

Cluetrain Manifesto 95 Theses

Reflection

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Abstract

This first 15 reflections of the 95 theses in the cluetrain manifesto talks about how the market has conversations. The it also talks about what is a network market that is the best source of products and services and gives a good feedback regarding the it. There are some parts here tells us why we should know about the networked market and its importance. Since not everybody knows about the networked market and its importance.

1. Markets are conversations

As we all know markets are composed of people and each person would converse or talk to another person. This simply states that marketing is done by word of mouth. Actually the best way to market a product is to have a satisfied customer and that customer would then talk or recommend it to his/her friend and unlike the advertisements recommendations by friends are usually more effective since friend trust each other and believe that their friend would only recommend a product if he or she is truly satisfied with the product or service given.

These can also mean that people creates markets by conversation such as a product or a service would first be an idea of one individual then he would talk to a specialist or a friend on how he or she could create the product or service and be successful when he starts to market it.

Markets also start which the needs and wants of people each person has wants or needs that they could not attain on their own so they could get a service or a product of a company that would give them that want but then how do these people know what exactly to market or what exactly are the wants or needs of the community. This would usually start with the needs and wants of the creator then he would ask his friends or family if it would be an actual need or would other people want it. These are how inventors usually get there items on the market.

2. Markets consist of human beings, not demographic sectors

Market consists of human beings because human beings are the ones that create the demographic sector I think this statement only states that the market belongs to everybody and not just a group. Since now a days the market is based on what the people need or want and when there are a lot of people looking for a certain product that's where the money is so most of the businesses would focus on that side of the market but actually there should be no limits to products or services people should also focus on customized things that would allow the customer to customize their own design.

Usually well known brands would be in every store while the unknown brands would be placed in small stores near the side walk due to this crab mentality of consumers most of the money goes to the big companies or what we call the company that has well known brands.

If we were to actually look at the start of the markets it actually started with simple stores that sold hand made products which what we usually see in the sidewalks now.

The main problem now is the big companies because of their reputation would sometimes neglect the customer when it comes to service or quality of the product because they believe that 1 customer would not matter that much since based on popularity they are still number one but the idea of service or product rendering was to please the customers and the creators or the service renders should give passion to their customers since that is their main source of income.

3. Conversations among human beings sound human. They conducted in a human voice

This statement may sound weird but it actually makes sense once a person would actually analyze the words. It actually tells us to be humane when speaking to others such that each individual would be able to understand what this person is trying to say. Each individual has their own language or I could say their own jargon these jargons are also usually used in the market like when selling medicine or electronics we would end up talking about certain jargons what would help sell the product actually there may be times that this jargons would actually help sell the product since not all the buyers actually understand what the selling is trying to say since the words are to technical.

In a way I could say that this is a bad thing or we are using people's ignorance to sell a product but it may also be good so that the consumers would actually try to learn these types of language or jargons thus increasing the knowledge of people who are part of that market.

But if we would look at it in a business side I guess it would be better to simplify what people say or avoid those jargons because each individual should be able to understand this since they are the consumers and they have the right to know what they are buying. Since in business the producers should also think about their consumers since there should be a healthy relationship between the 2 so that their transaction would be successful.

4. Whether delivering information, opinion, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural and uncontrived

Most people say that humans are simple and easy to understand but I do believe that humans are complex beings and could not be explained as a whole but as an individual since each one of them are unique. Each voice of a person is unique and each voice should be listened to because that individual has an idea that no other individual has.

Once a person speaks he delivers information it may be useless or useful to the receiver of the message it is still a message that contains information. Everything that is stated in this line is connected to information that is passed to one another. Each opinion, perspective, dissenting arguments would come from a person and usually it would contain their ideas and thoughts it helps open one's mind and give out there natural ideas which may inspire or enlighten another person about a certain topic that they are discussing.

Since everything that comes out of our mouths is who we are or what we are that is what defines us as human beings. Our thoughts are one of the most unique thing that god has given use. This line can also be related to the market since this opinion, perspectives and dissenting arguments are really part of what sells a product since these are where the customer bases his choice. The ideas usually would come from a friend or a co-worker or a family member that has tried it. It is actually the best way of marketing something.

5. People recognize each other as such from the sound of this voice

Once we know someone we could easily detect who that person is may be at a far we could barely see his face but we could already see his shape. The shape of the body would be enough for use to know that he is someone we know. Once a person changes his/her looks we would easily notice specially if we are close to that person a haircut or of the person may place make up we would still recognize them. By just the sound of the voice of the person we would know if that person is sad, lonely or happy this is the ability of a human when he gets to know another person.

A persons voice is quiet important to a person image some people may have a big body but has a small voice I guess not much people would respect that person or he may have even been laugh at because of it. An identity of a person may not only be based on his appearance but his attitude as well since this would also show or live a mark in the person since a there are some people that would remember some by face or by the way he acts rather than his attitude. In some cases the person only remembers someone that because of something that either impressed or irritated him about that person. It would actually depend on the individual on what he remembers about a certain person but usually it is something that made a mark in his mind.

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

Here in the era of the internet almost anything is possible but the biggest gap that was connected together was communication since anywhere in the world a person could communicate with someone that is located in the exact opposite direction and they could receive each other's messages live so once a person clicks a button the person on the other end would immediately receive the message.

Unlike the era of mass media where people would only broadcast by means of television, radio or news papers this is not really communication because only one person is talking and the others are just listening so there is no communication or conversation that is happing which makes the whole idea impossible. People could not communicate with mass media they could only broadcast messages but it is not live.

Here in the internet people could communicate live to each other there is what we call Email, social networks, forums, chat and other sources of communication that was brought by the internet now it is possible to communicate with each other and at the same time broadcast to the world your own ideas for free. In mass media you would need a lot of money just to broadcast something out in the television or the radio unless you are the announcer or a staff of the media station you would be broadcasting the message yet even if you have broadcasted the message the person who would receive the message would still not be able to reply.

And unlike the internet that you are free to post anything or say anything online there are no restrictions or filtering. During the mass media are everything was controlled by the businesses and we could not really say if what is stated in the ads are credible unlike in the internet there are variety of

people that posts their opinion about a certain thing well I guess not all of the comments seen there are lies.

7. Hyperlinks subvert hierarchy

Hierarchy refers to the line-up of power in an organization usually this happened in big companies or in governments because the family does not want to lose power on the government they would make son or daughter of a current office run for a position so that they son or daughter could continue the work of the father or mother that was in position. A good sample of this is Gloria Macapagal Arroyo who is currently the sitting president of the republic of the Philippines she is the daughter of the late Diosdado Macapagal who was the president before Ferdinand Marcos and even Ferdinand Marcos has a daughter that is not in position in the senate plus the running candidate Noynoy Aquino who was the son of late president Cory Aquino.

Hyperlinks are the links that are found in the internet which connects pages to one another so now how can hyperlinks subvert hierarchy? Well I have an idea how because since hyperlinks connect a web pages to one another then it pertains to the internet because without the internet there would be no hyperlinks. Since now a days the internet is so powerful since all the information is there. I think that with the power of pages connecting to another they could easily inform individuals of corruption or something similar that because hierarchy's usually bring corruption to certain companies or in the government because this usually happened when a family does not want to lose the power that they have now.

8. In both internetnetworked markets and among internetnetworked employees, people are speaking to each other in a powerful new way

Internetnetworked markets and internetnetworked employees are speaking to each other in a powerful new way I think this is by using the internet because even local networks still use the internet. Employees and the market are the same because they are both reliant to the internet actually it is rare to see a person now that is holding a book for research usually people would just open there personal computers and search the internet for the answers and usually the answers would pop up instantly because there are other people that may have encountered that problem and found fix to it then posted it in the internet.

The employees need to do their work and to be always updated they need to check the market to know what is the in thing so they would know what to build or what their business would need. The internet is always updated and the market now flows there which makes it easier for everybody to spot what they need and with that work goes smoothly. Internetnetworked is used in this sentence because people that would usually search for something in the internet would look for something they need to learn or something they are looking for so they have the concept of the intranet because there will be some jargons there that would not be easily understood by just anyone. So there would be some sort of organization of people in the net without them knowing like a group of programmers or a group of analyst that only they could understand what is being discussed.

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

The internet is a powerful tool in the current era and this power consists of knowledge of millions of people that are currently using this. Since the main purpose of internet is to connect one another together it already understood that there would be conversations there but what would trigger each other to converse about something? And who will the exchange of information start? Well now there are lots of ways such as email, chat, forums and social networks. Emails could be given away and tell the people to email you if there are any concerns chat rooms are usually used when people want to talk about a certain topic so people would join in to this conversations and because there are so many people here there the power of the exchange of knowledge increases. There may be debates or may be people agreeing with each other. Social networks are the in thing today they are used to connect people from all around the world. Something like friendster, facebook, multiply, twitter and plurk these are some of the well known sites that are now being used by millions of people around the world. It is a good place to make arguments or clarifying something because in real time there are people that would see your post and reply to it immediately. Some goes with forums people would usually go to forums looking for information because unlike television where there are channels that offers new here there anybody could post or comment about something just because they want to not because it is there job. This would give better quality of information plus it would be a lot faster.

10. As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally

Markets are getting smarter and more informed and more organized because of the internet and this became the networked marketing a connection of the sellers and buyers throughout the world the market is getting smarter because of the information that they could get in the internet the wants and needs of the people are being shared by the customers themselves and because of this the businesses would know what exactly should be created and sold. They customers are also easily informed because of the instructions and guides that are all over the net which were published by the creators and fellow consumers. This not makes it easier for one another to communicate and help each other to spread the word of the product and because of the ecommerce sites that are widely growing it is now easier for people to look for the products they want and easier to pay for them because of paypal or other online payment gateway.

This changes the fundamental of people because rather than having a hard time looking for a product mall per mall or paying of it with cash there are now online markets on the net that offers the consumers feedback from other consumers whether they are satisfied with the product or the service and at the same time easier for them because they need leave the house since it is online and would be delivered to their doorstep so it would be a quick solution for both the company and the customer.

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

During the time when internet was still new and there were barely any users people had to call the company where they bought the product to actually ask them what is the problem with the item they bought and it would usually take forever just to contact them and have their customer support assist you in with the problem. So not that the internet is available there are a lot of forums and sites that would actually offer help with your problem. Usually if we would go to the site of the company or the company to ask for question regarding the problem it would seem to take forever. We would have to email their customer support and wait for a reply and because there are so many complaints the reply would return after a few days. There are also instances wherein if the customer would call the service center they would put them on hold and have them wait for so long just to ask a simple question. So why go all through that hassle when we could just go to a forum or a chat where they could just post a message and in a few min there will be a reply from another user that had the same problem. The only problem here is the person would have to do it himself unlike if the person would go to the service center where there would be assistance from the company but thinking about it why would I bother going there and having to line up and fill up forms when I could actually fix it myself in a few minutes.

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

Since the networked market consist of so many people all of them if not most of them tried the product it would beat a groups of testers of the company since each one of them may have encountered a new problem with the program that the testers over looked or may be it would also depend on the user so what happened is the users know more about the product then the company because of the mass of people.

The networked market may even consist of some of the support team of the company who just wanted to post on the net or may be because he wanted less calls. Most of the solutions to our problems are in the internet specially when it comes to products all the customer has to do is browse the forums or google the problem and hope that there were some other people that actually had the same problem as he or she did.

The companies has limited people to test the product which makes less people to notice the answers unlike the networked market as long as a person has a solution to a problem he or she could actually post it already.

The networked market does not choose the news that they would give to the public they would post it to help other consumers unlike the companies they may have a hesitation or even not inform or worst blame the customer for the problem of the product because the company is trying to take care of the image unlike the network market who can be anybody that just wanted to post a solution or a comment online.

13. What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two

If we carefully think about it the employees are also part of the market no matter what may happened because the employees have friends outside the company. Of course if you have a friend you would talk or converse with them every so often and the usual topic is what have you been doing or what is new so the employee would also talk about his or her work which would now bring in to the topic the products of the company and because they are friends there would be a big chance that the employee himself would tell a truthful feedback about the product. This feedback would now be passed from friend to friend and some may even post it in the internet if or even the employee himself would post it in the internet if ever he is an avid blogger or has his own website that has a related topic.

Yet the company could of course stop this from happening which makes the company the wall between the employee and the market since most of the time the company would ask the employee to sign a contract wherein it is stated there that he should not talk about company confidentiality outside the company. This is a right of the company to protect them from leaking out information to competitors or so that their name would not be destroyed. If ever the employee would be caught giving out information the company could file a case against the certain employee for break of contract or even libel.

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

Unlike the network that would talk about the product or company the company would be talking about themselves and if each person would think about it who would you believe a company that is talking about their product in a very good way in order to sell the product or would you believe in the people that used the product and posted their experiences in the internet. Well I would rather listen to the people who had experience with the product because they may not be the one that made the product but at least I know they may be speaking the truth since it does not really concern their image unlike the company that has to take care of their image because of they don't the buyers would not buy their product and would cause bankruptcy to the company.

The companies sound hollow, flat and literally inhuman because they are just trying to promote their product or service which makes it harder to believe since who the right mind would tell the people that "our product sucks please buy it" well I guess no company would so they would just show the good parts or the benefits of the product or service then may be put a small not about its side effects or defects since it is required by the government. Some companies would even hide the problems of the product or service because it rarely occurs which makes it easier to hide then blame who ever experiences the problem with miss handling.

15. In just a few more years, the 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

It was already earlier discussed that there are communications in markets but it does not mean the every person is already involved in this there are still some who are very clueless in and has no idea on what is going on and because of this ignorance they seem jailed in what the voice of the businesses dictate to them.

But in a few more years people would be more slowly hearing about the networked markets that the businesses would soon lose control over the market and would have to follow what the market asks since no one would listen to their opinions or ads anymore.

The French court during the 18th century became very famous because of a purely aristocratic façade where they treated everyone as a tool. During this time people who were in the French court decided to have their own language because they believed that they were a superior race which is a real aristocratic hypocrisy. While the aristocrats in Germany think that they were a superior human race which came from Adolf Hitler. In the French court the aristocrats would meet but not to talk about a case or how they could implement justice but they discussed about how much power each one of them had.

The voice of the business which was communicated via ads or brochure's are there to gain the trust and attention of the consumers but recently people do not really believe in that anymore companies would usually make a mission visions statement but not all of the companies really follows what is written there actually they usually just place it in their ads or in their offices for people to see.