

# The Cluetrain Manifesto: The End of Business As Usual

## A Review of the Literature

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## **Abstract**

The Cluetrain Manifesto is a set of 95 theses organized as a manifesto (policy) for all businesses operating within the World Wide Web. The manifesto examines the effects (impact) of the internet on the market itself, the impact between the consumers and organizations. It is in this book that “markets are said to be conversations” because members (market and business organizations) communicate in language that is natural, open, honest, direct, funny and often shocking. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is unmistakably genuine. Most member of a corporation, on the other hand, only know how to talk in the same old language, soothing and in humourless monotone that is learned from training of came from the mission statement. While many work for companies as employees, most companies ignore the ability of their employee’s to deliver real knowledge to the work field, instead sticking to the same old sales talk that makes the markets weary of buying their product. However, employees are getting hyperlinked even as markets are. Companies need to listen carefully to both market and employee. Mostly, they need to get out of the way so intranetworked employees can converse directly with the world wide webbed markets. The use of the internet is a means for companies to exploit the ability of an employee. Corporate firewalls have kept smart employees in with no means of showing their potentials and smart marketing out. It will be difficult for companies to change the traditional way of marketing because now will be totally different. But the result will be a new kind of conversation, one that can only be produced by a thing called the Internet.

## **Reference:**

[http://en.wikipedia.org/wiki/Cluetrain\\_Manifesto#The\\_main\\_idea\\_of\\_the\\_.27Cluetrain.27\\_theses](http://en.wikipedia.org/wiki/Cluetrain_Manifesto#The_main_idea_of_the_.27Cluetrain.27_theses)

<http://cluetrain.com/>

## **Markets are conversation**

Markets are conversations based from my understanding simply means communication between the market (consumers) and the organizations (suppliers) offering products or services. Every business should be able to communicate effectively with their target market, the consumers of their product or service are the lifeline of their business and to be able to operate continuously they need to earn profit from consumers. There are plenty of ways on how businesses can communicate effectively with consumers but proper advertisement of their product or service is the most effective means. A commercial is the most common means of communication being used by big companies such as P&G, Unilever and Accenture to promote their products or services to the market. Big companies also use advertisement in newspapers, billboards, posters, leaflets and brochures but sometimes for a product or service to be known in the market, big companies need the market to experience firsthand their product or service, these can be done through giving samples products or free services. Small organizations or business on the other hand does not have the financially capability to advertise the same way as big companies do so they do theirs in a simple yet effective way. Tarpaulin posting and giving away of leaflets are the most effective means of communication with the market for small businesses. These is there way of show what products or services are available and their price. The ways mentioned above are the traditional ways of communication with the market, the start of the 21 century paved the way for a new way of communication with the market, the virtual marketplace as we call it. The "Internet" is a very powerful tool that revolutionized the way how the market gets information. These days, a person to weary to go a mall can now shop online using the internet. Big and small organizations are now switching to online retailing because of the impact and widespread use of the internet by the people in the market. Markets and organizations now communicate effectively online using the internet, these is also the place where advertisements taking place. Advertisements in the internet are now widely used in sites such as Facebook and Friendster. Consumers

and suppliers need each other. They need to communicate effectively in order to survive.

Integrative Questions:

1. Who are the parties involved in the market?
2. Who does these parties help each other?
3. What are the ways are needed by organizations to have effective communication with the market?

## **Markets are consists of human beings, not demographic sectors**

Market are the consumers, they are the ones that organizations consider to be as their hopeful clients or consumers. According to the American herald dictionary, consumers are the buyers. They are the one who patronizes products or services; they acquire goods or services for direct use or ownership rather than for resale or use in production and manufacturing. "Markets are consists of human beings, not demographic sectors" simply means that the market as "consumers" are made up of human beings and they must not be used in demographics. We must consider consumers as a whole in a marketing point of view. That is where the retail technology is heading; businesses are now shifting to this approach when they go in the online market. One good example of this is Facebook, it has 250 million active users in the world right now. As well all know, China is the world's most populated country and if ever the users of Facebook would be considered as a country with citizens, it would be the 4th most populated country in the world. According to European cities marketing, social network is still growing each month. There are more than 900 million photos and 10 million videos uploaded, 4 billion links, stories or status reports shared, and more than 2.5 million events that are created in Facebook. Facebook is not constrained by geographical borders. Facebook is a global and multicultural meeting point, a market that consists of human beings, not demographic sectors. Users from all over the world have the opportunity to share and connect with each other. In Facebook there are no demographics like race, age, income, disabilities, educational attainment, home ownership or employment status. That is where the e-commerce is heading.

### **Integrative Questions:**

1. What are demographics?
2. Why is demographics used in marketing?
3. Is it needed it e-commerce?

## **Conversations among human beings sound human. They are conducted in a human voice**

I think that this means that organizations (sellers/suppliers) should be aware of what the market (buyers/consumers) needs and wants are. Consumers know what they want if a product doesn't give them what they want, they tend to pass by a product or service. In order for marketing to work, it must take place between human beings speaking the same language. The problem is that companies, while made up of human beings, are traditionally dehumanized. Dehumanization removes all traces of the human voice; the language that customers are speaking in makes it kind of tough to be a part of that conversation. Needs and wants of the markets are subject to change, besides food and clothing, human beings of the 21'st century need technology. The markets needs are constantly changing that is why the organizations that make up the market cope up with the changes. They try desperately to produce what the consumers want and in return they earn profit from the consumers. Knowing what the markets wants is what organizations focus on, releasing the right product at the right time can lead to easy profit but can lead to loss in profit if a product does not click. It's all about knowing the consumers voice (wants) to achieve success in a business. There all lots of ways to know what consumers want, organizations send comments and suggestions forms, surveys and customer testing are only some of the ways to know what consumers truly need. In e-commerce, those ways are easily done online. If a customer for example is not happy with a service they can easily report to the administrator, send an email or answer the online survey form. Business organizations should make an effort to listen to consumers needs because they are very valuable to the operation of the business. Consumers are the lifeline of a business.

### **Integrative Questions:**

1. What is a human voice?
2. What does a conversation mean in a marketing point of view?
3. How do business organizations listen to the human voice?

**Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived**

People are made by God to interact with other people; the human voice is not restricted to talking alone because if so the deaf community of CSB will have no human voice. The human voice is interaction, expression human feelings, saying what you want and need to do. Whatever comes out of a person's mouth and whatever action he does to express his/her feelings, it's only natural. Humans are meant to voice out their feelings. In business this means that changing your voice is not needed just because you think "doing business" requires a different voice than your own. You have a voice of your own. If you have a single business of your own, you need not to change your voice, do be natural and say what you have to say to your consumers. Offer the best product or service as possible and you need not to worry about changing your voice.

**Integrative Questions:**

1. What is human voice?
2. How is the human voice open?
3. How important is it when it comes to business?

## **People recognize each other as such from the sound of this voice**

In a business point of view, consumers tend to go back or be loyal to a good product or service. People that acquire a product or try out a service always tend to tell others what they experienced from it. Whether heard from word of mouth or read from a blog, people tend to believe in what they hear or read. We the consumers are easy to attract when it comes to good product or service. A good example of this is the mobile phone; many people are really into changing their phones from time to time, some every three months. Just by reading magazines, reviews or seeing it in the commercial or internet we get easily attracted in buying those things. We even tend to believe in what others say even they are not really that close to us. In marketing, a voice is very essential, it can be in a form of sales talk, advertisements, leaflets or brochures. Those things are used by companies to attract customers and make them believe that their product is of good quality so that they can earn profit and at the same time satisfy the consumer's needs, that is the main purpose of voice in marketing. Consumer voice is also very essential, because business organizations need them to improve on product or services or in order to know what new products or service to produce.

### **Integrative Questions:**

1. How important is voice in marketing?
2. How does it influence the consumers?
3. How do business organizations voice out their products or services?



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

The birth of the Internet revolutionized the way people get information. It is a global system of interconnected computer networks that use the standardized Internet Protocol to serve billions of users worldwide. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web and the infrastructure to support e- mail. It also supports popular services such as online chat, file transfer and file sharing, gaming, commerce, social networking, publishing, video on demand, and teleconferencing and telecommunications. Voice over Internet Protocol is an application that allows person-to-person communication via voice and video. But for me, the greatest contribution of the internet despite the information we gain from it is the “free communication”. Through email, YM, Skype, Facebook, Friendster, twitter etc. the internet enables conversations amongst people regardless where they are as long as they have an internet capable device. Before people were stuck making letters then eventually evolved to the telephone as means of communication. Indeed the Internet is a wonderful invention? Just imagine life without the internet. How would we as students get the resources we need in some of our assignments. BS-IS as a course I believe wouldn't exist If there was no internet. Life is indeed made easy though the wonders of technology specifically the Internet. That is why I strive to study because I am sure 100% that IT is the next big thing. May god guide the careers of every IS student if CSB.

### **Integrative Questions:**

1. What is internet?
2. How did it impact the 21<sup>st</sup> century?
3. What will life be if the internet was not invented?

## **Hyperlinks subvert hierarchy**

The internet as we all know has the ability to link to additional information or what we call “Hyperlinking”, clicking one button can direct you to more information. The information we get from the internet might exist beyond the formal hierarchy of organizational structure or published material from such an organization – acts as a means of subverting, or bypassing, formal hierarchies. It’s all about connections and on the World Wide Web, the connections are hyperlinks and more of it means more visitors in a webpage. It’s not just documents that get hyperlinked in the new world of the Web. People do. Organizations do. The Web, in the form of a corporate intranet, puts everyone in touch with every piece of information and with everyone else inside the organization and beyond. Getting information in the internet is very I can say decentralized, the internet is an open source program that can easily evade someone’s privacy in flash or leak some private information of a company in an instant causing the a downfall. The internet being open as it is has its advantages and disadvantages on us humans, helpful as it may seem too many but we still cannot hide the fact that the internet has the capacity to create chaos amongst us human beings, it’s a ticking bomb waiting to explode if used by the wrong people.

### Reference:

[http://en.wikipedia.org/wiki/Cluetrain\\_Manifesto#The\\_main\\_idea\\_of\\_the\\_.27Cluetrain.27\\_theses](http://en.wikipedia.org/wiki/Cluetrain_Manifesto#The_main_idea_of_the_.27Cluetrain.27_theses)

<http://cluetrain.com/book/hyperorg.html>

### Integrative Questions:

1. What are hyperlinks?
2. What do we mean by subvert?
3. How do hyperlinks subvert hierarchy?

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

In the internet, good ideas spread but also bad ideas spread. How is this so? Because a good thing in the internet is anyone can publish anything, and the worst thing about Internet is that anyone can publish anything. When people speak online using the internet, we are in fact publishing our thoughts to the world. We have moved from instant messaging to public messaging and that's a good thing. The way in which we do business is no longer being passed to new employees through one-on-one training or group lunch and learns, no, because that is an old school way. The way in which we do business nowadays is being passed to new employees through internal Blogs, wikis, Podcasts and more. An entry-level employee can have a Blog account, a Facebook account, Friendster account, Multiply account or Plurk account following that rivals others penetration of the PR department because the employee are friends with the PR, while a mid-level manager can have many more followers on Twitter than people interested in showing up to a meeting conducted by the CEO. To make things that much more interesting, the consumers can create fan pages and communities around your brands, for example "Nike Forum", a site made by Nike fans around the world. Sites like those can give companies more traction than any marketing initiative they have ever launched with "Less the Cost".

Reference: <http://www.twistimage.com/blog/archives/speaking-in-a-powerful-new-way/>

### **Integrative Questions:**

1. What is the difference between internetworked and intranetworked?
2. How can internet communication affect the world?
3. Why is the internet such a powerful way of communication?

## **These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge**

The birth of the networked conversations, like the internet and intranet paved the way for a new kind of communication, more powerful and easier. Nowadays we have a global system of interconnected computer networks that use the standardized Internet Protocol to serve billions of users worldwide. The internet supports popular services such as online chat, file transfer, social networking, video on demand, and teleconferencing and telecommunications. Voice over Internet Protocol is an application that allows person-to-person communication via voice and video. The greatest contribution of the internet despite the information we gain from it is the “free communication”. Through email, YM, Skype, Facebook, Friendster, twitter etc. the internet enables conversations amongst people regardless where they are as long as they have an internet capable device. Applications mentioned above has to capability or feature that can exchange almost any type of information (file). The internet creates social organizations because of communication people have to discovered similarities among others in views, beliefs or likes. Social organizations with different stories of why and how they were formed. Fanpage’s, blogging and websites are samples of what we call social networks formed to bring together people with similar views, beliefs and likes.

1. What are social organizations?
2. How does a networked communication form social organizations?
3. What are the things you need in order to form a social organization?

**As a result, markets are getting smaller, more informed, more organized.**

**Participation in a networked market changes people fundamentally**

The internet gives the market the ability to get easy information, as we all know the internet has the ability to link to additional information, clicking one button can direct you to more information. The information we get from the internet might exist beyond the formal hierarchy of organizational structure or published material from such an organization. The information we get that is available in the marketplace or internet is superior to that available from the organizations themselves. Getting information in the internet is very I can say decentralized because the internet is an open source program that can easily evade someone's privacy in flash or leak some private information of a company in an instant causing the a downfall. The internet has advantages and disadvantages on us humans, helpful as it may seem too many but we still cannot hide the fact that it is a ticking bomb waiting to explode if used by the wrong people. Because of the openness of the internet, marketing on the view of the business organizations becomes more and more competitive. If a company offers products such as software, movie, music, etc. the internet because of its unbounded limits, a person can easily upload and download that software, movie or mp3. The internet gave birth to piracy because of the ability of file sharing, uploads and downloads gave companies problems because of the disability to gain profit due to piracy.

Integrative Questions:

1. What is e-commerce?
2. What are the limits of the internet?
3. What is piracy?

**People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.**

The internet being open as it is, gives members of the market the ability to get publish information allowing consumer to gain easy information. By clicking one button consumer have can direct access to more information. The information we get that is available in the marketplace or internet is superior to that available from the organizations themselves. Getting information in the internet is very I can say decentralized because the internet is an open source program. These days, a consumer wanting to buy a product can easily access the internet, read reviews, feedbacks and blogs on a specific product. These consumers rely on feedbacks from other consumers that are kind enough to share their past experiences on a product and from there the reader of the blog, review etc. can decide whether to buy a product or not. Consumers now when buying a product does not rely on advertisements alone, they are now smarter, more organized and more informed when it comes to buying. They tend to see brochures, leaflets and commercials as a way to introduce a product but not really tell its quality. Consumer nowadays rely on other consumers, they become are part of a social organization because they help one another. That is why communication in using the internet is very powerful, it can bring harmony and at the same time chaos.

Integrative Questions:

1. What is blogging or reviews?
2. How does it help potential consumers?
3. How do people using internet become members of a social organization?

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

I would like to talk about hacking in this statement. We all that piracy is very well patronize in all parts of the world especially in the Southeast Asia (Philippines included). In the Philippines it was reported that the President of operations of the Sony Playstation 3 resigned due to low sales, what is the reason of low sales? As we all know, the Sony Playstation 3 is a new gaming console that doesn't anymore accept fake cd's, meaning the ps3 cannot anymore be chipped to read pirated cd's it is using the Blueraay type of disc. Hackers and chip makers are finding it hard to override the ps3 program because it has too much encryption in its system. A console that doesn't accept pirated cd's isn't hot in the eyes of Filipino gamers because original cd's her aret to expensive. Unlike the Xbox360, it sales in the Philippines are soaring followed by the Nintendo WII, both these consoles can still be chipped and accepts pirated cd's. In the internet, secret's can never be hidden, in fact there are several sites dedicated for revealing secrets, may it be Hollywood gossips, government secrets, beauty secrets or etc. There are also download engines dedicated for piracy, free software and file download. One good example is Torrent, as long as you have a torrent, you can download everything you desire for free, may it be music, movie, software, games etc. It seems hackers can get everything they want for free through internet, credit card pins; they can also buy stuff on the internet for free. These is the bad side of hacking, bad hackers use it for their own benefit. But there is still the good side, it's called ethical hacking, it is hacking the counter-hack hacking.

Integrative Questions:

1. What is a hacker?
2. What is piracy?
3. How do hackers get their hands on products and mass produce it?

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

Corporations like it the old school way, the way they allocate resources to consumers without using the internet. The internet brought problems in sales for them especially companies selling computer based products like cd's and the like. "Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, and literally inhuman" for me means that corporations when they already have online service in the internet they do not offer the same courteousness they give when facing consumers not online. Consumers online always serves as threat to the security of their products. Those consumers may pose as regular consumers but they do not it may be a hacker lurking, asking questions in the email to them and waiting for the right time to attack. Hackers are identical to the thieves; they use the internet to steal products and then mass produce them or give them for free to consumers that has no financial capability to buy. Right now companies are developing ways to beat these hackers, but the threat is if their system becomes hack free, consumers then not to buy them at all. There is decrease or companies profit.

Integrative Questions:

1. How does a corporation view online customers?
2. What are the relationship between a corporation and a hacker?
3. Is a corporation considered as a human?



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

This statement simply means that in the years to come companies will open their doors to e-commerce. The internet is now becoming very widespread; it is the next big thing since the invention of the mobile phone. Brochures, leaflets, tarpaulins and TV commercials that are used for advertisements will have their counterparts in the World Wide Web. Brochures, leaflets and tarpaulins will be replaced with advertisement banners in websites while TV commercials will now be available on Youtube.com. Old school advertisement will be replaced with the new school using the World Wide Web. The “Internet” is a very powerful tool that revolutionized the way how the market gets information. In a few years time, a person will be weary to go a mall to shop; he/she will just shop online using the internet. Big and small organizations are now switching slowly to online retailing because of the impact and widespread use of the internet by the people in the market. Markets and organizations now communicate effectively online using the internet, this is also the place where advertisements will now take place. Advertisements in the internet are now widely used in sites such as Facebook and Friendster.

Integrative Questions:

1. What is online retailing?
2. What is advertisement banner in the internet?
3. What change in the advertisement practice will happen in the next years to come?