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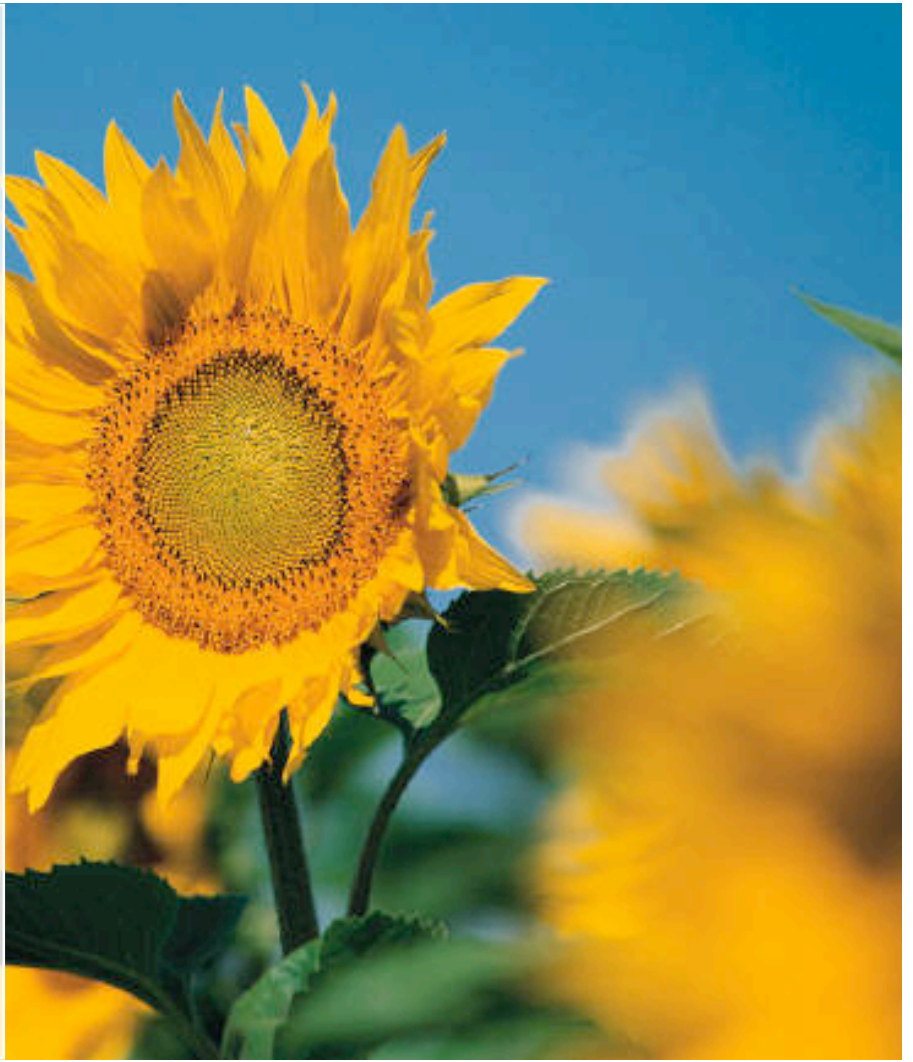
The Cluetrain Manifesto

Celebrating 10 Years

Gian Carlo De Leon Torres   A Vertical Solutions Reader

Celebrating 10 Years After the Cluetrain Manifesto

VERTSOL READER
Gian Carlo De Leon Torres

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This book is dedicated to

Daddy, Mommy, Kuya, Popet,
FInc, Dboys07, IS 107, FDM 107,
College of Saint Benilde
and to Kuya Jess.

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Preface

Here we go again with the writing stuff. I admit that I got some help from my previous compositions in different subjects such as IT Infrastructures and Information Resource Management. It was easy to coordinate and connect these theses to those papers because it was coherently the same.

But after those copy-pasting moments, I have been thinking, what did I learn from here on? I turned my iTunes off, and thought deeply for a few minutes. Was it that I'm so lazy after all, so I don't need to type it altogether again? Or was it that I have the ability to connect these compositions existing and to-be-typed further kind of reason? Well, anyways, I asked my brother if he could ponder on my delirious situation. He hasn't come up a conclusion yet.

After that dreadful movie, 2012, I have almost come up a conclusion for what I was doing. I thought of that I am a person who lives in a world that isn't permanently stable and existing. My abilities are different from most people so, I should continue this book to learn from my gifts and to grow with it, as a person, and lastly, to share it with other people.

What's next for me is cloudy.

Gian Carlo De Leon Torres

Reflections on the First Fifteen Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the first fifteen theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

1 Markets are conversations.

It was the first time I've encountered this thought, and I agreed when finally I understood what it meant. In understanding this, I noticed a huge change in my views of how markets communicate with their clients and consumers, in an omniscient sense. They use proper communication strategies in advertising and extending in reaching all demographics – for example, the advantage of technological advancement in using the internet as a possible way to accomplish contact with the right consumer or the benefit of using mobile applications to get in touch with the important clients for the business.

Obviously, in using conversation, establishing contact is created. There can be deals that could be approved or rejected, but because of the presence of technology, the market conversations can now be fattened, but eased – for instance, is the reality that old market conversations rely on the old style of messaging, the data and information being transferred is inefficient, unreliable, unsecured and most of all, slow. The presence of technology brings forward the market conversations into breakthrough results such as a dramatic change in reliability, security, all that oppose the old style in market conversation – and not to mention, the speed of data transfer is undeniably faster.

In my opinion, advertisement became a popular way in establishing a conversation with a potential consumer because advertising translates their business' objectives into everyday human language to understand their product or service. The campaign is effective if it is understandable and noticeable in every perspective, if not, the strategy failed.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

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2 Markets consist of human beings, not demographic sectors.

Way before, I have defined the market as the people who go to a certain place in which they will buy products or accept services. Being a non-contradicting definition from the second of the 95 Theses, the market was appropriately defined and the demographic sectors were never included in the market.

In the past, I started this practice of defining terminologies which are unclear in their formal definition and functions. Before I come up with the appropriate one, I observe, think and study a bit of the term that I will define, and finally formulating it for myself. In the definition of market, I didn't include the demographic sectors, because as I have observed the market, it was the people who were buying, regardless of the class of people who were buying it. The fact that the presence of discrimination still eats upon society, all classes still mix and the market is still the majorite or almost the people. Everyone basically needs something, and these are basic needs to live.

In relation with the marketing plan, the demographic sectors are always being selected, but in reality, those are just their target markets. The target market is the people who can properly reach contact with them. This strategic concept used in marketing helps them improve their company's objectives and goals, and one of them is to gain consumers and clients. The market is the people who are in need, which makes every single person, included in the market. Therefore, the market consists of persons who individually need a product or service, and not the demographic sectors or classes.

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

Conversations are significant in a lot of ways. For the business-minded, the conversation is used to convince customers and clients to purchase their product or service. For the simple person, a conversation is used to communicate to understand each other and share thoughts of each other. As the two examples read, you should be laughing in such a way that these are obvious instances already, and those two very distinctions are reasons why they need conversations in their life. But why should it sound human? Why should it be conducted in a human voice?

Take instant messaging for example. The fast and easy way to make conversations with another person very distant from you is already an advantage because of the immediate advancement concerning speed, more people want to communicate using only words. But, in difference, the 'real' conversation must be delivered in human voice. "People take you seriously, if you show emotion that you're serious about yourself" is a line that speaks to me about a real conversation. Of course, delivered using a human voice, the conversation is a communication device within two humans that share information about a specific topic or series of topics that help them decide a conclusion.

There are many ways technology has installed for the human race for them to make conversations with others, but the best type of conversation is still best expressed when two people are discussing together. The inevitable must be prepared and who knows what might come in the future of communication technology.

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

The human being is a very complicated organism consisting of organized systems that need to function properly for it to live. One reason why it became complicated is its capability to think beyond its natural capabilities. I believe it cannot be known how one human being can do that, but the human being is called to transcend beyond its limits. Saying that "I'm just a person. I make mistakes" or "Sorry, tao lang. Nagkakamali rin ako" isn't an excuse for you to make mistakes. I always avoid this reasons, because first of all, it's biased. Secondly, it's fallacious according to Ad Misericordiam. And lastly, it's unfair. If other human beings can avoid mistakes, why can't you? It's never a reason that you can make mistakes just because you're a human being.

Same as delivering conversations with other people. The human voice is an instrument to which the people can use to let out expressions, feelings and opinions. Every human voice has a right to be heard, whether narrating, describing, informing, proposing and persuading, the voice is a strong expression that is needed to be accepted, to know if you agree or disagree. The openness of the human voice is significant because who knows what other people who heard it, might think of it, depending on their interpretation. It's an open-book that needs to be read and interpreted according to what you've understood before to finally know what you really think about it. The voice is a powerful mechanism that also shows individuality of a person.

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

People only respond to people who have addressed them and have recognizable language. This is only human intuition. We cannot respond appropriately when dogs bark or cats meow. We only respond to human beings because even if we have different languages globally, we can still recognize it if we heard the sound of a human voice in the sound layer of the trophosphere.

In the past, the software engineers decided to develop a feature of voice recognition in computers to help them recognize voice through a computer microphone. The technological advancement is a competent feature that also enables people to type words and set playback and hear a person say it, also called as Microsoft Sam, the first digital voice in the computer world.

It is obvious that people can recognize the voice of each other when they are speaking in the same language. It can be hard to recognize in different linguistics, but still recognizable by basic human intelligence. Fundamentally, the voice is an instrument to affect others according to its volume and pitch, and the significant message that is being interpreted. The use of this voice is very important, that it can affect many significant sectors, not just between two people, but between masses, too. A mass of people can recognize a strong voice if it can persuade them to support his arguments against an opposition. Take People Power for example, a strong, powerful voice can lead a population to withstand their argument points to overpower another group of people. The possibilities of the human voice are unlimited, and it needs to be controlled with discipline and intelligence.

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

Before, mass media is the most powerful tool in sharing information. Using television, radio, print media or printing press, the people can collect information such as current events, research and so on. Another powerful tool in dealing conversations among human beings is the telephone. It is for personal use and used for communicating with other individuals regardless of the distance. Wires all over town have been installed and interconnected so that the mass can be offered services by communication companies.

But in the present, the internet is the most powerful tool that is used to share resources to all users regarless of the distance. All resources have been intertwined to formulate this prestigious advancement in technology where everyone can share information regardless of their distances. But now, the enabling of conversations among human beings were enabled in the internet. Using instant messaging, e-mail, voice over IP, webcam, and such are some of the actions that were allowed in when the technology has slowly been walking through the age.

However, in the era of mass media, how can mass media enable human beings to enable conversations when mass media is only baseband? Baseband is a transmission method which data can only travel in one direction, in this case, from the network/publication center to the mass. The internet really have become a success in allowing broadband – the opposite of baseband, to become an enabler of human beings to engage in conversations online.

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7 Hyperlinks subvert hierarchy.

The hyperlinks have been threatened to businesses because of the users' attitude of gullibility, even is users are erudite, intuitive and concerned. Why? Because whenever we click a colorful underlined link in words that sound pleasing to us, we're being redirected to another website that actually threatens the website which includes that mysterious hyperlink.

Advertisements, promotions, and the like, these are threats to one business. Only one redirection can lose them a lot of money because users that can visit them everyday can change their minds just because of this one click. Users can always push that 'Back' button over there knowing nothing will happen, but so what? What if that could be a virus?

These may seem funny, but it is a serious matter handled by some online companies running through the web to find users to promote and spam on. Sometimes, we rely on our intuition if this feeling can take enough satisfaction in clicking hyperlinks which is terribly one main concern of these companies living in the net.

The hierarchy, by the way, in my opinion is the presence of level and demographic among businesses floating in the internet. If one consist of many distinct operational connections, they can rule the internet. These connections include websites which are very popular in users in their target demographic. Sites which must be included here are social networking, support networking and search engines, because users obtain so much data in those websites, and most of them spend majority of their time slouching in front of their computer clicking and typing, and what do they see? Links!

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

I couldn't agree more with this statement, knowing that I am having a great time speaking with my relatives in the United States using only my laptop with its connection to the internet. Having this kind of advantage is one goal defined by some computer engineers and scientists from the past. They wondered if this kind of technology can come true, by communication in a more powerful way, such as live web broadcast, instant messaging, photo sharing and file transferring.

But in internetworked markets and intranetworked employees, the technology is different in a sense that the standard is complexed and defined. Complexed because the expectation of all markets and employees are different approaches. Some have their computers used for word processing only, and some expect more bandwidth to occupy for huge transfer loading.

The system is a network composed of computers that are interconnected to have powerful connectivity functions such as viewing, sending and retrieving to get processes done in an impressive time. These networking capabilities are designed for organizations that need communication that expects a high rate of transfer per second – capabilities that are demanded by most company users to make their processing more efficient, more effective, faster and less worrying for security reasons. Some, indeed want less of thes encryptions for security because it's slower in that case, but apparently, it's better to be safe than putting your intranetwork into jeopardy!

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

Of course in most networks existing, users want to have personal time in their workspaces, and those are what most businesses are targeting at. The dawn of the new era of network conversations comes the proper engineering and implementation of Social Networking. Coming with technological advancements, creativity in style and useful in nature, the social networking concept has grown until users can't get enough of using these powerful mechanisms used to exchange knowledge and to socialize for connections.

Not just for social networking, but the powerful concept of wiki's nowadays became popular for new studies to grow and spread globally. The unity of people in the world using wiki is a bond that helps people understand difficult studies better and easier. Another close example is the answers website, or forums, wherein inputted is a question, and when searched, a possible answer would appear. This is what knowledge exchange has contributed in network conversations as a new powerful form that is indeed, extensively emerging from its simple mode of evolution.

The endearing concepts that has planned suddenly bloomed into websites, engineered drastically, designed creatively and opened up dramatically. The possibilities became unlimited when people became attached to these emergens in the network, until the time they were expecting more functions to come and replace another, which became opportunities to other computer scientists, computer engineers, software and web developers, software architects and software engineers to hasten their level to a faster lane for more business proposals and maintenances.

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

In this state of the market, the people become more lax and takes the network conversation technologies for granted. It changed their fundamental attitude, which motivated to do their job better, because everything is easy within research, et cetera. In this time of the market, it becomes smarter, more powerful and it greatly stuns its agents for its capability to want more needs. The basic needs became more simple, that the secondary needs aren't luxurious anymore. People in the market were clever enough to know what are offered, and what can save them money, which threaten some businesses.

The transfer of information became extensively fast and the context of it evolved to a greater sense. People have indubitably gave concern about how their needs transformed. As a result, they research immediately what happened and how they are going to solve for this problem arised in their commonly present lives.

In other cases, people want more things at high standards because they want efficient, secure and fast things because of the generation we live in. Rivalries uplifted in most companies because of too much competitiveness, and the development of advantages in every company grew and grew, just for the market to reach their expectation. The incompassable knowledge of a lot of learned people walking in a networked market is also an advantage which can allow themselves to take no risks whatsoever that can also threaten the business when researched and surveyed.

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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.

When research has been in tact, and everyone is widely connected, it might be safe to call it 'the best' information and support that comes from each other. The generous amount of support and information is never complete, but that is the truth. It's demanded, but still, it isn't, because of such a thing as opportunities. To compensate with their company, they have to formulate strategies to win their stakeholders' needs – the employees and the stockholders, as well as the customers.

Vendors, as we all know, are businesses and they seek every opportunities that lie in space while the people in markets strive to rend these spaces to receive optimum support as a proper service from the business. The businesses make profit by sending in acceptable and satisfactory, but inconspicuously incompleted information and support. This profit that indubitably shines upon every opportunities make their businesses fly in the market because they want the market to ask more from them. They beg for more support and information to make their living much easier. The fact that they take the market's limitations as their target and advantage to know where they can be called to make more and more income.

In the said thesis statement, the corporate rhetoric has been pointed out that it is regulated that values were supposed to be added to commoditized products which include a handful of information and support – useful, but incomplete.

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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.

The symbiosis between the networked market and the companies is almost becoming mutual, but not that much. The network market is very concerned about their needs to be filled and satisfied, and the companies are very concerned about their stakeholders' satisfaction, which therefore finalized as mutual. But what are instances in which these cannot understand each other mutually?

The company is a small community of stakeholders, consisting of the executive, the stockholders and investors, the suppliers, the employees, and the customers. Their concern for each other is balanced to know that their company lives on, and everyone gets satisfied. Whenever one sector falls, others get swept away, too. They have to keep the equilibrium to avoid downfalls, problems and scarcity. The network market usually knows this because they are the customers – in marketing theory, the one who is always right. Whatever happens in the company is being shared by every single person because they are all connected.

The feeling that the news being bad can be an advantage or can be otherwise. The company's maturity to accept downfalls, creates a feedback to be delivered to them to know their weakness and soon solve this into a great new evaluated company. The process remains as a cycle of unlimited rotations. All they needed was faith in each other that can make their company stable and compromised, as a main goal.

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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.

The needy market and needy employee is always bordered by the persuasive company. The intent of the company is to handle these two stakeholders to give them what they want. They handle it in a very professional way of satisfying. The market needing the employees' finished product, or a rendered service from the company, is as well as the employees needing the salary from the market's value of money from the company. It is a metaphysical establishment that gives opportunities to all of them.

In contrast, if the market cooperates with a goal and the company disagrees that lead them to bankruptcy, the market will not purchase their products that are produced anymore. This two parties are very independent so they must take good care in handling with these people. In addition, the company will never work without a human resource team. Whatever you treat with employees will reflect with your relationship with the market that is served because the employees will not do their best if the company will

insignify what is due to them. It will reflect to the product or performance they have produced and rendered.

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

The fast and easy way to make conversations with another person very distant from you is already an advantage because of the immediate advancement concerning speed, more people want to communicate using only words. But, in difference, the 'real' conversation must be delivered in human voice. "People take you seriously, if you show emotion that you're serious about yourself" is a line that speaks to me about a real conversation.

But in difference, the corporations have an idealistic view in the network market. They see it rather as a business plan, to know what they can do to satisfy the mass market. They want to target the mass market to have more opportunities and have more income.

Companies try to convey their message through tv, ads and jingles but still somehow it still doesn't work that well for people. It still doesn't sound "human". They only sound like they are trying to convince them to buy a product and not actually tell what their product is. The companies' voice seems there is no meaning behind it. They sound monotonous nothing human about it.

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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.

The competence of the wide-range global industries has driven most of companies' mission and vision statements to its best. Their knowledge and capacity to develop as a community will surely win their clients' heart in running understandings and such. But, the quality of their practition, service and produce remains the same – only the marketing strategies grew because of too much advancement in marketing technology.

The cause that these corporations have been doing in present days would apparently become like some sort of a high-end mechanism – a commonly known establishment which can be for all the businesses that could be used and will be a differential and metamorphic effect among different entities. It is basically odd and uninspired for most of the sectors in society because a number will compromise with most corporations, or even, possibly some small businesses who will speak inhuman for good. If every entity in the corporation follow and use this language, it will be disastrous in terms of stakeholders' manner of equilibrium.

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Reflections on the Second Fifteen Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the second fifteen theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

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

I agreed to that suggestion that the dog and pony show doesn't speak to anyone anymore since the market is now "a part" of the company. In my opinion, the market became a more erudite part of the company because of the technological advancements that grow to the market – such as resources. Knowing what the company is doing in terms of sales, what the company is losing in profit and what the company is planning are most information the market would know because of these advancements in handling technology. The vital part of being the market is their classification of demographic – whether you're in a subtle powerful class, or a minor class; the range doesn't matter because everyone can access everything, no matter how powerful and innovative the advancement can be.

The market isn't the dumb part of the business nowadays, they are becoming part of the business cycle which does not sacrifice any piece of significant figure of their assets whatsoever. Quality assurance is what they would need, and they became smart at this, because of too much research in the world wide web. The help of the net became a vigorous hobby that is used by millions of individuals every single minute is one vital organ that cannot be outsmarted by the systematic unfree flowing of company. It's one weakness they regret on, but taking advantage of it becomes the next step of their plan to reciprocate the powerful resource being involved.

1. How do you compare The Dog and Pony Show to the relationship of the market and the business organization or company?
2. How does the market take advantage of the company, and vice-versa?
3. Why do customers think that the internet can solve their problems in product and service quality assurance?

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

This is hilarious, to think that because of technological advancements, the market can now access the web that is popular in doing in this point in the timeline in history. But speaking of history, the advancements remain constantly developing and evolving, making history constant changing which connects to the people, who change from time to time – long before, we only need water and food to survive; next – we need to add socialization and leadership to have proper communication and discipline; afterwards – we need to increase our knowledge in everything that exists in the world; from that point – we need to apply diplomacy and declare peace in the world for building a better future; which concludes to: finally – we need to add technological advancements to hasten and create ways to have efficient communication and transfer of information to each other.

Think of it as the company's way to signify their being developmental for us and for the betterment of the world.

Integrative Questions:

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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.

Being in markets that have a different setting, the company can attain an opportunity of a lifetime that no other company can have. The fact that companies have direct markets that have a lot of wants and needs and must-haves makes the company take advantage of everything that they can get in this setting in the growing life of the market. They must try to insanely do everything while the networked person-to-person market has not yet achieved its "smart" state in this point in time. The company has a reason to start being profitable, having business sides first before hardcore ethics.

Markets of so much enthusiasm, becomes smart when the company becomes "an arrogant" in the industry. Especially in monopolistic competitions, they have the tendency to know everything about the company – its thinking, knowing, researching, and all things under the sunshine of opportunities. They have knowledge of all the things that must be driven to salvation – the company's downs. These weaknesses are the number one priorities the market can be active for.

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

Markets have the tendency to buy stuff or even everything just because they have the power, companies want from them – their money. So what the companies do for them, or make for them would be a small chance of winning with everything else in the same industry. The company's industry standards become eerily naughty when advertising comes to picture. EVERYTHING MUST BE DONE, even said. Everything

from top to bottom, the company will do everything just for their products or services to sell and that is why markets are powerful enough to break down the company.

Companies have opportunities, but of course, threats on their way to the golden years of their lives. Several, make them, but most of them, do not make it to the rainbow, reaching the pot of gold. Doing it extraordinarily, taking risks and exploring possibilities in research are profound and beneficial acts and deeds to avoid steeping to times to their last chances, or even their death.

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

Hahahaha! Most often, markets are becoming smarter and smarter because of the distribution of information in the cloud terribly becomes heavy and abundant. The market sees everything in the company. Sometimes, the company doesn't even know the market sees everything in them - that can mean that companies need to realize their markets are often laughing at them. Not with them, but at them.

Infuriating as it is for the companies, but they need to see that it's a growing market. Not just growing in size, but growing as a community of learned, as well. The constant change in the education, and how education can evolve, may prove that markets can really know even MORE THAN the companies.

Not every market can laugh at them, but most of them now, are. The elite, the social, the "alta" are required to know everything about entrepreneurship, business management and handling everything (most of them). They are, for examples are those who are significantly challenged by the companies.

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

Companies should always remember that not everything is perfect. Every individual cannot be perfect, so how can you expect the company to be perfect, if everything inside it isn't?

This is only a lifelong lesson that must be guiding and must serve as a warning for all companies having a hard time growing up. The fact that markets have minds like vicious animals, make the companies even harder to grow as an entity itself. It's a hard-knock life that every god under and over the sun cannot handle and control. The power of the market cannot be easily handled because of the affluent, learned, educated and oligarch. The presence of the geniuses has the lucky striking voice of confidence, persuading every individual of the community to work with the companies in hard industries.

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22 Getting a sense of humor 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.

Being humble in companies who do not even know or are aware of how the market can be cruel to them sometimes, is a very crucial state of the market that has always been wanted by the companies. They've been wanting acceptance all along. Adding some humility, a little bit of truthfulness and thoughtfulness are the companies' wants and needs from the market who are not even easy as taking candy from a baby.

The hardships that the company must do to get even near the market are essentially very toxic indeed. If the market is not participative by buying products or letting them render service for them, companies will stop, and will eventually shut down and close because of the smartness the market grew about. The humor must be taken into consideration, because bear in mind that companies have feelings, too. They are entities of emotional distress, and are capable of creating chain reactions from communities to communities.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

What doesn't the market even need? Of course basic needs are what markets are aiming for. But now, the markets have evolved. They want basic needs AND they want them to access this anywhere and anytime, fast. Companies should "position" themselves to the closest of these, either a service or a product, they want the best in what they are exchanging for what they have earned for the past week, or so.

Regardless of any reluctance, the markets have been wasting precious money to other "shiny" products from well-positioned companies. These must be broken as well, because the market tends to forget these concepts in basic merchandising and purchasing. The fact that they must always bear in mind that not all of these should be followed cannot be an excuse why it shouldn't have happened. The essentials mustn't be hindered; it should be shown and be pried.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

But on the other hand, the competition remains the same. The preeminent providers from other companies in the industry, remains locally stable; well, relatively, of course. The great providers of most

companies have a say in this in the industry – the best should always go first. The suppliers have been supporting them, ever since, and they shall never leave them from their side. The natural way of things in the industry must not be bedazzled, but registered to every single entity. The support must be understood, why or why not they always hold on to you, and not the significant other "in position."

The lovely complaint that they always think about from suppliers are always indubitably seen through what they are working on, busy or not. They do have the power, but do not carry the finances for it. They have the strength, but do not have the courage for it, would be a strong analogy for this.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The ivory towers of faith and mercy should always be open for new relationships. The company must have the courage to pursue every single living thing and organisms in the market so that connections may be made. The distance isn't a problem for this because of the raw cloud of information above us can now serve as a connectivity device that catches every living thing to grab and hug to create relationships with. The snobby ivory towers must be open or pried to the public which carries everything to the path of open connectivity. The relationships being created is a sign of every respect and dignity from the company for their markets.

The productivity of everyone in constant mayhem of day-to-day work becomes a mutual understanding that no other force in the history of the big bang theory cannot separate. This mutual feeling from two entities must be brought up to consistency and pride because of their relational being, defined as a sense of passion and understanding.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

Public relations, of course do not relate to the public, because they only want to learn about the public. They are in charge of interacting with them, showing the company off to them, what they can do to help them and solve their problem. The companies are deeply afraid of their markets since they have continuing sense of disarming the companies by their knowledge, judgment and how connections are proved to be strong and vibrant when it comes to relationships.

The public demands attention, but of course companies are mindful of this concern. The public have been a pain from day one, but companies do not mind these incompetence of such a entity in the market, but since they are part, they have to consider them as an advantage, but a brutal one at that stage.

It's not wrong being afraid of the markets, it's just that the company has the slight tendency to like having satisfactory settings, but not getting ready for the interconnecting strategies that must be made.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

At this point, markets become arrogantly stubborn, vicious and intoxicated. They have the tendency to quit, even if money isn't the concern anymore. The quality of the company's work is at question and being questioned because of their lack of interconnectedness and sense of collaboration. The language of arrogance, hard and insensible, cannot be determined if it can have a bright future with mutual understandings or a dark incompetent future with commensalism symbiosis. The constraints in language is potentially criticized and drained because of too much liquidity and deranged methodologies being pointed out and opened up.

The guarding vest in the language, such as the jargons inside the district of the company is at stake when markets attempt to penetrate the hallowed halls of business sector. The markets can destroy these by collaborating with competencies to know every detail of negativity to start assuring that the company will therefore be punished. Well-deserved.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

This is why the companies do not take so many interviews from one entity. They have the power to insensibly rip the company apart from sector to sector. The fact that markets are smart enough to penetrate the company, starting with their product or service rendered, is the one that strengthens the administrative sector and marketing sector of the company. They have the courage to bring down what should not be interfering with their work. The slight change of economics that should be worked out must delightfully be the main concern, for now.

The constant change in the climate, must be taken into consideration because of the market's expectations cannot be determined. Their arrogance becomes a threat, even the winds cannot tell if they have a plan working and if it'll work out some day. The vicious, slimy, threatening entities slide upon the walls of fortitude to penetrate the minds of the company to know everything in it, again.

29 Elvis said it best: "We can't go on together with suspicious minds."

It's hard when friends are intentionally being suspected as dating, but what you can feel if your closest friend suspects you as a bad person. This is the main suspicion the companies treat the markets, and vice versa. In public, when seen each other (just imagine) in public, they're friends, talking, normally joking, narrating stories, describing things, but when not together, they're backstabbing each other, saying bad words. Don't get me wrong, this is one thing that cannot be false.

The last thing they want to do is to have a heart to heart talk. The fact that people nowadays do not often trust immediately who they meet and see, makes it hard for the ones who want to risk become discouraged and unsatisfied. The market is a huge pile of people who want a lot, and the company is one big thing that needs to be popular, rich and stable. Everything and everyone needs something, and all

need to be satisfied, and that's why the Earth is grumbling with fear, while they eat up everything under its generous shade.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

Everything can be done in a blink of an eye. Because the market is a competent crowd of systems, individuals, clients and such, they want more, with less the cost of it. They want to be satisfied with the "more" and the "less" that they have been balancing since they planned it. The inevitable mind of the market who wants to "stick to one" isn't working out anymore, unless the economy of the country is quite stable and caring for its peoples. The reason why brand loyalty becomes a less hot version of "quality over quantity", is because the market cannot afford the expensive products anymore. They want the "real thing" that doesn't give in easily when tested and attempted to be tested, eventually.

We can all relate to the lovely, sincere, and idealistic views of some companies expressing their charitable ways in applying and practicing corporate social responsibility. But, right now, to tell you the truth, they're doing it, just to evade some taxes, that are quite costly, if I could say so myself. The integrity of markets, as well as companies becomes an unstable, quite a reluctant intangible objects, in the present.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

Reflections on the Third Fifteen Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the third fifteen theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

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?"

This is why a lot of companies in most countries affected by the recession close. The fact that the company's integrity and credibility try hard just to please them and in the end fails, and finally crawls at the feet of the market's uncaring individuals is a crazy thought that we can observe and interpret amongst businessmen who only want to change the world by their own selfless ways. We can think deeper at some companies' situations when they're about to shut down, and let their competitors have all the fun. Their sad endings become an opportunity for competitors that can decide their fate if they're next in line for shut down.

Indubitably, the eligible companies who become the true market's main agent are situational companies businessmen are dying and craving for. The insufferable amount of ways just to interrogate the market, one by one as individuals, just to make them satisfied is one procedure that can't be taught and adjusted in the phase of development.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The intelligence of markets, in the present has now become picky. Picky as the sense of lacking considerable amount of reasons, having biases prioritized and put in front. The reason why the coffee isn't here is because businessmen tend to have a soft perspective of these opportunities. They rather see it as a somewhat disconnected treat for marketing strategies.

The suppliers are always open for every client. Their advantage of having to speak and communicate consistently and properly to everyone becomes a practice that the company has picked up, learning styles, that can increase the amount of profit that can competently endeavor the blizzard of consumers' needs and expectations. "The tales of your incompetence do not interest me," as Miranda Priestly declines a supplier who doesn't even know the spelling of Gabbana.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The inevitable change of the human diversity is one that should never be underestimated and redesigned. The fact that humans have the right and the duty to transcend, doesn't mean they should be smart alecks in their lives in the community. What is plain and understandable is acceptable and enthusiastically understood by most people in the market. If the company tries to fit in, then it has a high rate of falling down the trail of incompetence because of the market's intelligence and consistency in erudite commencements. Their gradual collaboration with each other is a hope for all human kind, because of diversity, strength and contentment.

The intelligent supersedes the incompetent. It can easily be identified with too much information, too much intensity and too much corporal ingenuity, because of their auspicious delight of conspicuous transparency towards the goal of each one of their mission and vision anomalies. They have the right to

somewhat deliver the instantiation of rhetorical masses to put to great achievements and accomplishments.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The communities always have a need. It cannot survive without its needs. The crazy thought of disallowing them to pick up needs makes them different in nature. The productivity of everyone in constant mayhem of day-to-day work becomes a mutual understanding that no other force in the history of the big bang theory cannot separate. This mutual feeling from two entities must be brought up to consistency and pride because of their relational being, defined as a sense of passion and understanding.

The correct intuition is always connected to everyone in the community. In fairness, incapacitating as it is for the companies, but they need to see that it's a growing market. Not just growing in size, but growing as a community of learned, as well. The constant change in the education, and how education can evolve, may prove that markets can really know even MORE THAN the companies.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

35 But first, they must belong to a community.

Especially in monopolistic competitions, they have the tendency to know everything about the company – its thinking, knowing, researching, and all things under the sunshine of opportunities. The fact that the company's integrity and credibility try hard just to please them and in the end fails, and finally crawls at the feet of the market's uncaring individuals is a crazy thought that we can observe and interpret amongst businessmen who only want to change the world by their own selfless ways. We can think deeper at some companies' situations when they're about to shut down, and let their competitors have all the fun.

Another fact is that people nowadays do not often rely immediately on who they will meet and see, and that makes it hard for the ones who want to risk become discouraged and unsatisfied. The market is a huge pile of people who want a lot, and the company is one big thing that needs to be popular, rich and stable.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

36 Companies must ask themselves where their corporate cultures end.

Companies have the tendency to ask a rhetorical question that ends with consistency in generalizing psychic vibrations among the utilizations around the said entity. The slight change of economics that should be worked out must delightfully be the main concern, for now.

The constant change in the climate, must be taken into consideration because of the market's expectations cannot be determined. Their arrogance becomes a threat, even the winds cannot tell if they have a plan working and if it'll work out some day. The markets can destroy these by collaborating with competencies to know every detail of negativity to start assuring that the company will therefore be punished.

This is only a lifelong lesson that must be guiding and must serve as a warning for all companies having a hard time growing up. The fact that markets have minds like vicious animals, make the companies even harder to grow as an entity itself. It's a hard-knock life that every god under and over the sun cannot handle and control. The power of the market cannot be easily handled because of the affluent, learned, educated and oligarch.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The great providers of most companies have a say in this in the industry – the best should always go first. The suppliers have been supporting them, ever since, and they shall never leave them from their side. The natural way of things in the industry must not be bedazzled, but registered to every single entity. The support must be understood, why or why not they always hold on to you, and not the significant other "in position."

The productivity of everyone in constant mayhem of day-to-day work becomes a mutual understanding that no other force in the history of the big bang theory cannot separate. The public have been a pain

from day one, but companies do not mind these incompetencies of such an entity in the market, but since they are part, they have to consider them as an advantage, but a brutal one at that stage.

Integrative Questions:

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

But speaking of history, the advancements remain constantly developing and evolving, making history constant changing which connects to the people, who change from time to time – long before, we only need water and food to survive; next – we need to add socialization and leadership to have proper communication and discipline.

The first thing I thought was the flexibility of Oracle to GSIS and another is its growing stage (if it's in its initial stage or if it's in its final stage of cycle – final, as in it'll never be updated anymore) as a software. It has really given me a lot of thought about software selection in companies, changes that can be made for companies that do not know if their software is really fit for their business systems.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

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3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

39 The community of discourse is the market.

In my opinion, Kinko's can operate without employees at their local outlets because the said interface mentioned can be independently run without scams, errors and fraudulence. In addition to Kinko's photocopying system, the use-cases that must be included to avoid errors and problems with actors such as the system's inner checking device, the system administrator and the customer are: check paper, check paper pool (for spooling), check ink, create new order, create new customer profile, view history, report errors, and a lot more to be included.

The back-ordering cycle is usually reduced with a networked TPS because of its cost of time and the risk of having unavailable goods for waiting customers. The cost of time is usually one of the major concerns of most companies who want their systems to become automated, and that's to show that the back-ordering cycle takes too much time and somewhat the energy of both employees and the customers to trace the sales, the inventory and the customers' histories. This also saves the employees' energy and time of counting, tracing and collecting valuable goods and items for their availability to the customers.

Integrative Questions:

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

The importance of the network diagram in formulating the business solutions of the company is indeed progressive because of the levels of organization that needs to acquire all processes to conclude to a more structured system. The integrity of the network solution has properly been multi-faceted to give a lot of solutions to the system, for more flexibility and correct concurrence.

The solutions are needed to be referenced and tested with facts and simplicity to have knowledge of all specific details in the system being designed. Whether the system is unbounded, it will significantly be interconnected with secured accessibility and fortitude of bandwidth.

This strategic concept used in marketing helps them improve their company's objectives and goals, and one of them is to gain consumers and clients. The market is the people who are in need, which makes every single person, included in the market. Therefore, the market consists of persons who individually need a product or service, and not the demographic sectors or classes.

Integrative Questions:

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3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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.

It is obvious that people can recognize the voice of each other when they are speaking in the same language. It can be hard to recognize in different linguistics, but still recognizable by basic human intelligence. Fundamentally, the voice is an instrument to affect others according to its volume and pitch, and the significant message that is being interpreted. The use of this voice is very important, that it can affect many significant sectors, not just between two people, but between masses, too. A mass of people can recognize a strong voice if it can persuade them to support his arguments against an opposition. Take People Power for example, a strong, powerful voice can lead a population to withstand their argument points to overpower another group of people. The possibilities of the human voice are unlimited, and it needs to be controlled with discipline and intelligence.

We only respond to human beings because even if we have different languages globally, we can still recognize it if we heard the sound of a human voice in the sound layer of the trophosphere.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

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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.

The integrity of the company is once again being maltreated by the market, so they must come up some ingenious plan and apply these immediately to avoid being depressed and left out. One of these ingenious and collaborated plans is the intranets that can power up the company to finally avoid the distractions that can incapacitate the market. The market doesn't have any plans in collaboration with each individual to continue with their needs being satisfied.

The company does not have strong relationships inside their establishments, although relationships as professional businessmen are stronger than ever. The insignificant figures of most relationships are sometimes irrelevant to some businessmen, but mostly corporate workers are the ones to be blamed.

The do-over spells that wizards are analogous to their skills as businessmen. They have the power to incorporate the rules of the ethical concepts surrounding the roaring combination of business integrity.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2.   What is its relationship to Retail Marketing?

3.   In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

Now they have expected is to clean, clean, clean everything from everything inside the network. Basically, companies are at their tip-top shapes when this is occurring to their organization and offices, even in their internal resource systems. But in information systems, they have been trying to be consistent in doing everything in one big scenario that has been collaborated the whole industry. These processes run in different ways in case the scenarios are distinctively redefined and transfigured in conformity.

The somewhat incapability of the organization is its maintenance of the smallest spec of details that becomes bigger by the minute. It has been an issue since the network has been detected and identified with several contaminants that are severely harmful to the system. Even smallest of viruses that are incapable and hard to detect are found just lying around the threads of the system. These systems are unjustly consorted by the system, leaving behind traces of destroyed byte-sized errors that is permanently stabilized with defiance and inconsistency.

Integrative Questions:

1.   How does this thesis differ from other manifesto theses?

2.   What is its relationship to Retail Marketing?

3.   In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

Reflections on the Fourth Fifteen Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the fourth fifteen theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

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

Of course the intranet is also a way for 'gossip'-y businessmen and employees to linger on issues and topics, since the cafeteria is one jungle that has evolved from prehistoric to mandated ethical civilization. People have been speaking smoothly, carefully and robustly, because of their image becoming a 'first' before anything else. But because of the intranet, they have been encompassed with the power to become another person, even if their unique identifier remains the same. They aren't even surprised about their boss seeing their 'chika' about their lives being narrated as semi-fictional stories around the mysteries of the scenario which is the main building.

The continuum consisting of gossip girls, newsflash ladies, and the like is a contemporary community that has been developing for ages. Looking and founding ways on how to collaborate cleanliness of paper, stability and fortitude of code, and relevance and eruditeness of design to finalize the community's main function room that virtually existed through information technology: the INTRANET.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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 conversations.

Some think that they don't have to think transcendently and write legibly to improve their integrity and compassion of their specialties. On the other hand, most, even you, would think that you must be compassionate and straight about your goals and achievements to perk up insatiable hunger to achieve goals by exercising specialties through enormous load of expertise movement.

As some of you may know, it is hard for top management to talk and converse with the really low employees. I guess it's sort of a thing where the top management feels that it is not normal or traditional to converse to their low ranking employees. That could be a factor or not, But, the most important would be hearing out the concerns of these employees. I think why they think like this has their pros and cons. It would be a benefit and sort of an advantage when you listen to these employees as compared to not hearing them because they haven't earned the rank yet to speak and perhaps give a suggestion. Pros for the former and Cons for the latter.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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.

The use of the voice of the people who use intranets is very important, that it can affect many significant sectors, not just between two people, but between masses, too. A mass of people can recognize a strong voice if it can persuade them to support his arguments against an opposition. Take People Power for example, a strong, powerful voice can lead a population to withstand their argument points to overpower another group of people. The possibilities of the human voice are unlimited, and it needs to be controlled with discipline and intelligence.

The productivity of everyone in constant mayhem of day-to-day work becomes a mutual understanding that no other force in the history of the big bang theory cannot separate. This mutual feeling from two entities must be brought up to consistency and pride because of their relational being, defined as a sense of passion and understanding.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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.

Withstanding this kind of interesting contemporary concepts is indefinitely robust and instinctively defined as a concept of organization. Markets of so much enthusiasm, becomes smart when the company becomes "an arrogant" in the industry. Especially in monopolistic competitions, they have the tendency to know everything about the company – its thinking, knowing, researching, and all things under the sunshine of opportunities. They have knowledge of all the things that must be driven to salvation – the company's downs. These weaknesses are the number one priorities the market can be active for.

Though they have been insisting to proceed with independence, they have tried not letting anyone go, for such actions may disrupt their convocational integrity as an organization of ethical policies and beliefs. The guarding vest in the language, such as the jargons inside the district of the company is at stake when markets attempt to penetrate the hallowed halls of business sector. The markets can destroy these by collaborating with competencies to know every detail of negativity to start assuring that the company will therefore be punished. Well-deserved.

Integrative Questions:

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

The fact that a system has obtained or maintained competitive advantage for the owner makes it a part of the organization's strategic information systems. Enhancing the competitive advantage distinguishes a strategic system from all others in different organizations. Strategic Information Systems comes in unique categories. For instance, telecommunication-based transaction processing systems (TPS) are the fundamentals of airline-reservation, retail brokerage, banking systems, e-bay, etc. Another would be decision-support systems which have basis on confidential algorithms and investment banking firms for trading stocks and bonds profitably for personal accounts.

Having alternatives in developing systems is a helpful plan to create 'small' computer systems that are for beginners. In this chapter, prototyping was labeled an advantage in systems development alternatives because one of the most important elements in creating systems are the users. Users are greatly involved in the prototyping processes because they perform experimentation and evaluation to the system they are about to use and such.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

Incorporating users in the development process would indeed be an advantage because of the feedback to be accepted by the developer would most probably be unexpected. In reality, it is an honor if the developer's experimenting evaluators are high-end programmers and systems analysts who have developed intensive software applications and systems of massive global companies. The developer most certainly has a high chance to improve more on the existing system if the evaluators are skilled critics who have skills in studying the system with great scope and correct judgment.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

In systems analysis, we have three approaches: Natural Language Analysis, Process-Oriented Analysis and Object-Oriented Analysis. Natural Language Analysis is a very simple approach because the systems analyst narrates how the process has undergone. | Small systems are appropriate for this approach because it is difficult to document all details when looking into a system.

Users are very particular or "choosy" of what they want to work with as an environment. For example, if the user interface is just pure text, the design is ugly, but the program is working perfectly, the user will then leave that program alone and never open it again. Users need both object-oriented systems, not just systems that work perfectly, but appealing in appearance as well.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?

2. What is its relationship to Retail Marketing?

3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

Now, in the chapter read, classes and objects are indeed mutual because in programming, they are the elements that usually need to be perfected. Processes are perfected, but these classes and objects are usually harder because it has a lot of properties to be filled. Objects and classes have state, behavior and identity. The element that encompasses all of the usually static properties of the object plus the current, usually dynamic values of each of these properties is called State.

It's simply the abilities of the object. What it can receive and give to users. Behavior is how the object acts and reacts, in terms of its state changes and message passing. It also means that the state can change, according to its abilities, and it depends on the change of the state on how it will behave, acts or reacts. Lastly, Identity is that property of an object which distinguishes it from all other objects. It indicates that an object can be different from others, thus having an identity for itself. It can do a special behavior that others may, may not, can or cannot do.

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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.

Before the microprocessor was ever innovated in the 20th century, users attempted to solve specific problems and to answer specific questions. These individuals wrote programs, called "hands on", to interface with direct manner to specific hardware: storage, memory, etc. On the other hand, programs managed, called "system monitoring" by computer maintenance personnel who accepts users' programs and data and afterwards, returns processed data output to the same users later.

Though operating systems developed from executing consecutive programs also known as Uniprocessing, to executing several programs concurrently or simultaneously, called Multiprogramming, now it advanced to managing several interconnected processors popularly known as Multiprocessing. Multiprogramming systems schedule the executing programs according to pre-determined algorithms that are created to minimize the idle system resources. This kind of system are extremely complex and developing this would require large amounts of time and resources. Presently known as Multitasking, Multiprogramming operating systems are common characteristics on personal computers these days.

Lastly, Multiprocessor hardware configurations have lived for more than two decades now, and operating systems in them include the hardware that comes with it. These systems handle all functions, in addition manages interconnected multiprogramming CPUs.

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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.

"The study of information technology management concentrates on accomplishing business results, attaining efficiency and effectiveness, and, achieving and maintaining competitiveness with the external environment. For a systems analyst or manager, the goal always is to improve operations for the firm."

Strategy and Planning, Technology and Business Trends, Applications and Data, Operational Disciplines, Resource Control, and Organizations and People: each element is essential to the firm's success.

To develop IT strategic actions and to plan successful and controlled implementations being critical factors is needed to be the initiation part to incorporate every single detail for the development of a system. Competent IT managers is competent in strategy development and planning to capitalize on all major opportunities and technological advances completed by advantages not just in information, but in telecommunications as well.

Advancing in computer hardware, software technology, operating systems software, telecommunication systems and industry trends are elements signalling IT managers to inform every individual of the organization to prepare for their future based on forecasting information.

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

Application resources must always be taken cared of and to achieve this by IT managers, they need the grandiose skill to manage it with proper treatment. Software applications' output such as databases and data is an essentia part of the whole organizational system, so this part is a critically necessary piece that builds up that lets the firm alive. Business operations needs disciplined approaches to handle delicate operational activities. Most IT managers are trained to obtain patience and proper values to enrich their personality towards this stage. Being systematic leads to success and success may lead to high levels of customer responsiveness from the firm's information systems.

Controlling resources is one of the fundamentally taught lessons in management – an increasingly important and critical with most IT systems. As technology further penetrates organizations more and more, most industries use IT as a guide to success. Information is a key resource that carries out vital pieces of detail to form organization infrastructures.

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

In the corporate world, managing key resources, for example labor and raw materials is essential because it holds the future of the business. With these key resources managed, the organization would have order to avoid any difficulties and delay. It is important that it is managed carefully and correctly, because every system or subsystem is dependent to each other. One mistake would bring disorder to the whole business plan, and it will be difficult to be maintained.

Now, information is a key resource that can be easily managed, but to maximize its potentials to have a working system, every aspect under it should be closely taken care of. As most users do not know, information is all around us, but significantly it is not free. Building strategies for positioning a business competition is a very delicate plan and should not be taken for granted. Now, we are networking through the use of the Internet and the World Wide Web to make it easy for us to transfer back and forth, delicate information for business uses.

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

Information is now an important aspect for the management to make it easy for them to use essential processes. Before, information is just used to create forms, paperwork and word processing, now it boosts the accuracy and speed of business' systems. For example is the cash register. The process of getting a lot of information from the product to be bought takes a lot of time. By the use of the system software for this business sector, the manual-based information system can easily be obtained by the use of the barcode. Management Information Systems would be in short- to medium-term forecasting and budgeting and in inventory control, while Decision Support Systems would be in analysis of sales, pricing and costing and in the scheduling of production.

They have been trying to enable millions of individuals, media companies and enterprises to create blogs and form rich, interactive communities. We now power conversations among passionate people and leading organizations around the globe, and provide services and media solutions to help bloggers to be more successful. That might sound like a lot, but we're just getting started. The thought of building relationships and communities of this company, the main lesson is whatever the profit they get, they have helped people in building stronger communities that may have helped their relationships become a better group of people, as a part of building great communities of the modern world.

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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.

Managing human resources effectively is one significant role of an IT manager. Monitoring and controlling every single action of the personnel is a very competitive role that needs interpersonal skills to be achieved. Desirable results may be acquired if the IT manager is erudite in most psychological concepts that greatly help understand every individual of the internal environment of the organization.

Information systems analysis and design is a simple method used by companies ranging from IBM to Pepsi to Amazon.com to create and maintain information systems that perform basic business functions such as keeping track of customer names and addresses, processing orders, and paying employees. The main goal of systems analysis and design is to improve organizational system, typically by applying software that can help employees accomplish key business tasks more easily, efficiently and effectively. A systems analyst is at center of developing this software. The analysis and design of information systems are based on the following: (a) an understanding of the organization's objectives, structure, and processes; (b) knowledge of how to exploit infomration technology for advantage.

Integrative Questions:

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

The key to approach that computer systems analysts is often used. Using graphics, such as flowcharts, and hierarchy charts is an example of modeling.

For example in data-driven development proponents claim that to concentrate on modelling detailed activities or processes is bound to create an unstable system. Being more constant, will bring consistency and therefore would create a better working and stable system. It has brought importance on the entities, their attributes and their relationship with each other. Data-driven is just like storing data: storing is most important, and changing it most of the time would ruin it.

Information is now an important aspect for the management to make it easy for them to use essential processes. Before, information is just used to create forms, paperwork and word processing, now it boosts the accuracy and speed of business' systems. For example is the cash register. The process of getting a lot of information from the product to be bought takes a lot of time. By the use of the system software for this business sector, the manual-based information system can easily be obtained by the use of the barcode.

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Reflections on the Fifth Fifteen Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the fourth fifteen theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

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.

Decision makers now understand that information is not just a byproduct of conducting business; rather, it fuels business and can be the critical factor in determining the success or failure of a business. For example: The back-ordering cycle is usually reduced with a networked TPS because of its cost of time and the risk of having unavailable goods for waiting customers. The cost of time is usually one of the major concerns of most companies who want their systems to become automated, and that's to show that the back-ordering cycle takes too much time and somewhat the energy of both employees and the customers to trace the sales, the inventory and the customers' histories. This also saves the employees' energy and time of counting, tracing and collecting valuable goods and items for their availability to the customers.

It is essential to save time in a transaction because the business makes a lot of transactions in a day, and if the business is limited in time (store hours, business hours, etc.), they will not maximize their profits for the business day. Time is one essential resource that must be taken in to consideration for the benefit of the company.

Integrative Questions:

1. How does this thesis differ from other manifesto theses?
2. What is its relationship to Retail Marketing?
3. In your opinion, why did the author/s decide to include this thesis to the Cluetrain Manifesto?

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

The general use-cases in this system would be: check GPS signal, check internet connection, alert driver for incoming order and calculate transactions. The processing system connects to a wide range of networks that helps it communicate with most customers that consist in those networks – this is good news for the business, since it needs a lot of customers to gain more profit.

The priorities such as first-in-line, patterning of the customers' history to know if he or she can be contacted again at those same coordinates, discounted prices, prioritize alert can possibly be offered to most taxi customers being loyal to the company, traced by the system's history feature.

For example in data-driven development proponents claim that to concentrate on modelling detailed activities or processes is bound to create an unstable system. Being more constant, will bring consistency and therefore would create a better working and stable system. It has brought importance on the entities, their attributes and their relationship with each other. Data-driven is just like storing data: storing is most important, and changing it most of the time would ruin it.

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

The problem basically is the programmers' obvious laziness of documenting the software and leaving comments behind. In the readings given, the authors specifically gave out some instances of real life situations such as what happened in Netscape's maintainability and such. It made me laugh out loud because when I was a kid, the first browser I opened was Netscape and even if we were in the 'early age' of computers then, I seriously remember that I hated that browser, and the Internet Explorer was what I was using even if the recommended browser was the ugly interface of Netscape.

The document was all thoughout described as a very significant step before the implementation of the program or added during it. It was all for the quality assurance of the software being developed in the organization. The importance of quality and maintainability is being ignored by some entities in software development because programmers obviously hate those, but in fact, the documentation will help in its quality and maintainability.

Integrative Questions:

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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.

The line: "The palest ink is better than the best memory" is being emphasized in the reading, because conspicuously, written down is advantageous than memorized. As well as the line: "Real programmers

don't comment their code, if it was hard to write, it should be hard to understand and harder to modify" stating that programmers experience hardships coding, but when it's not commented, the codes will be hard to understand, and makes it even harder to modify.

Though the business side of these articles read, a statement from the owner of a small industrial control software company said, "We do not want our (end-user) documentation to be too clear. We make a lot of money doing training" is the monologue of a very business-minded analyst. But of course, the end-user documentation is incomplete for business reasons such as for call assistance, perhaps. On a shallow sense, the documentation might be incompleted maybe because of personal reasons like laziness and lack of time.

Integrative Questions:

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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.

In understanding this, I noticed a huge change in my views of how markets communicate with their clients and consumers, in an omniscient sense. They use proper communication strategies in advertising and extending in reaching all demographics – for example, the advantage of technological advancement in using the internet as a possible way to accomplish contact with the right consumer or the benefit of using mobile applications to get in touch with the important clients for the business.

Obviously, in using conversation, establishing contact is created. There can be deals that could be approved or rejected, but because of the presence of technology, the market conversations can now be

fattened, but eased – for instance, is the reality that old market conversations rely on the old style of messaging, the data and information being transferred is inefficient, unreliable, unsecured and most of all, slow. The presence of technology brings forward the market conversations into breakthrough results such as a dramatic change in reliability, security, all that oppose the old style in market conversation – and not to mention, the speed of data transfer is undeniably faster.

In my opinion, advertisement became a popular way in establishing a conversation with a potential consumer because advertising translates their business' objectives into everyday human language to understand their product or service. The campaign is effective if it is understandable and noticeable in every perspective, if not, the strategy failed.

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?

Vendors, as we all know, are businesses and they seek every opportunities that lie in space while the people in markets strive to rend these spaces to receive optimum support as a proper service from the business. The businesses make profit by sending in acceptable and satisfactory, but inconspicuously incompleted information and support. This profit that indubitably shines upon every opportunities make their businesses fly in the market because they want the market to ask more from them. They beg for more support and information to make their living much easier. The fact that they take the market's limitations as their target and advantage to know where they can be called to make more and more income.

In the said thesis statement, the corporate rhetoric has been pointed out that it is regulated that values were supposed to be added to commoditized products which include a handful of information and support – useful, but incomplete.

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

In the past, the software engineers decided to develop a feature of voice recognition in computers to help them recognize voice through a computer microphone. The technological advancement is a competent feature that also enables people to type words and set playback and hear a person say it, also called as Microsoft Sam, the first digital voice in the computer world.

It is obvious that people can recognize the voice of each other when they are speaking in the same language. It can be hard to recognize in different linguistics, but still recognizable by basic human intelligence. Fundamentally, the voice is an instrument to affect others according to its volume and pitch, and the significant message that is being interpreted. The use of this voice is very important, that it can affect many significant sectors, not just between two people, but between masses, too. A mass of people can recognize a strong voice if it can persuade them to support his arguments against an opposition. Take People Power for example, a strong, powerful voice can lead a population to withstand their argument points to overpower another group of people. The possibilities of the human voice are unlimited, and it needs to be controlled with discipline and intelligence.

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

I agreed to that suggestion that the dog and pony show doesn't speak to anyone anymore since the market is now "a part" of the company. In my opinion, the market became a more erudite part of the company because of the technological advancements that grow to the market – such as resources. Knowing what the company is doing in terms of sales, what the company is losing in profit and what the company is planning are most information the market would know because of these advancements in handling technology. The vital part of being the market is their classification of demographic – whether you're in a subtle powerful class, or a minor class; the range doesn't matter because everyone can access everything, no matter how powerful and innovative the advancement can be.

The market isn't the dumb part of the business nowadays, they are becoming part of the business cycle which does not sacrifice any piece of significant figure of their assets whatsoever. Quality assurance is what they would need, and they became smart at this, because of too much research in the world wide web. The help of the net became a vigorous hobby that is used by millions of individuals every single minute is one vital organ that cannot be outsmarted by the systematic unfree flowing of company. It's one weakness they regret on, but taking advantage of it becomes the next step of their plan to reciprocate the powerful resource being involved.

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

Coming with technological advancements, creativity in style and useful in nature, the social networking concept has grown until users can't get enough of using these powerful mechanisms used to exchange knowledge and to socialize for connections.

Not just for social networking, but the powerful concept of wiki's nowadays became popular for new studies to grow and spread globally. The unity of people in the world using wiki is a bond that helps people understand difficult studies better and easier. Another close example is the answers website, or forums, wherein inputted is a question, and when searched, a possible answer would appear. This is what knowledge exchange has contributed in network conversations as a new powerful form that is indeed, extensively emerging from its simple mode of evolution.

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.

The endearing concepts that has planned suddenly bloomed into websites, engineered drastically, designed creatively and opened up dramatically. The possibilities became unlimited when people became attached to these emergens in the network, until the time they were expecting more functions to come

and replace another, which became opportunities to other computer scientists, computer engineers, software and web developers, software architects and software engineers to hasten their level to a faster lane for more business proposals and maintenances.

The human being is a very complicated organism consisting of organized systems that need to function properly for it to live. One reason why it became complicated is its capability to think beyond its natural capabilities.

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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.

I believe it cannot be known how one human being can do that, but the human being is called to transcend beyond its limits. Saying that "I'm just a person. I make mistakes" or "Sorry, tao lang. Nagkakamali rin ako" isn't an excuse for you to make mistakes. I always avoid this reasons, because first of all, it's biased. Secondly, it's fallacious according to Ad Misericordiam. And lastly, it's unfair. If other human beings can avoid mistakes, why can't you? It's never a reason that you can make mistakes just because you're a human being.

Same as delivering conversations with other people. The human voice is an instrument to which the people can use to let out expressions, feelings and opinions. Every human voice has a right to be heard, whether narrating, describing, informing, proposing and persuading, the voice is a strong expression that

is needed to be accepted, to know if you agree or disagree. The openness of the human voice is

significant because who knows what other people who heard it, might think of it, depending on their

interpretation. It's an open-book that needs to be read and interpreted according to what you've

understood before to finally know what you really think about it. The voice is a powerful mechanism that

also shows individuality of a person.

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

Another powerful tool in dealing conversations among human beings is the telephone. It is for personal

use and used for communicating with other individuals regardless of the distance. Wires all over town

have been installed and interconnected so that the mass can be offered services by communication

companies. But in the present, the internet is the most powerful tool that is used to share resources to all

users regardless of the distance. All resources have been intertwined to formulate this prestigious

advancement in technology where everyone can share information regardless of their distances. But now,

the enabling of conversations among human beings were enabled in the internet. Using instant

messaging, e-mail, voice over IP, webcam, and such are some of the actions that were allowed in when

the technology has slowly been walking through the age.

However, in the era of mass media, how can mass media enable human beings to enable conversations

when mass media is only baseband? Baseband is a transmission method which data can only travel in

one direction, in this case, from the network/publication center to the mass. The internet really have

become a success in allowing broadband – the opposite of baseband, to become an enabler of human beings to engage in conversations online.

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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 off that camel!

They handle it in a very professional way of satisfying. The market needing the employees' finished product, or a rendered service from the company, is as well as the employees needing the salary from the market's value of money from the company. It is a metaphysical establishment that gives opportunities to all of them.

In contrast, if the market cooperates with a goal and the company disagrees that lead them to bankruptcy, the market will not purchase their products that are produced anymore. This two parties are very independent so they must take good care in handling with these people. In addition, the company will never work without a human resource team. Whatever you treat with employees will reflect with your relationship with the market that is served because the employees will not do their best if the company will insignify what is due to them. It will reflect to the product or performance they have produced and rendered.

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74 We are immune to advertising. Just forget it.

Information is now an important aspect for the management to make it easy for them to use essential processes. Before, information is just used to create forms, paperwork and word processing, now it boosts the accuracy and speed of business' systems. For example is the cash register. The process of getting a lot of information from the product to be bought takes a lot of time. By the use of the system software for this business sector, the manual-based information system can easily be obtained by the use of the barcode.

Finally, decision makers now understand that information is not just a byproduct of conducting business; rather, it fuels business and can be the critical factor in determining the success or failure of a business. The competence of the wide-range global industries has driven most of companies' mission and vision statements to its best.

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

Their knowledge and capacity to develop as a community will surely win their clients' heart in running understandings and such. But, the quality of their practitioning, service and produce remains the same – only the marketing strategies grew because of too much advancement in marketing technology.

The cause that these corporations have been doing in present days would apparently become like some sort of a high-end mechanism – a commonly known establishment which can be for all the businesses that could be used and will be a differential and metamorphic effect among different entities. It is basically odd and uninspired for most of the sectors in society because a number will compromise with most corporations, or even, possibly some small businesses who will speak inhuman for good. If every entity in the corporation follow and use this language, it will be disastrous in terms of stakeholders' manner of equilibrium.

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Reflections on the Last Twenty Theses of the Cluetrain Manifesto

Abstract

This paper is a reflection about the last twenty theses of the Cluetrain Manifesto. Each thesis discusses about the market, its consumers and the technological advancements of network communication. The purpose of this paper is to study each thesis and deepen understanding on it. In application, each thesis is given opinions and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

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?

I have learned the importance of data transportation between different network computers through forming network connectivity. It is indeed essential for IT students to have understand all details of data transport because data is an important element of a business process. Every data carried out in packets being distributed must be monitored and be treated with care because it might hold the company's "top secret plans" or whatever high-security processes they've currently been accommodated.

Every single step in the breaking down and formation of information is studied and understood to increase knowledge on how the network must be seen and treated, as well. Processes cannot continue until every bit of binary codes being distributed in the network are communicating perfectly to establish a strong and stable community of computers.

Integrative Questions:

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

Finally, I have come to a conclusion that I haven't been studying hard enough in IT Infrastructures and Network Installation. It has been evidently been conspicuous that most of the terms being used and

enumerated with definitions, functions and causes are not being 'sunk in' the students of the class in ITINFRA. Now, it has helped that our professor has reiterated all the functions of some following terms in the class.

Switches form a logical group between segments. Bridges connect different topologies together so access all computers in one network. The router connect two or more different networks or any node for that matter, because of its flexibility, users make use and purchase routers more and more because of its flexibility, optimal efficiency and compatibility.

The gateway converts all unknown language and data into interpreted information that can be understood by the computer depending on its OS, environment and such. These terms are usually being encountered by the specialists in network administration, but every IS student is required to understand all functions for us to know and have knowledge of every single data that can satisfy every piece of hardware without sudden change.

Integrative Questions:

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

The midterms are over and we have been closely getting to deeper stuff in IT Infrastructures and Network Installation. The hardware, topologies, types of media accesses are just some facts that are

crucial in creating a system, especially for business solutions because only a number of companies nowadays do not need networking in their main offices, etc.

All have been absorbed thoroughly, and thank goodness, the memorization is partially over. Now, we are trained to become strategic, competent, seared and sharp. By now, we should have mastered all fundamentals in networking, all its aspects, and every single detail that needs to be understood.

The "patikim" or the appetizer as an example for these strategizing in planning networking in a system would be the activities of network diagram construction. For the past few regular classes, we have been taught to create what we've learned so far, and we all have guessed that this is what it's all about. The completion, the adhesion and the collection of all the past lessons, therefore would be settled into a nutshell to burst into images that fly into our imaginations to develop our minds in studying network diagraming not for the benefit of the grade, not for the improvement of skills, but the introduction to the real thesis which is coming closer than normal.

Integrative Questions:

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

Well as the term strongly progresses our minds and the perspective of the IT professional in our being is developing in ranges of unlimited potentials, we are moving on to the advanced topics in IT Infrastructures and Network Installation: The Wireless Connectivities. These are advanced forms of technology because of its unique capabilities of having unbounded characteristics that attract not just

consumers but small business companies perhaps. Its being of availability in the market is astonishing because a lot of wireless manufacturers have mass produced this in its early stage.

I wondered, if I didn't become so curious of our router in our house, would I ever continue to pursue Information Systems, as a course? I always want the best in our home: broad range of wireless connection, high-speed internet connection, and so forth. I have been improving my skills in problem solving by these wants by the family's request. My talents are 'wanted' by all my family members, and I think they are my first 'customers' that I can practice on as my thesis. They can give me all their wants, and I can give them what they need. It would be helpful if I start now as an analyst or a network administrator as simple as a 'home network' to have a brief practice before the long run of work is present at hand.

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

Oh my goodness, DNS, IP Address, Network Address, Subnet Masks, I can't believe were discussing all of these inside the classroom. I have been a fan of networking since I was a little boy. Striving to have a unique background on the networking and graphics interfacing, my determination was cutting off short when I was in grade school. Limited resources such as minor understanding, incapability of interpreting

such irrevocable vocabulary and such, are disabilities of why my determination as a very young networker I was, were intensively bringing down my encouragement to pursue the field more and more.

The fact that I cannot comprehend the windows I see in the screen isn't that reason why I didn't stop solving any networking problem in our own venue, which was our home, and I was trying to get through basic home networking. I strived through days just to connect every single PC in our home.

Alas, I was successful. The single key was to go without limits. Just try and try.

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

Of course, as the term goes by and the grades completing byte by byte, I have been learning so much in this class. Honestly, I enjoy this class. Every bit of memory strand is worth it, because I have been waiting to learn all these since grade school – grade 4 to be exact. In the ancient times of networking and file/internet sharing, I was capable of coming up with solutions of such infrastructure problems. Of course, guess and test, trial and error were parts of it, but what I was passionate of doing even without proper education and discrete decision-making.

We have been learning about network IDs, network addresses, subnet masks and "pinging". All these terminologies were encountered years ago, and I had every intention of getting their definitions (I caught them, but I really didn't understand IP Addresses. Even Help can't help me and people in this household can't really explain what these mean, in a 4th grade level. Haha!). So all these terms continue to haunt me until that faithful day when it was introduced in IT Infrastructures and Network Installation to our class. I remembered when I was excited like I'm about to rip off my pants when our professor defined the MAC Address. After eleven years of waiting for this subject to come, I thank God for finally letting me enroll to a subject just to answer my childhood questions! I wondered and looked back at my childhood for a moment: That's why I feel a little different from the kids of our neighborhood. I was paying more attention to college-level problems than grade school-level problems like how to beat other kids in Playstation games. Weird!

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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?

Their knowledge and capacity to develop as a community will surely win their clients' heart in running understandings and such. But, the quality of their practitioning, service and produce remains the same – only the marketing strategies grew because of too much advancement in marketing technology.

The cause that these corporations have been doing in present days would apparently become like some sort of a high-end mechanism – a commonly known establishment which can be for all the businesses that could be used and will be a differential and metamorphic effect among different entities. It is basically odd and uninspired for most of the sectors in society because a number will compromise with most corporations, or even, possibly some small businesses who will speak inhuman for good. If every entity in the corporation follow and use this language, it will be disastrous in terms of stakeholders' manner of equilibrium.

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

Surprisingly, we didn't have formal classes in IT Infrastructures and Network Installation this week, so I did my recreational readings in Networking Installation and Administration. Of course, BS IS students should continue to read updates and new stuff about networking technologies and their advancements for our advantage, as upcoming professionals in the industry.

The quiz last Monday was a very cold quiz. It was dedicated for memorization and understanding of terminologies and such. In my opinion, it was an effective way for us to understand each of the terminologies that will be often used in our workplaces after we graduate, or if lucky, even to the duration of our internship.

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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?

Because of that significant and most-awaited event of the season have finally come through, a lot have been rethinking about their specific profession in information technology. They were reconsidering Network Administration and Installation as their main profession. Well, I have been pursuing Network Administration and Installation for a while now, maybe for what, ten years now? I have been expecting to see these spectacular sights such huge cabinets of servers, switches and a horde of Ethernet wires crawling upon these magnificent hardware. I haven't seen these before, but I had an idea because I have been researching on these since grade school – pretty neat for a curious elementary student to know a lot about million-peso network devices.

After the erudite systems administrators explained what they know about topologies and infrastructure of the school, they finally showed these personally. The huge cabinets of magnificent network media were astounding and it felt surreal to me that finally, I am seeing them "in the flesh"! And what I cannot forget about this experience is when I held large shielded optic fiber for outdoors which wasn't terminated, and the network men told me they were dangerous when held without protection. So much for curiosity, but it was so-worth-it!

At last, I have taken one huge step closer to my goal. I thank our educator for giving me such inspiration, and the abundance of ideas to become a network engineer as I have expected.

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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.

Do you think we can do it without the market? Do you think there will be competition? Will there be any competitive advantage? For me, all those things won't happen if there will be no market. They need these markets for these companies to gain profit and flourish maybe or to stay within the league of competition. In mathematics and physics, the dimension of a space or object is informally defined as the minimum number of coordinates needed to specify each point within it. Thus a line has a dimension of one because only one coordinate is needed to specify a point on it.

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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.

If these companies do not see their markets' roles in their businesses or if these companies continue to ignore them, then that could be the end for them. They have to be aware that nowadays the competition is high and that wrong turns like this could be very dangerous or very risky for them. These markets are really influential for their businesses and play a very big factor for who they are right now, what they are, and where they are at this very point in time. An example of this would be computer companies. If one computer company is to be able to develop a newly entire system which is very usable for the people, then the competitor must do all its best to stay in line, for them to be on track and be balance.

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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.

The distance isn't a problem for this because of the raw cloud of information above us can now serve as a connectivity device that catches every living thing to grab and hug to create relationships with. The snobby ivory towers must be open or pried to the public which carries everything to the path of open

connectivity. The relationships being created is a sign of every respect and dignity from the company for their markets.

Another fact is that people nowadays do not often rely immediately on who they will meet and see, and that makes it hard for the ones who want to risk become discouraged and unsatisfied. The market is a huge pile of people who want a lot, and the company is one big thing that needs to be popular, rich and stable.

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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?

They have the courage to bring down what should not be interfering with their work. The slight change of economics that should be worked out must delightfully be the main concern, for now.

The constant change in the climate, must be taken into consideration because of the market's expectations cannot be determined. Their arrogance becomes a threat, even the winds cannot tell if they have a plan working and if it'll work out some day. The vicious, slimy, threatening entities slide upon the walls of fortitude to penetrate the minds of the company to know everything in it, again.

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89 We have real power 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.

Companies have the tendency to ask a rhetorical question that ends with consistency in generalizing psychic vibrations among the utilizations around the said entity. The slight change of economics that should be worked out must delightfully be the main concern, for now.

The constant change in the climate, must be taken into consideration because of the market's expectations cannot be determined. Their arrogance becomes a threat, even the winds cannot tell if they have a plan working and if it'll work out some day. The markets can destroy these by collaborating with competencies to know every detail of negativity to start assuring that the company will therefore be punished.

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

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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.

Same as delivering conversations with other people. The human voice is an instrument to which the people can use to let out expressions, feelings and opinions. Every human voice has a right to be heard, whether narrating, describing, informing, proposing and persuading, the voice is a strong expression that is needed to be accepted, to know if you agree or disagree. The openness of the human voice is significant because who knows what other people who heard it, might think of it, depending on their interpretation. It's an open-book that needs to be read and interpreted according to what you've understood before to finally know what you really think about it. The voice is a powerful mechanism that also shows individuality of a person.

The inevitable contingency of people who are alleged to a greater scheme of things becomes a correct immobile cause of action that straightens upsetting feelings that separates man's wisdom to its inevitable state as evolved creatures that exist.

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

Honestly, I enjoy this class. Every bit of memory strand is worth it, because I have been waiting to learn all these since grade school – grade 4 to be exact. In the ancient times of networking and file/internet sharing, I was capable of coming up with solutions of such infrastructure problems. Of course, guess and test, trial and error were parts of it, but what I was passionate of doing even without proper education and discrete decision-making.

We have been learning about network IDs, network addresses, subnet masks and "pinging". All these terminologies were encountered years ago, and I had every intention of getting their definitions (I caught them, but I really didn't understand IP Addresses. Even Help can't help me and people in this household can't really explain what these mean, in a 4th grade level. Haha!). So all these terms continue to haunt me until that faithful day when it was introduced in IT Infrastructures and Network Installation to our class. I remembered when I was excited like I'm about to rip off my pants when our professor defined the MAC Address.

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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.

Business operations needs disciplined approaches to handle delicate operational activities. Most IT managers are trained to obtain patience and proper values to enrich their personality towards this stage. Being systematic leads to success and success may lead to high levels of customer responsiveness from the firm's information systems.

Controlling resources is one of the fundamentally taught lessons in management – an increasingly important and critical with most IT systems. As technology further penetrates organizations more and more, most industries use IT as a guide to success. Information is a key resource that carries out vital pieces of detail to form organization infrastructures.

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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.

The slight change of economics that should be worked out must delightfully be the main concern, for now. The constant change in the climate, must be taken into consideration because of the market's expectations cannot be determined. Their arrogance becomes a threat, even the winds cannot tell if they have a plan working and if it'll work out some day. The markets can destroy these by collaborating with competencies to know every detail of negativity to start assuring that the company will therefore be punished.

This is only a lifelong lesson that must be guiding and must serve as a warning for all companies having a hard time growing up. The fact that markets have minds like vicious animals, make the companies even harder to grow as an entity itself.

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

This is why a lot of companies in most countries affected by the recession close. The fact that the company's integrity and credibility try hard just to please them and in the end fails, and finally crawls at the feet of the market's uncaring individuals is a crazy thought that we can observe and interpret

amongst businessmen who only want to change the world by their own selfless ways. We can think deeper at some companies' situations when they're about to shut down, and let their competitors have all the fun. Their sad endings become an opportunity for competitors that can decide their fate if they're next in line for shut down.

In understanding this, I noticed a huge change in my views of how markets communicate with their clients and consumers, in an omniscient sense. They use proper communication strategies in advertising and extending in reaching all demographics – for example, the advantage of technological advancement in using the internet as a possible way to accomplish contact with the right consumer or the benefit of using mobile applications to get in touch with the important clients for the business.

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Reviews on the Chapters of the Cluetrain Manifesto

Abstract

This paper is a reflection about the seven chapters of the Cluetrain Manifesto. Each chapter discusses about the inconceivable possibilities of the intersection of markets, the internet, the business sector and the people who run it. The purpose of this review is to study each chapter and deepen our understanding on these. In application, each chapter is given different perspectives and special reactions to ponder everything in the compilation. This would give information to people to have sufficient knowledge about the Cluetrain Manifesto.

Chapter 1: Internet Apocalypso

Book Review: Chapter 1: Internet Apocalypso

Book: Cluetrain Manifesto

Quotation: "In fact, the news gets better from here on out. And the first bit of news is that this isn't about us and them. It's about us. Them [They] don't exist. Not really. Corporations are legal fictions, willing suspensions of disbelief. Pry the roof off any company and what do you find inside? The Cracker Jack prize is ourselves, just ordinary people. We come in all flavors: funny, cantankerous, neurotic, compassionate, avaricious, generous, scheming, lackadaisical, brilliant, and a million other things. It's true that the higher up the food chain you go, the more likely you are to encounter the arrogant and self-deluded, but even top management types are mostly harmless when you get to know them. Given lots of love, some even make good pets."

Review: A lot of people are becoming really obsessed with business positions nowadays. I could understand that being popular, avaricious, and cantankerous a top manager can be sought out by a large number of employees, but bear in mind that position is only a post. You're stuck there for a period of time that lessens your possibilities as a self-transcending human being. You're stuck with the ability to do as a person who is limitless.

Continuing on, positions are often prioritized in big companies because of the money. It always has been the stash that can't be replaced nor consumed without conformity. Inconceivably, these businessmen that are, regardless of their age and level of intelligence, nonchalant about their views to make other lower-level employees under their line authority, to make more salary than they've used to. It's such as pity that some of them think that money makes their subtle world go round and round, when their bosses do the same corruptive acts to their subordinates, in vain.

Chapter 2: The Longing

Book Review: Chapter 2: The Longing

Book: Cluetrain Manifesto

Quotation: "We know telephones are for talking with people, televisions are for watching programs, and highways are for driving. So what's the Web for?"

Review: All I know is that the Web is for a lot of purposes. I can't say everything that the Web can do, for now, and ever, because it has been expanding and developing since it was founded. It has been growing nonstop ever since the army decided to go limitless with their solutions in communications. Then everything was in an easy state when the Web became commercialized. The dependence of most people to the web has grown exponentially and it became the number one resource since its birth. People have adapted to its powerful features and some have already taken it for granted because it's almost free. Even the young generation have fully adapted to the web and missed out all there is to do with traditional media and resources.

Chapter 3: Talk Is Cheap

Book Review: Chapter 3: Talk is Cheap

Book: Cluetrain Manifesto

Quotation: ""Customer loyalty" is not a commodity a company owns. Where it exists at all -- and the cases in which it does are rare -- loyalty to a company is based on respect. And that respect is based on how the company has conducted itself in conversations with the market. Not conversing, participating is not an option. If we don't engage people inside and outside our organization in conversation, someone else will. Start talking."

Review: It's simple, yet profound. The market is one entity, a body of people and systems that is waiting for the companies to feed their needs and wants. However, loyalty is one virtue that counts as a valuable mark in an organization or company. It is one of the few things that companies seek for. Markets are becoming "wild" and dillusional because of their pride and lack of intertwinedness with one another that balances all entities in a business cyclone.

The inspiration of markets that become the greatest loyalists in some companies is always coming from the business itself. The rewards, the priorities, the freebies, the discounts are always the catch and markets seem to like it and kind of magnetize them, in terms of connection. These entities that grow mutually are perfect because of harmonious wealth and respect is formed while their session is connected with will and nonbiased conformity.

Chapter 4: Markets Are Conversations

Book Review: Chapter 4: Markets are Conversations

Book: Cluetrain Manifesto

Quotation: "For thousands of years, we knew exactly what markets were: conversations between people who sought out others who shared the same interests. Buyers had as much to say as sellers. They spoke directly to each other without the filter of media, the artifice of positioning statements, the arrogance of advertising, or the shading of public relations."

Review: Obviously, in using conversation, establishing contact is created. There can be deals that could be approved or rejected, but because of the presence of technology, the market conversations can now be fattened, but eased – for instance, is the reality that old market conversations rely on the old style of messaging, the data and information being transferred is inefficient, unreliable, unsecured and most of all, slow. The presence of technology brings forward the market conversations into breakthrough results such as a dramatic change in reliability, security, all that oppose the old style in market conversation – and not to mention, the speed of data transfer is undeniably faster.

In my opinion, advertisement became a popular way in establishing a conversation with a potential consumer because advertising translates their business' objectives into everyday human language to understand their product or service. The campaign is effective if it is understandable and noticeable in every perspective, if not, the strategy failed.

Chapter 5: The Hyperlinked Organization

Book Review: Chapter 5: The Hyperlinked Organization

Book: Cluetrain Manifesto

Quotation: "Beneath the formalities of business -- the committees, the schedules, the payroll checks, the spray of assignments falling from above -- there's a buzz, no, the sound of twigs breaking underfoot as paths are trod on the way to human connection. The most amazing thing: you can tell who's talking by listening to the voice."

Review: Whenever we click a colorful underlined link in words that sound pleasing to us, we're being redirected to another website that actually threatens the website which includes that mysterious hyperlink.These may seem funny, but it is a serious matter handled by some online companies running through the web to find users to promote and spam on. Sometimes, we rely on our intuition if this feeling can take enough satisfaction in clicking hyperlinks which is terribly one main concern of these companies living in the net.

The hierarchy, by the way, in my opinion is the presence of level and demographic among businesses floating in the internet. If one consists of many distinct operational connections, they can rule the internet. These connections include websites which are very popular in users in their target demographic.

Chapter 6: EZ Answers

Book Review: Chapter 6: EZ Answers

Book: Cluetrain Manifesto

Quotation: "And then we turn on our computer and filth comes pouring out of every orifice, from our e-mail inbox to our browser. Go to whitehouse.com and you discover it's a porn site. (Hint: next time, try whitehouse.gov.) Open an e-mail titled "The info you asked about... " and get lewd invitations. Mistype a single letter of a Web address and you're staring at strange genitals in strange configurations. The Web isn't just redrawing the line, it's changing the nature of the line, making it explicitly permeable. But a new type of line means a new type of public."

Review: In this state of the market, the people become more lax and takes the network conversation technologies for granted. It changed their fundamental attitude, which motivated to do their job better, because everything is easy within research, et cetera. In this time of the market, it becomes smarter, more powerful and it greatly stuns its agents for its capability to want more needs. The basic needs became more simple, that the secondary needs aren't luxurious anymore. People in the market were clever enough to know what are offered, and what can save them money, which threaten some businesses.

The transfer of information became extensively fast and the context of it evolved to a greater sense. People have indubitably gave concern about how their needs transformed. As a result, they research immediately what happened and how they are going to solve for this problem arised in their commonly present lives.

Chapter 7: Post-Apocalypso

Book Review: Chapter 7: Post-Apocalypso

Book: Cluetrain Manifesto

Quotation: We will strive to listen in new ways -- to the voices of

quiet anguish, to voices that speak without words, the voices

of the heart, to the injured voices, and the anxious voices,

and the voices that have despaired of being heard.

Review: The market isn't the dumb part of the business nowadays, they are becoming part of the

business cycle which does not sacrifice any piece of significant figure of their assets whatsoever. Quality

assurance is what they would need, and they became smart at this, because of too much research in the

world wide web. The help of the net became a vigorous hobby that is used by millions of individuals

every single minute is one vital organ that cannot be outsmarted by the systematic unfree flowing of

company. It's one weakness they regret on, but taking advantage of it becomes the next step of their

plan to reciprocate the powerful resource being involved.

The fact that humans have the right and the duty to transcend, doesn't mean they should be smart

alecks in their lives in the community. What is plain and understandable is acceptable and enthusiastically

understood by most people in the market. If the company tries to fit in, then it has a high rate of falling

down the trail of incompetence because of the market's intelligence and consistency in erudite

commencements. Their gradual collaboration with each other is a hope for all human kind, because of

diversity, strength and contentment.

Notes:

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