

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

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**Abstract:**

This thesis is about the 16 to 30 statement on the Cluetrain manifesto. It is about business and companies interaction to our market. This thesis will help you think more about what the market can benefit the company and how to the company will deal the market.

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

The language of pitch is about marketing, campaign, advertising such of a product. It is about telling to people about your product and letting them be convinced.

Marketing a product to people in a way of speaking in the language of the "pitch" is not advisable in this era. People are more intelligent and they want something that will benefit them and have that evidence of being a good product.

People usually want to hear the market via-internet now. They want to get connected to people and hear advertisement to other people who had been in their social network.

The pitch of a company was not being heard by the people anymore. It is more on knowing the product by the people's connection.

The marketers are to address to people how good and perfect is their product but thinking about it there are no perfect product. Every product has its own disadvantage that usually marketers became the source of a lie from their product. A product might be good but they have their own wrongs and people might think that the marketers are selling their product and convincing people on something that are to trick customers. This is why the pitch of the company way no longer being heard by people.

In order to get communicate to people, usually it's better to be in touch of them like more of in the social media and internet. People are more convinced by the friends they have via-internet.

Integrative Question:

1. What is the language of pitch in a company?
2. Why does the pitch of companies not heard?
3. Why do people mostly likely want to get connected to the internet than hearing from the marketers?

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

Marketing to people are in different ways and strategy. It is the company's decision whether they will advertise it to the TV or to online markets. We all know that this two advertising way is very popular way to get communicate with to customers.

People are opinionative. They want to get connected, talk about things and share different thoughts. This is the way people are these day that is why online markets to people are different with TV ads. Online markets are getting connected to people by sharing thought, comments. TV ads are just giving information to people. It is a one way communication to people. This is why people are more involved when it is online markets than TV ads.

By online markets, you can communicate to the other people and as well as to the company personnel. Being able to share thought can led to knowing more about the product itself and what are the services they could offer.

Truly, there is a big difference on TV ads and online markets. If you really want to market where you want a two way connection online market is a good marketing strategy.

People are the reason why your product will be known. They are the need of the market in order to make the product the best one. Without the people that will support your product it will surely fail. And to be able to be close and connected to the people is to know what they want and need. In that reason, online marketing can be a great connection to customer and owner.

Integrative question:

1. What is the difference between online markets and TV advertisement?
2. What is the reason why online markets are better than TV advertisement?
3. Why do people need two way communications?

**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.**

We all need communication to people. People are more interested in knowing other people. We have our own way to connect with people and one way is networked person-to-person.

The more we want to get connected to people the more we need technology to be in keeping in touch with them. Almost all of the people are having conversations through network. It is a one best way to communicate.

The companies should know how to handle market in this generation. They should know that people nowadays are used to network person-to-person. The more we keep in touch with them the more you can get customers attention. And that is what market needs the attention of the people to be their customers on their respective company.

If those companies don't believe on this method they will surely be failing on their market. They should be able to listen to other people as well as the people listen to what they will offer. The information they give to the customers are important but the opinions that will be coming from the customers are important in a company to know their product well.

In order to get connected to the market, you should know the trend on the certain time you are in. Companies should be able to be flexible on their limitations.

**Integrative Questions:**

1. Why do companies should be marketing through networked person-to-person?
2. Why do information important to be heard?
3. Why do some companies fail because of their bad marketing plan?

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

People need dialogue. We all do dialogue. We give each other opportunity to say the things you want to say and listen to them. As we do this in our daily lives, we should also consider this when we market.

You see, companies sometimes forget that communication to the customers is the important thing in marketing. They mistakenly just give information about the product and end the conversation quickly. They must know that communication can bring customer's trust to the company.

In this society, communication is the best way to understand each other and determining their intentions. We should listen and take their thoughts to advice or guide. Customer's words are the important element in marketing and improving the product. It is the way the company will get feedbacks from what their product could be.

The new technologies now are the help in hand of the companies to get connected to people like cellphone alerts and websites comments. So, in this way companies must take this advantage to be built a bond from their customers. It is easier now to let them be part of the company's services.

The customer's words might be the concerned of the companies. Companies must thank those customers whether what they say is good or bad. Customers are the way for the products development to become better.

**Integrative Questions:**

1. Why do companies must not ignore customer's insight?
2. What are some ways to be connected to customers?
3. Do customers important to the products success?

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

Now those companies should know how to handle market. Being able to listen to the customers insights are the greatest thing to be able to make their product improve. It is the company's role to collect customer's comments and take it as their guide.

Companies might be sometimes laughing at or we can say not being rank good enough by the people. With this situation they should be thanking the customer because they had been giving the company their opinions that the company's decision of changing the bad thing about them.

Truly being able to reach out to people is a hard thing to do. People might be sometimes rude about not appreciating your product that much. The bad impression of one person might become a big effect to other people. It is the company's strategy on how they can get out of the bad image on their company or product.

The market is really important to the companies. They should really treat people well. They should think of a way to make their product and services outstanding in away that they can keep in touch on their customers and not to be able to make them taken away. If the companies will not be careful about marketing they might fail.

The company should know their strength and weaknesses. They should be able to solve problems in an effective way. They should be careful on what issues may occur in the future.

Integrative Question:

1. Why do companies need to be careful?
2. Is there a possibility that the market might be the reason of the company's lost?
3. What should the companies do in order to maintain their success?

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

The company is the one who can only handle their own business well. They are the cause of what will happen to them in the future. Companies should know how to handle their business well. They should consider the feelings of the customers as well as the people that are working inside.

Mostly when you say company, it is more of a formal and proper thing in our society. But thinking it thoroughly it also shows how serious company are. It is good to be proper when it comes to business but being serious all the time may lead to unsuccessful and boring company.

Being able to get some humor can help people be at their lightest approach in doing their things better. It can also give people good impression of the company. Like in marketing, people nowadays need something that will catch their attention and in order to do this they should give the audience some humor.

A company should be able to be flexible in terms of communicating to their employees and customers. They should blend in to their needs. It is a way to reach out to them and give them some good impression of the company.

Giving some sense of humor can ease the serious atmosphere inside a company. People that work together need to be comfortable with each other. They need something that will get them to be motivated and as they market it to people it will be more light and a bit humor that can surely be a catch to peoples attention.

Integrative Question:

1. Why do companies need some sense of humor?
2. Why do companies are serious?
3. What can they do to reach out to people?



**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.**

Truly, corporate has been using some sense of humor in terms of them approaching to their market. People would be more interested to their company with it but they should know how to communicate well with the way they converse.

Being into a business or inside a company needs some sense of humor but that doesn't mean that you will get out of the limitation. It needs some good talk that will catch the attention of the people in a good impression approach.

A Corporate should know that using sense of humor to their market should be more valuable and meaningful in terms of getting in to the point of their product. They should not be making it too risky in terms of telling to people about their product. It should be a little humorous but also respectful to what they want to tell to people.

Being able to catch people's attention is a good start but you should make sure that what you tell to them is an informative and valuable to them. It should be something that will make them support your company not to be bad impression.

Company should be careful in terms of making jokes to market. People might judge them differently and they can lose people's trust. It is a matter of good marketing strategy to make it a good start.

Integrative Question:

1. Why do companies need to be careful in marketing?
2. What can they do in order to have a good marketing or advertising?
3. Why do companies being judge sometimes by their way of marketing?

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

Companies usually put their efforts to their business to make it the best. A position so called can be something that will turn them to a steady and consistent company. It is something that they wanted to be able to reach a goal. They think that it is the way that they can be lead to success.

Being able to get that position should rather be a good thing not turning them to bad. Companies must be able to be more improving in away that they also benefit the market no just themselves. They should know how to handle their position well.

A position in a company must make them develop their business to a higher standard that the market must be able to care. It is a matter of relating them to them market making them appreciate you company.

Getting that position is a challenge and competition to the companies. It is something that they really want to have in order to say that they really succeed. It is not a permanent thing when you get that position so in order to have consistency you should know how to connect it to the market. With the support of the market surely your company can be at its best.

Companies should know how to listen to the market and be able to make them satisfy. They should be able to achieve the expectations of the market and have them support you company.

Integrative Question:

1. Why companies do wants the position?
2. Why do the need to make the market care?
3. What can they do to be able to succeed?

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

Companies are the source of our needs but the company's success is also on the market's support. Companies need the market. We are their needs in order to make them be a success.

The market has a power to make a company successful. It is how the market approaches to a company. It is their judgment that will rate whether a company is a good one or not. Market can be changing their likes and dislikes and it is on the company's strength whether they can get the market or not.

The companies are the provider of our needs and in order for us to be satisfy about it we make judgment to it. The market usually needs something that will make a valuable one. They look for something that is in a good standard and quality. It is really a hard thing to make them support your company.

A market judgment is the company's life. The market usually will be the controller of the company because when the company doesn't listen to the market it might fail. `

Being in the position is really hard. It might be a good thing to the company but it has more responsibilities as you thought. Being a high standard positioned, you must be able to achieve the market's expectations. It is the only thing you can do to make your company at its stability.

Integrative Question:

1. Why do companies that have position have more responsibility?
2. What can the company do to be able to be consistent on their level?
3. Why the market does have more power than the company?

**Companies need to come down from their Ivory Towers and talk to people with whom they hope to create relationship.**

Being inside a company is not just having the name and position. It has a role in our society and obligation. A person that works has their own part. They have something that will make them be acknowledging to. People should not be working selfishly. They should reconnect with other people and help them on their needs.

Companies should know that to be able to be successful they must go down to lower level and talk to people. The people are the market and to be able to be successful is to be connected to them. It is a matter of building relationships to them and makes them support your company.

The market might be your audience but without them there would be no one to look at your company. It is the role of the company to make the market see what you can benefit them and make them buy your products.

Market and Company are related. In order to be successful in your business and company you need the market to be your customers. The market is the life of the company's success and improvement.

Companies should be able to reach out to the market. The companies need the market and they should make the market want them. It is the company's way to be a success.

Integrative Question:

1. Why do the companies need the market?
2. Why do the companies should reach out to the market?
3. What can the companies do in order to make the market want them?

**Public Relations does not relate to the public. Companies are deeply afraid of their market.**

Companies have their own goals and strategies in order to become a success. In which it includes being involve to the market. They should be able to get connected to the market, to the people who will be their clients.

Marketing a product or service is really a big thing to the company. It is making the people convince about how good is their product. They should be able to make them buy their product and get the people's support.

It is a big risk when you are marketing. You need to advertise something that is not. This means sometimes company markets to people to convince them on something that is not true. They sometimes lie about the products quality to make the people buy their product.

The market is really a picky people. They make sure that what they buy is a good quality product. It is on the company's hand if they could cover up the bad thing about their product. Sometimes people will eventually know about it and that product may become a bad impression to the market.

Companies should be able to manage their advertisement in a way that they make sure that what they say would probably be effective. It is better to not promise anything to the customers because it might turn out opposite way. Companies should be careful when they market to people.

Integrative Question:

1. Why do companies afraid of the market?
2. What can they do to prevent bad impression of their product?
3. Why do companies has many risk in marketing?

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

We have our own characteristic in speaking to people. We know what we say and we mean it in every way. We should be careful to what attitude we act to communicate with other people because it might be offending to them.

The companies should be the one to communicate with the market because as long as they are up there being in a stage of pride the market won't be able to recognize the company's worth in the business industry.

The more the company gets bigger and bigger and powerful the more they should get along to people well. It is better to make the people be into your company's side than making they get away with your company.

Remember, it is hard to market to people and making them trust you. It is the company's strategy to make the people stay with their product or services. The better way is to improve their quality and make more benefit that will recognize by the people.

The Companies should build bridges to connect to the market not walls that will make distant them to the society. It is their most goals to succeed and in that goal they must connect with the market. The market is the one that will be making them at its high standard because as long as the people trust them they will surely be at best.

Integrative Question:

1. Why do the companies need the support of the market?
2. What can the company do to prevent walls from the market?
3. How do the company recognize by people?

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

As you build a product and successfully have a company there is risk involved in it and that is the bad side of the product. Every company has its own bad part and that is the one that they had been most keeping secret from the market.

It is hard to market to people and make them believe your product but it is harder to keep a secret to them because if that secret was out everything you had hard worked on will be gone by the bad issue.

Mostly, marketing programs that succeed are those who has the potential to talk about their product good. They are the ones who had made a good environment inside their company that made the employees motivated to build a good advertisement. It is on the company's hand on how they rule their company's environment. It is on the employee and customers trust that a company can be successful.

It is important that in a company the workers have the trust and loyalty to the company so that in any cause they will keep the bad thing about the company secret. It is also the potential of an employee to give a good advertisement to the people that they can be convinced.

The company's marketing should be a success in order to be able to have progress. They should be able to be stable in order to make the company stand still.

Integrative Question:

1. Why does the company have a hard time doing their marketing program?
2. What can they do to prevent being able to see what's inside the company?
3. Why does the company need employees and customers loyalty?

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

As people work together and talk to each other they build connection that made them trusts each other of their thoughts. This is why suspicious minds of one person could affect to another because they truest one another.

The distrust of the people makes the suspicious mind become a big thing to the people. It is on the way of thinking of the people that the suspicious mind had occurred. The people that talk about the detective topics had made us be more cautious on what we buy and trust.

Many of the people became more nitpicky on what they believe and purchase. They will surely compare it to other brands or competitions just to make sure if the product they will buy is more worth it and that they had not been tricked. But thinking thoroughly they products has its own reason of why it is that quality and the only thing made the product weak is how the people approach to it.

Sometimes the more the company is at its high position the more they be more suspicious. This is why retailers or lower class business has the more capacity of telling the truth about their product and services. The more a company is successful the more they will ignore and do their best to not talk about the suspicious things on them.

The company must make sure that the product or service they have can be able to satisfy the need of the market. They should treat themselves as the buyer and think of if it will be benefiting to them.

Integrative Question:

1. Why do the companies sometimes suspicious?
2. Why do people have suspicious mind?
3. What can the companies do to be trusted?



**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.**

Companies that are branded, known and popular to the people are mostly the ones being bought by the mass. Companies that had just started and have more speed and interrelationship with people can be more competitive than branded companies because of the benefit they can get.

The company's popularity is based on the people's judgment about their company. Sometimes even the product is new to the market it could get more support from the people because of the company's brand name. It is based on the trust of people to your company.

A company that are networked, good marketing strategies and has more speed in services even they are new could get more of people's attention because of their good quality.

Basically, I think that being trusted by your customers can be the way of success inside a company. It is the good service and quality that make the people stay with your company. Sometimes it is about having a good relationship or experience to that product or company that made the market believe.

The more you give the people benefits on your company the more you could get their trust and be able to make them support you all the way. It is better to get customer's trust than aiming for higher standard that the people can't get benefit from.

Integrative Question:

1. Why do people need more good relationship from the company for them to trust the company?
2. Why networked markets are more powerful now than branded companies?
3. What can companies do to make their customer trust them.

Reference: