

CLUETRAIN MANIFESTO

THESIS 1-15

Bernas, Albert T.

De La Salle-College of Saint Benilde

ABSTRACT

This chapters talk about markets, the company voices to humors on how to take their market attention and trust. It also explain on how to be human with real human voice which means honest and straight to the point.

Bernas, Albert T.

“Markets are conversations”

“Markets are conversations”, to start with my reaction let me explain what I understood about Markets and Conversation is that Markets is where there are trade of products like gadgets, sports item, food, raw materials, cars, tools, equipment and many more it is also a trade of service like technical service or consultation services. And Conversation is a communication of two or more people, this also includes different kind of conversations it can be personal, public, service related, things and stuffs, news, fact and many more.

In the statement “Markets are conversation” what it means to me is that in market there are always conversations going on, it can be about buying or selling products or services. When people hear about market most people would think of markets that sell vegetables or other food like chicken, fish, beef and etc. but market isn't only that, there are also market where it means that what is being sell today in the present, example technology like laptops, computers, cellphones and many more it also can be a market of different products. In our present time market is an important role in the economy of our country because this circulate the money of our country, imagine our country without the circulation of money nothing would happen.

I think in the future market would be more important because of increasing population of the people who needs foods, shelter, equipment, gadgets and many more. So main meaning of the statement above that markets are conversations is that any kind of market have and needs conversation because if this doesn't happen there are no deal or agreement between two or more people.

- 1) What did you learn from this thesis?
- 2) Do you believe in this thesis? Why or why not?
- 3) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Markets consists of human beings not demographic sectors”

“Markets consists of human beings not demographic sectors”. Markets are those people that play as consumers of products and the place where they meet is the marketplace. And demographic sectors is a term used to describe age, young or old, income, marital status what is meant is to describe it by group or population of it.

Markets consists of human beings not demographic sectors is true to me because in every market it doesn't count ages, sex, status and income because if I'm the company that will sell my products to the market I will make a product that can be used by all type of people because my market will be a larger market consisting of every type of people. Example, Imagine that you only sell a certain product to one demographic sector which is females then most male can't buy and use your product because it is only sold to females, this would already be a big loss to your market. But what is good about markets is that it is for all it's their choice to choose what they want as long as it is good for them then not a problem at all.

Now in the present market most company would want to have a product for every consumers because of the income that they can get from, because it would be a larger market which means more income for the company. In my point this is a good idea to choose because of the reasons show above, it is not bad to this kind of thinking as long as it won't harm others because this would be a income for me and also the consumers would get what they want.

- 4) What did you learn from this thesis?
- 5) Do you believe in this thesis? Why or why not?
- 6) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Conversations among human beings *sound human*.they are conducted in a human voice ”

“Conversations among human beings *sound human*.they are conducted in a human voice ”. Conversations among human beings sound human of course because only we human understand our own human speech and language and conversations among humans is in a sense of respecting or the way we talk to each other because we human beings communicate more on our voices. Because of this, human beings would make their voice into a more human voice that shows what kind of human are they because speaking with a human voice is behalf of what you are inside that is why they are conducted in a human voice.

That's why human being should know how to sound human because it is an important part of human which is the conversation, just imagine you yourself that doesn't have conversation with other people it would really turn you to a hermit type of human. What if you are walking across a street then you meet someone that you know suddenly he speak to you in a animal sound you will feel weird because it isn't normal. The reason why it isn't normal is because we human has our own sense of speaking in a human way and animals and insects have their own to,

It is very important to sound human and conduct your voice to a human voice because now in the present time conversation among each other is very important because even a misunderstanding in a conversation can cause war between country. So it is important to sound human by showing respect to other human because we human speak thru our voice for showing also what we feel inside us.

- 7) What did you learn from this thesis?
- 8) Do you believe in this thesis? Why or why not?
- 9) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Whether delivering information, opinions, perspectives, dissenting arguments of humorous asides, the human voice is typically open, natural, uncontrived.”

“Whether delivering information, opinions, perspectives, dissenting arguments of humorous asides, the human voice is typically open, natural, uncontrived.” we human whether we are conversing in a sense of good or bad way of informations, opinions, perspectives and as said above the human voice is still natural because of what we human has already experienced of other human conversing whether in a bad or good way.

When human delivers their message to other human they have different kind way of how they speak because we human are uniquely individuals. In business you don't have to change your voice just because you think this would help you have a better business what this mean is that you have to be true to what you really are, you have to tell the customer what is the truth because it isn't easy to gain the trust of every customer. Think of this incident where you lied to your customer and then the situation doesn't happen to be what they are expecting then it would really be a big problem to your business. If your company have multiple people then your voice to your customer would be the combine voice of you and those people in your company or business, so it is very important to make that voice a good voice to others.

It is better to be natural to your voice because it is hard to fake what is really your voice, so when you have already gain the trust of your customer maintain it and don't change it because when you suddenly change it they might not be happy to what you are showing them.

10) What did you learn from this thesis?

11) Do you believe in this thesis? Why or why not?

12) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“People recognize each other as such from the sound of this voice”

“People recognize each other as such from the sound of this voice”. People recognize each other as such from the sound of this voice means that people would recognize each other when others introduce themselves and interact like a human because they already know what is a human voice to them.

In a company a voice that is being use is already a voice of a group of people inside the company, so there are some possibilites that your people that you hired might say bad words or good words about the company. If your employees want to express their ideas and thoughts about the company, be open to then and let them have their voice heard but in a good way because they might have excellent ideas more than what you have, let them express what they want. If your employees says anything good about the company to other customer then it would be a good effect to the company but if there are negatives correct it because it would really help and it is possible that there are more positive words that are given to the customers rather than negative words.

So to say, let your employees be the voice of your company too let them talk about the company to other people because other people would really want to know about a company thru other people too. And if your employees give positive words to others then your company would really have a good time, there are many ways of letting them express their ideas and thoughts about the company just let them blog everyday and even the higher rank of CIO or CEO so that it would help their voice be transfer to other people or customers.

13) What did you learn from this thesis?

14) Do you believe in this thesis? Why or why not?

15) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

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

“The internet is enabling conversations among human beings that were simply not possible in the era of mass media.” today internet plays an important role to human beings because of its usability, availability and accountability, internet is also used today as communication in different kind of way examples are chatting like yahoo messenger, msn messenger and different social networks like facebook, friendster, multiply, plurk, twitter and many more where you can meet other people chat with them share files like pictures videos musics and also blog about yourself everyday.

If your in a company, a internet is very useful also to a company because of its uses and capabilities of knowing what the customer wants by having feedbacks from you companies blog and it also serves as a basis on what are the customer thoughts about the company. One example of a good usage of a internet is a internet base software, because when customers have problems in that software the feedbacks from the customer can be directed to companies website and the company can sent their message thru their website or that software itself. Internet conversation is a free conversation excluding the payment of the internet services that needs to pay for service, unlike in other mass media like television, billboard, news paper and poster. example a television and yes it can send messages by flasing it on the screen but how can the watcher replies to that message. Also news papers, posters and billboard there is nothing to reply to because it is just a paper or poster in front of you.

So to say internet plays an important role of communication in human beings because it gives the services that mass media can't and internet had a wide usability but having postives and negatives side because internet can be use for good purpose like chatting and researching, etc but the negative is that it can be use as hacking, searching pornographic materials and stalking other people.

16) What did you learn from this thesis?

17) Do you believe in this thesis? Why or why not?

18) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Hyperlinks subvert hierarchy”

“Hyperlinks subvert hierarchy”. Hyperlinks in the web is a shortcut or a pointer to another link or object that is somehow connected or being connected it is a link that have the same text or meaning to the present link. Hierarchy is a group that are categorized according to its rank, ability or status of human, ranks of religious people who handle it, or a government by its rank and duties.

In hyperlinks what I know is that it has two kinds of connection the first is the connection of which related to the subject. For example google which is a search engine, when you type something on the search toolbar it would automatically transfer you to the links that are connected or have the same text as what you had inserted and searched for. And the second is whatever the link has connected their link to other links so that people can see what they need and want it is like a pointer to another object. And Hierarchy is a level or status categorization chart like that shows the full detail of the rank or status, it helps people for knowing the organized and catergorized detail of persons, religions, government, family, educational flowchart and etc.

Hyperlinks subvert hierarchy because of its interconnected resources, because any hyperlink can connect to other links if people want and the use of hierarchy is gone because what hierarchy do is to categorized people, religions, ability or status of human and so on. What hyperlinks does is like a connection to many links that have the possibility of not having any connections to what is present in their link. So to say hyperlinks are connected to anything people would want but hierarchy is a categoized connections that are connected to each other.

19) What did you learn from this thesis?

20) Do you believe in this thesis? Why or why not?

21) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

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

“In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way.” internetworked markets are interconnected to each other and also intranetworked employees which are connected inside the company.

when the same has connection they can speak to each other and in what said in a powerful new way is that they can interact thru internet which is a faster and better way but the main issue of this is the trust for your employees because not only you will talk to the customers about the product or the company itself because your employees have their own way too, if your employees really love their job then they would do everything not to loss their job right? So sometimes you have to trush what your employees want to say too and of course they have to be honest and right to what they are saying. Internet today plays an very important role in communication because of its usability and cheaper price. Online blogging, social networks and emalis this serves as the bridge of connections of your employees to the customers because not only the company has this kind of internet connections, we are already in the computer age that's why customers also have their internet connections too and it plays an important role in communications.

So let them blog and let them talk about the goodness of your company because who knows the customer might gain more trust to the company and pick you company as their no.1 choice among other companies then you'll be lucky.

22) What did you learn from this thesis?

23) Do you believe in this thesis? Why or why not?

24) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

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

“These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.” networked conversations have been a popular communications today it is a fast way of communicate thru the internet and in our computers or laptops. In there friendships, enemies, trading, scamming and many more can be experienced.

Exchanging of ideas, knowledge, issues, tips and suggestions are best and fast in the networked conversations because of what I've just explained above. In a company employees or the company itself can communicate with their customers of what they want or what they need it means what kind of service or product they wanted for the company to produce or give then they would buy the service or prduct of the company because it is what they wanted. So for example many customer want a cellphone that is water proofed and they would surely buy it if invented or produced by the company then listen to them because they are using your product and they know what they want is also best for the company. Another example is you have a present product that they are using but they found out that there is a problem or need to improve in the product then let them have their voices thru the internet and then communicate with them serve them because they are your market, without market your company won't be earning money. After what they suggested then make a study out of it, learn how to improve it or change the deffects then release it to them tell it to them then ask for the feedbacks.

Internet communication is a very useful, helpful and fast way of communicating, so make a good relationship with your customers and exchange ideas, knowledge and thoughts with them so that both the company and customers will work together and get what they want. The company won't just earn money but also gain the trust and loyalty of the customers by serving them a good service in communication.

25) What did you learn from this thesis?

26) Do you believe in this thesis? Why or why not?

27) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

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

“As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally” Markets are which consumers buys product or services and marketplace are where those people go. A networked market is a market that is used by internet for communications or other trading purpose.

Today markets are getting smarter, more informed, more organized because of the informations that are passing thru the network which was faster than any of mass media because of its usability and affordable price of internet connection and when service of internet is always there you can connect to it anytime you want as long as there is connection to the internet. That is why there is a network for everyone and that is the reason why informations are being pass so fast, not all informations are free but there are a lot of free informations like news, ideas, thoughts, tips, data and many more. There are also informations that needs to pay before accessing the information but what I'm really pointing is that the reason why participating in a networked market changes people is that they can easily get informations from the internet network where people are there sharing ideas.

So to say networked markets is a very wide market because internet can be use by the whole world and informations share by everyday people are being mixed and connect into a more better information that today we have in our network and that is why people today are well informed and organized but the possible downside of it is the wrong information that can be get from the internet network market.

28) What did you learn from this thesis?

29) Do you believe in this thesis? Why or why not?

30) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“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”

“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” networked markets is used as a networked communications where ideas, datas, tips and thoughts all of this which is the information.

People in networked markets would get more better information from each other is because other people have their own experince about a certain issue or a product that is being talked about and they know the effects or used of it. The reason why they are far more better information than vendors is because vendors will do anything to sell what products there are in their list or market because they want consumers to buy everything so that they would earn money. But the problem here is that people in the networked markets want to know what is better in terms of product to use because they don't want to spend their money just not getting what they want, so they would ask around in the networked market to know more informations on what is better to use among other lines of products, the cost and where to buy it so that when they go their it would be convenient for them already.

So to say vendors should also know what is needed or recommended by most people because that product would be more easy to sell due to its demand and also what is better on the products. So the business vendors should get the trust also of the people even that they would listen to others more than they listen you your business people.

31) What did you learn from this thesis?

32) Do you believe in this thesis? Why or why not?

33) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“There are no secrets. The networked market knows more than the companies do about their own products. And whether the news is good or bad, they tell everyone.”

“There are no secrets. The networked market knows more than the companies do about their own products. And whether the news is good or bad, they tell everyone.” networked market has many effects on people, business and many more the effect of it to people is the informations that are received good and bad examples of bad effect is that people might got wrong information that can harm them and good effect is to educate them with the present informations.

Yes, there are no secrets because the networked market or the people knows what the effect of the company product and that is because they are the one who is using the company product and they would share it to other people either good or bad is a good information for each other because if they give good information people would like them because of the help and they would also answer back to other products and if there are bad effects on the companies product the people would really share it because of the possible effects that can happen to each other because human are human they have heart helping other people by giving good informations about the product. And the company doesn't know all of that because the one that are using their product are those people and those people are the one who is having experience with those product that are in the market.

So to say human help each other because they care for each other and they would really love to give informations and receive new informations from other people because it would really help them in their daily lives and company should also know the side of their customer especially in the networked market because it would help them change their product to a better one that can be appreciated by the people.

34) What did you learn from this thesis?

35) Do you believe in this thesis? Why or why not?

36) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

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

“What's happening to markets is also happening among employees. A metaphysical construct called “the Company” is the only thing standing between two” the company itself has their employees and customer in the outside. Employees and customers also talk about the informations of the company and their product for good or bad purpose and this can't be easily controlled. And customers that want to gain information about the company and product information would be given because of their help in each other.

Even employees could possibly uses the product of the company itself because it is less for them in the cost and they would want to use their own product for themselves but whatever the use or effect of the product of their company they would also talk about it with co-employees to share informations about the product. The company with the employees doesn't mean already that employees and the company are one because the company is the one who handle the employees and it is a name and it is where it make products for people. And employees are people too they are also the same as customers too but the different among the two is that employees would also try to sell their company product because it is his job to do as an employee of the company. But at the same time the company should be fair to the both sides too especially the companies own employee because they are the one who is making the product and selling those product to the market.

Every company should know what is good and bad for people because when something bad happens to the customer the employees would be affected too because they are in the company that is working for the company and the company is one big group of people which are human too but what make it different is the Company itself that brings them together.

37) What did you learn from this thesis?

38) Do you believe in this thesis? Why or why not?

39) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences companies sound hollow, fat, literally inhuman.”

“Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences companies sound hollow, fat, literally inhuman.”
corporations is a business shared by 3 or more people that joint together to make a corporation company. Networked conversations are customer or people related to the subject of the issue communicate with each other for different informations.

Corporations do not speak in the same voice as In the new networked conversations, and yes this is true for me corportations do not speak as the same as networked conversation because they are the one who has the product and they are a group of people who handle the corporation and have their own voices. The voices that are easily understood are the voice you'll hear when they speak in front but when a voice is said to be in text message, chat, email and many more then it would really be hard because people won't feel if they are saying the truth that's why it the companies voice are inhuma. They would even lie to the people about their product because they want to earn money. And for example a company has a deadline on their product to be release but the company saw a deffect or side effect of the product but they would release it and will not tell any people because they don't want to have a lost in their income due to late releasing of product and trust of the people for expecting the release period. It is better to be late than to get those people's trust of the company out of them because of the deffective product or have side effects because their health is far more important than the deadline of the companies product release.

So to say, companies that send message thru messages, chat or emails are not that trusted due to their non physically presence message because when physically present in their message those people would trust and it the company voice would be more human for the people.

40) What did you learn from this thesis?

41) Do you believe in this thesis? Why or why not?

42) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

In just a few more years, the current homogenized “voice” of business the sound of the mission statements and brochures will seem as contrived and artificial as the language of the 18th century french court.”

“In just a few more years, the current homogenized “voice” of business the sound of the mission statements and brochures will seem as contrived and artificial as the language of the 18th century french court.” company today are not already using their real voice just to send their message to other people or customers, because they use networked markets, message, text, chat, emails to send their message but not only that it is also that sometimes they are not telling the truth to the people. Company business serve people and sell products to customers or consumers for what they want or what they need.

In the future the business might change because of the change in technology they might hide themselves more on the not real “voice” because they use other form of communications to communicate as said above. Sustainability in a company is a very important role for the relationship of the company to the business because without it the customers of the company might go to others or might not trust the company anymore. So company should understand and know how to build a sustainable relationship with their customers and other partners of their business.

Sustainability is an important issue for company and customers because of its trust that is being gained so company must be real to their voice because a real voice is what human and human being can understand. And sustainable is different because sustainable is not sure that one day it might be gone or it would still be there. So companies must take note of it.

43) What did you learn from this thesis?

44) Do you believe in this thesis? Why or why not?

45) What did you learned that somehow connected to your personal learning?