

# **CLUETRAIN MANIFESTO**

**THESIS 61-75**

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## ABSTRACT

This all thesis of 60 to 75 talks about the company and their information plus one of the most important which is the market who they should make sure to protect or maintain they trust and relationship. It is also about the market that makes their own way of getting what they want and need.

Bernas, Albert T.

“Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.”

This next thesis is thesis number 61 which is. “Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.” Company sometimes does have their networked market because the communication there is even faster than talking in front or advertising. Market as explain before, it is consumer and supplier trade or communicates.

Company should not be hiding from their market because the markets always want to talk to them because they want to give suggestions and comments about the product of the company or the service. They shouldn't hide in smokescreen after telling lies about their product or service because what they said would return to them. Speaking in their own real language means they are telling the truth about anything and company should be aware of trust issues between the company and their market. Let me explain more about networked market, networked markets are market that are connected thru network or what we call internet the reason why networked market communicates faster is because of the easy communication of the internet.

So to say, company can't lie and hide from what they've said because it would return for sure and market or company's customer might lose their trust against the company. Losing customer would affect the income of company and it might lead to downfall of the company because of few or less income that have to sustain the life of 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 learnings?

Bernas, Albert T.

“Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.”

This next thesis is thesis number 62 which is. “Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.” As said from other thesis again, and I will repeat it so that it would be easily understood, Company always has their markets and it depend on which they are catering with their product or service. Having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

Markets have their own ideas and opinions about anything they experience, they sometimes help each other by giving some information that is important because market consists of humans. They do not want to talk to flacks and hucksters, they want to talk to the real ones who they can trust and know the truth. The reason why they want to participate in the conversations behind the corporate wall is to give their comments or suggestions also, why? Because they are humans too, they are in want or need in life and that is what makes them consumer also. Markets would also want to participate in order to be known by the corporate world they are sometimes unable to participate in any conversation of corporation because sometimes the conversations going on inside the company is important and made secret to others.

To end my discussion about this thesis, I think company should also make a communication with their markets in other way if they don't want others to hear their conversation inside. It is because markets are eager to know their information, so why not give them little information and keep the important ones? It might increase their trust even a bit and that is important.

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.

“De-cloaking, getting personal: We *are* those markets. We want to talk to *you*.”

This next thesis is thesis number 63 which is. “De-cloaking, getting personal: We *are* those markets. We want to talk to *you*.” As what I said from other thesis and I have to repeat it again and again, Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs. Having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

The reason why every market want to talk to company is because of their needs or wants, then they would have their suggestions or ideas for the company, for example when a customer in a market had a problem with the company product but remain silent then found out that the defect is getting worst then he or she would finally stand out and try to talk to the company so that the company would know the problem that the market is experiencing in the present time. Because they are humans too, they are in want or need in life and that is what makes them consumer, so company should stand out and talk to them because they are also in need as same as the company and sharing would make them increase loyalty and trust. This would help achieve the every needs of individual or the company and the market itself.

What I can say is that both should participate and share their thoughts in order to gain new knowledge and to change what is wrong to right because we are humans and humans should help each other.

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Bernas, Albert T.

“We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance”

This next thesis is thesis number 64 which is. “We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance” markets of every company of course want to know their corporate information, plans; strategies best thinking and genuine knowledge because they would be more informed and surer of what the company is doing.

“We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance” they don’t want to see just only what is being posted by the company’s marketing department. They want to know further and deeper more about the company, reason why? Yes there are reasons and there can be other possible reason than they want to be safe on the companies plan because they are the consumers who buy their service or product. The market could also want to know every information so that individually they could start their own company or business by getting every company’s information, and that is dangerous because the company might leak it’s information to the market that are top secret.

Companies had to make sure that their most important information would not be leak outside to the market or competitors because it might cause big problems that might lose time and money and we are talking about big money. Giving information isn’t bad but it should be limited to the point that the company would be sure to run for the future.

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Bernas, Albert T.

“We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.”

This next thesis is thesis number 65 which is. We're also the workers who make your companies go. “We want to talk to customers directly in our own voices, not in platitudes written into a script.” Every company has their own workers and they could be office employees, production workers, every one located in the org chart is also workers of the company. There are so many workers which makes the company go or run, they can also be departments who consist of many workers that work together as a group and help other department.

When you own a company, you would have a lot of workers and you “need” them, they are part of your company and they are important. Without them your company would be slow in terms of achieving its company goal, Company should protect them and that’s part of the agreement of hiring them. When it comes to individual experiences, companies worker have their own share of experience too. And every experience with the company can be different or the same. So if company trust their workers they should let them talk about the beauty of the company and why they should choose the company rather than its competitor and that is one strategy to get the trust of the market, it is also like advertising strategy. But the issue here is the trust of the company to their employees and that is a big issue also, because if the workers doesn’t seem to agree to the company then they might say negative to the market about the company and that would be dangerous.

I think the solution to this problem is to make the workers and the company more close in term of relationship. Company should be wise; they should give incentives every other time or every good work they done. The company could also make teambuilding or outing for their workers in order to strengthen their relationship to each other. If this is done and the company is surely fair to their employees, I’m pretty sure the company won’t find a problem with their employees or workers talking to their market.

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Bernas, Albert T.

“As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?”

This next thesis is thesis number 66 which is. “As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other? As what I said in other thesis before Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs. Having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

They also have their workers who work for them and give the company the life to go on and operate. They are the one who’s doing the works to the company and they are important in every company but also head ache to the company when it comes to salary and benefits. Well if the company is selfish then I personally think that it would be a headache for them, and what I have just said in past thesis Companies should protect them and give them benefits in order for them to stay in the company. “As markets, as workers, both of us are sick to death of getting our information by remote control” sadly to say, companies do hide something from this two which is the market and their workers. Why? I think the reason is to make sure that they only know the important information and they are the only one who can earn that big of money by their ideas. For me that is normal for them because they own the idea.

Why do we need faceless annual reports and third-hand market research studies to introduce us to each other? I think this means that why do company have to show them the other record and not their information of the company, and I will say this again company would always protect their important information for the sake of their income. “Who don’t want any income anyway?”



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Bernas, Albert T.

“As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.”

This next thesis is thesis number 67 which is. “As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.” As what I said in other thesis before Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

When it comes to workers they are part of your company and they are important. Without them your company would be slow in terms of achieving its company goal, Company should protect them and that's part of the agreement of hiring them and this is also what I said in the previous thesis. I need to explain it again here because it is again about workers and markets. “We wonder why you're not listening.” This means for me that the company is not listening to them and I think the reason is because company has their own ideas and purpose, they want to earn more money and sometimes listening to them would decrease their income in the present or possibly the future. Company hide their important information and they are the only one who can earn that big of money by their ideas. And for me, I think they would protect their income and information and not be disturb by other people like their market or workers so that the income won't be affected.

So to say, company are lying or not telling the truth when it comes to their market or workers, they are doing this in order to save their income so that they could be sure that they are safe and the company and their business would still run in the future.

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

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Bernas, Albert T.

“The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?”

This next thesis is thesis number 68 which is. “The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?” this thesis sounds for me that markets and workers are the one who is talking and they are saying this to the company. As what I said in other thesis before Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

They also have their workers who work for them and give the company the life to go on and operate. They are the one who's doing the works to the company and they are important in every company but also head ache to the company when it comes to salary and benefits. This thesis means that the company don't want to say the information to them or don't want to give what they want in the company, they just hide it and talk about other issues that can possibly distract the needs of market and their employees. I think this is really happening in the present time, they are to protect their income from others, and who don't want to protect their income? Every company does want to earn.

To end my discussion about this thesis, what these means is that company protect their precious company information in order to protect their income and safety against any competitor

they have or might have in the future. It is the life of the company and what make the company it is.

Integrative Question:

- 1) What did you learn from this thesis?
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- 3) What did you learned that somehow connected to your personal learning?

Bernas, Albert T.

“Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.”

This next thesis is thesis number 69 which is. “Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.” This thesis would be also connected to market and employee; this is some kind of marketing strategies that show the information or their beauty to their investors and Wall Street to impress their stock exchange. The one in the thesis could be market or workers of the company telling to the company that they are not impressed because the company is not giving what they want.

Company have their markets and market consists of consumer and producer, consumer can be pointed as the customers or the people who buy products from the producer because of needs and wants. And company also has workers who work inside and help run the company by doing different work all together and achieving one goal, which would be the company goal. “Maybe you're impressing your investors” this means for me that the company is impressing their investors so that they would invest more or find other to invest in their company, the reason of having investor is to increase the company’s capital so that when they are in need of money they could use it in the company.

“You're not impressing us.” The reason why they are not impressed by the company is because company always think of outside, I mean mostly outside it is because they have to show the outside of the company that they are perfect or good and the people should invest in them or buy their product or services.

Integrative Question:

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

Bernas, Albert T.

“If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.”

This next thesis is thesis number 70 which is. “If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.” This thesis would be also connected to market, As what I said in other thesis and I have to repeat it again for the sake of understanding the market in this thesis, Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

This thesis means for me that if the company did not impress them but rather impressing their investors it would be not that good because market are the one who give them income everyday by buying the company product and service. If company would concentrate more on their investors they would possibly have problem in the future because they are only concentrating on one which is the investor. “If you don't impress us, your investors are going to take a bath.” If company did not impress their market the investor is going to take a bath, for

example if a investor would invest in the company, they would also look at the market and take a look if the company has many market so that they would be sure if the money they would invest would gain and not just placing it in the company.

“Don't they understand this? If they did, they wouldn't let you talk that way.” And this is true; the company should impress their market first before impressing their investors because without market there would be no willing investor to invest in the company. If there are no investors, the company can't impress the investor if there is no “market”.

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

Bernas, Albert T.

“Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.”

This next thesis is thesis number 71 which is. “Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.” As what I said in other thesis and I have to repeat it again for the sake of understanding the market in this thesis, Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

These thesis means for me that if company has realized that their market are more important rather than others, they would possibly too late. Because the market would find another company that would listen to them and that is a big loss. Company should be wise and should always think about the possible situation that might happen in the future if they just leave

the market in a side and treat them as animal or the company is acting deaf. When the company would finally talk to them, the market might possibly ignore them also and let them know that there are other companies out there who are willing to listen to us and we are willing to pay for their service and product. If I'm the company owner and I would hear that it would really be a big problem for the company in terms of relationship and trust to the customers.

So to say, company should "always" listen to their market so that the relationship being built would last long and get stronger by increasing the trust and maintaining it. Markets are sometimes demanding but what will the company lost if they would listen to their market and let them feel that they are taken care of and they are not just talking to a robot.

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.

"We like this new marketplace much better. In fact, we are creating it."

This next thesis is thesis number 72 which is. "We like this new marketplace much better. In fact, we are creating it." The company markets are already fed up with what the company has done after ignoring them while they are in need. And as what I said in the other thesis, every company has their own target market in their product and service that is being catered to the society.

Now the market is already tired of waiting for the company to listen to them, they have give up and found out to help each other inside the marketplace and they are the one also who give the product and the service to their same market. They are helping each other now, and they don't have any choice because they just can't wait and not be heard. Company are also human and markets are also human therefore market can create their own market. The market can sell

product thru internet and deliver them after being purchased, one of the example is e-bay online store. They could purchase or sell thru the internet and include also the shipment cost.

Markets are also smart, and they can also do what a company can do but in limit, they can form company by using their experience thru problems that they encounter and that experience can be their key to improve or to their success in their future. That is why markets In fact are creating it, they want to help other people too and they can also earn money at the same time.

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- 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.

“You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!”

This next thesis is thesis number 73 which is. “You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!” As what I said in other thesis and I have to repeat it again for the sake of understanding the market in this thesis, Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.



When it comes to this thesis what I understand is that market had already form their “company like” business or ideas after the company had ignore them so much and they had think of their own ideas to solve their problem. “You're invited, but it's our world.” Company are being invited by market but they are saying that it is them who created it and they are the one who thought about it and the company should respect them. They should come down from their camel when they want to talk to them and barter with them, going down from the camel means stepping down and meeting the market because they should respect them after ignoring them for so long.

So to say, company should get down off the camel and talk to their market to get their trust back. After that they should respect them listen to them and treat them as king. If this happen to the market, they would be really happy and they will be willing to spend their money for the product or service of the company.

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.

“We are immune to advertising. Just forget it.”

This next thesis is thesis number 74 which is. “We are immune to advertising. Just forget it.” Markets are so fed up right now and company’s advertising strategies use to please their market is useless. As what I said in other thesis and I have to repeat it again for the sake of understanding the market in this thesis, Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs, and having a market is

important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

Market already has their own company like or company itself running on their own, and they are earning by catering to the market itself. They work on online shopping store to sell the market their product and ship it to them. They are human so normally they help each other out in order to survive or to gain what they need or want in life. The reason why they are immune to advertising is because they have their own business and own advertising already in the market and it is working already.

So to say, in my conclusion company had already lost their trust and wasting their money advertising to their market and it is because of what they've done by not listening to them. They should step down now and gain their trust again in order for them to have income again. They should listen now to their market and treat them as king and they would be happy and willing to spend their money for the company's product and service.

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.

“If you want us to talk to you, tell us something. Make it something interesting for a change.”

This next thesis is thesis number 75 which is. “If you want us to talk to you, tell us something. Make it something interesting for a change.” This thesis makes me want to laugh a bit because it is like the market is looking down on the company now after what they had done and now they are telling them that if they want the market to talk to them they should tell them something interesting. Company does have their markets and markets are consists of humans who also is a consumer and have wants and needs. Having a market is important because it gives them income and improves themselves in other ways like experiences, service, product and many more.

Company should now talk to them with something interesting to make their market feel that the company isn't just telling lies or saying something just to get their attention and then going back to what they are doing. Market has already lose their trust to the company and the company should do something about it before it is too late for them, well it is late already but there could still possibly something to do about it. In order to regain their trust, the company would have to find a way to impress them and serve them with their product or service with guaranteed satisfaction; they should already listen to them and treat them as their king and queen.

So to end my reflection to this thesis, I would like to say that this thesis make me want to laugh a bit but I am serious on what it is said and I totally believe in it. What makes me want to laugh is because of the company and the market relation not the thesis itself, and the company and market issue I am saying here is explained in the introduction part of this thesis.

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