

Vertical Market Solution Reader



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Dedication

I dedicate this book to the following:

- **My Parents**
- **Siblings**
- **Friends**
- **Classmates**
 - **God**

Preface

This book is a study composed of the 95 theses found in the Cluetrain Manifesto including its seven chapters. It is a compilation of my reflections on the role of the market in the industry and the people. It also talks about how companies handle and manage their respective businesses. The purpose of the study is to give people an idea about what is happening in the real world. In addition, this paper also talks about market functions and the way how market communicates with the people.

95 Theses

The Cluetrain Manifesto

1. Markets are Conversation

When I first read this statement, I asked myself, how do markets become conversations? And then I came to think of it. What is the main method do we use when we try to sell products or services to other people? Well, it is basically our way of conversing with them. It is how we convince and persuade buyers to buy what we have to sell them.

Yes, markets are indeed a conversation. A market is supposed to enable customers and retailers to exchange any type of products, services and information as well. People will be most likely to buy our products if we have good communication with them. It is also important that we use the right approach to have a strong convincing power. Therefore everything depends on how we communicate with each other.

We converse with other people and share information regarding our experiences about the product whether it was a good one or not. We share what we know and recommend things to them. So people will also be engaged to buy these things and eventually they will also recommend it to other people they know.

Communication is a very important aspect when it comes to market. It is our way of influencing people, our way of introducing our products to them. You will have to be able to converse well with your customers if you want to be able to catch their attentions and make them listen to whatever you say. In order to do so, you will have to sound believable and convincing.

2. Markets consist of human beings, not demographic sectors

Markets consist of human beings, not demographic sectors. This statement simply means that we market for people not as a demographic sector but as human beings. Markets are often being categorized according to age, gender, status, etc. But since we are human beings, we should not be categorized in any way. We must not base individuals on the demographic sectors in which they belong to. A market has to be diverse. They should have variety of things to offer considering what the buyers might want.

Each and every one of us differs with each other in one way or another. We all have differences on things when it comes to taste, preferences and favourites. We may have the same likes and dislikes but not at all times. Thus, we should not focus only to demographic sectors. It is important to listen and pay attention to the interests and preferences of the buyers. If they would listen to these people, they will be able to identify what are the things they need to offer and it will also give them at least an idea they may use in their future plans.

In markets, we have to listen to their needs and want in order to meet their expectations. The question that we must always keep in mind is this, what do buyer wants? We have to always remember them as human beings. Companies must know how to respect the customer's differences and they must make ways on how to satisfy them.

3. Conversations among human beings sound human. They are conducted in a human voice.

I think what this statement tries to imply to us is the importance of both effective listening and quality conversation. Human beings have to be able to communicate well and effectively with people. This is actually important if you want them to understand the message you are trying to deliver to them. Understanding other people is an essential aspect of human communication.

We know for a fact that conversation is something we all do every single day. We get to talk to different types of people every now and then. Thus, the ability to express yourself clearly in a human voice is a very important thing. The tone and the pitch of your voice may express a person's emotion whether it may be a feeling of enthusiasm, aggressiveness, competence, etc. Human voice is the one expresses meanings behind these words. But there is still one more important thing to know about, conversation requires listening. It has to be both of how good we can communicate and how effective we are capable of listening.

Through human voice, the intentions of a person can be easily known. It is said that the human voice cannot be faked. So it is going to be easy for us to tell whether a person is telling the truth or if he or she is just telling lies. So what is good about the human voice is that it is genuine. In order for us to sound human, we should first learn to act as human.

4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

In delivering information, opinions, perspectives, dissenting arguments or humorous asides, it is said that the human voice is typically open, natural and uncontrived. Why so? Well I think because the tone of our voices depends on the message or the emotions we want to deliver to a person. When we give information our voices are usually calm. When we share our opinions or perspectives, we try to sound a little bit more upbeat. If we are arguing with other people, our voices tend to become tougher or aggressive. And when we are trying to be humorous to others, the tone of our voices becomes energetic and happy. All these things come naturally. The human voice mainly depends on the emotions, feelings or the views of a person. It only depends on how we use it.

Additionally, the tone of our voices affects how a person responds to what we say to them. According to an article I have read it was stated there that, "It is not what you know but how you communicate it that makes a difference." I have to say that I simply agree on this statement. The way we expresses things to others makes the message a lot different. It becomes more meaningful and understandable to the people we are talking to.

In markets, customers pay attention and listens to what the sellers are trying to tell them. So this is the reason why it is very much important for the human voice to sound open, natural and uncontrived.

5. People recognize each other as such from the sound of this voice.

We were all created as a unique individual. Each one of us was granted with our own unique voices. Some voices may sound alike or be similar, but then somehow there will still be a difference between them. This is because our voices differ from one another. Some may have high pitch voices while others have low pitch voices. The tone of our voices becomes our trademark.

Each and every one of us was born with a particular voice. Even if both our eyes are closed, we will eventually recognize the identity of a person once we hear him or her say a word. This is how powerful our voices are. It also represents our identity as a person. Some may be gifted with beautiful voices while some are not that lucky.

We make use of our voices in communicating with other people. Our voices serve as our main instrument that enables us to say and express the messages we want to deliver to somebody. The tone of our voices and the manner of how we say them may also give a meaning to it.

Talking is very important when it comes to markets. The human voice is one of the fundamental keys for making customers believe you. It simply depends on how well you communicate with them and makes use of your voice. If the customer will like what he would hear from you, well then there is a big chance that he might perceive you as someone educated and confident enough.

6. The internet is enabling conversations among human beings that were simply not possible in the era of mass media.

We all know for a fact that the internet has been rapidly growing as time goes on. We use the internet for web browsing. Almost everybody is now using the internet. More and more people are now beginning to engage themselves with these things.

The internet has become a very helpful tool for learning especially for students. Every time we need information, we quickly browse it on the internet. I have to say that the internet has made our lives easier. All we need to do is just one click away to get the information that we need. Now, I could not imagine what it's like without the internet.

We make use of the internet for research and even as a means of communicating with other people such as our friends, family members and relatives. In addition, social networks are now becoming popular to some; examples of social networking are friendster, facebook, multiply, myspace, twitter and many more. I know that most of us are very much familiar with these websites. We use them every time we communicate with people over the web. Even if we are far away from each other, this social networking makes it possible for us to get reattached to one other. We get to communicate and talk with them and catch up on things that we may have missed. That is why they say that the internet is now enabling conversations between human beings that were simply not possible in the era of mass media.

7. Hyperlink subverts hierarchy

Honestly, when I first read this I was really puzzled. I did not quite understand its meaning. I also find it hard to translate it into simpler words. Before writing this reaction paper, I have thought about it several times until I had an idea.

What are hyperlinks by the way? A hyperlink is which that links a word or a graphic to give access of information from another webpage. In other words, these are simply embedded texts that you will have to click so as to enable to direct or connect you to a different website. Usually this is used to provide easy access of information. It is actually a faster way to get into the information we need.

So what do this statement really means? What is this trying to tell us? As what I have understood from this statement, I think this is about how hyperlinks control information. It makes it easier for readers to gather information from a website. Not everyone can relate to the things we say. So through hyperlinks, we can provide the readers some resources that may help them understand and relate to the subject matter.

The internet allows us to have the information we need and most of them are for free. This is the greatest advantage we get from the web. It has so much benefit to offer us such as instant communication to people almost anywhere and provides us with knowledge and information. That is the reason why most of us use the net.

8. In both *internetworked* markets and among *intranetworked* employees, people are speaking to each other in a powerful new way.

In both *internetworked* markets and among *intranetworked* employees, people are speaking to each other in a powerful new way. So what is this statement trying to point out? Well, with the help of the internet, we are able to reach out to our customers in a more easy way. Advanced technology is truly a great help. We get to speak not only to a few people but to the whole world as well. The benefit of advanced technology is that more people will be encouraged to listen to us. Because we have said that the internet has been growing rapidly and largely, the numbers of customers are also increasing.

We are able to create more interaction with people. We speak to a wider audience by sharing our thoughts and create a certain connection between them. In other words, the internet is allowing more and more people to listen or to pay attention to what we have to say to them. We are not only speaking within a small group. We can be heard from all over the world.

The social network is now enabling us to communicate and even have group conversations. We become interconnected with each other. Through this, we build a certain connection that enables us to speak and communicate. It is one way of promoting your company by building a certain connection between you and your target audiences. Thus, it is said that people are able to speak to each other in a powerful new way.

9. These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.

We all know that there are a lot of new forms of communication nowadays. Network conversation is one method of communicating or conversing with other people. But how do networked conversations enable powerful new forms of social organization and knowledge exchange to emerge? Network conversations have been making it possible for each of us to create or be a part of a social group. We build a certain connection between us and get to share and talk about our common interests with them. It depends on how much you give impact to your social organization. You may be able to influence them in one way or another. Depending on how well you be able to explain or convince things to them. That is how powerful communication can be.

In markets, it is important that we get to share our knowledge or information with others. This is our approach in selling or advertising a certain product. Communication skill is a must particularly when it comes to market. Through network conversation, we find it easier to interact with more and more people.

In a social group, what people usually do is to interact with one another. The information we share depends on what social group we belong to, depending on their interests. People are way different from one another. We only talk about topics that we find interesting. Therefore it is necessary that we be able to find out the likes and dislikes of our customers before we say something to them.

10. As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.

Markets are now further developed. Its size has been getting bigger and bigger. In today's new world, there had been a lot of technological improvements particularly in communication. New technologies had been introduced and are now being used by a lot of people.

The way customer performs decision making has also changed. People are now becoming smarter and even wiser when it comes to decision making when selecting or purchasing a product. They think first before they buy them. These days more and more people rely on customer reviews and feedbacks. They see to it that majority of the customers must have liked the product. Recommendation from other people also influences them to choose the product that is perfect for them. They have to think twice before they get to buy something. As a result, companies nowadays also seek out on feedbacks of their customers. They find this very helpful because they get a chance to explore consumers' preferences and interests. Through feedbacks, they will know what the customers have in mind. It will give them ideas on what they have to work on in order to attract more people to buy their products.

When markets work collaboratively it develops itself to become smarter, well informed and yet more organized. I have to say that I have now fully understood what this statement tries to tell us. I also agree on what was stated on the second part of the statement, participation in a networked market also changes people fundamentally.

11. People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.

Nowadays customers get the information they need from their fellow customers. Consumers are now smarter when it comes to choosing or selecting the best product for them. They share and give one another knowledge and information as regards to a certain product. They talk about their experiences and inform each other whether the product is good or bad base on their assessment.

At times people are hesitant and unsure in deciding whether to buy a product or not. Customers do not fully believe on what the advertisements are saying thinking that these companies would only say nice things about their product. So instead, what they would do is to ask opinions from other people who had experience the product before them. They exchange advices with one other.

Customers rely on the experiences of other people especially when they try to get information and feedbacks from them. When customers feel like they might also like the product, there is a bigger chance for them to also try it. Customers trust other people more than the vendor because they know that the seller would only say nice things about the product in order for them to be able to sell it. The consumers are basically the ones who make assessment over the product. When a product is good, people would usually recommend it to someone whom they think would also like it. People are honest when they are being asked by others because they do not have to pretend about it since they are not paid to do that.

12. There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.

In my opinion, what this statement means is that we cannot prevent other people from talking about something, for instance about a company's performance. They say what they know and what they have in minds. It may be regarding the product or the company itself.

The networked market knows more than the companies do because they are able to gather all the information available on the web. Most of them are probably based on customer reviews or perhaps it is based on their experiences with the product or the company. Most of the time these information are good news for the business but unfortunately not at all times. Bad reports or gossips may also come out about them and the worst part is that they may not be able to stop it from spreading.

Network market may be both an advantage and a disadvantage for a company or a business. It becomes an advantage when customers share nice experiences and suggestions to other people. Others would even recommend it to some. Furthermore, it may be a disadvantage for them when people try to destroy the reputation of a company by spreading out rumours concerning them or by discouraging people from buying their products. When these things happen, companies are actually put into risks. Companies may worry that people might believe the negative things that are being said about them. So companies will have to be aware and conscious of their actions because secrets cannot be hidden in networked markets.

13. What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.

What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two. What does this mean? Well, we all know that an employee is someone who works for other people or a company. We may see them as employees however let us not forget that they are still human beings just like us. They not only talk like humans but they also act as one. The company is the only thing that stands between them.

Business is business. Business is very much different when it comes to our real lives. Employees also know how to separate work from their personal lives. Sometimes we think of the employees wrongly but then again, we must learn to understand them. The blames should not be put all to them. They are just trying to do their jobs so we must not take it too personally on them. Employees are hired and being paid to perform their duties well.

Since employees are considered part of a company, they do not really have the freedom to do or say whatever they want to. Some may have suggestions or ideas for the business which may help them improve, but then sometimes they are hesitant to share their suggestions and information with the company because some employees feel that they do not have the authority to do so. The company is the one dictating them on what to do. The company is the one who makes decision.

14. Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sounds hallow, flat, literally inhuman.

Firstly, how do network communicate? Network conversation provides people the information they need across the network. We all know that sharing information is very important.

Why do corporations do not speak with a human voice? Perhaps it is because they do not give much attention to it. What is significant for them is to make money. They focus too much on looking for strategies and finding ways of how to make their company earn profits. Their main goal is simply to be able to sell and that's it. But then we have to keep in mind that there are certain things that we must not forget about, because who knows that these might be the things that is very essential for us and we just don't put much attention to.

I think that corporations will have to start speaking similar with the way network communicate. They should treat each other as real human beings, especially their customers. Customers would want to think that these companies do actually care about them. Companies should be able to reach out to people; they have to be able to feel them that they are being valued.

To communicate, we should have to have that human voice to make our audiences or customers want to listen to us when sharing thoughts and ideas. Companies or corporations need to sound human. This is highly necessary because it is what people are looking for. We do not want to sound hallow, flat and inhuman especially to our intended audiences. All we need to do is simply treat them as human beings.

15. In just a few more years, the current homogenized, “voice” of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.

As I read this, a few questions pop up in my mind. What is going to happen if companies will not change their homogeneous voice and if companies will still not learn how to speak with a human voice? Will they stop providing information and knowledge to their customers in the next years?

In my own understanding, if corporations will not change the way they communicate with other people specifically their customers, there is a big chance that in the future they will be having a hard time communicating with their intended audiences. People may no longer believe or listen to them. The things they will say may no longer be important and convincing to their customers. Eventually, people will not be interested to listen to them anymore. Then what is going to happen next? If these things actually happen, I think it will destroy the connection built between the company and its customers. That is the reason why I think companies should finally understand how important it is to speak with a human voice. When we say things, it is important that we mean them. It has to be sincere and believable. For short, the words that are coming out of our mouth should have to be true. We do not want to sound as contrived and artificial as the language of the 18th century French court. So I think the best way we could do is to maintain that connection between you and the person you are talking with.

16. Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.

At times, companies really think that they are doing the right thing but they do not realize that it is actually the other way around. They only think about themselves when in fact it is not only about them, it is about everyone who is part of the industry.

No matter how good or wonderful their product or services is, in reality it is not the only thing that matters. Some people might get tired of listening to what these companies will have to say because they just could not feel it at all and we cannot blame the people for their actions because it is not their fault. In order to attract customers, they should be able to converse with them in a human voice. This is the key to being able to communicate to them well.

Markets are also about give and take. Companies need to understand the way customers think, decide and choose a product. They must know their preferences and interests. In this way, businesses will know how to deal with their customers and the way they treat them.

It is sad to know that some companies only care about is earning and gaining profit from their customers. They do not actually give much attention to their customers and they do not see the importance of giving value to them. They have to realize that customers should be their first priority because they are the ones who buy their products and make use of them.

Reference:

<http://www.dangerouslyawesome.com/category/consulting/>

17. Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.

Before, the most effective way of advertising a product or service is through television commercials. They make advertisements to attract attention of the viewers. Through advertising, companies are able to show people the benefits they could have from their product and also they get to persuade the viewers to purchase them. Companies are able to sell more to their customers.

As technology continues to develop, online markets have been introduced and are now being used by many companies. Through online markets, they can easily broadcast their product to a lot of people. Unlike television advertisements, online markets can be easily accessed by anyone anywhere. Online markets are very different from TV advertisements.

When people watch television ads, they only get to see the product and hear what the companies have to say about it. But with online market, people do not only see it but now they also get to see the feedbacks from other customers. In addition, through their web sites, people can now inquire about the company's products and services and with this, companies can immediately answer to their customers. Thus, online markets have enabled the companies to now communicate even better with its customers. People can now ask for inquiries and even give feedbacks about the products. All of these things were not possible before until online markets were introduced.

Reference:

<http://www.dangerouslyawesome.com/2009/01/27/cluetrain-a-day-2009-companies-that-assume-online-markets-are-the-same-markets-that-used-to-watch-their-ads-on-tv-are-kidding-themselves/>

18. Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.

Some companies still do not realize the importance of actually communicating with their customers person-to-person. Because of that, they are missing the opportunity and the chance to actually be able to talk to them and build a certain connection. Once you missed this opportunity, it will be hard for your company to relate itself to the people.

As markets are being networked, the people are also becoming smarter and wiser. When it comes to decision making, they think twice before buying the product. They hear each other's advices and feedbacks.

If the companies do not change, then how will they be able to hear these people? How will they be able to hear their opinions and ideas? Communication is one of the most important aspects in our lives especially in doing businesses.

Nowadays communication is even faster. New technologies have enabled us to communicate in many ways. But some companies do not make use of these things. They still go for the traditional way because they are already used to it. As time passes by, these companies are being left behind. They are missing the opportunities that are already in front of them. They do not realize that maybe it is about time that they should find new ways of reaching out with their customers. As technology changes, the people are also changing.

Change is the only constant thing in life, especially when it comes to technologies. Companies must find new ways of connecting to its people, the customers.

19. Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

Every person on this earth communicates with one another in so many ways. There are now a lot of new ways on how we can talk or communicate with the people we want to talk with. When it comes to markets, it is very important that we really have to make use of the tools that we have in order to be able to actually converse to our customers.

It is sad to know that companies do not make use of these things when in fact I think it would actually help them a lot. There are things in life that we only take for granted not realizing how important it is. Just like in markets. Companies are not making use of the resources that are already available on the web. If they missed the chance of communicating directly to the people, there is no assurance that the people will still listen to them.

No matter how big your company is, if you cannot communicate properly with others, no one will listen to you. The Cluetrain Manifesto has been implying to us that communication is very significant. We must be able to choose the best approach we could think of that will surely suit our audiences.

A communication can be said successful only if we are able to convince people for whatever we wanted to convey with them. We have to make use of our human voices and speak to them naturally as how normal human beings do.

Reference:

<http://www.buzzle.com/editorials/1-17-2005-64397.asp>

20. Companies need to realize their markets are often laughing. At them.

Why do you think that markets are laughing at these companies? Well maybe it is because they are laughing at their mistakes. Sometimes companies think that they are doing the right thing. And so when the time comes that they realize they are wrong, these people will see their mistakes and laugh at it. But actually, it would be better if they will learn from their own mistakes. Companies sometimes think that once they commit a mistake they become incompetent so they are doing everything they can to control or lessen their mistakes. Committing mistakes also has its good side. When you commit mistakes, you will eventually learn from it. They will realize that there are things that they will still need to improve on.

If companies still do not know how to communicate to these people then how would they know what their weaknesses or mistakes are? How will they be able to correct them? If they cannot communicate well with these people, they will not know how to improve themselves. It will be harder for them to find out on what part they have to focus on and make some improvements because nobody would inform them because the people are the ones who assesses and sees what this particular company has to offer.

Reference:

<http://www.dangerouslyawesome.com/2009/01/30/cluetrain-a-day-2009-companies-need-to-realize-their-markets-are-often-laughing-at-them/>

**21. Companies need to lighten up and take themselves less seriously.
They need to get a sense of humor.**

Humour provokes laughter and provides amusement to other people. We all know for a fact that the sense of humour is very important for each and every one of us especially when it comes to communication. The conversation is much better when there is humour.

People of all ages and cultures respond to humour. They say that making someone laugh opens them up and make them far more receptive to you. It is not just about jokes. It is also about how you make good conversation with the people. Humour makes the conversation be lively. I think that it is the best approach when communicating with others. If there is no humour, there is a tendency that the conversation might get boring. If this happens, your audience will no longer be interested to listen to what you say. In reality, this is actually happening to markets.

Some companies have a tendency to sound like robots. This is because they are only thinking of competition and nothing more. They do not really try to get to know their customers. I think it is because these companies thought that they already know their customers that well. Which I think is really wrong. They think very highly of themselves thinking that they thought they already know everything. They do not realize that they are already missing the greatest thing which is to know the people.

References:

<http://forum.bodybuilding.com/showthread.php?t=922062>

<http://en.wikipedia.org/wiki/Humour>

22. Getting a sense of humour does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

What is this thesis trying to say? Well, in my understanding I think what people need is simply good communication between the company and the people. The conversation requires big values, humility, straight talk and a genuine point of view.

When companies do not meet the people's requirements, then there will be no reason for these people to listen to them. The companies should find ways to be able to get the people's attention. This is necessary for them to market their products. If they have good communication with their audiences, it would be easy for them to do that.

When we say sense of humour, it does not necessarily mean that you have to make jokes and make other people laugh. It can just simply mean creating a connection between you and your customer. You just have to know how to deal with them. Once they feel that you are actually interacting with them, it is much easier to please them.

It is also necessary that they understand what you are actually trying to point out to them. In a communication, when you are able to relate yourself to the person you are talking to, the conversations becomes more interesting. People will get to see your ideas and point of views. In this way, they will be able to understand you even more and that would be a great thing. This is what companies should do. I think that having a sense of humour will actually make the customers be interested to these companies.

23. Companies attempting to “position” themselves need to take a position. Optimally, it should relate to something their market actually cares about.

Common interest enables you to share knowledge and information to others. You relate certain topics with one another and you exchange thought and ideas that would perhaps add awareness to the person you are talking to.

When you communicate with others, I think it would be much better if you have common interests. There will be topics that you will talk about and it would be better if you both understand the subject matter. When you talk about something you both like, the conversation will be longer and will be more interesting for the both of you. But if the other person could not relate to the discussion the conversation will become boring. The person you are talking to would just answer you with a yes or a no. Perhaps because he is not interested to the things you say or he is simply not willing to listen to you. If that is the case, then how will you be able to build that certain connection between you and the person you are talking to?

In markets, companies sometimes only talks about the things they want to tell the audience. If that is how they communication with them, then how about the audience’s interests and what he or she would want to hear? I think that is what companies are missing. They miss the opportunity to actually knowing these people. They do not give attention to what their interests are. They sometimes tend to become selfish because all they care about are themselves.

24. Bombastic boasts—“We are positioned to become the preeminent provider of XYZ”—do not constitute a position.

The first time I have read this statement, I find it very arrogant and it was not good. Some companies really think this way. They think very highly of themselves which I think is making them look more pretentious. They do not show the people who they really are. They pretend on to being something that they are not. We need to know that it is very necessary that people could see our true colours. If that is the case, customers will not have a feeling that companies are just trying to take advantage of them or

A person does not have to brag about how good or excellent he is. People can automatically feel and see it from within. No need for words to explain. You do not have to brag yourself to others. I think it is just a waste of time to do that because people are not that easy to be fooled anymore unlike before.

In an article I have read it was stated there that “people do not like preeminent braggarts, they prefer authenticity and transparency.” I absolutely agree with this statement. I think what this phrase means is that people actually do not listen to those who sound boastful. People can see it if a person is sincere on what he or she says or whether if he or she is just pretending or being too arrogant. People are smarter nowadays. You cannot fool them easily because they think twice before they do something.

Reference:

<http://apowerpoint.blogspot.com/2009/04/bombastic-boasts.html>

25. Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.

Because companies think very highly of themselves, they no longer put an effort to reach out to other people and their customers. As a result, people now see them very arrogant and big-headed which is absolutely not good for their reputations. But until now some companies still do not realize what people think of them. How could they change themselves if they do not know what are their weaknesses? Some actually thought that they are already doing the right thing.

How can these companies build a relationship without knowing who their customers are? It is necessary that you know who your target audience is and who they are. Companies will need to identify and know who their customers are but how will they be able to do this? Well that is why companies will have to come down from their Ivory Towers and start talking to the people with whom they hope to create relationships with.

In an article I have read, there was one phrase regarding this thesis that has strike me. It says that, "*Talking is important to start a dialogue but listening is more important when building a strong relationship.*" Here is a fact, some companies are not good when it comes to talking to people and communicating with them. You can say so many things to your audience but the question is that, are they actually listening to you? It is hard to make other people listen to you. In order to do that, you must first come up with topics that would interest them so that you will both enjoy talking to one another.

Reference:

<http://twitter09.wordpress.com/2009/06/30/cluetrain-theses-a-summary/>

26. Public Relations does not relate to the public. Companies are deeply afraid of their markets.

Before I begin with my reflection, what are public relations anyway? Well according to my research, public relation is the practice of managing the communication between an organization and its publics. Common activities include speaking at conferences, working with the press, and employee communication.

Public relations provide a service for the company by helping to give the public and the media a better understanding of how the company works. Within a company, public relations can also come under the title of public information or customer relations. These departments assist customers if they have any problems with the company. They are usually the most helpful departments, as they exist to show the company at their best.

Firstly, companies are supposed to be able to build a good relationship with their customers. They are supposed to communicate and interact with these people and provide them the best services. But then why is it that most of the companies do not practice public relations towards their customers?

What happens when public relations does not relate to the public? Well I think this would simply result to losing a lot of customers. It is important that companies are able to show these people what they have to offer to them and how good their products are. The public must learn to trust these companies first before they buy their products. Companies will need to assure their customers that how good their products are and provide information that would help them promote their products.

References:

<http://www.wisegeek.com/what-is-public-relations.htm>

http://en.wikipedia.org/wiki/Public_relations

27. By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.

Companies would really find it very hard to be able to communicate with their customers because there are walls that are trying to separating them from one another. Because of this, it brings the company and the people to be far-away from each other. The gap between them would most likely make them feel uncomfortable. The company and the customers will not be able to understand each other very well which I think would be the cause of the failure to communicate to each other clearly and understandably.

If they do not communicate with these people, the tendency is that they would think of these companies kind of maybe arrogant and uninviting. If this happens, companies will be losing more and more customers. If they really want to keep their customers, they will have to learn on how to communicate with each other just like what normal people do. They have to think of themselves not as companies but rather think of themselves as human beings. In doing so, there is a greater chance that these people would become closer to them and hopefully break the wall that blocks them from each other. Therefore they will be able to have connections and interact with one another. They need to put in their minds that when they speak in a language that is distant, uninviting, arrogant, they are building walls to keep markets at bay. This is one thing they need to avoid doing if they want people to come to them.

28. Most marketing programs are based on the fear that the market might see what's reality going on inside the company.

What is this sentence trying to say? In my opinion, this means that marketing programs are afraid that people will know their flaws. Sometimes what customers want is all about the perfection of products and services. They want only the best and nothing else. What do you think would happen if people would find out about companies' imperfections? Well I am sure about one thing; people will no longer trust them. This I think is the main reason why marketing programs fear the market might see what is really going on inside the company. They do not want their customers do know about their weaknesses because they will surely lose the people's trusts.

"If something is going on inside your company that you are worried that your customers might know about, it should not be marketing's job to keep that from spreading out to other people." The role of marketing programs is basically to promote itself to other people and to spread good information regarding their product. It is not their job to hide or prevent others from finding out the company's weaknesses. If companies do not want to hear bad rumours about them they themselves will need to do something about it and should not depend on other people to do it for them. It is their responsibility to provide their customers the best products and services they could offer.

Reference:

<http://www.dangerouslyawesome.com/category/cluetrain/>

29. Elvis said it best: “We can’t go on together with suspicious minds.”

“Relationships aren’t sustainable if you’re always wondering if the other’s been lying to you. Trust is hard to earn, and even harder to earn back.” I simply agree on this one. How are we going to build a relationship with other people if trust is not there? It is not good if the customers are suspecting something to a company because it only means that they do not really trust them at all. Trust is a big thing and it is certainly hard to earn. When it comes to markets, it is very much necessary that you gain your customers’ faith and belief to you. If that is the case, customers will not have a doubt feeling on what you are trying to offer them. But then if your customer does not trust you, you will surely find it very hard to sell or advertise your products to them.

In gaining someone else’s trust, I think that the most effective way in doing this is basically by talking to them. You have to be able to make them feel your sincerity. Communication is the key for a person to be able to speak out their ideas and even express how they feel. If we lack conversation, the tendency is that people will not be able to communicate to each other that well. Companies will not be able to express what they have to say to their customers. Customers will not be able to feel the sincerity of these companies.

Reference:

<http://www.dangerouslyawesome.com/2009/02/14/cluetrain-a-day-2009-elvis-said-it-best-we-cant-go-on-together-with-suspicious-minds/>

30. Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart mistakes are able to renegotiate relationships with blinding speed.

“Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart mistakes are able to renegotiate relationships with blinding speed”, what is this statement trying to point out? I think that the Cluetrain Manifesto is giving emphasis on how companies work together as one organization. It says that because they are networked, smart mistakes are able to renegotiate relationships with blinding speed. Why so? Well I think it is because companies are required to be working as one. Problems are inescapable even if how big your corporation is. Everyone has their own problems but what will be the result if companies commit mistakes? I think what this thesis is trying to say is that even if your company has problems the people should have to be able to work things out. As one organization, the people who are working behind the company have to work as one. Building a strong relationship within a corporation is pretty hard because if one suffers, everyone else suffers. For me the most important element of a company are its people, the employees. These are the brains behind their every success.

Working together is the main ingredient of accomplishing tasks and it is very much necessary if you want to become successful in the future. Companies will need to work as one to be able to combine all the powers and the knowledge each one of them has. The success of one is beneficial for everyone in the corporation.

31. Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"

Why do network markets changes from one supplier to another? I think one of the very causes of this is because markets go for supplier with a lower cost. If a market finds a supplier that offers a lower cost then there is a big possible that they might go to another supplier. But sometimes it is not just about the cost, it also depends on the supplier itself. Markets also measure the performance of their suppliers.

Why do workers change their employers? Workers are being paid to work for a company. Workers prefer employers who offers higher salary and with better benefits. Workers think that there may be a greater opportunity for them so it depends on their decision whether they would want to stay or not.

What does this all mean? Well as we all know that now a days it is quite hard to look for loyal workers or customers unlike before. There may be different reasons for them to change their minds. Markets these days can no longer give their full trust to its people and also its customers because not all of them are trustworthy. So it is quite hard to know and identify who are those people that are truly loyal to you. Companies before requires their employees to give their loyalty to them but now companies no longer care whether their employees are loyal to them or not. They now focus on the contributions given by their people to their company.

32. Smart markets will find suppliers who speak their own language.

"Smart markets will find suppliers who speak their own language." What is this sentence trying to say? First of all, how do markets get to choose their suppliers? In choosing the right suppliers, markets first see if the supplier suits their business. They will need to know whether this particular supplier understands their needs and requirements. With this, markets assess the supplier's capability of providing them what they want. Most customers would usually go for better services and better offers.

Markets and its suppliers need to speak in the same language in order to be able to understand each other well. Communication is very much significant in this kind of industry. They get to sell their products through communicating with its customers. Not only do they communicate with the customers but to the suppliers as well. They will need to strategize their plans together. Markets will not survive alone without its suppliers and so are the suppliers. Suppliers will also need to assure to their markets on providing them the best services they can. They should offer them products that are very distinct from others. Markets will eventually choose the one that offers what they exactly needs.

33. Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

When markets are communicating to their customers, some says that markets sound robotic to them and unreal. Because markets do not converse to its customers with a human voice, the tendency is that people are not that convinced and do not fully believe them. Some even thinks that markets are just being arrogant. What can the markets do in order for them to be able to communicate well with other people? I think the best solution for that is by speaking to them with a human voice. With this, customers will begin to listen and feel what markets say.

So let us talk about the main topic. Communicating is really an important aspect so that markets could share their point of views to their customers. But before that, markets should first find a way to make other people listen to what they have to say.

The main question is how will these markets be sounding like a human voices? I think that sounding a real human being is not an easy thing to do. Markets will need to sound like human beings in order to attract its customers to them. If markets will learn how to act as human beings, eventually they will be able to speak to its customers naturally with a human voice. Not everyone is capable of doing this because speaking with a human voice also means persuading other people. What markets need to do is to first think of themselves as human being and then act it out. If they do so, they will be able to finally make other people believe them.

34. To speak with a human voice, companies must share the concerns of their communities.

Before, customers do think that markets only care about earning profit and gaining a lot of money. People sometimes see that markets are being selfish and arrogant. Well it is never too late for markets to prove them wrong. They could still change what other people think of them especially the negative ones.

Markets must learn to connect themselves with their customers. They have to be able to build a certain connection with each other. As what we tackled in the previous theses, markets will have to sound with a human voice and also act as real human beings. Markets and customers relationship needs to be strong and effective. They should be able to understand what they say to one another. This is just basically about give and take. Markets must treat their customers fairly and provide them good services.

Markets must also be aware of what their customers think. They should learn to also listen to one another. Markets must be open to all suggestion and also be able to attend their customer's needs. Sharing of thoughts and information would also be a helpful thing to each other. Most of all, the most important thing I guess is that markets should respect their customers so that customers will also respect them in return.

35. But first, they must belong to a community.

They say that markets must belong to a community but what particular community are they talking about? When marketing a product, it is important for the markets to actually be a part of the community. The customers want to feel that the market also belongs in the same community with them. So that is what this thesis is actually saying is that before markets will get to be able to sell their products to them, they should first be able to make their buyers feel that they are also part of their community. In doing so, their customers will become more interested to what they have to offer or maybe try their products or services.

What are the advantages of the markets belonging to a community same as their customers? Firstly, corporations will know what the interests of their customers are and eventually identify what are the things they will have to focus on in order for them to satisfy their buyers. Secondly, it will be easier for these companies to gather information from their customers because they belong to the same community. Thirdly, people will feel comfortable with their markets and eventually become open to them.

36. Companies must ask themselves where their corporate cultures end.

What are corporate cultures? Corporate culture refers to an organization's values, beliefs, and behaviors. In general, it is concerned with beliefs and values on the basis of which people interpret experiences and behave, individually and in groups. These firms with strong cultures achieve higher results because employees sustain focus both on what to do and how to do it.

Some companies tend to be really strict to its people and also with its employees. There are actually negative effects when companies become very controlling and expect too many things from their people. Overly directive leadership can constrain entrepreneurial thinking. There is a tendency that employees might feel overruled because too many rules and regulations are being imposed to them. Because of this I think that corporations must learn to lighten up themselves and treat their employees rightly and fairly.

References:

http://www.1000ventures.com/business_guide/crosscuttings/culture_corporate.html

<http://www.emeraldinsight.com/Insight/ViewContentServlet?Filename=Published/EmeraldFullTextArticle/Articles/2680020103.html>

37. If their cultures end before the community begins, they will have no market.

If companies do not know what their cultures are and if they do not have their own community then there will also be no market. It is necessary that markets that they have their own culture in the community they belong to in order for the people to know what type of market they are. You can easily identify the company's goal through being familiar with its culture.

The first thing you do when you start up a company is to first identify what will be the culture of your own business. The community are the people, and the people are the buyers. So in order for these corporations to sell their products they will have to find a way and be able to attract the community. The community must know the culture of these companies so that they would be familiar with these markets. Once they get to like the company's culture there is a big chance that they will eventually like what these companies would have to offer. Because the people understands the company that well, they will have no doubt about them and be engage more to buying their products because they trust them. In order to keep these markets alive, companies must have a culture that the community could also relate to.

38. Human communities are based on discourse--on human speech about human concerns.

What is a community composed of? A community is a group of interacting organisms sharing an environment. In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identify of the participants and their degree of cohesiveness.

In order to act as human, you will have to be capable to speak with a human voice, act as human and understand different human concerns. Companies need to be able to understand what Human beings are. In a community, people do interact with one another. They talk about certain things and exchange thoughts and ideas. They understand each other very well and even share their concerns to the people within the community and eventually try to help each other out. The people in the community can also get to bond with one another. If a person wants to belong to these communities, they will need to be able to fit in. They should at least have certain things in common and share their interests with one another. Markets will have to understand that for them to be able to sell their products with them; they will first need to know the culture of these communities.

References:

<http://en.wikipedia.org/wiki/Community>

39. The community of discourse is the market.

In the previous thesis, I have talked about how communities are discourse. We all know that a lot of people do communicate in markets. This is the place wherein they get to exchange thoughts and ideas. Sometimes it even comes to a point wherein they would debate with one another. This is why according to this thesis, markets are discourse. Markets are conversations and people really talk with one another.

Markets are the community. They are the ones who buys products and services. The community itself are the buyers and customers. Markets often discuss these products and services with themselves. This is necessary to the buyers so that they would know why do they need to buy them.

40. Companies that do not belong to a community of discourse wil die.

We say that the community of discourse is the market. And we also say that markets are conversations. Without conversation, what is going to happen to the corporations? If they will become quiet, how will they be able to attract their customers? The most imporant thing that every markets should have is communication. I think that through conversation they will be able to inform the public about their products and services. The people will eventually know what these companies have to offer.

Without conversation how will companies be able to survive in this industry? How will the public know that they exist? I think it would be hard in their part if they will not communicate with the people and the market. They will need to be able to keep up with their competitors if they still want to be a part of the market.

41. Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.

Corporations normally secure their companies to avoid other people from accessing their restricted files and important information. This is done to avoid risks that might arise in the future. It is highly recommended that in every company, there should always be protection and safety. This is to ensure that companies protect themselves against unauthorized access.

Still, some companies do not give much importance in securing themselves. Instead of protecting themselves against their competitors, companies secure themselves against their own market which is obviously wrong. Companies need to realize that markets are not their competitors when in fact markets are the ones that give these companies profits. Markets are never considered as a threat to businesses. Markets enable these companies to be able to sell their products and services to their customers.

Competitors are the company's rivalries. They need to secure themselves against their competitors. Companies need to have an edge over their competitors in order to be able to level up with them.

42. As with networked markets, people are also talking to each other directly inside the company—and not just about rules and regulations, boardroom directives, bottom lines.

In networked markets, people also get to interact with one another and share information and knowledge inside the company. It does not mean that because they are within the company they will no longer be able to converse other topics that are not related to the company. Some people are already fed up with these company's rules and regulations and already tired of telling them what to do and what to say. Every one of us has our own way of thinking and we are responsible to our every action.

As I have said in my previous theses, people nowadays are even smarter than compared before. These people also talks about many things and not only about certain topics that is about the company. They get to talk almost about anything. In markets, companies have no control over what people would say about them whether it is good or bad. Most people talks behind these companies. Because of this there is no way that these companies would know what other people talks about them. Because people are now smarter, companies can no longer control them and force them to say only good things about them. Markets are the people and it depends on them what topics they want to discuss about.

**43. Such conversations are taking place today on corporate intranets.
But only when the conditions are right.**

An intranet is a private network contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences.

According to this thesis, such conversations are taking place today on corporate intranets but only when the conditions are right. What does this mean? I think what this thesis is saying is that in order to be able to converse within a network; companies should first have their own private network or a local area network. It is true that through intranets people get to communicate with one another in a more convenient way. People within the company can now easily interact with one another within the network.

Reference:

http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8_gci212377,00.html

Integrative Questions:

1. What are corporate intranets?
2. How do people within a market get to communicate with each other?
3. Why is it that people can only converse if the conditions are right?

44. Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.

Companies put up an intranet mainly for their own benefit. They do this so that they could easily communicate with the people within the company. With the help of intranet, companies can now easily broadcast important information that they want everyone to know and be aware of.

What companies do not know is that eventhough they use intranet to make it easier for them to be able to communicate with their people, their workers are the ones who avoids them. Some of them no longer listens to what the company tells them because it is always about the rules and regulations, HR policies and other information with regrads to the company. Maybe workers are getting tired of listenning to same announcements over and over again. When workers are the ones who do not pay attention to these announcements I think it is useless for companies to put up an intanet with nobody listenning to them. Maybe it is about time that companies should also be aware of their workers. They should also give their people the chance to speak to them so that they would also be aware of what they think and how they feel about certain things. This is a free country so I think that workers must also have their freedom to speak with the companies they work for.

45. Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.

Intranets are useful especially for those who work inside the company. They use this as a means of communicating with one another. The advantage of having an intranetworked corporate conversation is that people get to converse to each other and talk about so many topics that interests them. This is a good thing especially when boredom strikes within the office. When workers get bored they could do something that they find enjoyable. They can joke around with one another mainly for the purpose to just deal with boredom. In addition, whenever the workers feel sleepy, communicating with their co-workers would actually help to awaken them and feel really alive. And I think this things is very useful. Intranets are a good tool for the use of the company. Not only does it enable the people to route around boredom but it is also a more accessible way of communicating with regards to work or sharing information. That is why according to this thesis intranets naturally tend to route boredom.

46. A healthy intranet organizes workers in many meanings of the world. Its effects is more radical than the agenda of any union.

What would be the effect of putting up an intranet for companies? Well firstly, I think the purpose of this is to be able to build a certain communication wherein everyone in the company gets to participate in the discussion or the topics. Through intranets, they build healthy relationship and brings out a good communication. What is the relation of building healthy intranets to the organization? Well if an organization has good healthy communication, it spices up on how they can work as a team. In brings out the best in them because they learn how to work well as a team in an organization or a company. What is good about communication is that everyone can participate and anyone are free to express his or her own ideas that may be contributed for the benefit of the company itself. Companies can benefit from this because it also affects the performancs of their people. Their workers can build a union in their organizations. As a result, they are able to cooperate with one another even more and do their jobs well and effectively. These are only some of the effects when workers are being organized with healthy intranets.

47. While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to “improve” or control these networked conversation.

Because of intranets, companies can also be fed with critical information and knowledge that will be used to improve themselves. This is an advantage for them because they get to think of new ideas that would be just right for having improvements and innovations. Intranets are important especially during brainstorming and meetings. A lot of ideas will be heard from here and there. Many will participate and it is up to the listeners if they would put attention to it. Companies do depend on open intranets to generate knowledge and information. This is the best chance to hear and listen to what people tells these companies and get possible recommendations from them.

But sometimes these information gets out of control. If this happens, there is a great chance that other competitors would steal their ideas and eventually copy them. Because intranets are networked conversation, nobody actually has a control over it. Anyone can share their ideas and many people would be able to hear it. It is up to them on how they keep these information to themselves and prevent other people from hearing it especially with their competitors.

48. When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.

“When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace”, what does this mean? What is the good thing with networked marketplace is that they only talk about things that are true. The people communicating here are the people and the people are the ones who buy products and services. They are the ones who get to experience them and give feedbacks to one another. I think it would be better if companies do not impose so much rules and regulations to their employees. If there are so many rules that have to be followed, there is a tendency that people within the company will fear them. As a result, the people will not feel the freedom to express their ideas and knowledge about certain things. Who knows that these ideas are actually the key for the success of the company itself right? Too many rules can also be bad for corporations because they will try to control each and everyone in the company. It is about time that companies should also lend an ear to their workers. In this way the people will feel comfortable and only share necessary information which are true.

49. Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.

Organizational Charts are diagrams that shows the structure of an organization and the relationships and relative ranks of its parts and positions or jobs. An organizational chart of a company usually shows the managers and sub-workers who make up an organization.

In an organization chart, there are specific jobs that are assigned in each person responsible to that position. Different positions are indicated from the top management down to their workers and subordinates. Top management are the ones who are responsible to planning and focusing to the goals of the company. Their jobs are to think of ways on how to improve the company and think of new innovations that may be done in the future. With this, they give duties to their subordinates about what has to be done in order to meet these goals. I think that the top management and their workers who are under them should be able to work well as a team. The people who are on top positions will have to be able to relate themselves their workers in order to build a good working relationship with each other. In this way they will be able to work productively and it only depends to them on how will they find a way to be able to accomplish this.

Reference:

http://en.wikipedia.org/wiki/Organizational_chart

50. Today, the org chart is hyperlinked, not hierarchal. Respect for hands-on knowledge wins over respect for abstract authority.

I will discuss this one by one. First, it says that organization chart is hyperlinked and not hierarchal. What does this mean? Well in my opinion, nowadays companies hire people that has the capability of performing the job well. Before companies pass top positions to their family or relatives to continue their legacy and to handle their businesses. What do you think will happen if these rules still applies until now? I think the first thing that could happen is low performance of the business. So nowadays I do not think that this is still common to many companies. They have learned to measure the person's skills and knowledge about certain things before they leave it to their hands. Companies need to make sure that they have the right people working for their business in order to avoid bankruptcy and possible insolvencies. Second, it also says that respect for hands-on knowledge wins over respect for abstract authority. Authority can do nothing. It can only handle certain things without the capability of doing so. We all know that knowledge is more important than authority. There are so many things that knowledge can do. It can contribute good ideas to a company and perform outstanding performances as well which authority is never capable of doing.

51. Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.

Most of the time what companies often do is to give commands to their people and sometimes they also try to control them over. I think this is certainly not a good practice and maybe it is about time that they should stop doing it. The top management people should also learn to respect them the way they workers respect them. Giving commands and trying to control them over is absolutely not the best way to do that. It does not mean that because they have the authority they could easily do whatever they want with their subordinates. Workers are also human beings and without them who would work for those who are in the top management positions?

I can think of many bad effects if companies would not stop doing these things. First, workers might feel that they are being over controlled. Second, workers do not like if their bosses demand so many things from them. Third, employees might feel that these people are using their authority to dictate to them on what to do. These management styles are not the best way in order for these people to obey them. They should realize that they will have to treat these people nicely because they are also human beings just like them.

52. Paranoia kills conversation. That's its point. But lack of open conversation kills companies.

What does it mean when they say *"Paranoia kills conversation. That's its point. But lack of open conversation kills companies."*? First and foremost in order to keep up the conversation you have to talk about interesting topics. We should listen very well to what other people say and relate ourselves to them. What happens if we get too paranoid and oppose other people's thoughts? If that happens what I am certainly sure of what would happen is that it would end the conversation, period. We have our freedom of speech. Every individual has the right to express one's ideas and belief even if we agree or disagree with it. Even if we do not agree, we still need to keep in mind to try to not over react on what the person says or talks about. We may disagree on other people's ideas but we still need to learn to maintain that conversation. What if there is no conversation at all? What will it be like if companies do not have people that communicate inside? This will result to end of corporation. Since nobody communicates how will they be able to run the company in the first place? Now we can see the essence of why we need communicate. Communicate brings people alive and it also brings companies into markets. Every corporation would need people that would interact with one another in order for them to survive.

53. There are two conversations going on. One inside the company. One with the market.

According to this thesis, in a corporation there are two types of conversation. One is conversation inside the company and one with the market. Why so? For companies to be able to know what has been happening inside and outside the market. It is important that they are also aware of what the people within the company talks about them as well as the markets.

Inside the company they talk mostly about how to develop ways in order for them to sell their products or services. The people within the company generate ideas and shares knowledge mainly for the benefit of the company. What about outside the market? In there, what people talks about is what has been happening in the real world. The people, customers and the buyers are those who converse with each other in a market. They exchange information about a certain product and service and relate it with others.

These two conversations are necessary in order for corporations to have balance information of what is occurring inside and outside the company. In this case they would be aware of what other people say with regards to them. This information helps them in a way that they would know on which part they have to focus on.

54. In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.

In relation to the previous thesis, for some companies they do not really give importance of the conversation inside and outside the company. According to this thesis the main cause of this is because of the command and control of the management. Some companies do think that they no longer need to know what others say about them. They do not care of other people and for them what is important is only business and nothing more.

I think that one of the greatest mistakes of companies is their style of managing their business. They sometimes become too selfish and only think of the benefit they will have. For that reason they tend to give too many commands to their employees and tell them to just to what they ask them to do. This is not a healthy way of managing their subordinates. If they cannot communicate with their workers then there is no way that they could make them become motivated in doing their tasks. Through conversation, it enables us to build a healthy relationship especially with the people we work with. It helps to encourage workers to perform their jobs better.

55. As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.

“As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.” What is this thesis trying to imply to us? If companies continue to do these things to their workers most probably it would result to hostility. They are fed up with all these policies being implied to them. For markets, more and more people's trust are fading away. Some companies are not aware of what is happening in their environment because they are being too self-centered.

Too much command and control would only result to end of these corporations. Do companies want this to happen to them? Of course not. So the first thing to do is to eliminate or lessen the commands. In this way workers will not feel pressured and being dictated. Next thing is that companies should also make the people and its workers feel that they are open to them so that they could trust them. If that is the case they will have no doubt on these corporations and eventually get their trust back.

56. These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices.

What are the two conversations that want to talk to each other? These are the conversation inside the company and one that is outside which is the market. For them to be able to understand each other they need to speak in the same language wherein the people and market will understand them very well so that they will be encouraged to listen to what they have to say.

These two conversations are the most important things that every corporation should have. With the help of these conversations they become aware of what is happening inside and outside the company. The company should be able to relate itself outside the market so that they would know what do people like and dislike about their products or services. I think this is an important tool for them to be able to improve themselves especially for their customers. They will know their company's strengths and weaknesses based on the evaluation and feedbacks of the people in the market. We have said that markets are conversation. In order to be able to market the fundamental element that is needed is the ability of the company to communicate or converse to other people. They should speak in a way that these people would be able to understand them. With this markets would know which company is conversing with them through their voices. The voice of a human being.

57. Smart companies will get out of the way and help the inevitable to happen sooner.

Eventually companies will become smarter if they realize what are the important things they should also consider. They must not forget these things because they serve as a key to their success. Every successful company has its strategy and it is very important to keep those if they still want to remain that way. Some companies become successful while there are also some who still fails to improve themselves. In this case, these corporations will suffer and there is a big chance that they will not be able to make it. Some companies are forced to close themselves because they are no longer gaining any profit from it.

It only depends on how soon they will realize the importance of market for their company. Companies will then realize that communication plays a very important role for marketing themselves to their customers. Sooner or later they will find a way that would help them develop themselves into becoming a more successful one. Basically this is what it means when we say smart companies will get out of the way and help the inevitable to happen sooner.

58. If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

Well maybe there are still corporations that until now have not figured out with themselves on how to go out from their shells. With the growth of the technologies these days it is also important that businesses should learn to be aware of the new things inside and outside the corporation. There may be new technologies they may use in order to improve their business and make it grow into a bigger corporation. Companies need to be smarter than the markets so that they will continue to make profit out of their products and services.

Only few companies know how to deal with this industry and these are those companies who are now successful these days. Companies have to become wise enough in order to keep their businesses alive. They have to keep up with the competition and find new ways of improving themselves and become a better one.

59. However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.

Companies nowadays are still old-fashioned even if we now have these modern technologies that corporations can use when communicating. People actually see them as traditional companies. With the technology made available to us these days companies could actually use them as a tool in reaching out with their customers.

According to this thesis millions of people now online perceive companies as little more than quaint legal fictions. Because companies are too old-fashioned, they were used to the traditional way of doing their business. They failed to realize that with today's new era, technology has been widely developing and more and more new technologies are now being introduced. These companies could actually make use of this advancement in order to be able to grab the chance to communicate and convince their customers with their products or services. What is good when corporations get to communicate with their buyers is that they are able to reach out of them. Conversation is what keeps markets alive and this is a way for them to be able to show themselves to the people.

60. This is suicidal. Markets want to talk to companies.

In order for companies to sell themselves to their prospective buyers, they should first identify their markets. We say that markets are the community and community are the people and the customers. Why do markets want to talk to companies in the first place? Well I guess that the people also want to know the corporations better. They do this so that they would be familiar enough on what are the things that a particular company has to offer to them. If markets do not know the companies, probably they will not be interested with them. Companies should learn that they also need to reach out to the market. If they communicate with them they could grab the opportunity for them to be able to persuade the buyers to purchase their products. Companies should always be true to their markets in order for them to gain their trusts. It has always been a good thing that markets can talk to companies. They need to open up themselves with one another. You can only feel someone's sincerity once you get to talk with them. This also applies to companies in relation to its markets. They will only be able to show their sincerity with them through their actions. By showing that companies are reaching out with their markets means that companies are also interested with them.

61. Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.

As representation of companies, vendors are the ones who advertise products and services and make it available to the buyers. But the question is, is this what networked markets are looking for? The answer is no. Networked markets actually want to talk to the company itself and not just with vendors that represents on behalf of them.

Companies usually hide who they really are. Maybe corporations just do not feel like showing the real them to the public. Perhaps they think that a representation of themselves will do the job for them but they are wrong. What markets are looking for is what these companies are really like. Maybe companies are just too afraid that if markets would know who they really are they will loose them. Well I think it would be the other way around. The reason why markets really want to know what these companies are really like is because they want to get to know them better. Once they get to know them better they will eventually recommend it to other people. Maybe it is about time that companies should stop hiding themselves and show the whole world what they are really like. Business is always about taking risks. If their markets like their products I am sure that they would also like the company itself because they are the ones who produce them.

63. Markets do not want to talk to flacks and hucksters. They want to participate in the conversation going on behind the corporate firewall.

Markets do not want to just sit back and watch these companies do their thing. In fact they want to participate on the activities that are being done by the companies. They are not satisfied that they are only talking to the corporation's hucksters because they are just representations of them.

The person also wants to be able to converse with the corporation themselves. They want to know and see what has actually been happening inside. This only means that markets are very much interested to them. They want to participate in the conversation going on behind the corporate firewall. In this way they will be able to actually feel that they are also a part of them. Companies should give their priority to their customers. They need to make them feel that they are given importance.

In allowing markets to participate in the conversations, they will get to also talk to them and gather feedbacks from their markets that will maybe help them to improve themselves even more. It can be a good thing if companies open themselves to the public.

63. De-cloaking, getting personal: We are those markets. We want to talk to you.

Markets really want to get to know the companies by being able to talk to them. They want the companies to stop hiding the real them. I think the reason why markets are doing this is because they are very much interested to get to know these companies even more.

The markets are the people. Once they are engaged with their products, the buyers will eventually want to get to know them even more. They will be intrigued to know the story behind the company and maybe relate themselves to them. In order for the people to get to know them they should be able to relate themselves with them.

In my experience, as a consumer whenever I like a product I also want to know who are the people behind all of these. I want to be knowledgeable of how they produce them and know where these ideas are coming from. Companies should realize that the people also want to be able to interact with them. Companies and markets should be able to have a relationship wherein they could interact with one another. In this way they will be able to communicate better.

64. We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.

Because markets are very much interested on these companies, they even want to get to know them even better. In order to do so, they want to be able to access corporate information that are only restricted within the company. They want to know what their plans are and what are the strategies they have been using for the development of the business. If companies would allow other people to access important information from them there is a chance that this information might spread out. Companies should only share information that no one could take advantage of. Who knows that some people are just pretending to be markets when in fact they are already the competitors?

It is true when they say that markets want to be able to access on the plans and strategies, their way of thinking and the important knowledge the companies have. Markets want to know the ideas of these companies but the only information they can share with other people are only the general ones. Companies will need to make sure that in order for them to be able to stay in the competition they should keep to themselves the important information. They become interested in them once they get to try their products or services.

65. We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

How do markets communicate with the companies and the people? Well they communicate with the use of their human voices. Markets are actually in between the buyers and the companies. Companies are the ones that make these products and services available to their buyers while people are the ones who make use of them.

Markets are an important aspect that every company must have. In order for them to survive in this industry they should be able to keep up with the competition and continue making profit. How do markets become the company's workers? They say this because markets serve as a bridge between the company and customers. They are responsible of convincing the people to buy these products. Markets are important for companies. They enable the communication between the buyers and the sellers. Markets can also be a representative of a company. Their jobs are basically to speak in behalf of the corporations. Markets use their voices to directly speak with the community. They are like the advertisers wherein they spread information that might help in order to attract these people to purchase a product. In this way companies will be able to earn higher profit and have more sales.

66. As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

To make things less complicated what this thesis is trying to say is that markets do not need to undergo a certain process before they could be introduced to the people. We all know for a fact that whenever we converse to others it should either be direct and personal. Markets and workers say that they are already sick of getting the information they want with remote controls. I think what this means is that markets and workers must be able to find a better way of communication to corporations. I do not think that they are conversing with them directly. They still undergo a certain process and the representatives are the ones who hands them the information.

Markets have finally realized that they no longer need faceless annual reports and third-hand market research studies in order for them to introduce themselves with each other. There are many ways in which markets and workers can converse with companies. If only they are motivated enough I am certain that they will be able to eventually find a way. By introducing themselves to these companies, the corporations will also be aware of what has been existing in markets and how is it doing. Furthermore, companies will also be able to see their worker's performances. It does not always have to be complicated because there is always a way for everything.

**67. As markets, as workers, we wonder why you're not listening.
You seem to be speaking a different language.**

As what I have tackled in the previous thesis, markets and workers really tries their best to be able to reach out with their companies. There is certain information or ideas that they would really what to know. With this, they really find ways in order to be able to access this information and also grab the chance to be able to communicate with the companies.

Sadly no matter what markets and workers do, companies are still not interested in interacting with them. Because of this, whatever the market says companies do not give attention to them. It is like they are speaking in a wherein no other person could understand. Companies become aliens to other people so there is no way that they will be able to communicate with them. This is one of the biggest mistakes that most of the corporations unconsciously do. They do not know that markets are the ones that bring people closer to them. Markets serve as a tool in convincing the community with their products. What could happen if companies do not listen with their markets? If markets will stop helping these companies then how will they be able to sell their products and services to their customers? This is mainly the negative effect when companies close their doors to others. And if companies continue with this attitude, eventually markets will get tired of trying to get to near them.

68. The inflated self-important jargon you sling around—in the press, at your conference—what's that got to do with us?

Companies tend to become too self-centered. Whenever there are interviews or conferences all they talk about is them. It is not always about the corporation or the business. Sometimes it is also about how they manage their business and at the same time how they keep their markets alive. The reputations of companies are not the only thing they will need to focus on. Perhaps they have the capacity to forget that companies are also composed of people and we say that the people are the community of markets.

We cannot deny the fact that if companies become too selfish there is a chance that they might miss all the opportunities there may be. There will need to learn to look around and mingle with their environment. In order for them to build a community that is open for everybody, companies should first learn to open up themselves with their markets. The people also care about on the way companies interact with them. What is important for them is that companies should prove to them that they are the priority why they put up a market. The people are the ones who experience these businesses and they are the ones that companies should listen to. Without people there are no markets and without markets there are no corporations. The very root of putting up businesses is to basically satisfy the needs and wants of their customers.

69. Maybe you're impressing your investors. Maybe your impressing Wall Street. You're not impressing us.

In order for companies to keep up with the competition against their rivals, they will need to impress everyone they meet so that they would be convinced enough about them. But then sometimes when companies try too hard to impress everyone, the result may be the other way around. There are more helpful ways in order to show their customers that they are worth their time and money.

For some investors, they become really impressed if they could see to it that the business is successful and the company is doing just fine. It is very important for them to impress their investors because they help them improve themselves more. But apparently investors are not the only ones that these companies will need to impress. The most important of all are the people. The people whom they plan to sell their products and services. Once they are able to put a good impression on them, there will be good chances that these people would consider them. How would you know if a company successfully impress the markets? We can only say this if these corporations will be able to meet the expectations and of their customers. It is also important that they will satisfy them to give an assurance that they are indeed impressive to most of the people.

70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

What do companies need to do in order for them to impress their investors and markets? Well first I think that they need to show what their company could do. They have to think of new ways and innovations that would surely be interesting to most people. In doing so, investors will see the future destinations of these corporations. Second, they will need to make the people within and outside the company that they are into making their lives easier and provide satisfaction on their needs and wants.

As much as the investors would want to be able to understand them, companies should also be able to relate themselves with the people. They will be tested if they have the capability of making the people understand what has been happening to them. Companies have to be understood by both their investors and the people within the market. If they miss either one of the two there might be possible difficulties that these companies will eventually have. Companies will need to know that the way they communicate to others has to be balanced enough. If investors understand what companies say, the people should also be able to understand them as well. There is no need for them to speak in two different languages in order to be understood well, one language would do as long as it is understandable by everyone.

71. Your tired notions of “the market” make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.

What is the first thing that comes to mind when you here the word “market”? In this cluetrain manifesto, the work “market” was repeated many times. Mainly because this thesis is actually about markets that is why we have noticed redundancies. According to this thesis, your tired notion of markets make our eyes glaze over. I think almost everyone of us is familiar of what market is.

Sometimes people are becoming too tired of listening to these markets over and over again. It is always the same. The topics they discuss and the information they share with one another are all just repeated over and over again. It is about markets. Some people no longer find this topic interesting because they have been tired of hearing about these things repeatedly. As a result, others could no longer relate themselves to them. For companies, it is important to be able to get the attention of the people especially their prospective buyers. But unfortunately, some people already know in which company or market they already belong to. Companies cannot do anything about this because they cannot force these people to like them. If the customers have finally found the right market for them it would be difficult for other companies to take them away.

72. We like this new marketplace much better. In fact, we are creating it.

Markets are composed of people and the corporations. They are the ones who create markets. The people and the corporations get to choose on what type of market they would want to have. It only depends on the people who are inside the market. Because we have said that because people have been wiser nowadays, people are now able to build an effective market for themselves and the businesses. Better marketplace equals better people and better corporations.

What makes a market is how people and companies get to interact with one another. Markets are also about selling. This serves as a bridge between the people and the companies. Marketplace becomes better if the relationship built within them is strong enough. The companies must know who their markets are as well as the people. The people also need to be aware of the companies wherein they purchase products or services. If they are able to create a better market, then the results would also be better. I think that this is also one of the important key points that markets will need in order to be a stronger one.

73. You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down of that camell.

According to this thesis, "You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down of that camell". We all know for a fact that people are very much different with corporations. Market relationships are just similar to relationships of human beings. In a relationship, trust is one of the most important things that you need to have. Without trust, what do you think would happen to markets? Well I think that perhaps there will be a great possibility that markets would die if these kinds of things would happen. Market relationships would not become successful if there are no trusts with one another.

It is also important that people are in the same level with the companies due to the reason that markets needs to be equal. People and companies should be in same level with one another so that it will be much easier for them to interact with one another. It is important that markets also knows what are the things that keeps them alive. If would be much more effective if the people and the markets are able to understand each other well. Thus, this would result to better way of doing their markets.

74. We are immune to advertising. Just forget it.

Before beginning with this thesis, what is advertising by the way? Well as we all know, advertising is the activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media. Furthermore, it is also the business of designing and writing advertisements.

Why do they say that the people are already immune with advertisements? Well in our present world, almost everything that exists here has its own advertisements especially with corporations. Through advertisements, businesses get to attract more customers and thus creating greater profit for them. Advertisements are such a great help in convincing the buyers to purchase a product or services. It is their way of getting higher number of buyers and higher profit as well.

Everywhere we look we can always see different advertisings on different products and services. This is already very common to almost all companies so for other people this is not something new for them. I think putting advertisements is not enough. What companies should focus on is on how they create advertisements that would leave a mark to their audiences. In this way they people would be able to easily remember their products.

Reference:

<http://www.answers.com/topic/advertising>

75. If you want us to talk to you, tell us something. Make it something interesting for a change.

When communicating with other people, we cannot always make sure that the person we are talking to is actually interested to whatever we tell them. It depends on the person's likes and dislikes. In order to spice up the conversation, you have to talk about things that are new and something really interesting. It is also said that the people wants that the information that are being shared with them has to be something interesting for a change. I think that the people within and outside these companies are already tired of hearing the same thing over and over again that is why they only want to talk on things that catches their interests.

Just like in markets. Corporations sometimes talk about certain things that only they could understand. Some of them still do not know how to converse with the market or the people well. There may be some topics that the audiences find boring and nonsense. As what this thesis is trying to say, if companies actually wants to talk to their markets, they will first have to be able to find a way that their audiences will be interested in. it is important that in a communication, the people and the companies could relate with what one another says. This is the best way to be able to communicate with other people effectively.

76. We've got some ideas for you too; some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

There are some companies who never really listen to their customers. The most common mistakes that companies have been doing is that they do not listen to what others say to them. They only focus on their own ideas and are not open to other possible ideas. Companies sometimes tend to become too close-minded. They only listen to themselves. It is important that companies should also hear what other people have to say to them. They may have some ideas that would help improve their services to them. The customers are the ones who know what they need and it is the company's job to identify them and find out what their buyers wants.

Companies will also need to realize that other people could help them for additional knowledge. All they have to do is to be open with them. Companies can also make use of this information and probably use them in the future. It is up to the companies if they would give time to listen to the people. If they miss this opportunity then it's their loss. The people are the ones who experience these markets and they are the ones who see what has been happening in the real world.

77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.

What happens if companies miss the opportunity of being able to talk with their markets? Firstly, they will lose the people's ideas. Because of this, markets no longer have time to listen to whatever the people have to say about them. They do not give them the chance to be able to communicate with them.

If companies miss this kind of opportunity, then they will miss their chance. The people might think that these corporations would not want to talk to them. So eventually they will stop trying to communicate with them. That is the end of the conversation. People might feel that corporations are closing their doors from them. Companies prioritise their work first rather than their customers.

One of the important things for companies is the markets. Markets are the people and they are the ones who benefit from each other. Companies benefit from their customers by earning profit while people benefit from companies by making use of their products and services.

78. You want us to pay? We want you to pay attention.

What is this thesis trying to imply to its readers? Well when I first read this, the first thought that comes to my mind was attention. Some companies focus so much on how they will be able to gain more profit from their businesses. They fail to concentrate on who are the ones who use these products and services. They forget to focus on the needs and wants of the buyers. They will not be considered companies if there are no people behind every business.

Nowadays the people are already the ones who make an effort in trying to get near their companies. They need the company's attentions in order for them to be able to say what they have in their minds. If companies want their customers to buy their products, then they will have to listen to them first. It is just a matter of give and take. Markets have to be fare to its companies and its customers. All they need is attention from these companies so that the communication between them will be much better in order to understand well what the other one tries to say.

79. We want you to drop your trip, come out of your neurotic self-involvement, join the party.

“We want you to drop your trip, come out of your neurotic self-involvement, and join the party”, this is what most people say to their markets. They want them to be more of themselves so that they could interact with them easily. It would be easier if they learn to reveal who they really are so that their customers and other people would finally learn to trust them. Once they get to know each other better, the way they interact with one another will be better. Most of the companies wear a mask so that no one would be able to recognize who they really are. What for? What they do not know is that the people outside the corporations would appreciate it more if they show the real them.

What the people want are the companies itself and not what they are pretending to be. Maybe it is just about time for them to remove their masks and show the world who they really are. In a market, it is important that the people and the companies would get to interact with one another. It would be an advantage for them if they would be able to strengthen their relationship as unified markets. Companies should also learn to join with their people. In this way, they will be able to know each other even better.

80. Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

Corporations give so much priority in earning profit. This becomes their goal in doing their business. Well I think that this is not the only important thing that every business should focus on. There are many benefits if you are in a market. One of which is that companies will have the opportunity to get to interact with the people outside the corporation.

Companies should also give priority on its people, the customers. Without them there will also be no such thing as markets. If they learn to value them then they will receive more than what they expected. Their customers need to feel that they are very much prioritised by these companies. In this way they will feel being valued. In my previous theses I have mentioned that trust is one of the most important thing that every corporation should have. They can do so many things if their customers trust them.

81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Money is not only the important thing in this world. They say the money cannot buy everything which I think is true. Money can only buy material things and not people. It is the company's job to attract their customers. They need to make use of their skills in order to be able to do this. It is not the money that measures their capabilities. It depends on the way they make use of their knowledge in finding a way to engage the people to buy whatever they have to offer.

We all know that business is about making profit. Market is one way of earning money through selling products and services to the buyers. But then businesses should not only focus on the profit they get from these markets. The people are sick and tired of hearing different companies talk about money. How will they get money without its buyers? Instead of focusing so much on making profit I think that companies should concentrate more on the people and its buyers because they are their target markets. They are the ones who purchase their products and services. They benefit from these goods and make use of it.

82. Your product broke, why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?

Most of the time when customer experience defects on a product and services, they blame it to the entire company. Why? Well I think the reason for this is because companies do not allow the people to converse to them. Whenever there are problems that arises the people in charge of this mess do not take responsibility of their actions. They tend to pass the problems to other workers who do not have anything to do with it. Maybe because the people in charge of this defects do not know its main cause.

As a result, the corporation avoids these issues and they do not really take responsibility and action to solve it. They leave these problems to those people who are not really capable of solving this issues. Thus, this results to a never ending problems. If companies will continue to escape on the problems of their corporation then it will be solved.

83. We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.

What is this thesis trying to point out to its readers? Well we all know that most of the time companies use the media for them to be able to send information they need in order to attract the people. It is one way of spreading information that will surely be heard by everyone. Through media the people get to know these companies much better.

Companies hire reporters to send information they want the people to be aware of. Most of the information these companies share to us are good things so that the people will become aware of what they have to offer. What the people wants from these companies is to take them seriously. They want the corporation to focus more on how to think of ways to satisfy their buyers. The customers need to feel that they are being valued and given so much priority in order for them to give their full trust to the companies.

84. We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

We see corporations as a whole and not the people behind it. We do not usually know who are the people that operate and manages the company. It does not really matter for some who are the people working for these companies. What they see is what they get. Corporations are not about the people who work within the company. Corporations act as a whole and most of the time the people behind these successes are not really being recognized.

With the use of internet nowadays, it has been easier for other people to get to know more information through research. People in the internet can now communicate with each other even better and anyone can join these conversations. Internet is also a way for us to be able to converse with the people online. In here, we will meet people and get to interact with them. There are many workers inside the companies that do not really get the chance to expose them and show their skills to other people. The internet does the job in making the people socialize with each other. Once they get to know each other already, they will also know their background and eventually interact with one another.

85. When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.

"When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to", what does this thesis mean? Companies and its markets always need each other for a certain reason. Whenever they have questions with one another, they see to it that they get to consult one another. Companies need their markets and so are they. They may be certain things that are only understandable by themselves.

In this industry there is no definite answer to our every question. There may be problems that only the company itself can solve it. When markets interact with companies we do not know who's voice it is that they are hearing. A company is composed of many people that work in an organization to be able to accomplish their jobs well. Markets want to also get to know the people behind every business and not just the companies itself. According to this thesis the only thing that prevents it from happening is the way the companies manage its people. They tend to become too strict with them and do not really give them the freedom to speak their mind. The thing that this thesis is trying to point out is that companies should also allow its people to interact with the markets because they can also be a help for them.

86. When we're not busy being your "target market", many of us are your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.

I think that the best way to advertise a product or a service is still through communication. If we communicate with other people, it is an easier way of expressing our emotions and makes the listener feel us. Through voices, the people can easily tell whether a person is sincere in what he or she is saying or if they are just lying. It is up to the people if they believe them or not. It depends on the convincing power of the corporations. It is still more effective if communication is done in actual rather than posting important information online on web sites.

According to this thesis, people prefer talking online that watching the clock. When they communicate online they get to choose whom they think they need to listen and who is not. We can tell if a person is saying things that are true or if he or she is just pretending. Through personal communication it is much easier to speak out what is on your mind. For me, communication between people is still the best way to get their attention. With this we can share our knowledge to others and exchange information.

87. We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.

There are times when markets think that companies do not really care about them or about what they think. The people appreciate it more if companies give attention to them. In this way they would feel that they are really being valued. It is also important that companies would give them the best service they could offer. In this way the buyers will feel their importance to these corporations.

Some companies fail to really get to know their people. They even tend to be really strict when it comes to the people. If companies will not realize these mistakes, then how will they be able to correct them? Awareness is necessary in order to be aware of what has been happening inside and outside of these corporations. They have to be conscious of the people and the markets. The markets are their customers and if their goal is to build a good connection between them they will need to learn to be open with them.

88. We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?

Businesses tend to really focus more on themselves. They sometimes forget that there are more important things than business. I have said several times that without the people, there will also be no markets. So I think that the priority should still be given to the people because they are the market communities. It is because of them why businesses are getting success. Companies sometimes forget that they become too self-centered and the only thing in their minds is making profit. I think it is wrong to focus so much on earning because there is a great chance that they forget that there are still people who also need them. Life is too short so let us not waste them and let us not just spend it on materials things. These things are not permanent so why focus so much on them? There are more important things that we need to give attention to. Let us not forget about ourselves. I have heard a lot of stories about people who have lost almost everything because of their businesses. Let us always remember that there are more important things than money. We should still be able to give time to our love ones because at the end of the day they are still all that we need.

89. We have real powers and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

There are companies that were not able to figure out their real powers until now. I think it is just a waste if companies do not make use of their power and the skills they have. The power to attract the buyers to try their products. Companies sometimes forget their own ability and does not make use of it. The power of persuading the buyers in their own ways.

They use advertisements in order to be able to do attract its customers. What they do not realize is that they can also do this without the help of the media. All they have to do is to figure out what are the things that their companies could do. In this way they will eventually discover the many things they could have done with the use of their abilities.

The sad part about this is that if companies fail to discover their strengths then there is a big possibility that these abilities will just be put into waste and we do not what that to happen. Other companies will have an advantage over them and this might result to their fall.

90. Even at its worst, our newfound conversation is more interesting than most trade shows, more interesting than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.

What is the important of conversation? Conversations are the ideal form of communication in some respects, since they allow people with different views on a topic to learn from each other. A successful conversation includes mutually interesting connections between the speakers or things that the speakers know. Those engaging in conversation must find a topic on which they both can relate to in some sense. A great conversation is one which includes and interests everybody.

In order for the companies to get the interest of the markets they will need to learn to converse well with other people especially their customers. It is much better if people communicate with one another face to face. Through conversation companies can share knowledge and information to others that are interesting. This thesis says that the newfound conversation is more interesting than most trade shows, more interesting than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing. I certainly agree on this because it is only through conversation that we get to know the truth about the things we talk about. Conversations are not scripted so we only get to say things that are true and thus making our audiences hear what is the meaning behind those words.

References:

<http://en.wikipedia.org/wiki/Conversation>

<http://www.conversationsuccess.com/lessons/importance.htm>

91. Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.

Before I discuss this thesis let us first understand the meaning of allegiance. According to my research an allegiance is a duty of fidelity said to be owed by a subject or a citizen to his or her state or sovereign. The people need to trust the corporations before they purchase their products or services. Corporations want their customers to be loyal to them so they need to make ways to be able to show the people that they are worth their trust. Markets are not only composed of the customers they are also our friends, our allies and other acquaintances.

The second sentence says that companies that have no part in this world, also have no future. What does this mean? Well I think that the market wants to also feel the existence of the companies. They need to make the people feel their presence and their importance so that they will not forget they are there.

Reference:

<http://en.wikipedia.org/wiki/Allegiance>

92. Companies are spending billions of dollars on Y2K. Why can't they hear this market time bomb ticking? The stakes are even higher.

First of all, what is a Y2K? According to my research, this was actually a major bug for the year 2000. The bug not only existed in computer software but it also existed in the firmware being used in the computer hardware. In general this bug threatened all the major industries including utilities, banking, manufacturing, telecom, airlines. They have spent billions of dollars just to fix these bugs.

This thesis is questioning why companies cannot hear the market's time bomb ticking. Well I think this is because it is too late before they get to discover the company threats. This may be threats about the people, the customers, the suppliers and many other. In every company it is important to be able to identify the problems that may exist in the future before it gets too late. We say that prevention is always better than cure and this also applies to managing businesses.

Reference:

<http://www.y2ktimebomb.com/>

93. We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to take them down.

Markets and companies are separated with each other because of lack of communication. Because of this there is a gap which we call the Berlin Wall today. I think what this thesis is trying to say is that eventhough there are walls that separates the people outside and inside the company eventually this wall is going down. How will this happen? This will only happen if both of them realizes that they need to work effectively with one another.

If the companies and the markets would only join forces and learn to work with one another well then this will the best way for them to put down the walls that separates them from the community. They need to work from both sides in order to take down the gap. In this way they will become much comfortable in communicating with markets and companies.

94. To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.

Before, companies do not really communicate with its market and its people. That is why they say that networked conversation may appear confused. With the traditional corporations, they are used to the traditional way of managing their businesses. For some they sound really confusing maybe because they cannot really express what they really feel.

With the technology we have nowadays, the way of communication has become even faster. As the technology has been rapidly developing, there are now a lot of technologies we use these days that for sure would be a big help in the way corporations manage their businesses. As what this thesis is saying, today corporations are now organizing faster than they are because of the better tools they use, the innovative ideas they have, and the there are no more rules that slows them down.

95. We are waking up and linking to each other. We are watching. But we are not waiting.

This thesis is the last cluetrain manifesto and I think this is already the conclusion part. Well what does it mean when they say that they are waking up and linking to each other? In my opinion, I think that finally companies have realized that maybe it is about time that they be aware of what is happening here in the real world. Markets and corporations will have to link into each other because this would help for the success of their business.

According to this thesis, it says that markets are not waiting for companies to do the move. They are watching them and hoping that these corporations do what they have to do. I think that this is the right time for them to finally step out. Do the right thing for themselves and their people which are the markets. Interaction between the people and the markets are very necessary in order to keep their businesses alive.

Seven Chapters

The Cluetrain Manifesto

Chapter One:

Internet Apocalypso

In the first part of this chapter, the thing that has caught my attention was about how short our lives are. Eventually all of us will die and we just do not know when or how. As time passes by, we cannot deny the fact that things do change everyday our lives become different. It is true when we say that change is the only constant thing in life. Everything here on earth is just temporary. Eventually everything will come to an end and nobody knows when.

When we come to think of it, what are we to these companies? According to this chapter, the companies do not want us to be human. These companies want its people to feel in need for them to have a reason to provide us with the things that would satisfy our needs and wants. Their main job is to provide the people the things that would make them feel complete. They see us as consumers. We make use of what they have to offer and while we benefit from it, they also benefit from us because they earn profit.

Chapter Two:

The Longing

This chapter has talked about three things. First, it was about managing a business. Second, it talked about how to hate your job. Third, it discussed about the business voice. Lastly, it talked about the longing.

The way businesses are being managed depends on the people who are managing them. It is very important that you choose the right people that are placed on the position that suits them. I think that it is hard to manage a business and it takes a great amount of work in order to be able to do that.

This chapter also discussed on how to hate your job. It also says that professionalism goes far beyond acting according to a canon of ethics. What is this trying to point out? Maybe most of us do not apply this in doing our jobs because we hate it.

“Our voice is our strongest, most direct expression of who we are. Our voice is expressed in our words, our tone, our body language, our visible enthusiasms.” Through our voices, we are able to express the people about things we want them to know. It best illustrates a person’s emotion because it can be easily be felt by the person you are talking to.

Chapter Three:

Talk Is Cheap

In markets it is normal that people really talk to each other. We say that markets are conversation so markets are meant for the people. We cannot deny the fact that even outside or inside the organization, the people still communicate with one another. They need to connect with one another to keep these markets alive. Without them there will be no markets.

Mailing lists are also one way of sending information. Probably most of us have already experienced receiving spams on our emails. As what this chapter says, most of these information are from someone we do not know who is trying to sell us something, convince us of something, or lure us to a particular Web site.

There are a lot of ways for us to communicate. We can make use of the internet and connect with the people. We can even send emails if we want to pass information regarding our businesses and make sure that these information are received by the people. But there is no assurance that the person whom we have sent the information will read it. It actually depends if they care about it or not. This is how markets work.

Chapter Four:

Markets Are Conversations

“Markets were places met to see and talk about each other's work”. It does not necessarily mean that markets are noisy. We say that markets are conversation because markets can never become quiet. It should never become boring or else its dead. In markets one thing is for sure, we communicate and interact with other people. As long as they both share the same interest they could talk about so may things. As what this chapter says, markets are conversatios between people who sought out others who shared the same interest. We got to talk to different people and exchange thoughts and ideas with them. The market is the perfect place wherein the people could talk about the company's products and services.

We all know that through internet, the connection we have with other people has been strengthen. This is also happening in markets. With the internet, market has become more connected with its people. They can now say what they want to say and everyone will be able to hear them. Markets these days has finally been speaking to us unlike before. The best way of advertising is still through the word of mouth. In this way we become more believable and honest to the public.

Chapter Five:

The Hyperlinked Organization

Businesses today have become way different than traditional companies we have before. In this chapter it discussed on how much businesses has grown. It says that the business sounds different these days. What are the things that has changed? What I have noticed is that nowadays businesses have finally learned to communicate with the people. For some, they try to be funny to easily attract their customers. I think this strategy that corporations are using is effective to their customers because we do not want boring people in markets.

It is also an advantage that companies get human connection with the people. Unlike before, companies have also learned to interact with them and build a certain connection between them. It is true that people can now tell who is talking by just merely listening to their voices. If the people become familiar to the voices of the companies then it would be easier for them to recognize the person speaking.

Companies will need to sound different from others in order for them to be able to catch the people's attention. They make new sounds that others have not heard of. In this way it will be easier for them to be heard and noticed by the public.

Chapter Six:

EZ Answers

Sometimes companies get information and tips from the people who are within the company for instance their workers. They get new ideas and conversation from them. For some companies this is actually a big help for them. There may be some things that companies are not aware of and the people are the ones who remind it to them. The people within the corporations play an important role in contributing ways for the improvement and growth of their business.

“Markets and workers are once again crafting their own conversations, and these conversations are also about craft -- things we do that we actually care about.” What do most people talk about in markets? These people talk about things that interest them. In a conversation, the speaker always brings out topics that the other person would be able to relate with. We talk more on things that we care about. With the internet, this conversation has become open to more people and everyone is welcome to join in.

According to this chapter, with the growth of the internet, markets have now learned to speak with themselves. Even workers do speak to themselves now. The conversation with workers and markets has become more effective and more open to other people in and out of the corporation.

Chapter Seven:

Post-Apocalypso

This is the last chapter of the cluetrain manifesto and I have learned a lot from reading it. According to this chapter, when you ignore people long enough, they begin to feel invisible. I definitely agree on this. I think that for companies to be able to interact with their markets, they will need to give attention to their market which are the people. If you ignore them for sure they will also ignore you back. If the people will ignore these companies then who are they going to sell their product to? The customers must always be valued if you do not want to lose them.

One of the important key points in this chapter is that the internet has provided an extraordinarily efficient means of communication to the people. I think most of us make use of the internet as a means of faster communication with other people. We get to chat with them and communicate. But it does not end there. Internet is also good in organizing markets. Different voices will be heard in the internet. With the people's interests they now communicate with each other through the internet and this is now creating a powerful self-organizing marketplaces.

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