

CLUETRAIN MANIFESTO

THESIS 16-30

Chapter 1-7

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ABSTRACT

This thesis from Cluetrain Manifesto chapters 16-30 talks about companies and their market as companies are not telling the truth and don't want to come out and face the market. This also talks about online markets and their differences among others.

Bernas, Albert T.

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

“Already, companies that speak in the language of the pitch, the dog and pony show, are no longer speaking to anyone.” The word pitch refers to marketings and campaigns, companies uses their pitch to send their message to the people it is their way of how to get customers as many as they can. Company pitch is a communication way that sometimes they don't say the truth.

Some other customers or people have their own “lie detection” that is already in our communication arsenal, sometimes we can feel that someone is lying to us because the pitch of their voice are not usual. Company pitch marketers always find that in the end no one is really listening to them and what they found out is that most of the people and customers are talking via online. And online communication is the best way to have a conversation with them. Today, the use of online communication is faster than any other way of communication and people who communicate thru online get more informations than others and there they will use that information that they learned and use it. If I were to be asked, company should talk to their customers or people thru online too because the information people would receive from the customers and in the other side the companies will also get more information from other people.

So to say, companies that are lying to other people and their pitch isn't usual when talking to their customers and possible customers. They might not trust the company, what the company should do is to gain their trust and use online communication as their marketing way also so that the information would be faster.

Integrative Questions

- 1) What does the word “pitch” mean?
- 2) What it means that “the dog and pony show, are no longer speaking to anyone?”
- 3) What did you learn from this thesis?

Bernas, Albert T.

“Companies that assume online markets are the same markets that used to watch their ads on TV are kidding themselves. ”

“Companies that assume online markets are the same markets that used to watch their ads on TV are kidding themselves.” Online markets is a market that uses internet connections and is where people trade information, product, ideas, tips and other product and today online markets is one of the most popular today In the 21st century. While the other market that uses ads on TV are different from the online market, this market is a way of sending message to other customers or people but unable for them to answer.

Companies today are well experienced especially those companies that are old or big companies, they know that online market today is use as a medium for the people today because of its usability and reliability. What this thesis 17 is saying is that when company think of the markets of online and the market of ads in TV are the same is just wrong. Because people in the online market can send their answers to the company's message for them but for the other market those people can't just imagine that the customer or the people is replying to the ads of the company just talking in front of the TV. That information won't be sent because it's just a TV and online market which you can also communicate with other people is a better way.

So to say Companies that are not advance in their thinking that this century now is already a computer age which most people uses internet to communicate with other people to share or gain ideas, information and etc are late among others because online market is one best way to get their customers trust and earn money for the company itself.

Integrative Question:

- 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.

“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. ”

“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.” Online network today is a big help for the market due to its usability and reliability, there companies and people can communicate faster rather than person to person because person to person requires transferring one place to another but in online network the communication can be in one place and together.

Companies that have person to person networked can't get smarter it means that they won't get as much informations as other because of the time they use when having a person to person market. But in the online networked or online market there informations are passes faster because for instance a customer or someone posted some information then there the posts will stay there and there the company can look at it and return to it anytime they want. Online networked trade their informations thru online or thru internet, there they can communicate faster than other market strategy. They reason why they are loosing their best oppurtunity is that some Online networked information are faster than Person to Person market.

So to say, Company should participate in online market because there they can get more information and the communication there are faster than other market strategy. The main point is the more conversation you have with people or your customer the better because of the informations you will get from customers that uses your company's product.

Integrative Questions:

- 1) What is Person-to-Person market?
- 2) Related to first question, what is the difference of it to online market?
- 3) What did you realize on this thesis?

Bernas, Albert T.

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

“Companies can now communicate with their markets directly. If they blow it, it could be their last chance. ” Companies does have market to communicate with, if the company uses online network market then their communications to other people would be more faster. Online network communcation today is one of the fastest way to communicate with people or company's customers. Online network communication are faster than person-to-person network strategy. Mostly used by today companies are online networked to communicate.

Companies can now communicate with their markets directly, it is because they are already connected thru networked market and it is faster for them to give their announcements, informations, ideas and what the people want or suggest to them. It is a advantage for them already, but if they blow it as said from the above quote it will possibly be their last chance to have their customers or other people's trust. Gaining the trust of the customers or other people is a big important issue for the company, why? It's because customers are the one who buy the company product and other people is the possible future customer of the company. To gain customer's and other possible customer trusts the company must be always real to their voice, they should be also honest to their customers and make them their priority.

Companies should also prioritize their employess because employees are the one who help the company achieve its goals. Companies should also let their employees talk to their other customers or people too because what if the company didn't allow the employees to talk outside or blog outside? Then customers and other people might think that the company is hiding something.

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Bernas, Albert T.

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

“Companies need to realize their markets are often laughing. At them.” Companies market mostly today are networked market which is more faster for communication. Market is consumers and producers who trade or communicate. And marketplace is where people come and communicate or trade.

Companies sometimes don't realized that they are being talked by their customers or other people if they didn't participate in network market. Because ideas, datas, tips, comments, arguments, suggestions are being pass around the online network. And if companies does not know that they might have problems in the future because of possibility of negative comments to their company and that's why sometimes markets often laugh at them. Markets share postive and negative really fast because of technology. So companies should be aware of what are their problems according to the customers because it would serve as their basis to improve the company's performance due to product or service, it always depend on the negative comments or reality.

So to say, Companies should be aware of what is happening outside them not just inside the company because what is happening outside can affect them and they should adopt it or shift to go with the flow. Because having trust outside is a important job for them, and they should know if people in their markets are complainning or laughing at their mistakes. They should accept it and use it to change their mistake, to show people that the company is ready to change what is wrong and serve them better.

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Bernas, Albert T.

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

“Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.” Companies today are getting serious because of their competitors today in the market, they have to do everything just to gain the trust or get all customers because it would make them more profitable than other competitor companies. Companies have their own market sometimes have the same market. It depends on their product or services rendered to people.

Companies today should know that they have to lighten up and be less seriously to themselves because what they should think is to have a sense of humor to their customers or other people out there. Because it would really help them by gaining the trust of their customers or other people, although the problem is that it would be really hard to gain their customer’s trust. Just relax, because it has to be taken by process to gain their trust. Example let your employees talk to your customers and tell them to have a sense of humor while talking to them, treat them as normal daily people that they are talking each day because those customers treat each other of them the same way too.

So to say, Companies should also use other strategy to their customers, especially by talking to them with sense of humor because it would be a different way to gain their trust. It would be really hard for the company to change it because of its culture and the time to be taken for change and what is most important is the trust issue. But if this happen the company would be one of the top companies.

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- 1) What did you learn from this thesis?
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Bernas, Albert T.

“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.”

“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.” Sense of humor of humor comes from people who talk with sense or has a funny way of talking to other people with sense not just talking.

“Getting a sense of humor does not mean putting some jokes on the corporate web site.” Companies should not think of just putting some jokes on their corporate web site but also putting some sense on it, because if other people or customers noticed that the company is just putting some joke just to make them laugh they might also lost their time in gaining their trust. “Rather, it requires big values, a little humility, straight talk, and a genuine point of view.” So, company should use their sense of humor also with what they want to say to the people or to their customers in their corporate website. It has to have meaning like what the company is pointing out, big values because they still have to respect others, and they have to be real on what they are saying.

So to say, Companies should send their message together with the sense of humor, because it is a different way of letting the customers knows your message. And it wouldn't be just any boring message; it can be visual or cartooned characters while sending the company's message because it also entertains them. And this show the sense of humor of the company itself.

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Bernas, Albert T.

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

“Companies attempting to "position" themselves need to *take* a position. Optimally, it should relate to something their market actually cares about.” Companies have their own positions depending on their status in their market; some companies have higher position than other it is because of what their performances are. And every company has their market it depends on their target market.

“Companies attempting to "position" themselves need to *take* a position.” This quote here to me seems to be common sense; if companies want to have their position in the market they should take a position but they should position themselves depending on their target market. Having a position isn't easy especially when they want a higher position, they should compete through all companies that have the same market which have the same product. “Optimally, it should relate to something their market actually cares about.” The position should relate to something the company's target market, because if the product of the company which their target market is different there might be a problem in attaining that position that they desire. The company should know their target market and focus on it; if they want to expand they should prioritize the present market then expand their market so that they would be safe.

For a company positioning themselves should also be related to their market in order to know what position they are in present, there should be only one market and there would be another market which's for other company it always depend on the product or service rendered to different market.

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Bernas, Albert T.

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

“Bombastic boasts—“We are positioned to become the preeminent provider of XYZ”—do not constitute a position.” Companies today have their own market sometimes have the same market. It depends on their product or services rendered to people. Companies have their own mission statement for their company they have their own target market not all market because it depends on their mission statement.

All company wants to target all market because it would be more profitable for them but it can't happen or if ever it would be hard because targeting the whole market require a product or service applicable for all type of market, it can be rich, middle, poor, women, men, old people, kids and etc. so targeting the whole market is a “Bombastic Boasts” it is saying that the company can get the whole market. Just stick to what your company's mission statement is because that is what the company's targeting. And by there you own employees can stick to what they know about the mission statement of the company, because when before your employees apply for a job in your company they would also look at the culture and mission statement of the company to know if the company suit them because they also don't want to feel alienated inside the company and it could affect their performance.

So to say, company should stick first to their mission statement because it is what their employee expected and what the company's for. They should focus on the mission statement first and their target market before targeting the “whole market”. Companies don't have to be Boastful, first they have to be the no one provider of their target market on their mission statement first before being boastful but not “Bombastic boasts”.

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- 2) Do you believe in this thesis? Why or why not?
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Bernas, Albert T.

“Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.”

“Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.” Companies have their own market and customers that they have to maintain their good relationship or gain their trust in order to increase customer and maintain them.

Some company thinks that if they already have customer it would already be enough, but that was completely wrong for me because the company should aim higher by increasing more customers in their target market. ”Talk to the people with whom they hope to create relationships.” They should go down to other people or the market to create new relationship with them because they shouldn’t just freeze in what they already have relationship with others, they should create new relationship with other people because who knows it might help them in the future because they might help each other when problem arise. Or it might increase the consumers of the company in their market because of new relationship, not only that but also ideas, tips, equipment can be shared.

Good or bad relationship with others serve as a experience to be more strong the next time a problem is being encounter it’s just the same as daily life as for the company it is a experience in the present unless the company always change the management or employees the decision and outcome would be different. But what is more important is to create a good relationship and help each other for future success.

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- 2) Do you believe in this thesis? Why or why not?
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Bernas, Albert T.

“Public Relations does not relate to the public. Companies are deeply afraid of their markets.”

“Public Relations does not relate to the public. Companies are deeply afraid of their markets.” Public relations in the company are talking to the market itself or having communication with them it can also not with the market but also other people. Companies do have their own market and they have their different relation with them it can be also be good or bad.

“Public Relations does not relate to the public.” Public relations is how you communicate with people and let them feel easy while talking to you, it also can be apply to the company and “Public Relations” is important because trust also are gained here and customer would be satisfied in terms of relationship they would feel more comfortable. “Companies are deeply afraid of their markets.” The reason why companies are deeply afraid of their markets is because their markets are the one who’s talking about them and in can be positive or negative to them because there also might be problem with their service or product. So companies should participate also in the communication especially in online networked communication because it would help them know what are the positive and negative of the company so that they could fix the negative and talk to their markets about their changes and willingness to change for them.

So to say, a Public relations doesn’t mean pointing to the public, it means on how the company communicates with their market or public people it can also be private people or firms. They shouldn’t be so afraid on their market they just have to participate in the online networked market to communicate also with them and prove also the misinformed market about them if it really was a wrong information so that they would change what the view of the market.

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Bernas, Albert T.

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

“By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.” Companies have their public relation with other people, customers, or private sector. They have their own relationship with others that they should keep and protect for future needs or present help ideas, information, tips, equipment can be passed around or trade so it's very important to create a good relationship.

“By speaking in language that is distant, uninviting, arrogant.” this means that companies speak to their market which the market seems doesn't want is a big issue that might affect the relationship of the company to their market because customers or other people want to be treated with respect too. “They build walls to keep markets at bay.” This means that by not respecting the customers or by not talking with care the company might keep the market away from them they are building a wall between the two and that is not a good situation because the company would probably lose their market and its customers. The company should build a bridge not a wall because a bridge serve as communication and wall serve as not communicating to each other or doesn't want to communicate.

So to say, company should build a bridge which is means either good relationship or bad relationship what is important is a good communication and fixes the problem in each other. Not a wall to block them away from the company because it would really be a big problem for them.

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Bernas, Albert T.

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

“Most marketing programs are based on the fear that the market might see what's really going on inside the company.” Companies have their own marketing program or department, marketing department job is to advertise or give announcements to the people outside or inside the company. A marketing job is very important because it serves as the bridge of the company to their customers or other possible customers.

Every company of course wants to show their best to the people outside the company because it would make them better outside and sometimes companies had to hide their mistakes or bad things about the company just to make sure that those customers won't get their trust out of the company, because the trust to a company is very important, it can serve as their increase in income or more investment for their company. I had my experience also about this kind of incident but I can't mention what company or school is it. But what I noticed is that when you are inside that company you would protect the company from the company's mistakes or others because you being one of the company's people or employee is part of the company itself.

So to say, Marketing departments would try their best not to show the bad or negative side of the company, what for? It is because the company is them also they are the one inside the company and who make the company what it is in the present and if people or customer lost their trust then the income might decrease into a drastic percentage then those employees might lost their job due to bankruptcy, so this possible events are connected to each other.

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Bernas, Albert T.

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

“Elvis said it best: "We can't go on together with suspicious minds. ” Elvis has his song “Suspicious mind” it is about a love relationship between two a man and a woman, and this talk about trust in a relationship, it said that if both think that are lying to each other one of them might break up because they have no trust for each other.

The “Suspicious Mind” can also be related to a company and a customer relationship, and the trust issue is very important it serve as the connection between the two. So company should make sure to maintain or gain more of the trust of their customers. Because if the customer lost their trust to the company, they might just walk out and find another. Same as for the company they should also have trust on their customers example most of their customer are telling them about a defect on a product or a problem then the company should take responsibility and look at what is the problem of the product that cause defect. They shouldn't ignore them because it might be a big problem in the near future.

So to say, Companies should always make sure about the trust of their customer to them because trust also serve as the connection or the bridge between the company itself and the customers. Because if there are no trust like in a love relationship, problems might arise for the both of them in the future.

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Bernas, Albert T.

“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.”

“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.” Brand loyalty is the relationship between the Company itself and the customers this is the status of their relationship in which they are strong or not.

In a company, their relationship with their customer are not that easy to handle because there is only one company to many customers, and every customer have their individual wants. Building such a stable relationship is a very tough job for the company, the company should participate more on networked online communication because the communication in there is faster than any form of communication and the usability also is helpful because the conversation there can also be saved in the online database at once. Customers wants or habits always change time by time because humans are not robot that is always stuck to one thing they always move on and change to a better, if their habits keep changing the company should really participate to what they are talking about around them and that the conversation between the two can form a Brand Loyalty.

So to say, Companies should participate to online networked communications so that they could know other information passed around by their customers and they would have to adopt it and change something just to satisfy their customers but they should also be very careful and decide on important changes for their company because it might be the downfall of the company or it might help them in future income.

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