

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

Shelyn Tiffany Chua  
VERTSOL, OOB  
Sir Paul Pajo  
Oct. 5, 2009

**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 satisfied with the services the customer might have been thinking of talking 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 have 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 been right and companies have been scared of 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 results?
3. What can the company do to prevent complaints?