



Since evolution is one of the axes on our map, we know the predictability of *what* is not constant across our map. How about “who” and “when”? Individual actors actions are notoriously difficult to predict. There are however ways to cheat the system but this uses weak signals.

Cheating the system

I was asked by a client whether the growing field of social media could be used to identify which companies were interested in acquiring others? The idea was very simple, if there were lots of increasing connections between two companies on a service such as LinkedIn, does that mean the companies are talking to each other? The problem