

# **10 Years After Cluetrain Manifesto**

**By: Shelyn Tiffany Chua**



This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 Philippines License.

**Table of Content:**

Dedication	3
Preface	4
95 Theses	
First Thesis	5
Second Thesis	22
Third Thesis	39
Fourth Thesis	56
Fifth Thesis	73
Sixth Thesis	90
Chapter 1-5	112
Reference	121

**Dedication:**

I dedicate this to my professor, colleagues, friends, family and love ones.

**Preface:**

The Cluetrain manifesto helps me discover the facts around the community. I learned about the conversations, market, and company and business relation. This had help me start to think about the real world and for me to be able to express my own thoughts.

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

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde

**Abstract:**

This paper is all about the first thesis that I wrote. It is based on the first 15 thesis that are in the Cluetrain Manifesto 95 thesis. It is more about dialogue of human beings interconnected with internet and networked communication. The market is where conversation starts and that all people are part of it. The voice of the people is what it takes to exchange information to each other and create a social bond with each other. This paper is also about the company's side about market and also involves customers and employees of the company. This is about a knowing how to make effective way to market, advertise, handle a company people, and communicating with other people. We create our own way of communicating to each other to reach out to other people in this world. We make use of different technologies to communicate with our social network and create a connection.

## **Markets are conversations.**

As a person, we easily trust on what other people say because we believe on them. People are inborn to have the feeling of believe and trust to what we think will benefit us. This is why many of the things other people say create an atmosphere of conversation where marketing works.

Most of the people want something that can be talk about. Markets starts when people talk about it and that it spreads until it became popular. This is why in business when usually they market by having an advertisement that will stick on peoples head like putting a song through advertising a product. Usually, marketing a product works by making it something that will be topic to people. Something that will make them believe it is really good.

Marketing to people is when people pass the message of how good is a product or service. It is like when you go to a spa and you enjoyed it and you tell it to your friends that pass to other people until it gets popular. To make a conversation out of the product or service is letting the people know about it and automatically it spreads.

Catching the attention of the people mainly is hard but putting something that will make them excite will truly make them trust what you say to them. People just want to have something to talk about. It is a matter of getting a news or issue out of something that makes them believe. Market is about letting the people know about something new that will make them believe.

Integrative Question:

1. Why do people market?
2. How is it that having something to talk about comes from market?
3. Why is it hard to market?

**Markets consist of human beings, not demographic sectors.**

We are born as unique individual human being. We deserve to be involved in the market world. We should be recognized by our own selves. People are the life in the market. Market starts by the people managing and making it work.

Being in a demographic sector is having divisions, group, section or segment. It means being separated by groups of people. This is like having unfairness on people and separating them to the real world. In this case, there is no unity in human beings. It shows distinction on people. This won't make a good marketing strategy.

We may have different believes, attitude, emotions, and other characteristics but we should disregard it when it comes to marketing. Market is giving to people what they need and there should be no distinction on how people approach to market.

People need market and in order to make it work in the best way we should look people as a whole. We should not have distinction, division or any other separation. Market it to all people they need it.

Every single people have the right to be part of the market. All of us rule on the market world. We may be different in kind but that should not be the reason to have demographic sector and be separated by other people. We may have different group of friends but that doesn't mean we don't care to other people anymore. People care to their own species and that what we should be.

Integrative Question:

1. Why does market need people?
2. Why do people have demographic sectors?
3. Do people need to be separated by groups of how they are?



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

As a human being, we should create an atmosphere of good conversation to other people. This is true because we create friends by having and exchange of dialogue to other people. This is the way of people to be able to have deep connection to others.

As we create friends by having a conversation. We create trust on them. This is where business people work. They build trust to their customers and build friendship to them. By just a simple conversation on one meeting can create an atmosphere of connection. Having a connection to other people can develop trust.

The way we communicate to other people is by our human voice. In this way we can have conversation to another person. A conversation means a lot. Having a conversation can build personal contact to the other person. Conversation to a person is important. We are to communicate to them by having a conversation. By having a dialogue to another person can see their intentions, motive and purpose. In which, we can see if we could trust that person or not. Having the tone and voice of conversation can tell the expression of a person that enables us to know the reaction of a person.

It is important for us to know how to communicate with other people. Communicating and having proper conversation to other people will determine the real purpose of the person you're talking to. It is where you can develop yourself and also discover things from other people you have dialogue with. Conversation can build relationship to all human beings.

Integrative Question:

1. How does the voice useful to us?
2. Why do we need the sound of the voice to create conversation?
3. How do the voice create communication?

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

Basically, we do conversation in our daily lives. This conversation is leading us to our personal contact to other people. Also, having conversation to other people creates relationship.

Having conversation is depended to whom you will talk to. It is knowing how organize your thoughts before talking to a person. It is like in every person you talk to you have different thoughts to say to them but you choose what you will say to that person because you should be considering his or her feelings.

Conversation is the instrument of having dialogue to other people. It is about sharing what you know and having the freedom to open up your opinion and creating connection to the people with the same opinion as you have.

The importance of opening up to people about your thoughts is creating connection between you and them. This is why we have blogs, reviews and comments that we people usually use now. We have the kind feeling of listening to what other people say especially to people that are important to us. We on the other hand want to be heard by other people. It is because we are ordinarily a human being that needs someone that can understand and communicate well with what we think.

Creating a dialogue to another person is having discipline to you. It knows how to listen to the person you're talking to and also having respect to what he or she is saying. You must know how to have conversation well because the sound of human voice you're showing is what identifies yourself.

Integrative Question:

1. Why are people exchanges thoughts?
2. How do you create dialogue to people?  
How can you communicate to people?

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

The voice of a person has a real power to catch the attention of another person. The sound of the voice of a person is distinguishing who's who. It is the way we can recognize who is the person we talk to. It also can tell us what the person might be feeling like if he has high tone he might be lonely but if its in a high tone he might have exciting to say.

We gave value to the person we talk to as we recognize that person talking to us. It is a way of respecting every person talk to us. We create value to the people because we care for them and we respect them as they talk to us. If we do respect the people that talks to us they surely be respecting us too. It is a matter of showing some reputation to the person we have dialogue with.

A voice is important because it distinct us to the other person that makes us unique as an individual. The voice we have can influence other people. What our voice sounds makes them know that you are the person they know. Sometimes just hearing the voice of a person makes a real impact on us. It is because we already acknowledge that person's presence that as we hear their voice we can say that he is the person you know.

The sound of our voice is really magical. It is because the sound of the voice of a person gives personal identity of a person. We are unique in different ways and this is one of those ways our voice.

Integrative Question:

1. How it is that voice is important?
2. Why do people acknowledge persons presence?
3. How would you know the feeling of the person by his voice?

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

In order to create conversation to people, we usually use internet to get in touch to them. Almost all the people in this world make use of the internet. It is our need in order to communicate with them. We create connection to people by making use of the internet. People need socialization that is why internet had cover up that need.

Before, the mass media uses different ways to communicate to people but with the use of internet it became the source of business, communication and other interactive benefit. It was really important to people these days. The Internet is a need for people in our present time.

Usually, people need the web to browse and research for their requirements. Like students nowadays more prefer to use of internet on their research projects and business people make use of the web for their projects. Business people had been relaying on the internet for many uses like advertisements, researches, communication to client. It is a very helpful tool for them to create communication to other people. To let them know about their product and services. They also use it for communicating to the customers to get their feedbacks and likes or dislikes to help improve the product.

The internet had created to be the use of research but it emerges to creating web for the companies and uses this strategy to capture the attention of the people to be their customers. It is a very useful technique that really works to the mass now.

Integrative Question:

1. Why is internet important?
2. Why does people relay on internet?
3. Why do business people need internet?

### **Hyperlinks subvert hierarchy.**

People have their own way of leadership. It is their own choice on how they will manage a group of people to work together and finish a project but it doesn't end like that. People should know whom and how to manage their employees in such a way that they will create a harmonious relationship with them. It is important that you have such bond in a team. With that it will create a more successful project plus having friends with co-workers.

Sometimes leaders must accept that even if he is in the higher position he can create mistakes that his employees can see. The leader must appreciate the fact that his employees wants to correct him in a way that it is for the good.

An ordinary employee can share his or her thoughts that may help the company. I believe that the younger you are the more you must be competitive and knowledgeable. The one that you teach to be good must be better than you.

Most probably, people should have an open mind about communicating with people. We must be creating bond with them not hatred. A leader must respect his own employees as the employees respect his own leader. In which we should create trust and believe to each other in order to motivate each other and create a good and successful project.

Integrative Question:

1. Why do people feel they insult when their employees had corrected them from their mistake?
2. Why do people have pride that creates a conflict?
3. Do employees have no right to share their sides?

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

The people nowadays have different ways to communicate with people. There are new technologies now that we can use in order to create connection to them. There are cellphones, websites, blogs, internets, social networks, mails that are useful by communicating to other people.

Business people use blogs, reviews, and other social network to get connected to co-workers. They can use this for their purpose of letting them know what to do like training them by making them read the past blogs. It is useful for them to connect and understand each other.

Reaching out to people like customers can be public messaging. It will be useful to get connected to people for them to know about your product and services. They also use websites to let the customers know about them and what do they offer to people. They can comment and suggest making the company more productive and improving on their product.

We are to speak to other people to market to them. It is to tell them what they need and want and also for us know their wants and needs. It is really powerful to get connected to people to know what you can offer to them.

The people need to interact with other people and by the new technologies they uses this techniques to connect to them. It is a matter of exchanging thoughts and improving services.

Integrative Question:

1. How do they communicate in powerful way?
2. How do they market and motivate employees?
3. Why do technologies helpful?

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

People nowadays are creating social connection through internet. They are new forms of organization, groups, friends that can be connected by the use of internet. It provides communication to people around the world.

We are human beings and we want to have connection with other people even if we don't know them. Talking to them and knowing them helps us to be able to have connection to each other. In this way we create our social life.

We want something easy and effective this days and by having networked conversation whether where you are and how many you are you can have conversation by the internet. It is very useful for business use and students for their projects.

By the use of communicating through networked conversation we build trust and belief on other people that sometimes it became the use of being convince on something. This is why nowadays products are more known by being referred by someone you know even if you don't even know that person well that you just know that person by the network.

People are easily been convince on something and by the use of network conversations we build social network to people that we relay on to knowing good products and bad products of service of a certain business or company. This is because people get more information through networked conversation.

Integrative Question:

1. How do people build connection more effective way?
2. Why do people use network conversation to communicate?
3. Why many of the people know more information through internet?

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

As generation grows people are getting smarter and smarter. People are competitive and they use it by creating bigger and bigger thoughts about new things. This is why marketers had different new stuff to offer and to show because they became more intelligent by getting the peoples trust.

People became more open to new things that they need something that will make them believe its effective. Marketer role is to make those needs fulfilled by advertising it effectively to the mass. It became the training and habit of the people until it is practiced.

Marketing something should be more specific but meaningful. They should inform people in the shortest way as possible that they will be convinced. It also should be organize in a way that the information is aligned properly to let the customer know about it.

We people are the participants of the marketer's project. We are their source of market change and development. By the help of computer networks we are able to share our thoughts and suggestion through the internet and made the marketers decide what's best for their product.

It is good to be a part of the market world. We all should be part of it and we should help each other create better and better technologies and other things. We should learn how to appreciate and think more advance to connect with other peoples thinking.

Integrative Question:

1. Why do market getting smarter, more informed and organized?
2. How will they market effectively?
3. How can the market connect with each other?



**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.**

Normally as we do shopping we just find something that is in our shop list but people today find more than it. They want to buy something that was referred to them as good quality of that certain product.

People are pickier on what to buy. They want to choose good quality and right price. They don't trust brands that are not popular. They want to choose brands that they already been use to and referred. It is like you can buy any ballpen that's offered but they preferred ballpens that are branded because they trust on it.

Market can be easily spread out to people. It is a matter of whether the information that they will get from your product will be good or bad. If it is good then you are lucky but if it is bad that will be a problem.

Choosing the right product to buy is what people do now. They choose where they can have less to pay but good in quality. Sometimes they just relay on what other people say about your product. Some others knew it by the advertisements that made them buy your product.

Having the use of new technologies and network is helpful to be easier in exchanging information about product and services. It is more convenient to the customers to be able to know something about the product.

Integrative Question:

1. How do people shop for their needs?
2. What do they consider in buying a product?
3. Why does networked market gets more customer than vendors?

**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.**

Truly, spreading news is very fast. News that should be a secret won't pass to people. Every single thing that is in that company can be exposing to people. Whether good or bad the news, people will definitely know about it.

Having good news is hard. The good news of your product will last if there is no bad news but usually the bad news takes over the big scene. It is like the people, you do something good for them but when you do a bad thing it will ruin the good impression. So, in a company it is usually like that.

We people when we do shopping, we usually check for the quality if there's no damage and it fit your preference well. It is because people inspect everything they buy as well as they are looking over the products of the companies. They usually believe on the news they got.

People are good at checking out the products good quality. They assure the product that they will buy is worth it. They want to use that product where they can have good value to it. We don't get something that we don't trust. Anything we buy has its own reason and believes.

We have fun of exchanging stories and issues. This is why products on the companies where speeded through stories and issues that had become big news. People easily believe about it because they trust on it. So, when there is a bad news usually people trust on that news because they think they can benefit on what they say and for safety reasons they tend to believe on it.

Integrative Question:

1. How does news spread?
2. Why do people talk about the good and bad news?
3. Is the good news or bad news easily spreads?

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

We all are human beings. Whether you are inside a company or just having your own business we all care about what's happening on our society. "The company" might be the one that distinct on them but we all care about everything in this world. We want to be part of the market world.

Outside the company, people talk about the product and services of the company but inside there are employees that talk among themselves about the product and services. They may be collaborating with one another about issues on the product and services.

Sometimes employees tend to be good at their performance inside the company but there's some bad advantage about it. They may expect more than what you give to them that they tend to leave and find more do be good. People are competitive they want to be the best on everything. Nobody is contented on what they have. We usually want to be higher than everyone else.

Employees are sometimes dangerous when you don't take care of them well in the company. They may be doing inside collaboration with each other and making their own business. But sometimes employees are also can be trusted when you know how to handle them. They put up their ideas together to make the company a better one.

Integrative Question:

1. Why do we need to be part of the market?
2. Are employees in a company good thing or not?
3. What is the benefit of the people working inside the company?

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

Company and corporations have their own way of conversation. They think differently because they want to be the best company. Company's goal usually is being able to give service to people in safe way but sometimes their goal is to be only the best even they have unsafe products.

Companies have their own perspective. They think something that will make their sales high. Sometimes all they think about is the profit that they will get if the company has a high rate of sale. They could be disregarding the networked conversation of the customer's side. They are forgetting the side of the customers. All they think about is the benefit they will get from the people not the other way around.

People should be heard from their opinions, suggestions and request. Having to be heard might help the company's success. It is important to be friendly with customers. Good customer services can give a whole great benefit on the company. Being selfish about own benefit can lead to unsuccessful.

We should treat everyone respect to each other. We are to respect the company and the company must respect their customers as well. They should be giving services that will benefit customers. We are humans we should be helping each other for the success of each other.

We speak to be heard on what we want. If people don't listen to us how can we also be heard from others? We should be exchanging thought that can able to help each other. Companies also should be like this.

Integrative Question:

1. Why do companies have their own conversation?
2. Why do customers not heard?
3. What can they do to be success without harming others?

**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 18<sup>th</sup> century French court.**

The evolution of conversation occurs as generation by generation pass by. The “voice” of the business might be not the same as now to the future. The way we build business now might be different to the future.

The business nowadays market by having brochures, billboards, flyers. But thinking about it this techniques are not quite attractive to people. They are more captured by websites advertisement and network communication. People are more listening to social network advertisement. They believe that what other people say can be truer than ordinary advertisement on papers. They want facts.

As generation may occur through time, I think there will be more accurate way of marketing product. I believe that as the year passes there will be better and better way to communicate to customers and advertising to the people about their company’s product and services.

People are more fun of using computers and making conversation through the internet. I think that the “voice” on business is slowly turning into public conference on the internet. And I believe that there will be more advance technology and way to advertise.

The people are the main cause of the changes in this society. We became smarter and smarter. We became more competitive. We want more than what we have today that we create more high technology to create better way and convenient way to reach each other.

Integrative Question:

1. How do people market through generation takes place?
2. What are the ways people markets?
3. Are we the one who do these changes through time?

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

Shelyn Tiffany Chua  
VERTSOL, OOB  
Sir Paul Pajo  
Sept.28,2009

**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?

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

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde

**Abstract:**

This thesis is about the number 31-45 of the Cluetrain Manifesto. I wrote about the things that I believe is what has been happening to the real world in relation to business. The thesis covers about the importance of communication of community to the company.



**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?”**

Nowadays, only few companies are more close to their employees and market. A lot are more improving on their industry but don't care to their market at all as well as employees. Mostly this companies lack trust and loyalty from their clients and workers which is the important thing in a business.

Truly markets are important to companies as well as their workers. It is the main core in a business having people to work to your company to make it outstanding and get the market's attention to build customers that will make your company successful.

Being able to give benefits to your employees and markets can get their loyalty and trust. It is the most effective way to become known to the people by giving them they need which is benefit. People need something that will help them in any way.

Companies should know how they handle their workers well. They should make them trust and be loyal to them. Sometimes pressuring them can make them more disloyal to the company. Giving them proper motivation which has benefit side to them can give manpower more effective.

The company may have the power to change workers or supplier from the market but they can't escape that the markets and workers are the reason for them to fail or to succeed.

Integrative Question:

1. Why do companies need loyalty from workers and market?
2. Why do companies fail because of lack of loyalty from the people?
3. What can the company do to make the workers and market be loyal?

**Smart Markets will find suppliers who speak their own language.**

Companies are interrelated to suppliers and clients in their business. It is the way to connect with the market and make the company improve more and develop in their business.

Markets don't rely only on the companies that will serve them but they want company that they can relate with have proper communication with. It is why smart market prefers more where they can speak their own language.

Thinking about it if a company has supplier and clients that they are not updating with what has been the process that supplier might as well find another company that will give good service to them. IT is the matter of building relationship from each other to build trust and communication.

Companies should be able to give updates and also services to the suppliers well. They should know how to manage being connected with the market well. They should be able to make the markets stay from being their supplier because they might lose everything if they don't have the market's support.

Sometimes a company that has better customer service can have more market than a company that gives better product. It is because we are people we need communication and relationship to each other to believe on something.

If a company knows how to handle their services well smart markets will be on their side. They should be able to make the market satisfied and happy from what they will get from the company. Market wants benefits that will make them stay to your company.

Integrative Question:

1. Why do companies need supplier's support?
2. Why do smart markets prefer companies that speak their own language?
3. What can the company do to make the market stay on their side?

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

As we talk to each other we create human voice and we are to communicate to other people in a good manner. We speak to other people with proper way and we want to connect with them by saying truthful words.

Human voice is not something that we memorize to say and make them believe what you made up. It is saying something that is useful and that can be recognized by the people. We talk to other people naturally on what came up to our minds not something we get from others.

Human voice is also practical thing we need to talk and communicate with people the way we wanted because it is our choice on what we are to say to them and what you want them to think of you.

This human voice is being acknowledged by the customers in a business because of the natural way of them saying what they sell. It is something that is ordinarily came out of our minds and say to them what we know that will benefit them. It is the employer's way of making the customer convinced.

Sometimes the more natural an employer is the more the customer likes it. Because we are human we want to talk to people in a manner of understanding each other.

Integrative Question:

1. How do workers talk well to their customers?
2. Why do human voice to be natural to people?
3. What can we do to communicate well?

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

Basically, people talk to each other to have someone that will understand them. It is the conversation flow that will take them to understanding with each other.

Human voice is to be voice out naturally which means being able to make the people know about what you want them to hear clearly. This is the way the companies should be doing. They should be good at talking but also they should consider that they are talking to human also.

Business people should not only talk business but also take some humanity in speaking. They should be creating relationship to people as they connect by business matters. It is about making good communication to market.

Companies should include the feeling of the community while talking to people about business. They should know how to communicate with concerning to the market's side.

The market has their own reason why they needed your company and they wanted to be heard. It is the company's role to match it up with their business.

It is important to know the markets concern than to talk to much about the business. It is more about relating it with the market than making the business itself alone exist.

Integrative Question:

1. Why do the companies need to know about the concerns of the communities which is the market?
2. What can the companies do to make the market be involved inside their business?
3. How can they give importance to their market?

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

The people must not stand alone in their society they must build community. A community can be a group of people that will interrelate to each other. It is a good way to make communication with other people.

In a business in order to make them involved in your company you need to consider the community. This is why the community is important from the market itself because it is where we can communicate with other people.

Community will help the people to be more productive and open to people. It is about making them know about you and for you to know about them. It is building relationship to each other and making it work.

For the business, the community is their source of market. It is where they get the information they need in order to improve their business and develop in a way that they can help the community which is the people.

As the business is build it has a target market to consider. It is the community that they will be considering. They will make sure that they connect their business to the community.

A person needs to get into the community to know more about our society. It is about making a contact to each other to build a great relationship and it is what people are. We talk and need a person to get along with that is why community is build.

Integrative Question:

1. Why do people need community?
2. What can people do to build community?
3. Why do companies need the community?

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

Companies have their own time of culture whether they can be popular or not. Companies is depended on what the product they own that will catch the attention of the people. It is on the motive and culture fit that the company stays strong.

Companies should know how to communicate with the people well. Handling customers from different point of view is a challenging part to the marketer because they have to be adjusting to the customer's culture.

Corporate should have proper manners and values inside the company. They should conduct some value that their company will be applying in order to keep their manners right when they communicate to people.

The corporate must be able to adjust the way they are approaching to the community and to the people. It is knowing what is happening to the society and creating good marketing strategy to make the company communicate with the market.

The company is the one that make fit to the society. They are usually the one that makes the move in order to make their company products known by the market. The company should know strategies that will help them succeed in their business. The do their best to make the people want their product and services in order to continually be consistent.

Integrative Question:

1. Why is culture for business relation?
2. What can they do to fit in the culture?
3. Why do the companies need information about the culture in order to stay stable in their business?

**If their culture end before the community begins they will have no market.**

As news and issues came out so fast, cultures should be also like it. Cultures must be known by the people and business people. They should be able to adapt to the culture and make changes if possible.

The companies need to be able to be informed by the community so that they will know what to do next. They should be able to adjust well and change things that should be developed.

The community nowadays is more powerful to the business world. The company is to base their business status whether what the community will be acting. It is the company's way to adjust and be able to make their business stable.

The market is the one that is changing in terms of the culture and way of living. The companies are to make sure they will be able to improve their business in a way that the community will be able to appreciate their products.

The companies should know how to make difference to other competitors. They should know how to make them want their product and that the community will be able to support them so that the products they have will be able to be stable and consistent business.

The companies should be able to adjust to their market and know the culture that has been change. They are responsible for knowing what is happening to the community.

**Integrative Question:**

1. Why do companies are responsible for adjustment?
2. Why is the community important to the company?
3. What can the company do to improve their business?

**Human communities are based on discourse on human speech about human concerns.**

The human voice is a powerful thing that we can use in our daily activities. It can help us understand each other. It is to make us know each other and communicate to other people.

As we communicate to other people, we build community and that where human communities built. We talk to each other and let to know what has been happening to our lives as well to our society.

Human voice know another human voice also which means as we converse to other people they will surely want to understand us as well us we understanding them. It is a way to connect with other people to build relationship and community.

We are humans. We want to be heard by people as well as listening to other peoples concern. We want to communicate with each other because it feels good. Letting other people know about your speech can give you a relief. It is something that can't be taken out to people.

Business needs human speech and human concerns it is for them to know what people are thinking and what can they offer to be better company. They are the one who give benefit to the community and they do this to make their company known.

Companies also need human community's information. They are to evaluate human speeches and concerns to be able to adapt to the community.

Integrative Question:

1. What are human communities?
2. Why is human speech and human concern important?
3. Why is human voice important to people?



**The community of discourse is the market.**

People love to talk. They want to make a dialogue. Dialogue can reach any people with any language. It is a way of communicating and developing more of you. Dialogue can change one's person perspective. They share and exchange experiences to each other.

The community has their own groups of people with the same way of thinking. They share their own experiences and opinions that came up with human community's conversation. It is the way they communicate with each other to know more about an issue.\

The community is where the market comes from. It is made up of people talking and working things up. They want to build relationships and communication to each other. The community is making issue and culture starts. It is where people bring up their opinions and creates a market conversation.

The market is the business customer. It is where the people talk about certain topic and letting the business know what they can improve and change for the better. It is a way to communicate with companies and market the community conversation.

The conversations, dialogue, and communication that is build through human speaking is the result of having a market. Market is the one that involved the people that needed company to bring them benefits and useable product or services. They want effective and efficient result by the company.

Integrative Question:

1. Why does market need dialogue?
2. How is market built by community?
3. Why do people do conversation?

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

Companies need the community. In order for them to be known and popular by the people they should know how to be close with the community which is the market. Market is the source of success of once company. Once that company has a support from the people they surely be improving and have high profit.

The community has conversations that the company must be responsible to know about it. They should know how to interact with the market and to be able to know what community's opinions are. They must be good at catching up with the community because it is where they will relay their strength.

When a company doesn't listen to the community they might as well fail. They will lose money, support, image and business. The community's power is too powerful to don't mind them. Companies should know how to be able to communicate with them well.

The market is where new products came out. It is because they suggest and talk about something that they need that the companies responsible of knowing it and trying to make that need they want. It is something that we all need in order for a product to be built.

A company should know how to understand the community well. They should properly experiment and discover the needs of the people and do better service for the people.

Integrative Question:

1. Why do companies need to know about market's conversation?
2. What does community discourse importance?
3. Why do companies need community in order to survive?

**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.**

The companies main goal is to make their product be known by the market. They want their product to be the product that will surpass other brands. The product of a company is important to make their business at its stability.

The companies have a lot of competitors and in order to be more productive than the other they must have good marketing strategy to make the people want and need the company's product and services.

Sometimes their competitors are the customers and employees that are working at them. It is because the customers find another brand that will more satisfy their needs. The employees are sometimes the one that creates an issue about the bad side of the company. These are some issues that are happening.

More employees have lack of loyalty to their company. They might break the rules and tell other people the secret of the company which makes them the competitor. The company must be able to protect their company and give more motivation to their employees to have their trust.

The customers that are regular to them must have more beneficial to make them stay to their company and be more source of marketing to other possible customers in the future. The protection and care you gave to your customer is a big thing to a company.

Integrative Question:

1. Who are the company's competitors?
2. What can they do to be more competitive?
3. Why does the company need to be more protective to their customer and workforce?

**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.**

Market is an important thing in a company. It is the people's support that will give a company more power and success. Market is what company needs to be able to improve their company.

The market of a company is not only based on the customers and people in the community. It also involves the people inside the company. This is harder to believe but the more people know more about the company they tend to become more disloyal when they know something that is bad about the company. But when it is good they may be the key to more productive company.

The people inside a company are the one that talks about more about the company's way of business. The employees should be the one to keep the customer more loyal to the company. They should be able to be more loyal to the company so that they can be able to market their products to the customers well.

The employees that you will choose to be part of your company must be trusted in any way. It is because you will give them information about the company that is confidential. They must be able to be professionally trusted to what the company is about.

The company must be able to be more close to their employees it is the way to make them loyal and trusted to the company. The company should be always reaching out to their employees.

Integrative Question:

1. Why do people inside talk about the company?
2. What can the company do to make their employees trusted?
3. How can the company continue their successful business in terms of keeping their employees loyal?

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

Conversations are the most effective way to make relationships and connection to people. It is to know more about them and create good interaction to each other.

Corporate do conversations each and every day. They talk to each other to build connection and make more productive business. They also choose the right time to make such conversation right.

Business people use networks to communicate with their employees and customers. It is more convenient for them and easier. They use this method when it is needed and appropriate to the situation.

The companies should know how to handle communication to their employees in a right way. They should know how to talk to them in a good manner and convincing way. They should be able to communicate well because it is the only way to make them be known by the community.

The people nowadays are more convince and encourage when they are being listen and understand by the community. The companies should be able to get closer to their customers as they reach their position at its high.

Conversation can truly make people understand each other. It is an important way of communicating and knowing each other to be able to build relation to each other.

Integrative Question:

1. Why do people need conversation?
2. Why conversation does needs to be at the right time?
3. Why does companies needs conversation?

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

Every company has their own rules and regulation it is to keep the people that are working there to be in proper manners. It is important for a company to have policies that will make the workers be more responsible to their action.

The workers inside a company must know their policies and rules inside their company. The company must be able to let their employees know about it. It is something that a company must declare. The company must be able to spread it out to the employees.

Companies policies can help the workers to be more good example to the people. They will be at good manners and proper. The companies should be able to not only conduct rules an regulation but also make their employees apply those policies.

The company must have a good plan to make their employees follow the policies in order to keep the company's name at good terms. It is a good way to make their employees be professionals and outstanding.

The employees should be convinced to do these policies. It is a good training for them in talking to customers in proper way and good manners. It is a good way to have good customer service to the customers and make them more convinced. It can get the customer's attention and loyalty.

Integrative Question:

1. Why does the company need policies?
2. What can they do to make their customer follow those policies?
3. Why do the employees need these policies?

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

The employees inside a company have their own interest and likes. They might be having different interest that is hard to get along with. The company should be able to catch the employee's attention. They should know how to handle their company well.

The topics that are being discussed must be something that can catch their attention. Intranets are more about personal and private network. It is more of professionalism and work. It may tend to result at boredom because it has less interaction. The lesser the communication and correlation to other people the more an individual is more focus but more bored to his work.

The people like to interact with other people. It is their way to make more connection through network. Intranets give more private network. It is more of business matter relation and it may give more work. Intranets might be important but people are ignoring it. They want something that can make them communicate.

Individuals will be more productive when there is conversation. They want to have more communication and relationship because they found it better than working alone.

The corporate can build intranets that will interrelate to conversation. It may help boredom become interesting because they work together and communicate to each other to give better results of business. The employee's working together is a good thing to build more productive company.

**Integrative Question:**

1. Why do the companies need more productive environment inside a business relation?
2. What can the company do to make their employees be more active and responsible to their work?
3. Why do intranets tend to give boredom to individuals?

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

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde



**Abstract:**

This thesis is about the 46 to 60 of the Cluetrain Manifesto. It is the communication and management of a company to its market. It is more about the policy and management of the company. It is about the rules and regulations and how they handle their workers inside the company.

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

The intranet is about personal connection. It is more about individual network. This is more of a person's more privacy network connectivity.

This intranet will be good for the employees for them to take sides and share opinions about their view. They could have more open in the things they want to say. It is more of sharing and exchanging thoughts and feelings. This will give the workers more freedom of speech. It is good for the workers.

The intranet enables the people and workers to have consultation and confrontation on the feelings and suggestions they wanted to request. The workers will be more active and cooperative in the company's interaction.

The company will have more open communication and understanding with each other. By intranet they will be able to come up with a good agenda and be able to make the workers feel comfortable about it.

The workers will be able to be closer to the company. They will be able to communicate well with co-workers and have harmonious relationship. This will enable employees to be more motivated and comfortable with the environment.

The company may able to achieve their goals and perspective on their agenda with good communication and unity to the company's employees. The company will be able to have better management to their business processes.

Integrative Question:

1. Why is intranet helpful?
2. What can the intranet do to company's agenda?
3. Why do the workers need intranet?

**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.**

Intranets maybe a helpful tool for the employees but that doesn't we should relay on it. Intranets can be a need and supportive to our opinions but as we relay on it employees are too depended to use intranets that they might forget the real deal.

The employees must be able to balance their work and cooperation to the company. The must know how to use intranet in the right time. They can't use it every time because they might become depended to it.

The company must improve in their business not to become steady on their business process. It is good to became consistent but not steady the company must be consistent in improving their business all through out.

The company must be able to know how to control the network conversation that is revolving in the company. They must be able to balance the network conversation to the real goal of the company that is improving on their business.

The employees must cooperate with the company. The company must be able to get their employees focused on their business as well as making them active in their social living in relation to their business.

Integrative Question:

1. Why does the company need improvement?
2. What can the company do to make their employees work better?
3. Why can't the company be depended on intranet?

**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 corporate intranet must be a respectable and proper conversation inside the company. They should be able to do work conversation in the intranet. The employees must be more respectable to the company's conversation.

The problem mostly is that employees are hard to be motivated and convinced. They should be able to get the attention of the employees. They should make them be more motivated and focused on their work.

The company should give some rules and regulation so that the employees will be following it. They should be moderately strict in a way that the company is a friendly type but also strict one. They should be able to make employees do their work, have conversation connection to the progress of the business.

The employees that are not motivated might turn out to be like a marketplace. It is because they will tend to become more opinionated that it will become more aggressive and have a wild conversation that will be an inappropriate to the company.

The company must be able to make them respect. They should give proper training to their workers. They must make them be more professional in speaking and working way.

Integrative Question:

1. Why do they need to be fear and give rules?
2. What can rules do to make them be motivated?
3. Why does conversation can become a marketplace?

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

The org chart of a company is handed to become more organized and proper in the company. It is helpful to understand the roles of each of the employees and give them their duties. It can give you more planned and organize for the company.

Managing a company can help the people be more knowledgeable to the company's employees. It will enable them to know more about their role as a worker in the company. It will create more proper management to the company.

The company management needs organization that is why org chart is helpful for them to handle business. It contains the workers role and orders. It can be able to show the detailed part of each of the workers inside a company.

The business of a company has many goals and plans to be able to have successful one. The use of org chart is to make those goals and plans work by the employees. It is like a guide for them to know who will do the work. It will give employees more understanding and cooperation by the workers.

The workers must be able to fully understand the org chart in order to make the business management of the company work in the right orders and become great improvement.

Integrative Question:

1. Why do the company need org chart?
2. What is the use of org chart?
3. Do the org chart help the employees?

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

The generation today has become more knowledgeable in doing org charts. They made it more updated that becomes hand-on knowledge. The abstract authority which is the theoretical one is less functional.

The workers were more fun of new things. They want something new and that they can be attracted with. It is more attractive in a way that it has also worked out the way that it is informative. It can give more good approach to the reader.

The org chart is more advanced and knowledgeable. It gives the employees more encouragement to understand the org chart well in order for them to have them be motivated to work.

The employees should be able to work properly and in order to make them work they should know what are their responsibilities and work. It is their goal to know their job well and to make it work better. The more the company has better org chart the more the employees will be more informative to their job.

The company must have org chart that works well and that the employees could understand. It is their source of managing their employees and giving them the right information and parts in the company.

Integrative Question:

1. Why do workers need more informative org chart?
2. What can org chart do to help workers be more motivated in doing their work well?
3. Why does company have hands-on knowledge?

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

Having a company means having rules, management, business in order to have consistent company. The company makes management and they are the one who decide how they will manage their own company.

There are many ways on how you will manage your company. It is better to make it more manageable in order to give your employees instruction and monitoring. It is to give them motivation in working and making progress in doing their work.

The typical management that works on a company is reinforcing bureaucracy where they are civilized and have authority inside a company. This is more of having respect to the one higher to you in terms of position. The power tripping is that you should have the power to make your work successful. It should have proper application and progress. The overall culture of paranoia is having rules and regulation that will make their employees fear in order to make them follow. It is a way of making strict rules that should be followed to have organized management.

The company must be able to make management styles working in order to have successful business process. It is to enable the workers be guided and motivated and have a right way to make a progress and improvement.

Integrative Question:

1. Why does the company need rules?
2. What is the management style of a company?
3. Why does the company need controllable management in order to have successful business?

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

The company needs conversation in order to have harmonious relationship with each other. Employees use conversation in many ways they need to. It is an important tool to be able to get what the company need.

The paranoia leads to making the employees be careful on what they say that turns out that they are more scared to open up. It can result to less talking and more of work that sometimes leads to unsuccessful project. Paranoia gives fears to the employees. It gives them the thought of be more alert to what they say. It turns out that employees don't talk anymore and there are no conversations anymore.

Having no conversation inside a company might be able to lead them to their end. The company needs conversation in order to make sure that their employees understand well what they do and also to have harmonious relationship. The more they have conversation the more they could feel at ease and they could work better.

The company must avoid having too much paranoia they should balance it. They should understand that employees are people they need to feel comfortable in doing their work it is their way to make successful business.

The company should know how to settle their management style well. They should do a management style which could fits the employees comfort zone.

Integrative Question:

1. Why does the company needs balance management?
2. What can paranoia do to the company?
3. Does paranoia kills company?



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

Conversation around the society is normal. The conversation is what people do in their everyday lives. It is a tool for them in social and business life. This conversation can give a lot of contribution to our environment.

The conversation has been evolving on two ways. This two are market conversation and the conversation that was held inside the company. This conversation helps them communicate and make new encounters in the society.

The conversation through inside the company is their business related conversation. It is where they talk about their business proposals. It is about exchanging thoughts and suggestion on making a new product. It is about producing a new product or services to the market. This conversation helps them communicate well and have more successful results in their company.

The conversation in the market is for their opinions about the company. The market usually talks about conversations about the product and services of the company. They usually criticize and comment about the company. The market can also help the company because by their comments the company can improve more on their wrongs.

The company and market make conversations their connection. It is their need in order to have more conversation and network communication. The conversation is what they need to have understanding to each other's view.

Integrative Question:

1. Why does the company need conversation?
2. What can they do in order to help each other?
3. What do the market need conversation?

**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.**

The company needs conversation in a way to communicate and understand well but sometimes it can be overthrown by power and higher position which lead to misunderstanding, fear, and no unity inside the company.

The command and control that the company do in their management is sometimes inconsiderate to the workers. It may lead to failure communication and sometimes may lead to misunderstanding. The way they lead their workers should be well taken care of. They should know how to handle their employees well.

The failure of a company mostly is about the military management that the company implements. The company sometimes becomes strict that they lose their company because employees are not happy about the rules and regulation.

The company should know that their employees should be treated well. They should know how to handle employees in a way that they will be able to agree to the conditions in the company. The rules and regulations, commands and controls is important but they also need to know their limitations.

The company's success is depended on how they manage their business well. They should know that employees are important in their company because it is the man power that can lead to their success. The way they communicate and connect to their employees is how the employees also approach to their customer. If they have good management their employees will have good service to their customer as well.

Integrative Question:

1. Why does the company need good management?
2. What can the company do to prevent failure?
3. what can the company do to keep employees?

**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 management of a company is one part of a company but there is other more important thing inside a company. The way they manage their employees is depended on the policy and rules they have. It is important to have policy but limitations should be known by the doer of the policy.

The workers need rules but they also need their freedom. The workers need to be comfortable on their job. They should have good relationship with their boss. The employee's success in work is having good relationship with his co-workers. It is because if a person feels comfortable in his environment he can easily do his work with his best.

The market will have trust to the company if his employees give good service to the customer. The distrust occurs when the worker give unreasoning answer to the customer. The way the worker communicates with the customer is one big thing to the market. The worker's good service comes from the good management that the company has. If the company has good communication skill to his employees the workers will be able to give good communication and service to the customers.

The company is the one to be relay on. If they have good management that the workers could agree to the workers can have good mood and have good conversation to the market and as well as the customers.

Integrative Question:

1. Why does the company need management?
2. Why the company does needs to be careful in terms of command and control?
3. What can they do to prevent distrust from workers and market?

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

The company and the market are interrelation to each other. In order to become success a company must be able to connect with the market and for the market their need is from the company. Both of them should have good conversation for them to together have achieved what they need in their daily activities.

The company needs the market. The market gives suggestions comment and their criticism because they want the company to have better product and services to offer. The company collects the market's comments in order to improve and develop their product and services. The company has their own goal and in order to achieve it they need to have good communication with the market that will help them have the market's trust and support for them to continue succeed in their business.

The market needs the company. The daily needs of the people come from the production and management of the company. Most of the things we have is from the company. In order for us to survive we need the company to build improve and create better products that will satisfy our needs. The market is the people. The people are the one in need. We need food; shelter, clothing and many more and we can get all we need from the company.

The Company and market should learn to communicate well. They exchanges needs and they should be able to give good benefits from each other in order to survive.

Integrative Question:

1. Why does the company need market?
2. Why does the market need the company?
3. What can they both do to help each other?

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

The competition on the companies always occurs in everyday of their business world. The competition occurs that the company has been struggling to have the better product to have more customers that will support them.

The smart companies are the one who do their best to be the first one to offer the best products. They are intelligent enough to know what new product they could offer that the market would probably need.

They are competing for the best technologies to come. It is the goal of the company to have more advance products to give so that it will be accepted easily by the market. The more they give good services and product the more customers will stay to them.

It is not only having new products to offer. It is also having products that no one has ever done and that it will offer people with more benefits. Having good product not only depends being new it depends on the quality and services that it can give to the customers.

The people need new technologies to satisfy their needs. The more new technologies occur the more they want new things to come. The goal of the company is to offer new products that will surely satisfy and give benefits to the customers. They should be able to catch the attention of the people and also give benefits to them that they will stay to the company.

Integrative Question:

1. Why do the companies need improvement?
2. What can the company offer to have customers?
3. Why some companies are can be called smart?

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

Truly, it is hard to find new ways to get out of the way. Having new and advance product to offer is hard to produce in the company. A company must be good enough to offer good product and service to the market.

The companies that are smart enough have more customers. The customers want product that will give them benefits and good services. If a company has no good services and their product are not good enough to offer to the market surely it will fail in the most earlier than expected.

Having a product doesn't mean it is successful. Having a product that has good quality and benefits is the one that can lead to success. Achieving success is from the people's support and trust. When the market has your support it can push you to more successful product and services.

The companies hasn't have wised up. It is because inside the company they should already mange their IQ or knowledge to give better products. It is the employee's goal to give good products and service to propose to the company to offer to the market.

The employees and workers on the company must know how to research, build new creativity and know the needs of the market and offer better results.

Integrative Question:

1. Why do the company needs to be wised up?
2. What do the company needs to do in order to create better result?
3. Why do the company needs to cooperate well to the market?

**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.**

The companies have different views in managing. They have different way to promote, advertise, manage, and do their business. The differences have their own customer's satisfaction. The way they handle the business is how the people choose whether to whom they will trust.

The companies have their own perspective in the business. The market is to look at their business and comment on it. If companies don't want to be at the bad impression they should be able to know how to settle things well. They should know that the market are nitpicky they want that their expectations to be achieved. If you don't achieve their expectations they might not give their support and trust to the company.

The people had always been talking about companies. They had been thinking about how old-fashioned and less modern the company was. It is because the trend today is different from before and some companies still stay by the trend before. If they continue to do this the people will just talk about them and at the end they will lose the trust and loyalty of the customers.

The companies that are smart enough would probably prevent this kind of conversation. If they don't want to be talk about they will surely do something about your product. It is the company's decision to improve their company's life.

Integrative Question:

1. Why does the company need to be careful on their business decision?
2. Why do they been talking about the companies being quaint legal fictions?
3. What can they do to prevent this?

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

Sometimes when a customer is not satisfy to the services the customer might had been thinking to talk to the company and might as well tell them to make changes and give more benefits to the customer.

As the people always say, customer is always right but sometimes they might had been too judgmental that blaming the company's mistake becomes a big controversy. The company has the blame but don't make it bigger from a single mistake.

The company's struggle is having a controversy that their product and services has not been good enough. The market has always the right and companies had been scared to this issue because it might give them big issues that might spread and turn to their failure.

Smart companies would probably do something about it. They might as well give more benefit to the market and also change for the better.

Companies should be good at communicating with the company in order to give them good response. The market should be convinced by the company. It is their management and communication skills that can give customers and the market a good impression for them.

Companies should be always careful on what they do and what they say. They should also entertain the market to give respect and also listen to their complaint and make a change for the better.

Integrative Question:

1. Why does the company need to listen to the market?
2. What can they do to offer better result?
3. What can the company do to prevent complaint?



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

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde

**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 starts 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?

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

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde

**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?

**The Thoughts I wrote  
in the 7 chapters  
of Cluetrain Manifesto.**

Shelyn Tiffany Chua  
De La Salle-College Of Saint Benilde



## Chapter 1

People die. It is something that we can't get out of our lives. We live for the purpose of having memories and treasure before we die. We create relationships and bond with other people because we know we want to be remembered when we die. Maybe not all the people accept the fact of death but one time or the other we will come to a point where we should accept. The people had been treasuring life as to the fullest. They do things that they know is worth it and will be able to make them satisfy. It is because we want to feel that we accomplish good things before we die. In business having a company has also its end. Some business works a long time, some had its end from the start. There maybe a long life on a business but as generation and time passes it also has its end. The business has length of living in terms of business world. There maybe end on business but the contribution they give can to the people is something that will be useful to the future business. A new innovation is come from old ones and thanks to that business that had ended that new innovation had been popping out so well. We die as well as business has its end. We maybe treasuring memories while business are treasuring their product because it can be useful. We should be able to contribute to the world just like how business had contributed a lot to the world.

When the internet started it was new to the people that they don't know whether it will be long enough to implement or it will come to its end easily. People are started thinking if they will try it or what. As curiousness occurs, people simply discover the usefulness of the internet that the people had been very reliable to the internet. This happens over and over that internet had become the communication and social connection of the people. The people had been using internet for games, fun, interactive, business matters, and exchange of conversation, social communication and network. In this situation people had love the internet and almost all people had been relying to it. Even issues and new things to know can be easily spread through internet. Conversation through internet came easily for the people. It is a tool that can be really useful in business, social and issues. Many programmer and analyst that made the internet possible had been giving their best to make the internet a good contribution and business to people. Now, its not only for what they had thought of giving people new way to research it is a way of communication to people nowadays. Internet was really a big thing to the society that the people would probably will be treasuring until its growth became better and better. The internet was something that the people probably will be using. It

is a helpful tool for us and we want this to become more improve and developed.

The business world needs internet. It is the source of their business process. The moment a company started nowadays they need technology that will support their business. The need of internet had become the reliability of the people. It is their need for communication and connection inside and outside the company. Having internet has a great help to business world. Not only fo the company itself but also having the market know the company well by browsing using internet. The use of internet has been a wide range these days. We had needed and relying to it for it is a powerful tool in terms of connecting to people.

Conversation usually is a goal to success in terms of business and social. The people inside and outside the company are the market itself. They are the decider and they are to implement things that they think will benefit each other. We people create connection and communication in order for us to be able to fulfill our mission as a human being exists in this world. Conversation and creating dialogue will help us improve and develop our learning and build new technologies that will be able to benefit other people. The moment we contribute something to the world is what we can say that we are part of this world. There maybe its end but the contribution you give has a meaningful contribution to the society.

## Chapter 2

The Web is now one of the powerful tools by communicating with the market. The people nowadays are more interested in searching on internet and websites. It is because they feel that this is the way they can have more open communication by exchanging thoughts and feelings through comments and suggestion on websites. Companies and business are now creating their own websites. It is because they believe that the people will be more relying on internet websites. The company can easily reach out to the market by knowing what they want in the website's comment.

The voice is an important thing to our lives. It is something that we people need in order for us to express ourselves, our feelings, and our beliefs. The moment we speak from our hearts is the moment we create communication to the community. Voicing out our thought can help a lot to our community. It is because the voice is a connection to people for them to know what they don't. In business world voice is an important thing for them. It is because they need it for creating dialogue to their customer and also they use the voice to manage their employees well. Management to a company is an important thing in creating relationship and building a better environment in a company. Having a good voice in terms of ruling inside the company can result to a good company. The voice of the people is measure on how they express themselves.

Websites are also way to voice out their feelings. In this way, the voice of the people can give the company feedback, In this way the market can give their suggestion to the company and the company can give a good response to the market. With this, they can easily grow and improve their company in a higher level.

### Chapter 3

The people need communication. They need conversation in their daily lives. It is something that you can't take out of daily activities to the people. Nowadays, there are new ways to communicate and make conversation to the people. In which, they had been using technologies and new innovation in having conversation. Network conversation is popular nowadays. They had been using email which is a useful tool in sharing files and conversation to people. The newsgroup is also one of useful tool in a way that a group of people can talk to each other at the same time in convenient and faster way. The chat is also a communication to other people like talking to them with quick response. Websites are also popular especially on business. This can enable the market to share their feedback easily.

Network communication could reach millions and millions of people around the world. With the use of internet and websites, anyone around the world can easily access and communicate with other people in any place of the world as long as they have the internet and technology. This had been a big help to the business who are having partnership or supplier and buyer from other countries. The customer are also relying on new technologies nowadays and if the companies want to be able to communicate and reach out to the people easily they should be communicating well to other people by the use of this new technology in order to follow the trend of this new generation. Companies that are stuck with the old way can be turn into failure. Managing a company and communicating to the market should be taken seriously. They should be able to make something that will be able to catch the attention of the people.

## Chapter 4

Truly, market creates and builds the conversation. As, the people talk and communicate to each other they are building connection to each other. The moment that the people have this connection they are starting to talk about what they agree to each other. Mostly, this is where conversation starts. The market is talking about the products and services of companies. It is to make sure they have the same idea to one another. And if an issue starts to revolve around the market surely it will last until the company had to respond to it.

Using the new technologies such as internet and webpage the conversation of market had been more active. They had been sharing and exchanging thoughts by commenting and suggesting on the webpage of companies. They are also having forums and blogs about how good or bad the product is. The market is uncontrollable factor in business. The company can't control on how the market should and to act. The more the market had been talking about in a certain company or product, the more it will be a big responsibility of the company to make it a good and satisfying product. The people can be bad about products but they should probably make a difference so that the people won't be giving bad impressions about the company. The company should be able to give a better feedback to the people so that the company will last long.

The business world can have own conversation. They can be able to make their company a good one. It is a matter of having the good voice to manage the company well and handle customer in a safe way. Conversation is everywhere an in order to be part of it, make sure you have a good point. The company has their own power to speak out and as well as the market. It is a business world everyone should participate in the good of living.

## Chapter 5

The business world had been growing and improving. The new company that will be entering will be having a hard time. Creating communication through business society is quite hard to get. It is because people had been use to what they already been trusted. Having new thing coming up to their way will be hard to accept. The conversation on a business is important. Inside and outside the company there should be proper communication. The people inside the company should be having a good management in order to build up their company to its best. The communication outside the company should be giving attention with. Having conversation to the market is quite hard to enter. It is because they have to be comfortable to the company in order to gain trust and loyalty from them.

Having your business hyperlink is a good thing to be able to get connected to the market easily. Using website is a tool to be able to communicate well to the market. Website of a company should be properly mange and known by the people in order for it to get feedback. Connection to the market is important in order to get their attention. The moment you get their attention the company should be able to give proper service to the customers.

The company really need website. It is like the connection between the company and their entire customer around the world. It is important in order to get clients easily. The voice of the market will be determined by having conversation. Websites can give conversation and that is why it is a powerful tool in companies to improve.

## Chapter 6

Having proper conversation to the market should have a good marketer. The person that communicates well to the listener can be able to get their attention easily. It is on the person's way of dialogue that he or she can have the attention of the other person. In business the worker should be able to send or give information to the market in a way that they have proper conversation to give. The worker should be relaxed and comfortable while talking and also honest and straightforward to what the responded wants to know. It is the matter of getting their attention and also to be able to convince them to participate.

Truly, website are now a popular tool. We may depend on it but we should always consider the trend as generation occurs. The web can only be a helpful tool for the company to build up more clients but having the trend to follow is important information that the company should be able to follow. They should consider the fact that the people have different views and way of knowing product and services. They should maximize the marketing strategy in order to have customer that will be loyal to them.

The fact that competition occurs on the business world is something that the company should be careful about. They should consider all the possible risk to happen. They should be able to have a plan in every possible situation. A company that has a good plan last long in the business world.

## Chapter 7

A business can be a start of something new to the community. It can give new innovation, invention and contribution to the world. The moment they contribute to the world is giving something that will make the people know you. It just that it is the matter of the good you can give because if it's a bad thing it will just end easily. The contribution of a new innovation can turn to better creation in the future. All of the people have the capacity to move and improve widely in the community. The more they contribute the more our world could be a better one. Just be sure to contribute for the good not for the bad.

Maybe the future has a new technology and we don't know what we can bring to the world. The important thing is to build, create and improve innovation now and let the future lead us to what could be better for our next generation. The goodness of the business is that the product and services will be acknowledged by the people. We should make the business now a better one and create new things through the time grow. We should make the present time a good one so that the new innovation for the future will be more advanced.

The company has their end and in order for them to live another company will take advantage of getting the good points of that company and improve it. A good business people are the one who improve the old one.



**Reference:**

1. <http://gapingvoid.com/2004/06/27/the-hughtrain/>
2. <http://www.cluetrain.com/>
3. <http://www.dangerouslyawesome.com/cluetrain-a-day-social-graces-for-business-and-technology-in-2009/>