



# What's New in the Literature?

by **Terrance Malkinson**

➤ **The February** 2018 issue *FORTUNE* published its annual ranking of “The World’s Most Admired Companies” [pp. 67-82. [www.fortune.com](http://www.fortune.com)]. Selected from a poll of 3,000 executives, analysts, directors, and experts; the leader was Apple followed by Amazon, Alphabet, Berkshire Hathaway and Starbucks. The most significant change was General Electric which plunged to 30th place as its stock plummeted 45% in 2017. Industry sector rankings are also provided. Also provided in the February issue is an article by Geoff Colvin “Ready, Set, Jump” [pp. 44-52]. The author provides many useful insights for those looking for new opportunities. General Electric was also the cover story of the February, 2018 issue of *Bloomberg Businessweek*. Authored by Drake Bennett “How General Electric Lost the Plot” [pp. 42-49] discusses how for most of its 126 year history its diversity of invention and commercialization produced many of the engineering technologies that have changed our world.

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➤ **The January**-February issue of *Harvard Business Review* [ 96(1) [www.hbr.org](http://www.hbr.org) ] spotlights organizational culture. Five articles: “The Leaders Guide to Corporate Culture” “What’s Your Organization’s Cultural Profile?” “How to Shape Your Culture” “Convergence Matters”, and “Context Conditions, and Culture” discuss many important issues to help manage the cultural factor of an organization. These include values and behaviours that contribute to the unique social and psychological environment of an organization including expectations, experiences, philosophy, and values that hold it together. These are expressed in its self-image, inner workings, interactions with the outside world, and future expectations.

**Exercise, proper nutrition, moderation, recognition, the reduction of or the ability to cope with life stressors, and coming to terms with the inevitability of death are seen as key factors for longevity.**

➤ **Founded in** 2002 by Toby Heaps and Paul Fengler, *Corporate Knights* [ [www.corporateknights.com](http://www.corporateknights.com) ] magazine is distributed quarterly as an insert in the *Globe and Mail* and the *Washington Post*. It is one of the world’s largest circulation magazines that is focused on the intersection of business and society, promoting clean capitalism with the vision of providing information that empowers markets to enable a better world. “Clean Capitalism” is defined as an economic system in which prices incorporate social, economic and ecological benefits and costs, and all stakeholders know the full impacts of their actions. The Winter, 2018 issue [Vol. 16(4)] contains a number of interesting articles including a

discussion of how electrification is set to sweep through the Canadian municipal bus system over the next decade [“The e-bus Revolution has Arrived” pp. 22-24], as well as its annual global corporate leadership index of the most sustainable corporations in the world.

➤ **First published** in December, 1984 *Up Here* was published eight times a year. In January 2015 *Up Here* absorbed its sister magazine, *Up Here Business*, and currently is a quarterly magazine. The magazine exclusively features articles on Canada’s North, including the territories north of the 60th parallel, Yukon, NWT and Nunavut, as well as areas in Canada’s provinces that are part of the Arctic. Its articles are in the genre of creative non-fiction, and cover social, political, historical, aboriginal, travel and geographical details of Canada’s North. The Winter, 2018 issue features articles on the top fifteen business influences in the North, and on bringing innovation to the North. [ <https://uphere.ca> ]

➤ **“How to Live Longer and Better”** is the focus of the February 26, 2018 issue of *Time*. [ 191(7/8):46-83. [www.time.com](http://www.time.com) ]. In this special report a variety of authoritative authors discuss the cutting-edge research on the subject of longevity. Globally the average lifespan is 71.4 years and to the best of our knowledge the oldest human was the French woman Jeanne Calment who lived 122 years. Advances in medicine are helping to extend our lifespans with a better quality of life than previous generations. Exercise, proper nutrition, moderation, recognition, the reduction of or the ability to cope with life stressors, and coming to terms with the inevitability of death are seen as key factors for longevity.

➤ **The January**-February issue of *Wings Magazine* [ [www.wingsmagazine.com](http://www.wingsmagazine.com) ] provides its annual feature focusing on “Careers in Aviation.” David Carr discusses education, training and job prospects in Canada’s aviation and aerospace sector in this 31-page insert. All aspects of careers in aviation are covered including becoming a pilot, aircraft design and maintenance engineering, and specialized aviation

support services. Comprehensive information on aviation education providers is a most valuable feature.

➤ **In the cover** story in the February 2018 issue of *National Geographic* [ “They are Watching You” 233(2):30-65. [www.nationalgeographic.com](http://www.nationalgeographic.com) ] Robert Draper details how the demand for security is increasing and how new monitoring technology is proliferating with the result that we are all under surveillance. This is a very informative and detailed account of the incredible innovations in technology that are enabling real-time high-resolution watching of every part of our planet.

➤ **The editors** of *MIT Technology Review* provide their assessment of new technologies that will have a profound effect on our lives in “Ten Breakthrough Technologies 2018” [ 121(2):36-71. March-April, 2018. [www.technologyreview.com](http://www.technologyreview.com) ]. Technologies selected as “breakthrough” include: 3-D metal printing, artificial embryos, sensing city, AI for everybody, dueling neural networks, babel-fish earbuds, zero-carbon natural gas, perfect online privacy, genetic fortune-telling and materials’ quantum leap. Included in the issue is a feature article on each of these new technologies. ■

## About the Author

**Terrance Malkinson** is a communications specialist, business analyst and futurist. His career path includes technical supervisor and medical researcher at the University of Calgary, business proposal manager for the General Electric Company, and research administrator with the School of Health and Public Safety at SAIT Polytechnic in Calgary. He is currently an international correspondent for *IEEE-USA Today’s Engineer*, contributing editor for *IEEE Canadian Review*, and a member of the editorial advisory board of *IEEE The Institute*. He was Vice-Chair of the IEEE-USA Communications Committee (2004-2010), and editor-in-chief of *IEEE-USA Today’s Engineer Digest* (2004-2008). He was an elected Governor of the IEEE Engineering Management Society as well as past editor of *IEEE Engineering Management*. He is the author of more than 550 earned publications, and an accomplished triathlete. [malkinst@telus.net](mailto:malkinst@telus.net)