

**The Thoughts I wrote
In my Sixth thesis**

Shelyn Tiffany Chua
VERTSOL, OOB
Sir Paul Pajo
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Abstract:

The thesis that I wrote in this paper is about the Cluetrain manifesto of thesis 76 to 95. This thesis is about the conversation and communication skills that the market and company need in order for them to understand each other.

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?

The business people nowadays are usually very busy on their own company. They are targeting their needed for the job and accomplishing things that sometimes they don't even know where it will be.

The market are people that want to be heard. They have different suggestions and views about better tools and services. They just wanted to share their thoughts and feelings about products and services because all of those are important to the market.

The companies are too busy improving and developing their new invasion. The problem is that the company focus on their own business that they are always ignoring the fact that the people are important. They always have in mind that they are the rule and that they are needed by the people not the other way around. This is why the market hasn't been heard by most of the company.

The company that has their own way that is misleading to the real goal of the business. This is the reason why the people are not heard by them. The company should be focusing on how they act towards the market. It is the company that should reach out to the market.

The market and companies should communicate to each other. They should know how to deal well to the each other. It is to know the side of each and also benefit to each other.

Integrative Question:

1. Why the market does suggest new ideas and better services?
2. What can the company do to make the market important?
3. Why do the market and company are related to each other?

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

The companies are busy on their role as indicated on their job. The way they manage their business is very organize and really busy one. With this situation, the feedbacks of the people are not being heard and also the communication of the market to the company is being ignored. It is because the company had been busy that they had no time to get the feedback answered and give the market time.

The market wants to be heard. They are the people who want to get involve with. They will be a helpful thing to the companies. But as companies being busy on their work they had been forgetting to give time to the market. This maybe is the result of having no support from the market. When the market is not heard they tend to find another company that will make importance to them and give them attention. Market needs to be given attention with.

The companies should be able to give time to their market. They should be able to balance their time and communicate well to the people. The companies should make a move about the way they are communicating to their market. They should assure to give good services and make good marketing conversation. The more they give time to the market the more they can be able to get their feedbacks and also to have progress on the company.

Integrative Question:

1. What can the company do to have support from the market?
2. Why the market does want the attention?
3. Why do the company tend to ignore market?

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

The companies nowadays had been managing by a practice that makes them motivated. But as they become more and more motivated to their work, they get too focused that they had been ignoring the fact that they should be focusing on, the market.

The market is us people who are the consumers, buyers and producer and sellers. We people live to be noticed it is because we want to be known by others. We want to have communication and build relationship to each other. The fact that we human wants to get attention is the reason why we want the companies to do to us.

The companies lack the time to give attention to the market. This is where the issue came from. The people want to be heard but the companies don't have the time. The companies had been struggling for this. The market had been finding attention to the companies.

Giving attention to the market can be able to give them acknowledgement and that they would feel comfortable to the company. Once the company gets the comfort and trust of the market surely the market will give support to the company and be able to share it to other more people for them to know the company.

The company should be able to give attention to the market if they don't want to fail. Giving a simple attention to the market can give a great impact on the company. The market is a way to make the company known.

Integrative Question:

1. Why the company does needs to give attention to the market?
2. Why does the market want attention?
3. What can the company do to satisfy market's attention?

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

We the market wants to be given attention with. As the people had been sharing their thoughts to each other they want response to each other. The market wants response from the companies. It is their contentment of saying that company is a good one.

The companies are too busy on their work that they become selfish on their own business. They are more focused on their business that they had been going on the way where market is not involved. The companies usually involve people that are working on them. The problem is that they should give involvement to the market because they are you customers.

The market wants to be involved to the companies. They want the companies to give time and focus on them because they believe that being involved can get their satisfaction about the company. Once the markets are satisfied and comfortable to the company they would be able to relay and give their trust on the company.

The company should give the market time and self-involvement to their business world. It is to let them feel they are welcome to them. It is giving the customers a self satisfaction and contentment. If they have this they won't be finding other competitors to give their trust.

The company and market should communicate with each other. They should be creating relationship not building walls and formality to each other. The company and market is related to each other.

Integrative Question:

1. Why does the company need to come out and talk to the market?
2. What can the company do to give attention to the market?
3. Why does the market want to be involved with the company?

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

Basically, business is build to help each other as a human in living. But nowadays we create business to earn money. For practically speaking we all need money in order to live. Money is most of the basic needs in our daily activities.

As generations grow, people had become more aware that money is important. Money became one of the most precious things in order to be able to survive.

Business world had become the source of where we earn profit. It is the tools to earn money. All of the people had been working and finding job where they can earn right amount of money needed. The more population in this world the more people had been challenge to have a job.

There is different approach in a company. Some companies really do want to give help to the people as well as the benefit is on them also. But some other just thinks of creating something for them to earn money.

Maybe because of poverty that people had been more aggressive of earning money. It is because of the situation they are. Practically, we all need money. And the only thing for us to have money is to work hard and being creative to be innovative.

Company and the market should come as one. They should be helping each other to earn money. It is because of the cycle of business world. The market's money will be given on the companies and the companies are to use this money to buy materials that basically comes from other people.

Integrative Question:

1. Why do we need money?
2. What can the people do to earn money?
3. Is money that important?

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

Truly money is important to people, businesses, companies. The moment we talk about money could be a stressful thing. It is because money is something to be earning in a hard way. Money is hard to earn. We people are to work and be more unique in a way that customer would appreciate your product or services. It is hard to convince people and get their attention as well as to earn money through it.

The people had been talking money over and over. As well as companies and business people had been talking about it. As we mature and grow, money became a main topic that has become issue over and over again. It is because the importance of the money had become more precious and precious through time. The demand of price had become more needed.

Companies had been building new invention and creative products to compete with others. It is because they know that new thing comes with great benefits. The moment they give importance on something and make it popular, money comes on its way.

Money is what people had been talking about day by day. It is something that we can't put out in our daily activities. We need money and we should know how to handle money.

Integrative Question:

1. Why money does become the topic always?
2. What can be done to have money?
3. Why do companies and market need money?

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?

A company comes as one. The workers and employees that are working on them is part of the company. The people that had been involve in the company process and situation is a part of the company. Even what position you're at if you are part of the company you should be responsible for it. A company is a team they should be working as one.

The market is the customer. They have their rights. They spend money in exchange of a worth it package. They purchase for the benefit of themselves. The market has their power to complaint and talk to the person in charge of the product.

The company should give justice to the market. They should be fair in the way they manage their business. Communication comes at first when it comes to business problems. Walking out and escaping problem will not solve anything on the problem.

The company should be responsible of talking to the customer. The person in charge or the higher in that position might as well be patient and talk to the customer well. They should be able to resolve such issue that makes it worst and have bigger problems.

A good company respects customer. They make sure customers got what they needed in good terms. They make sure that the product they serve will be at its best.

Integrative Question:

1. Why does the company need to respect the market?
2. Why the market does have rights?
3. What can the company do to resolve issues?

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

The market is the people in our community. We are the market. We are the one who needs attention. We need things in order for us to live and be satisfied on what we have. We as a market has it role which is to become a respondent of the companies. We respond to what the company might have to offer. We choose to give those feedbacks where they could reflect and learn more about how to improve their product and service. The market is important to the companies. We are the one who can give them development and improvement to their company.

The companies should be able to take the market seriously. In any size might the market will be. The companies should be able to handle them well. The market is the company's buyer as well as their customer. The market is whom the company has to offer. The company should be able to give respect and value on the market. Reporters that might have been their priority is not the main point to be able to reach the market. They should be able to give benefits to the market by having actual proof of their situation.

The companies and market should be able to communicate well to each other. The companies should know how to be able to reach out and have the attention of the market so that their company will be acknowledged by the market which is the people that are their customers, buyers and respondent. The companies should know how to handle their market.

Integrative Question:

1. Why does the market need to be entertained?
2. What can the companies do in order to have the market's support?
3. Why do the company and market need communication?

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?

The people inside the companies are the businessman that had already been practiced and trusted by the company. This means they had known the company well. They had been trained and become good workers of the company. They surely are to know the company well. The company's management, process and traits had been known by these workers which means they had understand and familiar to the company's work situation.

These people that are inside the company which understood the company well should be the one who reach out to the market. They are the one who should be advertising their company. They might not be good at advertisement but they are sure to give information from the company. They are the one that can give honest and truthful words. They will become the source of the market's stand on the companies. They can be a good thing for the company as well as the market.

The business people inside the company usually are the honest and trusted one. They can be biases but you can assure that they would tell the truth because they had been on that company and they know what was happening inside of the company which can be a source of good information that the market is finding.

The more the company tells honesty to their market is the more the market would agree. The market doesn't want fake and the same information that had been giving them. The market want is new information and trustful words. By the people inside the company, they would probably the one that can give satisfactory information to the market.

Integrative Question:

1. Why does the market need the people inside the company to talk?
2. What can the company do to give good information to the market?
3. What can the people from the company do for the market?

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.

The people inside the company had been working on the company because they needed to. They had been in the company and they are to follow the rules and regulation of a company. In order for them to last long in a company they should be able to show the company that they are good employees that they will not do anything that will make the company fail.

The problem is that the rein inside the company had become the fear of the employees. In this case, the employees would probably want to tell anything that will be against the company which they can probably tell lie to the customers in order just to keep their work and have customers. This is what the market had been against with. The market wants to have honest people to talk to. If the employees had to become such like a tape recorder of their company the market won't be able to give their trust to the company itself.

The company should be able to give respect to their employees by giving them such freedom in a way that they can also have the employees trust. It is good to rein on the workers the company should just give the right rules to give to the employees where they will help the company rise and also give the information the market needs.

This situation should be in the right balance. In order to have good conversation to the market, the company should be able to give the employees right management that the employees can be comfortable in talking to the market.

Integrative Question:

1. Why does the company need the right balance in rein a business?
2. What can the company do to keep their market on their side?
3. Why does the market want to have honest talk from the company?

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.

Business people usually have designated their job accordingly to what has been given to them. Their role as employees is different from each other. They could be in different departments and segments which lead them to being busy on their own jobs. The problem arises where the company is pointing fingers out to the marketing department whom are supposed to be the only workers responsible to the market. This situation had become the usual on a company which is somewhat wrong. The marketing might had a role in communicating to the market but the whole company has its own responsibility to the market.

The company had been busy on their job that they are forgetting to give importance to their market. The market had become exhausted and bored of websites and advertisements that the companies are giving to the people. The market would want more to talk to online friends rather than check out sites. It is because conversation is more interesting and lively than having information that has already written over and over.

A company should know how to handle market well. They should be able to give proper conversation and advertisement to the market. They should be able to give right information in a way that they can be catchier to get the attention of the people.

It is important to have the market's support. The company should know how to communicate with the market. They should be able to give the market attention and interest so that the market will give support to the company.

Integrative Question:

1. Why does the market need conversation from the company?
2. What can the company do to give proper information to the market?
3. What are the causes of the company being too busy on their work?

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 company had been focusing on the business world they had been ignoring the market world. This problem occurs due to task assigned by the employees where they have different paths and jobs to do that they become more focus on their own part. This results to employees unable to understand the main role of their job which is to be able to help and reach out to the market.

The companies must be able to know what is going on the market's world. It is important for the market to be heard. The companies should be able to give time and attention to the market. They are just doing their part as the customer and buyer. The comments they had been sharing are not complaints but their assessments on how the products and services affect them. The companies should be able to understand and listen to what the market could say. This will help them improve and develop their company and serve the market in the best quality.

The market could be too harsh and unstoppable in talking about company's product but the companies should be able to handle this gently. They should be able to correct things in a way that it can fit to the company's standards. Not all of the comments might be able to help the company. The company is to handle and manage this in a way that they can be able to change things in having right decisions. The companies should know how to be patient and listen to the market and be creative in improving their business.

Integrative Question:

1. Why does the company need to adjust to the market's suggestion?
2. What can the company do to improve their business?
3. Why does the company need to be patient to the market?

We have better things to do than worry about whether you'll changes 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?

The moment you step in to the world of business, a little break time is such a big thing to the worker. It is because once you are already working you are more mature and old enough to handle things and concentration had become more prone to them. This is maybe the reason why business people are busy person. The problem is that they had come to a point that they enjoyed doing work that they are forgetting that there are a lot more things in life.

The business person is the people who had been devoted to their job and that they had been used to it. They had been lacking of social conversation to the market which is what the people need. When they ignore the market's side they are also going slow in improving changes to their company because they had been focusing on their own part as an employee of that company.

Business truly is just part of our lives. The people should know that in business and in life there should be a balance. We need business to live and the life we have should not only evolve inside a business. We should know that business is just a tool for improvement to our society that it is bringing people service that they need. And we human help each other to improve our own nation. It is important to help each other and build a more functional and useful new innovation for our future generation.

Integrative Question:

1. Why does the company need to change things for the better?
2. Why do business can be said just a part of our life?
3. What can the people do to improve business?

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, and more fun to play with.

The market is where the company can get their profits. The market is their customers which are their buyers and consumers. The companies are to make them important. It is because the market is what the companies needed in order for them to adjust and develop their business offer.

The market has the power in business world. This is the truth. The market has more power than the companies. It is because the product and services that the company comes from what the market and the people need and want. In this case, the companies make their business by the thought of what the market would probably buy and benefit from. The companies are the researcher of what the market would want to have.

The market should probably give suggestions and comments because they want something that will make them satisfied. The problem is that the people want something that will interest and catch their attention that is hard to implement in the business. The people are having problems with the way they can propose a good product to the market. It is because the market is hard to catch up. The culture and generation has been easily grown that the likes of the market has been changing through time that is hard to maintain the business consistency.

The company should know how to handle their marketing strategy well. If they want the market to be on your side, the company should plan well and have good strategies that will make the market support the company's business.

Integrative Question:

1. Why does the company need marketing strategy?
2. What can the company do to catch the attention of the market?
3. Why the market does have more power?

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.

Most probably people are being entertained and enjoyed by watching TV, trade shows, searching websites and other interesting advertisement. The problem is that people nowadays became smarter and smarter that they are finding more than watching and reading information from TV or websites. This is where conversation among people started. Blogs and chat rooms are made where people had been more socially active in the community. This is where the market had been exchanging thoughts and communications about their ideas about the company's product and services.

The main point of the market is that they want more than information scattered around. They want communication from inside the company. They want to have conversation where they can have direct conversation inside the corporate. The market want is to have normal communication so that they can truly understand the product and services of the company. Conversation can also build trust and loyalty from the market.

Advertisement from TV, websites and others are information that really helps but sometimes this can just be a one sided approach. Those advertisements are just talking to the market about themselves. The market wants two way communications. The market wants to have proper communication with the company. The company should take good care of the market well. The market is important to the company.

The market and company should have communication and understanding. It is a relationship that both of them will be benefiting from each other. In this way they will be able to gain trust and respect from each other.

Integrative Question:

1. Why does the company need proper conversation to the market?
2. What can the company do in order to gain loyalty from the market?
3. Why does the market want conversation rather than advertisement?

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.

A company should have a part in the business world as well as to the society. A company that has no part in the community might as well be invisible to the market. A company should stand out from what they are and what uniqueness they could give. It is for them to have importance and needed by the market that they will be able to be said unique and helpful.

We people need someone to give loyalty with because we feel that that person is the one we trust. We also want someone to give trust and loyalty for us because it makes us feel good. We people should not be alone. Having friends, allies, acquaintances are our by our side and that is what the companies need. The companies need not just ordinary customer but also a customer that is their friend, allies and acquaintance. It is because they are the one that will bring the business up. Those customers that will become loyal and trustworthy on the company are the one who will bring the company benefit. The company needs customers that are loyal to them so that they will be able to give importance to the company and make it have a part in the world.

The company should be able to give importance to the market and be able to show them that they are important in a way that the company is to make them feel like friends. It is important that the customer is comfortable with the company.

Integrative Question:

1. Why do the people need friend and allies?
2. What can the company do to make the market be their friends?
3. Why the market does want the company to reach out to them?

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

The problem in Y2K has been affecting companies around the world. It is because money had been the talk which leads to money problem. Money is something that is important to people. Once it became a big issue. Problem arises as people make conversation out of it. The problem about money is that it is non stoppable issue among human. People had been needing money for their everyday lives and they need it to get what they need.

Companies had been having some issue in terms of stakes. People had been often complaining about it being high. Maybe the companies have their own reason about it. But sometimes they must always consider how the people would react and affect by it. The market would probably have own comments about this. It is because what happens inside the company is what affects to the outside world. The company's management affects not only the employees inside the company but also the customers and market outside the company that are their clients. It is important to make sure the company manages the business well.

The companies and market should cooperate well to each other. It is in order to give them benefit from each other and have harmonious relationship. Once they had become in good term, I think that the business world would have a better choice of cycle. The cycle of money depends on the way a company handles and communicates to the market. The market is to be the respondent of the company.

Integrative Question:

1. Why does the company need to have good management?
2. What can the company do to save money problem?
3. Why do the company and market should cooperate well to each other?

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.

The companies had come to a practice where they are being formal in their business. They had been creating walls between the customer and the company itself. It is like the inside company had been different from the outside. This is something that is not true. The people that are inside the company and outside the company are the same person who will have the decision whether a company should still be acknowledgeable as good or bad.

The employees and the market are the people that are involved inside and outside the company. The employees are the workers which will also be the market when they come out of the company. In short, the company itself can be the market of other companies. They should be able to determine what the need of a market people in order could be for them to be a responsible company.

A company should have a business deal of communicating well to their client. The people that are outside the company are their client. The people inside the company are also the client of other companies that they will be benefiting from.

Every people are interrelated to each other. In order for them to be a good citizen of a country they should learn how to communicate well to each other. They should bring bridge to each other and help each other build a good community. Building walls to the community would just start an issue that the people won't become in good terms.

Integrative Question:

1. Why do companies should not build wall to their customer?
2. What can the company do for them to be in good terms?
3. Why do the people need to communicate with each other?

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 traditional corporations and networked conversations are the usual people who talk about the traditional business world. They had been creating conversations and communication to each other that made them have social communication. Social communication is important in order for the people to know about new things and also share things they know. It is exchanging thoughts and agreement to each other that had made them feel good. It is because people want proper conversation where response from each other is there.

The conversation from the networked conversation and traditional corporations had been more productive than the new corporate and networked world. This is because the people in the business world had been focusing on new innovation, technologies, and new business that they had been ignoring social conversation to the people. This results to no response from client and customer. The goodness of conversation is that the people had become more productive. The more they talk to each other the more they have better understanding on what's happening. It is better to have conversation where together you can build better ideas and strategies that will make the business world a better one.

The company and the market should be having a conversation. It is a good thing in order to practice their communication skills. It is important to enable them to understand each other. This conversation will lead them to relationship where they can be able to recognize the value of each other. It can be a helpful tool in order to build a better innovation throughout building new generation.

Integrative Question:

1. Why does the company need conversation?
2. What can the networked conversation and traditional companies can do that makes them more productive?
3. Why do the people need communication to each other?

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

As the generation starts to build up, the people had been more productive in socialization. It is a way for people to communicate and have conversation to each other. It is where they can get new things and learn about it. The moment they find socialization they are already starting to build up conversation and relationship to each other. This relationship is the one that links the people together. It is their bridge of being a human.

Conversation is their main tool in order to be link to each other. This will help them have better understanding on the different thing is business world. The people had been using conversation to be able to have good reflection to business. This will enable them to have understanding and appreciative on what is happening to our world.

The market had been watching. They had always been observant on what has been happening to the community. This is important to be aware of the community because the people need conversation to communicate to each other. Dialogue is an important tool to reach out to people, to learn, and to be able to build new things together.

Maybe the market had been observant and linking to each other but that doesn't mean it is enough. They won't be waiting for things to fall in front of them. The market want is more communication and conversation and they want new innovation to be implemented. They had been searching product and services that will be able to benefit them and help them become more productive.

Integrative Question:

1. Why does the market want progress from the company?
2. What can the company do to not keep the market waiting?
3. Why does the company need to have socialization to the market?