



## What's New in the Literature?

by Terrance Malkinson

➤ **“Synanthropes is a term** used to describe wild animals that live near and benefit from humans. Kerry Banks in his article *Rise of the Synanthropes* [Canadian Geographic. 137(3):56-61. May/June, 2017]. www.canadiangeographic.ca ] explores why some species of animals thrive in cities and how urban planners are managing their increasing presence. The March/April issue of the magazine focuses on the Canadian North with many interesting articles including: Why the North Pole is so important, learning on the land at NWT's Bush University, and exploring the communities of Baffin Island. Another article “Out of Site” provides information on the James Bay Lowlands in northern Ontario which contain one of the largest potential mineral reserves in Canada. An interview with Michael Byers, an Arctic expert and legal scholar, provides interesting insights into Canada's role in important Arctic issues

➤ **The cover story of The Economist** [Volume 424, #9050. pp. 15-18. July 22, 2017 www.economist.com] focuses on the “Future of Learning.” Back in 1953, the Harvard Professor B.F. Skinner built the first “teaching machine”. Since then the use of technology for learning has had numerous successes and failures. As discussed in an accompanying piece [pg. 9] “what matters is how edtech is used.” The editors suggest three imperatives 1). The skills of a teacher will always be necessary in education, 2). Edtech must narrow inequalities in education, and 3). Educators must embrace technology. The feature article “Machine Learning” [pp 15-18] focuses on how educational technology is changing what the school experience and the new roles of artificial intelligence and the science of learning.

➤ **D.T. Max discusses** his belief that humans are still evolving under the influence of culture and technology in his article “The Next Human” [National Geographic.231(4):40-63. April, 2017.www.nationalgeographic.com]. Similar to other species, we are the product of millions of years of development. Today, many people have technology implants resulting from innovative applied research that enhance their quality of life by mitigating a physiological deficiency or disease. This gives humans new powers that fifty years ago were seen as science fiction and results in the coining of the term “cyborg” - an organism that is part human and part machine.

➤ **Elena Lytkina Botelho** et al discuss their 10-year research project on 17,000 executives on CEO success. [“What Great CEO's Do Differently: The Behaviors that Set the Best Leaders Apart.” Harvard Business Review. 95(3):70-77. May/June, 2017. www.hbr.org]. Their results chal-

lenge many widely held assumptions that as it turns out have little bearing on CEO success. Emerging from their research were four specific business behaviors that do lead to success. In another article in the same issue “The Worlds Next Great Manufacturing Centre” Irene Yuan Sun describes the growth in Africa's manufacturing sector. This is the result of substantial investment by privately owned Chinese companies that are transforming Africa's economy and society by providing millions of Africans with employment for the first time and fostering a generation of African entrepreneurs.

➤ **Fortune magazine has** published its annual listing and profiles of America's biggest companies [175(8). June 2017. www.fortune.com]. Leading the list, as it has for five continuous years, is Walmart Stores followed by Berkshire Hathaway and Apple. Profiles of some of these companies and other information of interest are also included in this issue of the magazine. Inc: the magazine for growing companies has published its “50 Best Workplaces in America” [pp. 42-53. June, 2017. www.inc.com]. Criteria for their selection as well as profiles are included. “The Richest Self-Made Women” profiles fifty-nine of America's wealthiest female entrepreneurs. [Forbes 199(6):86-93 June, 2017 www.forbes.com].

➤ **A variety of authors** describe the smartest ways to build a brand, win fans, and grow your business in “100 Brilliant Ideas” [Entrepreneur. 32-62. June 2017. www.entrepreneur.com ]. Many interesting insights and strategies are provided about how to improve something, what people want or even what people do not even know that they want. As stated in the introduction “Entrepreneurship is about ideas. It is the foundation of everything.....a business is an idea come to life: an entrepreneur is an ideas-driven person.” Entrepreneurs today often emerge from the millennial generation. In the Recruiting Tip Sheet published in the April issue of Inc. [pp. 48-49] new research is discussed on the characteristics, needs, and management of this outstanding generation of young people.

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➤ **The drone method** of delivery of parcels is a growing industry around the world. In “The Sky's the Limit” [Design Engineering. 63(2): 24-25. March/April, 2017. www.design-engineering.com]. Lindsay Luminoso discusses the Canadian start-up venture company Drone Delivery Canada [www.dronedelivery.canada.com] headquartered in Vaughan Ontario. Among other things, the author discusses the technologies involved, challenges during the journey, how the challenges were overcome, current status and as the technology grows practical applications for autonomous vehicles in Canada. Tom Standage discusses many important facets of this technology and its commercial applications in The Economist's quarterly technology feature [14-page inset “Taking Flight”. June,2017. www.economist.com].

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➤ **Many high school** students are taking courses for community college credit. Dennis Pierce in his article “The Rise of Dual Enrollment” [Community College Journal. 87(5):16-24. April/May, 2017 www.aacc.nche.edu] discusses this program that helps provide a seamless transition from high school to college. Students earn high school and college credits which can significantly reduce the amount of time it takes to earn a degree. Additionally, dual enrollment programs are seen as an opportunity to introduce college to a population of young people who normally would not think about it.

➤ **McKinsey & Company** is an established global management consulting firm that serves leading businesses, governments, non-governmental organizations, and not-for-profits. [www.mckinsey.com]. Additionally, McKinsey & Company is a prolific publisher of important insights into the current state of business providing you with valuable information that will enhance your success as a manager or staff employee. Their flagship business publication, *McKinsey Quarterly*, has been informing readers since 1964. Some recent publications include: High-Performing Teams, Untangling Your Organization's Decision Making, A Machine-Learning Approach To Venture Capital, and Pushing Manufacturing Productivity To The Max, to name but a few. They also feature collections of articles on topics of current interest. ■

For Terrance Malkinson's biography please see page 7.