

A compiled reflection of the Cluetrain Manifesto's theses 31 to 45
A Review of the Literature

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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?"

In the first sentence of this statement, "networked markets" are consumers that are in constant communication with each other. We all know that the birth of the Internet revolutionized the way people get information. 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. 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. The second sentence "networked knowledge workers can change employers over lunch" means that companies need to learn how they engage with these customers, in order to gain their trust. They must not keep your employees in a shell, let them speak out, communicate with the public and show their full potentials in helping achieve company success. A company will never know the full potential of a single employee unless given the chance to show it. Third sentence means that companies need to learn how they engage with their customers, in order to gain their trust. Trust that is vital to company success, it is in trust that brand loyalty is achieved. And once successful, once trust is earned, companies should take care of that trust in order for brand loyalty to continue. There must be no trickery, no deceit, fraud or scam on both parties in order to keep the relationship between buyer and seller healthy and on-going.

Integrative Questions:

- 1) What are "networked markets"?
- 2) What is "networked knowledge"?
- 3) How are these two related?

Smart markets will find suppliers who speak their own language.

After reading this statement, we quickly assume that “smart markets” are the online markets. The market is fast changing; the evolution of the internet generates the pre-condition for markets (the read customers) to talk to each other for free. Once separated by geography, marketspaces are now connected in multiple ways in online communities. The market blogs chats and set forums regarding products. They give opinions on what to buy and what not to buy. They also give their opinions based on personal experiences on a product, to give future buyers an idea on what to buy. The online market and the market that watch television ads are completely different, the online market are wiser and more knowledgeable when in terms of information regarding market offerings. The near-instant communication that internet provides to people all over the world is a more important change than even the Industrial Revolution. The internet is changing traditional ways faster and faster each passing day. Citizen journalism like —twittering is reporting news faster and more honestly than the legacy organizations. Consumer advocacy groups like —Nike forum and TipidPc are creating online communities to discuss products and services. Online markets will only patronize those companies that speak their own language. Companies that engage with the online markets have greater chance of success in the marketing era today.

Integrative Questions:

- 1) Who are the smart markets?
- 2) What is their language?
- 3) Why does companies need to speak their language?

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

In this statement, learning to speak in a human voice is something that can be learned. For companies to get involved in an effective conversation with their markets, they need to speak in the same human voice with their market. We must always keep in mind that markets are conversations, it 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 markets are the consumers of their product. Also the market is the lifeline of their business and to be able to operate continuously businesses need to earn profit from them. So how do companies learn to speak in a human voice? First is a company need to learn how they engage with their customers, in order to gain their trust. Trust that is vital to company success, it is in trust that brand loyalty is achieved. And once successful, once trust is earned, companies should take care of that trust in order for brand loyalty to continue. There must be no trickery, no deceit, fraud or scam on bath parties in order to keep the relationship between buyer and seller healthy and on-going. They must let employees show their skills and full potential, they shouldn't keep them in a shell, let them speak out and communicate with the market. It is through chance that a company discovers an employee's capabilities helping the company.

Integrative Questions:

- 1) What is human voice?
- 2) How do companies learn human voice?
- 3) Why is it important for companies to learn it?

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

It is through listening to the markets concerns that a company can truly speak with a human voice. Markets are conversations, it 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 markets are the consumers of their product. Also the market is the lifeline of their business and to be able to operate continuously businesses need to earn profit from them. Companies should always keep in mind that the “market is always right”, they should abide the markets demands and supply the markets needs. A good example of this is the customer relations, every company nowadays have customer relations department where employees answers customer queries and also listen and take down notes of what customers suggests to make their product or service better. Companies must always remember rule number one in marketing, customers that uses your product often likes to talk about it with other customers potential or none potential. So companies need to respect that conversation, they need give them a place to do it. Companies need to participate in it honestly and fairly. A forum is a common and often free way to get information from customers. This is a simple way to create an FAQ tool set for your company with —official answers and user-generated comment. Rule number two, let your employees talk to your customers. This is a topic that a lot of people are thinking about. What is your company trying to hide if the employees can’t talk to the customers? If every employee is not on-board with your corporate vision and dedicated to the success of the company and its products/services then these can only mean one of these things. Its’ either your vision is a lie or impossible, your employees know that you don’t mean it, your product or service sucks, your product or service isn’t worth the money and they know it.

Integrative Questions:

- 1) What is considered the community in marketing?
- 2) Why is it important for companies share the concerns of the company?
- 3) By doing so, what can they benefit from it?

But first, they must belong to a community.

How do companies become a member of the community? As I've mentioned numerous times, to be able to become a member of the community, a company needs to learn how to engage with their customers and gain their trust. Trust that is vital to company success and once a company is successful, once trust is earned, companies should take care of that trust. There must be no trickery, no deceit, fraud or scam on both parties in order to keep the relationship between buyer and seller healthy and on-going. So companies need to respect market conversation, they need to give them a place to do it. Also to be a fully pledged member, companies need to participate in it honestly and fairly. A forum is a common and often free way to get information from customers. This is a simple way to create an FAQ tool set for your company. A good example probably is Smart Communications, as we all know Smart Communications have been giving back to the community for a long time now, besides the charity work, they are also involved in the development of Philippine Sports. They support the athletes, the likes of Manny Pacquiao in boxing and Team Pilipinas in Basketball that is why as you can notice during Smart Commercials or Web ads, there is the phrase attached close to the brand name, which is "We are helping sports".

Integrative Questions:

- 1) How can a company become a member of the community?
- 2) Why is it important for companies to share the concerns of the community?
- 3) By doing 1 and 2, what can they benefit from it?

Companies must ask themselves where their corporate culture ends.

The market is fast changing; the evolution of the internet generates the pre-condition for markets (the read customers) to talk to each other for free. The evolution of the market space is the biggest change in the worlds of Marketing and PR since the invention of television. Once separated by geography, market spaces are now connected in multiple ways in online communities. The market blogs chats and set forums regarding products. They give opinions on what to buy and what not to buy. They also give their opinions based on personal experiences on a product, to give future buyers an idea on what to buy. Companies are now faced with the decision whether or not to change their old ways of marketing and join the e-commerce race in order for their businesses to survive. They realized that the online market and the market that watch television ads are completely different, the online market are wiser and more knowledgeable when in terms of information regarding market offerings. The market that watch television ads tend to see only the good side of the product, they are trial and error buyers, they buy what they see on ads and buys another if it is of poor quality. The old market will now learn from their mistakes and pretty soon they'll discover that being online and researching first is more convenient rather than buying what they see in tv ads. The market space is changing, the markets are changing, and the customers have already changed and will continue to change. The only thing constant in this world is change.

Integrative Questions:

- 1) How can a company become a member of the community?
- 2) Why is it important for companies share the concerns of the company?
- 3) By doing 1 and 2, what can they benefit from it?

If their culture end before the community begins, they will have no market.

The market is fast evolving, from the traditional market up to today's online market. The internet generates a situation where customers need to talk to each other. Once separated by geography, customers are still connected in multiple ways through online capabilities. Blogs, chatrooms and forum are created by customers to talk about experiences in products. They give opinions on what to buy and what not to buy. Companies are now faced with the decision whether or not change to join the e-commerce race in order for their businesses to survive. They realized that the market is now changing, the market that watch television ads are now completely different. The online market is much wiser and more knowledgeable when in terms of information regarding market offerings. The old market will now learn from their mistakes and pretty soon they'll discover that being online and researching first is more convenient rather than buying what they see in tv ads. The marketspace is changing, the markets are changing, and the customers have already changed and will continue to change. The only thing constant in this world is change. If the companies culture ends before a community begins, then what is the reason of their existence? Isn't it that companies exist because they want to satisfy the market? Before changing or ending culture, companies must make sure that they have a community to focus in. They should establish their target market and concentrate on how to earn profit from them. They should attend to the community's needs and hear out their demands in order to have a healthy relationship between both parties.

Integrative Questions:

- 1) What is company culture?
- 2) When does a community begin?
- 3) What is the importance of culture in a company?

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

Companies must know that listening to the markets concerns is a way to speak in a human voice. Over and over again we mention that markets are conversations. There must be constant communication between the market and the business that offers products or services. Businesses must be able to communicate effectively with their target market because they are the ones that patronize what they are selling. The market is the lifeline of a business and for a business to be able to operate continuously they need to earn profit from the market. The “market is always right”, companies should keep up with the market's demand, they need to supply it or else they will have a problem. Customer relations are one good example of listening to market concerns. Nowadays, most companies in the Philippines now have a customer relations department; it is concerned with answering customer queries and concerns. This is also a good way to take down notes of what customers suggest in order to make company products or services better. The number one in marketing is a customer that uses a product often likes to talk about it with other customers. Companies must do all they can to offer the best quality product so that customers can give good feedback to other people. Companies need to respect market conversation and they need to give them a place to do it. Companies need to be honest and fair in those conversations, a forum is a common and often free way to get information from customers and is the simplest way to create a fact sheet for your company coming from official answers and user-generated comments. Also letting your employees talk to your customers is a good way to listen to community concerns.

Integrative Questions:

- 1) What is the meaning of discourse?
- 2) Why is it important for companies to listen to the concerns of the community?
- 3) By doing so, what can they benefit from it?

The community of discourse is the market.

In this statement, the meaning of the community of discourse is the market new companies need to learn to speak in a human voice with the community. They need to engage in communication with their target market in order for business to take place. For companies to get involved in an effective conversation with their markets, they need to speak in the same human voice with their market. These means that companies need to cater to the needs and keep up with the demands of the market. They must always keep in mind that markets are conversations, meaning there must be healthy communication between the market (consumers) and the organizations (suppliers) offering products or services. Every business regardless of size should be able to communicate effectively with their target market because the markets are the consumers of their product. Also they need to bear in mind that the market is the lifeline of their business and to be able to operate continuously businesses need to earn profit from them. So how do companies do this? A company must first need to learn how they can engage with their customers, for trust to be gained. Trust is vital to company success; it is in trust that brand loyalty is achieved. And once successful, once trust is earned, companies should take care of that trust in order for brand loyalty to continue. There must be no trickery, no deceit, fraud or scam on both parties in order to keep the relationship between buyer and seller healthy and on-going. Profit will be earned certainly if proper communication is done with the market. They must also let their employees show their skills and full potential, they shouldn't keep them in a shell, let them speak out and communicate with the market. It is through chance that a company discovers an employee's capabilities helping the company. The market that communicates are the ones who are interested in buying, they are the potential buyers that can give profit to a business. It is now up to the company on how they can get their sympathy.

Integrative Questions:

- 1) What is an example of a community of discourse?
- 2) How do companies learn human voice?
- 3) Why is it important for companies to learn it?
- 4) After learning it, how can it help with the operation of the business?

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

In this statement, it says that for companies to survive they need to learn to speak in a human voice and converse with their target market. Failure to engage in effective communication with their market could spell disaster for a company or even worse, death of its operation. Today's companies need to get involved in an effective conversation with their markets; they need the same human voice as their market does. The marketplace is fast changing, the markets are changing, and the customers have already changed and will continue to change. The only thing constant in this world is change. They should establish their target market and concentrate on how to earn profit from them. They should attend to the community's needs and hear out their demands in order to have a healthy relationship between both parties. They must always keep in mind that markets are conversations and communication between the consumers and the sellers is needed. Every business should be able to communicate effectively with their target market; the markets are the consumers of their product. Also the market is the lifeline of their business and to be able to operate continuously businesses need to earn profit from them. Companies must let employees show their skills and full potential, they shouldn't keep them in a shell, let them speak out and communicate with the market. It is through chance that a company discovers an employee's capabilities helping the company. Companies that do not engage in discourse with their communities will be stagnant and without productivity.

Integrative Questions:

- 1) Why is discourse important?
- 2) Does it define a company's life?
- 3) Can discourse be achieved?

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.

In this statement, it means that companies create all sorts of schemes to protect their welfare. They protect themselves against competitor and they also protect themselves against their market. So how do companies protect themselves? They have different sorts of protection but the most common of all is the law. Companies can sue other companies if they think a competitor stole their idea on a product or service that is patented. Also any false statement from a competitor can that affect the operations of the business could clearly mean grounds to take legal action. On the other hand, same goes for their market. Companies can take legal action if a consumer stole or made false statements against a company. Companies protect themselves for those kinds of problems because they need to protect their personal agendas and welfare. They need to maintain an intrigue free company so that operations can go smoothly. Every business should be able to communicate effectively with their target market; the markets are the consumers of their product and the lifeline of their business. It is in the market that businesses earn their profit. To be able to achieve an intrigue free company, a company need to learn how they engage with their customers in order to gain their trust. Trust that is vital to company success, it is in trust that brand loyalty is achieved (profit). And once successful, once trust is earned, companies should take care of that trust in order for brand loyalty to continue. There must be no trickery, no deceit, fraud or scam on bath parties in order to keep the relationship between buyer and seller healthy and on-going with no intrigue whatsoever.

Integrative Questions:

- 1) What is a religion of security?
- 2) What is a red herring?
- 3) How do companies protect their agenda?
- 4) How do they protect themselves against their competitors and market?

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.

We all know that the internet has brought many unparalleled changes and opportunities in human history. The instant communication it provides to people all over the world is a more important change than any other invention. The internet is changing traditional ways faster and faster each passing day. Consumer advocacy groups like “Nike forum and Tipidpc” are creating online communities to discuss products and services. Blogs, chatrooms and forum are created by customers to talk about experiences about company products. They give opinions on what to buy and what not to buy. Companies are now faced with the decision whether or not change to join the e-commerce race in order for their businesses to survive. People are also talking to each other directly inside the company and not just about rules and regulations, boardroom directives, bottom lines. They do it with style through the internet by participating in blogs created by companies itself. These company blogs help the companies assure that they cater properly to their customer needs and wants. In the internet, companies and market can communicate regardless of their state. These kind of communication greatly help the marketing aspect of life, it gives ease because it isn’t tiresome unlike going to a store (for example) and talking to the manager or sales clerk.

Integrative Questions:

- 1) What are networked markets?
- 2) What is the difference of this market from the normal market?
- 3) How do members of the market talk to each inside the company?

Such conversations are taking place today on corporate intranets but only when the conditions are right.

This statement means that conversations inside the company take place on corporate intranets. The employee's are the ones who make conversations inside the company, through intranet they talk to other employee's of the company. Intranets are used inside a company, these are computers or workstations located and joined in a network inside the company. Why need intranet? Easy, intranets are used for communication within the market. It is used from meetings, briefings, seminar, etc. or simply employee chatting. Intranets are also a good way to post announcements, job openings, rules and regulations, etc. Employee's only engage in chatting conversations when no one is around to discontinue it. We all know that in a company insignificant activities are not allowed. What Employees must do is what the company expects them to do. Conversations using the intranet are only done if the time is right.

Integrative Questions:

- 1) What is an intranet?
- 2) What is the use of an intranet?
- 3) How do members of company used it?
- 4) Is it important for a company to have intranet?

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

In most intranetworked companies, employees ignore the true use of the intranet. Even if HR policies and other corporate information are posted in the intranet, there are still workers that ignore it. Employees only use the intranet for chatting with other employee friends during work. Companies realize that their employees only use the intranet to escape boredom from work. And not the advantage they expected intranet could give to the company. Companies do not expect individual conversations to take place in the intranet. Companies want corporate conversations to happen in the intranet. Conversations like, meetings, announcements etc. Creators of the intranet envision it to help in creating something far more valuable: an intranetworked corporate conversation. They want the intranet to be used as a tool to help the employees be one through conversation, creating teamwork and unity that can help the company grow. Employees must be aware of these in order for change to take place. Companies must evaluate and assess every employee they hire. They need to remove those who are unproductive and replace them with more qualified ones.

Integrative Questions:

- 1) How do employees ignore the postings on the intranet?
- 2) What are the features of an intranet?
- 3) How do members of company use it?
- 4) Is it important for a company to have intranet?

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.

What is an intranet? How does it help a company grow? An intranet is a type of network used by companies to connect all their workstations enabling them to exchange information with one another. Intranets are used in passing announcements, schedules, meetings, policies etc. In most intranetworked companies, employees ignore the true use of the intranet. Departments like the HR, posts policies and other corporate information through the internet, but these posts are rarely read and often times are ignored by workers. Employees who aren't contributing much are only using the intranet for individual chatting with other employees during work. Also intranets are used way to escape boredom from work. Some companies realize that the true reason why they set-up a intranet are not met. They don't get the advantage they expected intranet could give to their company. Companies do not want misuse of the intranet to take place. They want want corporate conversations to happen in the intranet. Conversations like, meetings, announcements etc. Creators of the intranet envision it to help in creating something far more valuable: an intranetworked corporate conversation. They want the intranet to be used as a tool to help the employees be one through conversation, creating teamwork and unity that can help the company grow. The true reasons why intranets are set-up are still not met. The company together with all their employees needs to use their intranet network to their advantage as a tool to help in the development of the company.

Integrative Questions:

- 1) What is boredom?
- 2) Why is it present in work?
- 3) What does boredom imply if you're an employee?
- 4) How does intranet help in this problem?