

The Thoughts I Wrote in My First Thesis

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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 18th 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?

Reference:

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