a concept in which companies commit to improve their social and environmental performance beyond the statutory obligation to comply with legislation. For economists, the current success of CSR raises interesting questions. Is there a sufficient ROI in CSR activities? Does CSR lead firms to boost their environmental and social performance?

This three parts presentation from Matthieu Glachant (Mines Paris Tech) studies different topics that fall in the general category of CSR: voluntary agreements, environmental management standards, green design.

Management in the Future World of Work

[Defining the augmented leader](#)

Management Exchange, Dominique Turcq, June 30, 2011

The augmented leader should not be defined as a hero with chips installed in his brain. He is simply someone like you, and me. But the problem is that this person lives in an incredible world, with incredible tools: web 2.0, geolocation, master data management, mobile platforms... Hence, he is slowly becoming unmanageable. This article explains why and what we will have to learn on how to manage the augmented leader.

[You future boss may be a robot](#)

New World of Work, Dean van Leeuwen, July 25, 2011



John Markoff, in a 2010 article, paints a fascinating picture of how telerobotics and robotics could become a useful leadership tool for having the "boss" at hand. The benefits of telerobotics is really for companies whose executives spend a lot of time working remotely or travelling. Behavioural studies are showing that it has a markedly positive result in how people respond and behave. The video joined with this article from TomorrowToday illustrates how telerobotics is being used today.

[What women want – The future of leadership](#)


New World of Work, Keith Coats, July 10, 2011



Why women have not rushed into the top bosses positions? No one can deny that women still have a lot of work to do to influence the culture of the world of work. But it is work they are keen to do.

The irony is that never before has the workplace environment been so in need of what women have to offer regarding leadership roles and responsibilities. This article shows that in the next decades, it will be women who will thrive and restore some of the much needed balance that has been missing in the intersection of where life and work collide.

*Click on the titles to view the documents

 [Five tips for managing digital nomads](#)
Bloomberg BusinessWeek, Boland T.Jones, July 22, 2011

Managing the careers of people you never see in person can be a hard task, especially in a traditional 9-to-5 culture. As new technologies emerge and gas prices rise, the prevalence of teleworkers continues to grow. Recently, McKinsey named collaboration technology as one of the top 10 tech-enabled business trends to watch. This article by Boland T. Jones (CEO of PGI, a virtual meetings company) gives five tips to keep digital nomads motivated and productive. «Embrace the new norm. Let your employees know you support and encourage their digital wandering».

Enterprise 2.0 and Mobile Enterprise

[Converging enterprise communications, IT and the cloud - White Paper](#)

White Paper NEC, Commercial Document, 2010

The absence of clear and unambiguous explanations of the benefits of embarking on cloud computing, end users could be forgiven for thinking that these are technologies without a purpose. However, a revolution is underway, with its real benefits to enterprises and to workers.

[Le bon sens numérique chez AXA France](#)

Identité et réputation numérique, Olivier Zara, 18 juillet 2011

Olivier Zara présente ici, au travers de l'exemple d'AXA, sa conception d'une bonne conduite numérique au sein des entreprises. Celle-ci doit passer par 2 vecteurs:

- la charte «médias sociaux» qui formalise les usages et pose le cadre juridique;
- et surtout la sensibilisation et la formation des employés.

L'analogie avec la conduite automobile est bonne, l'obtention du code de la route est nécessaire mais non suffisante pour faire un bon automobiliste. Celui-ci doit pratiquer, conduire avec un moniteur qui pourra répondre à toutes ces questions et corriger ces mauvais réflexes.



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Internet and Social Networks

[La sphère publique du XXIe siècle](#)

Information Economy Meta Language, Pierre Lévy, 29 juin 2011

Selon Pierre Lévy, le médium numérique est en train de remplacer, tout en l'absorbant, l'ancien système des médias structurés (éditions papiers, cinéma, télévision, radio,...).

Ce médium étend et démocratise la liberté d'expression pour 3 raisons: économique, technique et institutionnelle.

La sphère publique du XXIe siècle n'est plus unidirectionnelle, nous passons de l'opinion publique à l'intelligence collective, cette dernière n'étant pas exempte des rapports de force traditionnels. Dans ce cadre, au même titre que l'usage du livre réclamait une alphabétisation de la population, la sphère publique du XXIe siècle réclame une alphabétisation à l'intelligence collective.

[Study finds that memory works differently in the age of Google](#)

News Columbia, July 14, 2011



The rise of Internet search engines like Google has changed the way our brain remembers information, according to research by Betsy Sparrow (Columbia University psychologist). "We remember less through knowing information itself than by knowing where the information can be found." This article from the Columbia University explains that we are more likely to remember things we think are not available online.

[Pentagon wants a social media propaganda machine](#)

Wired, Adam Rawnsley, July 15, 2011

It is a well known fact that social media can have a notorious mix of rumor, gossip and just plain disinformation. This article explains how the Pentagon is looking to build a tool to sniff out social media propaganda campaigns and spit some counter-spin right back at it. The Social Media in Strategic Communication (SMISC) program will be aimed at discovering and tracking the "formation, development and spread of ideas and concepts" on social media, according to recent announcement.

*Click on the titles to view the documents



[Google+: the complete guide](#)

Mashable, Ben Parr, July 16, 2011



Google+ is the hot social network on the block. In just three weeks, Google's competitor to Facebook and Twitter has amassed more than 10 million users, and its users are sharing more than 1 billion pieces of content daily. Google+ isn't the easiest thing to understand because it has a lot of features that can confuse beginners. Here is a Mashable's complete guide on all of Google+'s key features, as well as an introduction to the service and the important things you need to know about it.

Brand and Personal Online Reputation and Influence

[E-réputation et idées reçues : 20 articles pour vos vacances](#)

CaddeReputation, Camille Alloing, 25 juillet 2011

Voici une sélection des articles traitant de l'e-réputation publiés depuis le début de l'année sur le web. Notons que l'accent a été mis sur des articles iconoclastes. En effet, après plus de 4 ans de développement intensif du concept et du business de réputation en ligne et 30 000 articles de blogs mentionnant le terme « e-réputation » pour 2011, il est opportun d'y placer un filtre de sélection.

[Personal branding? Nonsense! It's reputation](#)

Econsultancy, Patricio Robles, June 29, 2011

Brands are generally comprised of visual components (think logos, colors, shapes and slogans), and they typically stand for something (values, lifestyles, myths, cultural associations). They have longevity, and are used to differentiate their customers from the rest of society. According to Washington Post journalist Gene Weingarten, «branding is ruining journalism.» As she says, "the first goal [of journalists today] seems to be self-promotion — the fame part, *the brand*. That's because we know that, in this frenetic fight for eyeballs at all costs, the attribute that is most rewarded is screeching ubiquity, not talent." This article tries to develop this Weingarten's idea.

[The future of personal branding : 5 predictions](#)

Brazen Careerist, Dan Schawbel, June 9, 2011

Personal branding was originally conceived in 1997, which tells that it's not a fad. Despite the adoption of social medias, the basic principles of personal branding still apply. Social network profiles, and blogs, have made it easier to build a brand because it is a time investment, not a money investment. Dan Schawbel (managing partner of Millennial Branding) has identified in this article several trends that everyone needs to become aware of if you want to remain competitive.

Personal Development and learning

[Training departments will shrink](#)

Harold Jarche, July 20, 2011

The Epic social learning debate for Summer 2011 states: "This house believes that as social learning grows, so the requirement for traditional training departments shrinks." Training on a massive scale was a requirement for preparing citizen soldiers for war. For a while, people have developed work skills through apprenticeship. But the industrial economy no longer drives the developed world. Even the information economy is giving way to the creative economy. The draining of the hierarchical pyramid will change not only training, but also intellectual property and the social contract with workers. This article shows that the rise of social learning will be one of the cause of the shrinking training department.

[New technologies and the future of learning](#)

Slideshows, Steve Weehler June 14, 2011



The future of learning is social, open, personal and mobile. What will be the new trainer role? What new skills will learners need in the digital age? Which skills does the digital literacy imply?

Some consider that digital literacy is about making the technology work for you, finding new ways in which information technology can enhance life and improve the quality of teaching and learning. Also, the digitally literate teacher will be convinced of the efficacy and usefulness of the connected computer.

More Notable Links

- Tribes and networks coexist

<http://www.jarche.com/2011/06/tribes-and-networks-coexist/>

- Rich Clubs, Motifs, and How They Control Networks

<http://www.technologyreview.com/blog/arxiv/26943/?ref=rss>

- Je ne suis pas un numéro, je suis un indice.

http://affordance.typepad.com/mon_weblog/2011/06/je-ne-suis-pas-un-numero-je-suis-un-indice.html

- How Divorce Lawyers Use Social Networks

<http://www.technologyreview.com/web/37943/?ref=rss&a=f>

- Former CIA Director: Build a new Internet to improve cybersecurity

http://www.nextgov.com/nextgov/ng_20110706_1137.php?oref=topnews

- Research backs English as key to development

<http://www.guardian.co.uk/education/2011/jul/05/research-backs-english-language-delotbiniere>

- China's meeting with Africa

<http://www.guardian.co.uk/global-development/poverty-matters/2011/jun/30/china-zambia-relationship>

- Google+ – fundamental misunderstanding of networks?

<http://www.elearnspace.org/blog/2011/07/10/google-fundamental-misunderstanding-of-networks/>

- Vers une veille moins chronophage

http://atelier.rfi.fr/profiles/blogs/vers-une-veille-moins?xg_source=shorten_twitter

- Un droit à l'oubli que l'on oublie

<http://blogs.lesechos.fr/intelligence-economique/un-droit-a-l-oubli-que-l-on-oublie-a6261.html>

- The Upside of Irrationality by Dan Ariely

http://www.neurosciencemarketing.com/blog/articles/upside-irrationality-ariely.htm?utm_source=feedblitz&utm_medium=FeedBlitzRss&utm_campaign=neuromarketing

- Is it Time to Cull Your Social Networks?

http://searchenginewatch.com/article/2095248/Is-it-Time-to-Cull-Your-Social-Networks?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+sewblog+%28Search+Engine+Watch+Blog%29

- Google+, un avertissement en coup de tonnerre : Le Web 2.0 aurait-il vécu ses plus belles années ?

<http://emergenceweb.com/blog/2011/07/google-un-avertissement-en-coup-de-tonnerre-le-web-2-0-aurait-il-vecu-ses-plus-belles-annees/>

- TED Global: Brilliant babies, electric grannies and bankers behaving badly

<http://www.guardian.co.uk/science/blog/2011/jul/15/ted-global-2011-ingenious-babies>

- Is there a new kind of fragile state?

<http://www.globaldashboard.org/2011/07/13/a-new-kind-of-fragile-state/>

- #E2sday: What Ants Can Teach the Enterprise About Teamwork

<http://blog.socialcast.com/e2sday-what-ants-can-teach-the-enterprise-about-teamwork/>

- What the 21st century needs

<http://www.newworldofwork.co.uk/2011/07/21/1463/>

- J'ai 26 ans. J'ai 26 ans et c'est beaucoup d'années

<http://ceciestun.tumblr.com/post/7941423040/jai-26-ans-jai-26-ans-et-cest-beaucoup>