

## **CLUETRAIN MANIFESTO**

**THESIS 31-45**

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## ABSTRACT

All this thesis are about networked markets, inter network and intra network, and mostly talk about markets and trust issues, loyalty of company to market and market to company, market knowledge and information.

Bernas, Albert T.

“Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"

This next thesis is thesis number 31 and it is “Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?" Networked Market is a online market that can communicate or interact faster than other communications, It can be in a blog, chat, emails and many more. Networked knowledge is wider than others because there ideas, news, datas, tips, guides, suggestions or comments are being passed around to know to know about information.

In every company they have to make sure that every of their employees are honest to them because it might be a problem for them in the future in their company's employees are not loyal, for example they might say negative about the company and blackmail the company for money or other things. So company has to treat their employees well and fair to because it would make them satisfy and happy to serve the company. When letting the employees talk to the networked market, they company should make sure and observe them also or observe the conversation to make sure that they are talking good or positive about the company because if the company doesn't care about the conversations happening around the networked market they might have problems in the future.

So to say, Company should let their employees talk about the goodness or the positive of the company but they should also make sure that they are doing the right thing and the right way because the company's name is also on the line and if people hear negative information they might stick to that.

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.

“Smart markets will find suppliers who speak their own language.”

This next thesis is thesis number 32 and it is “Smart markets will find suppliers who speak their own language.” Company has their own markets and what is popular is the networked market because the networked market is faster and information like data, ideas, group discussion, guides, tips, suggestions, comments are being passed around very fast. And every markets have their own supplier which is reliable and helpful for their own business or needs.

A language of a company or supplier means how they sound to their customers, a language is very important to every individual market especially when they are smart. Because smart market of course want their supplier to be speaking with truth and they will do what they have said to their market. A company who always speak their own language is being honest to what they are saying and that is not just speaking as like they are good but they are doing something that isn't according to what they have said to the market. Being honest is very important for the consumers because they are the one who would be affected if their supplier lies to them and for example the supplier told them that the product is good and then the customer or the consumer found something that isn't right.

So to say, company should speak to their own language which means they have to be honest to their market because the market are the one who would buy their product or service and they have to get their trust because the loyalty that they would get serve as a basis for their good quality service and that would help them for future growth or expansion.

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.

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

This next thesis is thesis number 33 and it is “Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.” every human has their own natural human voice which they adopt from their growth it can be influence also by their environment example their family or friends that they have growth with. every individual is unique in their voice because they are what they are and companies also has their own voice, some people can understand or know if the voice being spoken are true because of the informations being passed around.

Learning to speak with a human voice isn't easy, it has to be gained and improve depending on the environment or experience, it can't be pick up from someone that easy a voice is normally from what the sender of the voice are comfortable with. We can't just suddenly change their voice just because we want, or himself or herself can't change that fast also because of its normal voice that had been adopted and being convenient with.

So to say, a voice should be normal to be trusted just like in every companies, a normal human voice can be trusted rather than a voice that is fake and doesn't apply to what is the truth. companues should always speak honestly and give the best informations for the market who wants information about the company or product, but company should have a limit because not information can be given to other especially unknown people.

Integrative Question:

- 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.

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

This next thesis is thesis number 34 and it is “To speak with a human voice, companies must share the concerns of their communities.” human voice should be normal calm and honest it is what basically human voice is. A company also have their voices too, they also speak to their market with their voice too and their voice reflect on what kind of company they are.

Companies must share the concerns of their communities too as said from the above quote. It is to show that the company is also concern to what communities are having problem too or what they need and want. They should do this because the market which is also the communities serve as their customers in present or future, they also have to know every concerns for example environmental concers in the present is being talked much more than others then the company should listen also to them and understand their concern for example their product have contributed most of the waste to the environment then the company should quickly do something about it, they should research on a new way to make their product with reducing the contribution of waste to the environment. There are many types of concerns and there can also be about health, education, powersaving and many more.

So to say, Companies should listen to their concers and they should also speak about their concerns too. They have to listen to what the customers needed or want because now a days customers mostly are demanding to what they want or what they need. If you are the company you should know if the outcome of the changes would be positive or negative then if decision are maked go for it and it would be a good change.

Integrative Question:

- 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.

“But first, they must belong to a community.”

This next thesis is thesis number 35 and it is “But first, they must belong to a community.” a community is a living thing that interact with each other as a group, there they communicate together and experience life they also grow together in a certain place and they can share information.

“But first, they must belong to a community.” Company should first make sure if a individual also belongs to a community before servicing them depending on their community concerns. Every company also has their concern in other communities because they render their product or service to the community and it should be a positive feedback to them. Every community has their concerns too regarding of the product or the service, the concerns around them can be passed around and reach company because the company should listen to their concers too. Those concerns can be example the environment the company's contribution to the waste of the environment is so much than others so the company should listen to that concern and decide for a change.

So to say, company should always look on the concers of the community because they are as a group and sometimes they decide by group and that decision would be more powerful than a individual itself. A community always have their concerns on products or service of the company because they have their side too and they want to have a better and easy life.

Integrative Question:

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.

“Companies must ask themselves where their corporate cultures end.”

This next thesis is thesis number 36 and it is “Companies must ask themselves where their corporate cultures end.” Companies have their own culture, every company has. And employees before applying for a job in a certain company they would first look for the culture of the company, they would have to know if they would fit in the company or they would feel happy working in the company.

Companies must ask themselves where their corporate cultures end, because a company culture serve as how they would serve their market and communities are part of the market which can be their most profitable market. Companies should know where their corporate culture ends because if the market are still relying on the company and they doesn't know that the corporate culture is ending they might be upset just waiting for them. And market which are the consumers of the companies supplies would rely on the company.

So to say, companies must be ready on what they do, because every decision they made might affect people around, it can be the employee, the owner, the market, or competitor. So they should know it and be ready for it so when it come they can face it.

Integrative Question:

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.

“If their cultures end before the community begins, they will have no market.”

This next thesis is thesis number 37 and it is “If their cultures end before the community begins, they will have no market.” so to say again every company have their own culture and it is how they work on their company, the way they treat each other or the way they make decisions or follow rules. Every company has their cultures due to what they feel they are happy or easy with. Because every company is unique and has their own culture.

Every culture of the company has their own traits and a community is a group of living thing that communicate or live together in a place. Of companies cultures end then community begins they would have no market anymore because their culture is gone already. Having their culture is like telling them how to serve their market with their product or service but if the culture is gone the service of the product or the service itself that is rendered would be nothing. And a community is a group of people who sometimes decide as a whole. A market is the consumer who buys or trade with the supplier which can be a service or a product and company serve as a supplier and consumer can be the community.

So to say, companies that has no culture at all before the community begins they will have no market because there are no rules or everyday system to follow and market won't have their service or product. To have a market they have to gain their trust and the company has to know what is their target market so that they can render their service and product to them.

Integrative Question:

- 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.

“Human communities are based on discourse—on human speech about human concerns. “

This next thesis is thesis number 38 and it is “Human communities are based on discourse—on human speech about human concerns.” Human communities live together and communicate also together, what also a community can do is the possibility to decide together as a group. A human community is also a big market for a company if the company have them as their market. And a community consists of many living organism.

Human communities speak together in human speech because that is the way that they could understand each other and human speech is the speech human use to communicate with each other. Human communities also have their own concerns about anything, it can be the environment, the weather, stocks, product and service of a company, health, financial and many more. Their concerns somehow make them as a group that decide on something together but some can have their freedom of not deciding or including themselves in the concerns. Human communities raise concerns because it is something that should be change that might affect them in the future if it continues. So that's why human communities are powerful and almost as one.

So to say, company should listen to the human communitites concern because human communities not only concern about themselves but sometimes or mostly to the animals which is part of the living world and make their environment more beautiful.

Integrative Question:

- 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.

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

This next thesis is thesis number 39 and it is “ The community of discourse *is* the market. ” a community of discourse is a group who have a well debate or interact in a issue well they are consider as a community who always communicate to one another and especially by discussing a certain issue, this makes them more united and decide in one situation. There they can give their ideas, tips, guides, thoughts, suggestions and comments either positive or negative they are being shared.

Company has to have a market in order to be profitable because market are the consumers who buy or trade with the supplier which is the company. A community who always have a group discussion about a certain situation or product they are the market because they are discussing what is better or not. If a group agrees on a certain product that is good or have positive sides most of them in the community will look at the product as “positive” and the product would be on their list or can be on their list for buying.

Companies should also try to listen to communities that discuss about their concerns because as said above in the quote cluetrain manifesto thesis number 39, they are the market and that is why company should make sure to get their trust and be real to their voices when talking to their market because the market knows more about the company product or service that is being rendered to them, why? It is because market is the one who is

experiencing the product or service by a company.

Integrative Question:

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.

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

This next thesis is thesis number 40 and it is “Companies that do not belong to a community of discourse will die.” Company have their own market and market are where consumer and supplier trade their product or money. A community is also a market and the buying power of a community is more powerful than invididual because of its number of people in the community.

Companies need to have their community to serve for because community as said is a group of living thing that live together and communicate together, I'm pointing at human community, because human understand each other well more than others living organism. And when a company doesn't have their own community to render their service with they won't be profitable at all because community is the market, and market is the one who buy from the company.

So to say, Companies should have their communities so that they would be profitable and more people would buy from them, imagine a company that doesn't have community and they only serve individual people. That is far less profitable than a goup of people which is the community.

Integrative Question:

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.

“Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.”

This next thesis is thesis number 41 and it is “Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.” Companies has their own market and market are which their customers or consumer for their product. If company doesn't have any market they would surely not be profitable at all. Bu in the other side companies also has their competitor in their own market and competitor and the company itself always aim for no one supplier in the market.

Companies should protect them more from their competitors than market itself because competitors can do so many things that the company won't even realize at once and one it is done the company might be in problem when that happens, there are many cases that could happen and those are recruiting of the company employees making them transfer to the competitor side by offering them higher salaries or wages. They could also copy or counter the company product in order to be number one in the market. Competitors should be watched more, because they could be realising a new product which might bring down the company product and that would be a big problem.

So companies should look at two, the market first what they want I mean what product or service they want? Then make a plan then after that look at the competitor if they are doing more better than the company then improve. Just keep on improving and make sure to secure all important details to the competitor because they might use it and battle against the company.

Integrative Question:

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.

“As with networked markets, people are also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines. ”

This next thesis is thesis number 42 and it is “As with networked markets, people are also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines. ” networked markets is a market which is connected in online or internet connection which they could easily communicate and trade information around the networked.

In a networked market, employees too or people in the company are talking to each other about their company or inside the their company, because humans interact and it is normal for them to talk about things that they want to talk about. Humans have freedom of speaking what they want but they should held liable for what they would said especially when you are working inside the company and you've said bad or negative words about the company. Then the company might kick you off the company or file you a case. There they

could also talk about daily life inside the company or other negatives situation because they have experienced it and they would want to share it. That is normal human nature, and they would converse about it.

So company itself must make sure that inside their company everything is fair, because when someone doesn't want anything about the company they might say it to the networked market and networked market communications are fast than other way of communication. The company must be fair to each other and make things right when wrong because their company name is always on the line when something happens.

Integrative Question:

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.

“Such conversations are taking place today on corporate intranets. But only when the conditions are right.”

This next thesis is thesis number 43 and it is “Such conversations are taking place today on corporate intranets. But only when the conditions are right.” conversations thru networked market are faster than any communication way. And every companies mistakes, success or updates can be also be talked in the networked market and that is how powerful the networked market is in terms of communication which informations are passed around.

When the conditions are right it means when something has happens and the perfect condition for them to communicate or talk about it, it can be positive or negative because this are issues and it depends on what had happen. Communications for people are normal and it is fast in a networked communication. Corporate intranets are connection within the

company and employees communicate also when there is something to be converse about.

Companies has their networked communications inside the market and employees inside can communicate but companies should be aware also of what is being talked around and communications inside the company is faster to be monitored than other networked communications. It just to make sure what is happening also inside the company.

Integrative Question:

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.

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

This next thesis is thesis number 44 and it is“Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore. ” companies has teir own policies in HR it is all about employees. And companies has their intranet in all computers inside the company it also serve as a faster way to communicate with their company inside. It is when a news or updates will be send to employees they can just directly send it to their computers and the message would expand quickly.

Companies has their rules inside the company, and they are posting it in every



computer or any connection that can communicate faster inside the company that the employees can see it everyday just to remind them those rules just to follow. For examples in our school we have the computer lab policy and they post it in every computer desktop so that when we sit in a computer we can see all the rules and policies that needed to be followed. But sometimes we ignore it, just like those employees because living without a policy is more happier or free unlike having policies which you would feel like having rules around.

Sometimes employees or workers might be busy too, and that's why they would ignore the policy just to do their job so that it won't waste their time doing what they need to do. Intranet is a fast way of communicating inside the company and that is used almost in every institution or company in the present time.

Integrative Question:

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.

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

This next thesis is thesis number 45 and it is “Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation. ” intranets tend to route around boredom and that is true for me, because intranets are being controlled by network administration and they are the one who is monitoring what you are doing just like

in a company a employee is being monitored.

“The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation. ” employees are bored because they just can't communicate and just being watched around but an intranetworked corporate conversation is a communication that can be used inside the company so that employees can communicate inside the company it would lead them out of boredom. Communication inside the company is also helpful because if there is something that is needed they can just communicate in their intranetworked corporate conversation but the negative is that it might be not the one who you want to talk to and the networked administration is observing for something that is not right.

So to say, communication inside the company which is the intranetworked corporate conversation really help employees of the company get out of boredom and it help them communicate faster than walking around and goind to each other. But there are also negative mostly postive so it is good and helpful.

Integrative Question:

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?