

**The Thoughts I wrote
in my Fifth thesis**

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Oct. 19, 2009

Abstract:

The thesis that I wrote in this paper is about the Cluetrain manifesto of thesis 61 upto 75. It is more about how the company talks to the market. It is about how the market is important to them. It is also talks about how to get the attention of the market in different ways and also how the marketplace works in this new era.

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 – often is.

In business, people usually are being proper and polite. It is their way of showing people to respect each other. But through time passes they became formal to each other that are uncomfortable.

Mostly, as business person you should be in proper when talking to the people. It is the practice that had been used. The company had been doing this until the workers had been used to it. When it comes to customers they had become very formal that the customer feels uncomfortable to it. Customers want someone to converse with where they can find answers in a good conversation.

The company usually was hidden behind their smokescreen. It is because they had been practice to be one. They are covering up the improper ways and making it formal. This is a good thing but sometimes the networked market wants real conversation where they can have conversation with the company in a way that they can know the real deal of the company.

The company must be able to balance their working conversation in talking with the customers. They should know that the market wants to know the main point not how they advertise or report to the people. They want to know the trust for them to be able to trust the company.

Integrative Question:

1. Why networked market does want real conversation?
2. What can the company do to prevent misleading conversation?
3. Why are the company usually hidden in smokescreen?

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

In a business, there is usually the person who is like the spokesperson and the seller of the products of the company. It is the usual thing inside a company process. The way the sellers talk to the customers is like informative and convincing but sometimes the market wants to know the conversation inside the company.

The market wants the truth they want to know whether what the products advantage and disadvantage but usually company only gives the customer the advantage of the product.

The market wants to get involved in the company's world. They want to know more about the company not just the product they could give. They want to know more about inside the company. They want to discover more about the things that the company is not showing the market.

The company is more sensitive in terms of talking about their company. It is because every company has their own privacy that they are keeping it on their own. The market is the ones who find their way to know more about it. It is because they want to ensure that what they are buying is from a clean slate company.

The company should know how to handle their market well. They should make sure that the market can get to know their company in a good way. It is to earn trust and loyalty from them.

Integrative Question:

1. Why the company does needs to know how to handle their market well?
2. Why do the market don't want flacks and hucksters?
3. What can the company do to satisfy the customer?

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

The market's target is to discover more about what the product could actually affect them. They would want to know the little details that the company has whether it would be good or bad thing.

The market would talk about the company. They would probably exchange information and ideas to each other until they can find something that can be an issue. It is the normal thing that people do. They talk about the company's advantages and disadvantages. It is because they want to find out the products that will give them more safety and quality assurance.

The market wants to talk to the company. They are the company's client and customers. They want to know the company better. It can give them information that can give them at ease. Markets are panic people. Once something has already been published they want to know about it and discover more and more until they can get what they want to hear,

The company should know how to manage the market when it comes to talking about private things in their company. They should be able to make their markets satisfied. It is for the market to be able to be on the company's side. The company should be able to get their trust.

Integrative Question:

1. Why does the market need the company's personal information?
2. What can the company do to get employee's trust?
3. Why does the market need to talk?

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 corporate gives information that is too specific where people would probably have many questions on their mind. The market wants more information for them to know. It is because they want to be aware of what kind of environment the things they buy.

The corporate usually have brochures, flyers, and websites for advertisement that are purely about the product and how good is the product. Surely they could benefit on that product but what they want is to get to know the company first. They want to know if the company is trusted and has a good processing of production.

They want to be sure of what they buy as well as the company's view to know better that the things they buy are safe. The market wants to know not only the products information but also the corporate. They want to have knowledge on the corporate world. They want to know what is inside the company, the process, the management and everything.

The market's target is to be able to be assured that what they are buying is worth it. They want to be able to be safe in the thing they have and also benefited by quality assurance. They also want to be part of the corporate. They want to say the thing they want to change and suggestions they thought of.

Integrative Question:

1. Why the market does wants to access information from the company?
2. What can the company offer to give the market satisfaction?
3. Why do the market not settled by brochures ?

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

The market is also the workers inside the company. It is like a cycle. The market that will buy your product is actually the people that are also working in other companies. The people that work in a company are also the people who can be the buyers when they are off on work.

The workers inside a company have their own voice. They have their own side of issue about the product and services. If they could just say what they want to say to the customers they could say the important details to give safety to the market but turns out they have been scripted on what they are to say. The things that they say are all planned and also there are things that they can share to customers and there are things that can't be told.

The company side making scripted conversation to customers is for the safety of the company's side for them to have more accurate and clear information. They use this to avoid conflict that might occur in the future.

The company should be able to give certain rules but they should also give workers their own voice of their suggestion. The workers just need to be careful on what they say to avoid conflicts on having issue about the company.

Integrative Question:

1. Why does the company need to give workers their own voice?
2. Why do the workers need their freedom?
3. What can the company do to avoid conflict?

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?

The generation nowadays is more of technology based. Everything is in technology generated. The information that we can get are from the technology that serves and gives us information.

The market is being informed by the use of technology. Marketing and advertisement are being address to people in televisions, websites and other technology used for marketing. This process had been working on for several years.

The workers are to be managing through technology used like information are for them to research and make report by the use of technologies. They are using this through communicating to the co-workers. It is for them to exchange ideas by the use of technologies.

The people have their choice of getting information through what was given or searching for more. Technologies are only there to help us but relaying almost everything to it sometimes being dependable. It is the usual way of people's activities.

Technologies had given people a big influence over the time. People had been used to using technologies. It is like the life of a company.

Integrative Question:

1. Why do people are getting information through remote control?
2. What can the people do to communicate well?
3. Is technology important to people?

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

Basically, as a company start they get what they want like customers, progress, achievements and success. As they get these things they start to forget where they came from. The company should always remember that success came from the people working on them and the market.

The market is the need of a company. The company must listen to them. As the market changes culture, generation and styles, the company is to depend on them. The people have always been depended on companies so they had been talking some issues because they care on what they are getting from them. The companies should know that their business is depended also on the market. Without the market no one would buy their product.

The workers are the people that had been doing their part and job for the success of a certain project. The company must know that the success of a project of their workers is the improvement and development that a company can achieve. Their workers are important because they are the company's reliability to success.

The company must be able to speak well and communicate well to their workers and market. This two is the key for their success. They benefit from each other. The company should take care of the both of it.

Integrative Question:

1. Why do the people need company?
2. Why does the company need the market and workers?
3. What can the company do to have stable business?

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

The company has their own way of communicating to the market. The one way they communicate is having conference to have a question and answer portion. This is their way communicating with the market. It is for them to know what the customer is thinking and also to clear up misunderstanding.

The market are still questioning on what has the conference do with them. It is because press conference is just for the formality. It might be a good thing but the benefit is just for the company. It is for them to have a good impression. The market wouldn't really benefit much to it.

The company might be selfish at their own business. It is because the people might be thinking differently on them that is why they are being selfish to think that they are missing the market's support. The more the company is conscious about their business process the more the company might be focusing on their business not for the benefit of the customers.

Sometimes the market wants to be involved inside the company. It is because the benefits of the company are what they want. The market supports the company in order to have benefits. The company should know how to handle well their market in order to prevent failure.

Integrative Question:

1. Why do the people want to be involved to the company?
2. Why conference do are just beneficial to the company?
3. What can the company do to have market support them?

Maybe you impress your investors. Maybe you're impressing Wall Street. You do not impress me.

The market is not easily convinced. It is because the people have their own belief in the way things are. They have different kind of perspective and understanding on the situations and thing they are involved with.

The way the company impresses the investors are too common. It is just their way of being formal, proper and respectful but the market won't be convinced by it. Mostly the market want is having conversation where they would have benefit with not only impressing them and making them believe it works.

The company might have impress investors and other people but not all of them would probably convince. Sometimes market just doesn't care at all. Even the project or products are successfully approved by the investors and staff. It doesn't mean that it has been approved by the people in the market. It is because the market has their own decision whether they want to be convinced or not. They have different beliefs.

The company should be able to have a good communication skill not only inside the company but also to the market. It is because their audience is not only the investors but also the market people that are going to benefit them.

Integrative Question:

1. Why does the company should know how to impress people?
2. What can the company do to impress market?
3. Why not all of the people are impressing?

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

In business world, usually they used proper conversation in a way that they are convincing to the investor. They make moves that will truly make the investors impressed. It is the way they talk to the investor. They are making sure it is perfect and that the investor would probably convince.

The company should always know that impressing investors are not the only thing they should be doing. It is the matter of how good the project you're proposing to.

Talking good in front of the people doesn't mean your good. The goodness of the project would count more when it comes to the market. But of course talking convincing and having a good product are both important.

If the company don't have good conversation to the investors and that their product are totally not good. The investor won't let you talk. It is because the both of it are important in proposing to investors.

The investor's impression to a company is based on how good the product is and how well you proposed to the investor. It is the company's strength whether they can have a good product and that they could give the investors a good conversation to.

Integrative Question:

1. Why do the investors impress?
2. What can the company do to provide good service to investors?
3. Why does the company need to have a good conversation and product?

**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.**

The business people have always been focus on their work. They wanted to do their job well and finish it as soon as they can. Sometimes the practice of this has become the cause of ignorance from the real deal on why they are doing their job. The job they are doing is for the market. It is not just to do their job.

The people inside a company have their own projections and accomplishments. This is where the company being selfish about. They became more focus on the company’s progress that they forget that they achieve it because of the market.

The market is elsewhere. They are almost the source of the company’s progress. They are the one who are the customers and audience of the company. If they don’t have the market they won’t succeed in their business.

The company has always impressed the market. They want to give their good side to the market so that the market will be on their side. It is because the company knows that the market is important for them. The things they do inside the company benefits to the market and to the people that will be their customer.

The company should be able to acknowledge the presence of the market. They can be just people creating issues but they are the believers of the company. If you have their trust the company has the power.

Integrative Question:

1. Why do the market are elsewhere?
2. What can the company do to keep their market their customer?
3. Why does the market involved in the company?

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

The marketplace was created by the people. It is from the group of people where they called community. This marketplace is where people sell things in such affordable cost. It has been created and became bigger and bigger through time.

Many of the marketplaces get their products from the company and made more productive out of it. It is being creative of the people. The way they think differently and make something valuable that the buyers would like in the marketplace. It has cheaper cost and has good quality.

The people had been creating marketplace by different ways. Some people had been using technologies to spread their products or services.

The internet had become the source of buy and sell. It is very convenient. The people would just put pictures on their sites like multiply site or facebook account to be able to add friends and sell their products to the people. The way people think now was really creative and imaginative. They had become more profitable because they can offer their products and services for an affordable cost where they could get more profit.

Truly, the people had grown too wise that they had been able to be creative at their doings. They become more intelligent in finding a way to earn profit. The marketplace had become more productive nowadays.

Integrative Question:

1. Why the marketplace does had been created?
2. What is marketplace?
3. What can the people do to be part of the marketplace?

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!

In the marketplace, we are like trading and exchanging new things but of course by the use of money. The marketplace had become the source of the thing we use nowadays. It is because it is more convenient and affordable to buy.

The people that are in the higher standard should know how to enter the marketplace. If they want to be part of it they should be able to know how to talk to the people and become more kind in talking to them. The marketplace is where people would probably go to. If you want simple and easier life you would probably go there.

The marketplace is where people would probably buy anything they needed. It is a good way to shop. Almost everything you need is on there. The goodness of the marketplace is that it has the ability to give you what you need where you could know easily that you can benefit from it.

The marketplace is where you can talk to the seller directly. It is good because all of the things you need to ask can be done. It has been more convenient and easier. The people would probably be more at ease in buying when they go to the market.

Integrative Question:

1. Why do the people need the marketplace?
2. If you want to be part of it why do you need to know how to talk to them?
3. What can the people benefit from marketplace?

We are immune to advertising. Just forget it.

The companies and marketplace had been immune in advertising. This is because advertising had become the greatest source of introducing their product. The problem is that sometimes those advertisements are not being acknowledged.

Advertising might be a good thing in a company. But that is not enough to make marketing to the market. It is because advertising is just one part of marketing. They should also make the people notice and know how good really that product like testing it is.

The people had been depended on advertising sometimes it hasn't been seen by customers. The people always find their best brand when it comes to buying things. New products probably are being ignored by the customers.

The best way of advertisement is in the hands of the market. When they start to talk about your product probably because the people that told them is trusted. When you want to advertise it wont really work must right now. The people that spread it might be the faster way to advertise to people.

In advertising, you not only advertise your product you ensure the safety and goodness of the product. The product must be a good one for it to sell. It is because advertising and good product comes to one. If one is not accomplished it might not work.

Integrative Question:

1. Why the people do are being immune in introducing new thing and advertising?
2. What can the company do to ensure that their product or service will be acknowledged by the people?
3. Why the people are have a hard time in making their product popular to the market?

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

Advertising nowadays are hard. It is because the people had been more depended on it that they just put the information through advertisement and leave it like that. When they do this the people might not notice it. It is because they might just walk through it.

If the company wants to talk to the people and the market they should know that they are to approach them. The company is the one who is responsible of talking to the people. It is because they are the one who needs the people to know about their product and services. Without the conversation they couldn't catch the people's attention. If they want the market they should be the one talking to them.

The way they advertise to people should be interesting. They should know that the people are bored of information and readings about the product. They want something that will make their mood change. The way you advertise and talk to them has big influence to them.

Some advertisement had come up with games that became more interesting to the customers. It is one effective way to catch attention. Also some had come up with a good song making out of the product that would stick through the mind of the people.

If a company is good they can be able to provide an advertisement that will surely catch their attention. Also, they will be the one talking to the customers and offering them good customer service.

Integrative Question:

1. Why does the company need interesting changes?
2. What can the company do to reach out to the market?
3. What can they change to become interesting?