

CLUETRAIN MANIFESTO

THESIS 91-95

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ABSTRACT

This thesis from 91-95 talks about the market and the company on how they could work together and bring the wall down that separates between the two. And the spending money on advertising but not concentrating on the market. This thesis shows everything from cluetrain manifesto thesis 91 to 95.

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“Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.”

This next thesis is thesis number 91 which is. “Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.” good thesis and this is true. As I said in other thesis, Company has their markets and markets are which consumer and producer is having trade and conversation with. Markets is very important to a company, because they are the one who give income to the company and at the same time experience to them so that they could grow from their success and failures whenever something happens. Marketplace is where consumer and producer meet and trade for resources like gadget, housewares, cars, food, electronics and many more or information such as ideas, thoughts, suggestions, comments, and new technology also.

Company that does not have any part on them would have no future, it is because they are losing their chances of having good information and income from their market to their company. Market also have their own business and competitors they are part of what is happening to be competition between the two. The future that the market is talking means that they can not go on in the future to make the company still run because they will lose almost everything money, information, opportunity and trust of their market.

So to end this thesis, I would like to end it with my conclusion that market are telling company to participate in every situation that the market and other people in the community is having because they should help each other and by helping each other both will achieve their goals.

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?

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“Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.”

This next thesis is thesis number 92 which is “Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.” To repeat what I said in other thesis before this, company has their markets and markets is important for the goal of the company. Y2K means year 2000 and year 2000 is a new age which is more advance already. Market are already running out of patience because of the company's advertisements.

What is more important is that company should pay attention to their market because market want to talk to them and sometimes this are very important that can change the company. The market timebomb that is ticking means that the market are losing their patience waiting for the company to talk to them and not just ignore them. Billions of dollars are being spend because of the new technology that creates new advertising opportunity but cost a lot of money. Advertising is important for a company to let the market know their product and service. But think about this, if company spend billions of dollars just for advertising why does they ignore their market? Well it makes no sense to me, it just like throwing money out of the company then opportunity comes they don't take it.

To end this thesis I would like to end it with my conclusion that company in this thesis just waste their money for nothing in return “not really there is nothing in return” but they are ignoring it and it is not good because the market are running out of patience.

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“We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down.”

This next thesis is thesis number 93 which is. “We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down.” As I said in other thesis, Company has their markets and markets are which consumer and producer is having trade and conversation with. Markets is very important to a company, because they are the one who give income to the company and at the same time experience to them so that they could grow from their success and failures whenever something happens. Marketplace is where consumer and producer meet and trade for resources like gadget, housewares, cars, food, electronics and many more or information such as ideas, thoughts, suggestions, comments, and new technology also.

Berlin wall serve as the separation between the market and the company, they can't talk or communicate with each other because of the wall. Market are working to take it down so that they could communicate. As for me “there are no wall that is present already” it is build by the company not the market. Communication for both the company and the market are very important because they could talk about problems and changes that they can solve for.

So to end this thesis, I would like to end it with my conclusion that company should also bring down the wall which separate the market and the company, just like the germany they are already one because they bring down the wall. And this is a good relationship for both of them because it would improve their trust and achieve their goals.

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“To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.”

This next thesis is thesis number 94 which is. “To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.” Traditional company are slower in other work because of their tradition and they don't want to change it because they are already used to it and they feel more relaxed with it. Mostly company today are better than traditional company because of their technology and faster way of doing things due to technology.

Investing on technology is not bad after all but they have make sure that it has to be connected to what they are doing or else they would just be losing their money. Technology today helps us in many ways it can helps improve every work by making it faster and with higher quality, but it can also be misused just like hacking. Anyway going back to the thesis, company today are more advance and they have more informations to look for. This give them the edge to be better than other company. There are no rules to slow them down because of their edge and they really have the edge.

To end this thesis I would like it to end it with my conclusion that company that always find their way to improve their company has the edge on other companies especially the traditional ones. They are more open to search for more improvements for their company in the future.

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“We are waking up and linking to each other. We are watching. But we are not waiting.”

This next thesis is thesis number 95 which is. “We are waking up and linking to each other. We are watching. But we are not waiting.” As I said in other thesis, Company has their markets and markets are which consumer and producer is having trade and conversation with. Markets is very important to a company, because they are the one who give income to the company and at the same time experience to them so that they could grow from their success and failures whenever something happens. Marketplace is where consumer and producer meet and trade for resources like gadget, housewares, cars, food, electronics and many more or information such as ideas, thoughts, suggestions, comments, and new technology also.

Markets are linking up with each other because they want to share information with each other, this helps them grow and learn other things. Markets are watching what is happening to the community and also to the company, because they are eager to know something or they have something that they want or need. The main point is that the market won't be waiting for the company to talk to them because they have other competitor of the company to choose from.

So to end this thesis I would like to end it with my conclusion that market can't wait longer just because the company is ignoring them, they have their own decisions also of what they would want to happen. They are watching while waiting if the company is listening to them. I would just say that market need company and company need market also, it's just give and take to attain their wants and needs.

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