

Cluetrain Manifesto

Book Review

Timothy Kevin L. Co

De La Salle College of St. Benilde

Professor Paul Pajo

Abstract

This is the book review of the Cluetrain Manifesto which was written by Christopher Locke, Doc Searls, David Weinberger and Rick Levine this book actually focuses about the evolution of the internet and how the businesses adapt to this. This also discussed about the relation of the market and the companies that are the major users of the internet. They also focused on how the internet is very important to everyday life and how it has changed the ideas of the people.

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 1: Internet Apocalypso

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/theseearlsgroup>

Quote:

“Life is too short because we die. Alone with ourselves, we sometimes stop to wonder what's important, really. Our kids, our friends, our lovers, our losses? Things change and change is often painful.”

Learning Expectation:

Checking on the title which says Internet Apocalypso makes me think that there would be destruction or chaos then there would be a new beginning since Apocalypso means new beginning and usually before there is a new beginning there would usually be an event that would destroy everything first before people would start rebuilding everything back then try to make a new start. Since this is about Internet Apocalypso this may be about the time that the internet was still used in the United States Military as form of communication then as I remember it evolved into the internet that we use today. This may be the stories that were never told before the stories that were hidden about how the internet really started and how it spread trough out the world as what is now the best known source of communication and sharing of information. When I was doing the 95 theses I also realized that this book is about business so I guess it would also tell me how the businesses started to use internet as a tool that would aided their businesses. I would expect to learn about the history of how the businesses started to use the internet and how did they 1st react since it is something new that they are not sure if it would actually be successful or not. The 95 theses also mentioned a lot about the conversation of the networked market so I guess there should also be something here that would talk about the networked market and how they communicated with the companies.

Review:

Reading through this chapter that it did focus on the ideas of how people started but it was in harmony I was expecting a little chaos or conflict that would arise before there would be peace since it usually goes that way before there would be a new beginning since that was what I thought the title was aiming at. This tackled different topics such as businesses, the internet and the people in general the author tried to give his point of view in a nice and easy way to understand which made it a lot easier to understand his thoughts regarding the topics that were discussed. The topic of this chapter actually focused about life rather than the internet I was actually expecting it to concentrate on the internet because of the title but I guess as the famous saying goes don't judge the book by its cover. If I understood this chapter properly it says that the internet has a positive physiological implication to the people who are using it. In a way it would help man get his day to day challenge and worries would be easily solved with the internet.

I do agree with the statement that the corporations are afraid of losing control because who would want to lose control over something once there is no control there would be total chaos and in a corporation specially top corporations they should not lose control over their people. It is true that there should be trust but trusting people too much is also something bad. I think it would be better if the corporations would give people their free will but of course limit them since just like religion and the government there should be rules that would guide the people and assure that they would not hurt others or themselves.

It is true that there are companies that have lousy strategies but not all business have this kind of strategies I think it would be best if the author would not generalize this. Not all companies are bad specially now that there are rules against what they are doing. There are still companies that manipulate people and try to neglect the customers but there are only a few of them and they are usually companies that have not been that long in the industry because a company that may have already lasted a decade and has a very experienced manager or president would have the idea that it would be best of invest on customer welfare for this is something that would give there company loyal customers.

In the internet there is really freedom and this freedom is something that should be used wisely since there are some people that would use this freedom for bad purposes which are something that should actually be regulated. It is true that there are some companies that would actually hide and try to ignore customers some would not even use the internet and they would also keep their contact number to assure that the customers could not complain but as I said earlier not all companies are like this and they should not generalize to much. I do think that managers in the companies should read this book because this are the things that they should avoid in their companies.

What I have learned:

While reading chapter 1 I now understand why some businesses try to avoid the internet and I also found out that internet is not something that was invented for the hell of it but it was given to the public to increase the knowledge that is shared by different people. When I started using the internet during my grade school years I taught it was just for E-mail and for getting pictures and as I grew older I realized that there was more to internet because I started using the internet for my homework and for games. The internet is usually taken for granted by people but now they are starting to realize the importance and the impact of the internet to the community. It actually gives individualism and anonymity which is a good and at the same time a bad thing it would actually depend on the user.

The internet has and will always be the best form of communication specially with the inventions of the social network sites peoples thoughts are not heard almost everywhere, it gives information to the ones in need and I could say the power of the internet is limitless this has open may new possibilities that may bring change to our world without people realizing it.

Integrative Questions:

1. Why do companies hide from the internet?
2. Why is life short?
3. What are the advantages if companies focused on customer relation?
4. How would companies gain form customer relation?
5. Why do companies run from their obligation?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 2: The Longing

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote:

“We believe, in fact, that to be a business is to be managed. A business manages its resources, including its finances, physical plant, and people in basically the same way: quantifiable factors are determined, predicted, processed, assessed.”

Learning Expectation:

Since the book is about the internet and judging by the title of the chapter which is the longing I guess it would talk about the importance and why people would need the internet. The internet started in the United States military so I guess another topic here would be the people who imagined the use of the internet outside the military and how people could benefit if the internet would spread out as it is now. This may also talk about what people are doing before the internet and after the internet was introduced to the world. The importance of the internet should also be discussed since why would people long for something that has no importance to their lives.

Review:

This chapter mainly talks about how helpful the internet even though people have never realized it or they would barely notice the impact of internet. With the internet people are now free to express they at the same time allow the world to know their taught regarding issues. Blogs, notes, email and other features that the internet has that has suddenly unraveled in front of the people yet, it seems that this chapter also talks about the issue between the business and the internet which is very similar to the ideas of Christopher Locke it seems that both writers has something against the corporations.

The voice that was mentioned in this chapter is not the literal voice but the voice meaning people opinion because in the internet people could voice out or say anything they have the freedom to say what they feel and it would reach millions of not billions of people since the internet is open to anybody. It seems that some people are shy about their opinions so they try to hide themselves using the anonymity of the internet even though they would not put their name there they could still react and inform people about their opinion they may have a second life with a second name that would help them gain what they don't have in the real world which is the courage and braveness.

I do agree that our era today is about proper management because without management things would be in chaos with proper management people could plan for the future and have a more systematic way of doing things since there would be no man who would become successful without proper management skills and organization. A good example of this would be the Philippine government that lacks management and the people in them all lack discipline they are all too busy thinking of themselves that they forgot the real reason for the position in the government.

It is true that people are starting to become too dependent on the internet it seems that now everything already runs via internet that without an internet connection a whole company could freeze. When I was on my job training a few months ago there was this day that the internet suddenly disappeared and because the work of the people their all depended on the internet the whole day we all did nothing but sit down and talk to each other then eventually left the office early. That was whole day wasted just because the internet was cut off. All the work depended on the intranet or the private network of the company once the access was cut off there was no more work to do and the company had to pay the employees one day for sitting around doing nothing since it was their fault that the people had nothing to do.

I for one would usually encounter problems because I have nothing to do the whole day when my internet goes off, there were a few instances that I had no internet for a few days and I could not do my homework because my homework was dependent on the internet I eventually needed to cram on the last day because the internet connection came back the day before the

submission thank god that the homework was not that hard so I was able to finish it before the deadline. These are some examples that would show that the internet is everything to the people these days and time would stop if it were to disappear.

What I have learned:

I have learned that there are a lot of people that are very dependent on the internet this is something vital that should be properly taken care of since a lot of people have been relaying on this technology. It is also now a tool that have brought communication to another level because unlike before this gives more opportunities and possibilities for everybody this is something that has worldwide scope. This tool is not something that each person desires and needs for everyday life.

The internet is the greatest source of information and can provide easy and fast communication so that people could easily contact each other it is also the best way to entertain someone since everything is already online.

Integrative Questions:

1. What is the major use of internet?
2. How can it provide communication?
3. Why are people so dependent on the internet?
4. What is the voice that is stated in this chapter?
5. Who is David Weinberger?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 3: Talk IS Cheap

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote:

“When experienced potters describe their craft, they often talk about seeing the form they’re creating in their mind’s eye, applying force to make the spinning clay match its virtual, internal archetype. There’s an incredible amount of practice, failure, and learning that has to take place before we develop the courage and surety to trust such an internal, private muse, to ignore the contrary opinions of others and do what we know will succeed.”

Learning Expectation:

I would be expecting that this chapter would talk about communication in the internet in general since communication via the internet is the cheapest way to communicate these days. For me I usually use Chat, Email, Blogging, Voice Chat and Social Network Sites for communication. I would also like to find out how does the people that own or who have invented the online communication keep it so cheap compare to calling them via telephone or even sending snail mail which would usually take weeks before the recipient could actually read the letter. Some communication style are even better here specially if you would want to address something to a lot of people you could just blog about it or send it in bulk then forward it to everybody.

Review:

This Chapter talks about the different ways that a person could communicate using the internet. There are a lot of communication tools that could be use and each was discussed carefully by this chapter plus the descriptions are still the same till now I think 10 years as already passed since this book was published well actually it still lacked the social network sites but it already has the idea of it in this book.

It seems that this chapter also tackled the voice once again which was also discussed in the first 2 chapters of this book. I think it would be better idea if they would just place the idea in one chapter so that it would be more organized just as what they have suggested proper management. At this point it would be the proper management of information and organization of the book since it does get a little confusing why they keep on repeating the same topic over and over again.

This chapter also tackled about customer support just like in this books 95 theses there are companies that try to neglect customer support because they just see it as another expense for the company and that area does not really earn much since it is just an area helping the people that has already bought the product but they should realize that who in the right mind would buy from a company that would not offer support after you buy a product for them. I have a great example for this yesterday I was in a mall looking for speakers with a sub woofer well I went in a store that offered it but when I found out that they only offered 3 days replacement warranty I decided to leave the store because what if just tested the speaker then did not use it then after a week I decided to use it and it gives way because of factory defect then I guess I have no choice but to buy a new one. They should offer a warranty for a longer period of time because the customers would have better trust in them because they are assuring the customer that the product would last long and they are willing to change the product if ever it would break that would mean they have high assurance of the quality of the product they are selling.

There are a lot of corporations that are actually built for scamming people or for stealing it is sad to say but it is true. They would take advantage of the people who does not know anything or barely knows anything about the product but this are in the worst case scenario already the most common is the companies that does not offer customer support but I once again want to specify that not all companies are like this and there are still some companies that are always there for their customers because they believe that it is right to help the people that bought a product from you.

I think the bottom line in this chapter is that if someone would want to talk feel free to talk because it is cheap to talk and share your thoughts. Actually we could communicate without even paying for anything and as said in the book communication is very import.

What I have learned:

I really appreciate the companies and stores that would have the proper customer relations and would understand the needs of the customer for assurance in what they are buying because if the company or the sells does not trust their own product how would the buyers or the consumers trust the product?

I also learned that there are a lot of tools or programs online that would allow use to communicate with each other and we would barely spend anything for it. With the internet communications is very fast and easy to use.

Integrative Question:

1. Why do companies hide from their responsibilities?
2. Why are there companies or stores that avoid giving warranty?
3. What are the major tools used for communication in the internet?
4. Why is communication cheap?
5. Who is Rick Levine?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 4: Markets are Conversations

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearelsgroup>

Quote:

"Markets are nothing more than conversations. See these magazines? They're a form of market conversation. We should already be in their stories. We are key to the subject, but we're missing in action after working in secret for years. Our only hope is to talk. Starting now."

Learning Expectation:

This title is not something new to me since I have already encountered it in the 95theses of this book I do understand that the best way to do marketing is via conversation because a customer would prefer buying a product that was recommended by somebody he trust's rather than being offered by an agent or seeing it in an advertisement. This is a fact since a lot of people I know and I myself practice this kind of mind set. Now that I know what the title means I would want to know how do companies get people to talk about their product I have some idea about it but I think I would want to hear it from an expert in the this field.

Since most conversation now are done via the internet I would also what to know how the internet would actually affect the prices which would include the shipping, the stocking and how they would get people to know what they are selling.

Review:

Before anything else I like that idea of using the software's as example for this chapter I am a person that loves technology specially computers and I could easily relate to this since I have used both Microsoft Windows and Linux they are both good operating system and each has their own advantages and disadvantages. It is true that Linux made a major revolution in the industry of software since it was first monopolized by Windows. Linux is the most famous open

source software and it also requires a person to be skilled in computers before he could fully utilize that operating system. It was a good example for a non command and control management because Linux grew without supervision of anybody it was just online and everybody could modify it. It just so happened that there are so many people that were intrigued by this operating system and had their own needs which and later they followed Mr. Linus Torvalds foots steps in order to give the boost on Linux.

In this part of the book the so called “market” was clearly discussed and it seemed like the companies during this era had a lot of power and was enough to control the market. The companies that were described here lacked a lot of ethics since all they really thought about was who they would earn or get profit. They used marketing as a tool to manipulate people because people then where not aware of what the companies are actually up to.

The people later discovered the internet which was the key for them to destroy the cycle of the manipulations of the company with the internet people were able to voice out their needs and companies to the people and the people would eventually notice that they all had the same problem. The internet is actually a double edge sword for the company because their reputation depended on the reaction of people. I think that is the major message that this chapter wanted to give out just like its title “markets are conversations”.

What I have learned:

This chapter has talked about how the businesses used marketing in a wrong way because they tried to manipulate people rather than just inform them about their new product. I was also amazed about the idea that Customers are different from Consumers.

Integrative Questions:

1. What is Apachy?
2. Who is Linus Torvalds?
3. Who is David Weinberger?
4. What is the Cathedral and the Bazaar?
5. How do companies manipulate people?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 5: Hyperlinked Organization

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote:

“The gulf opens between those who are connected and those who think an office with a door is a sign of success. The gulf is one of expectations, and expectations always guide perception. As a result, the company thinks it’s doing one thing while accomplishing the direct opposite with its connected employees.”

Learning Expectation:

Since the hyperlink is a script that connects web pages I think this would talk about how companies are connected to one another why. This is a business book at the same time it also talks about the internet so I guess I should be expecting an explanation for both how the business are connected and the hyperlink that connects web pages. I do also wonder what does this mean by hyperlinked organization as I said earlier I was am expecting it to be the connection of companies or organization but is that really the main idea?

Review:

This books complain about the businesses brain taking advantage of the customers and manipulating them via the advertisements but while I was reading this chapter it seems that this book is also trying to get the people to get angry at the companies and are trying to manipulate them in hating all the companies well that my opinion about his book so far but I do agree that the companies are doing way to much but the thing is the should not be generalized since there are still companies that know that there are limits and there should be limits in what they do.

This chapter talked about the secrets inside the company the thing that got my attention was the deadlines because this issue is not only done in the companies but also in school so I

think that rather than changing the companies they should also change the deadlines of the professors in school since school is where they train the future leaders and if they would keep on giving them unrealistic deadlines then I guess when they get into position there would only be two outcomes 1st would be the student or former student would be like his professor giving unrealistic deadlines that would kill the social life of his employees or a person that would be very mild with his employees because he does not want other people to feel the same pain he went through during his school years either way it is both a negative result because if he is too strict like his professors the quality of the product or service that the company is offering might get affected plus it is something that is very unethical to do. The second result would not cause the company money because the employees would all be slacking off rather than working because they have very lenient deadlines or have no deadlines which may cause the company to lose a lot of money. This is something I already felt because I had professors that wanted things done instantly without thinking that we have other subjects and a life outside his subject. The idea of deadlines are not really bad but they should know that they should make it realistic and should keep it within the bounds of what they are paying the employee.

The hierarchy is something that is not really bad yes its true it's not fair but if I am the owner of the company and I place my son there of course I would place them in a high position then the rest it may not be fair but I own the company and he is my son or friend so I would prefer him to get a high position then the rest and I do think there is no issue to that since the world is never fair anyway.

This writer rejected the idea of the organization that well I think he is wrong people who would feel inferior because they are at the lower part means he has deep personal issues such as insecurities because if a person would work really hard and would aim high he would eventually reach it we all have to start small and start climbing the ladder to success. The organizational chart is not there to show that the people who are in the low positions are inferior but it is to show the people who are working for this company and who they should approach when they need something, it would also show to whom a person is reporting to and who is responsible for a certain task.

What I have learned:

In this chapter I have learned that this book is trying to persist what the businesses are doing is bad or would always have a motive and I do believe that they should not generalize too much because not all the companies are like that I also realized that conversations help a lot of people not only in everyday life but also in the companies. The real meaning of the title “Hyperlinked Organizations” is not the hyperlink itself that we see in the websites but the communication that keeps the employees in the organization together and connected to one another.

Integrative Questions:

1. What is a Hyperlinked Organization?
2. What is the importance of hierarchy?
3. What is an organizational chart for?
4. Why does this book insist the businesses are evil?
5. What are deadlines so tight?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 6: EZ Answers

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote:

“Mass production led to mass marketing, which led to (ta-da!) mass media. Broadcast applied the fundamental mass-production brainstorm to marketing communications. This development signaled the dawn of junk mail. Corporate speech became mass produced "messages" jammed into a one-way spam cannon aimed at a dream that hasn't faded since: interchangeable consumers.”

Learning Expectation:

Based from the title I think this is about questions that are usually asked by people regarding the company and the taught and ideas of the company. This may also tackle the questions regarding the web and the businesses, the discussion may go from gatherings, how the internet helped the businesses and things about the organization that people would want to know.

Review:

As I read through this chapter I do notice a lot of question but I don't really see the relation or I am really just confused since I am not really a business person. I think there would be a lot of people that would be confused with this chapter since I have a background in business since my course is basically a business course with programming I know I suck in business subjects but still I had a background business and I still got confused so I am now wondering how would somebody who has no background in business or has no idea about business relate to this kind of question. I really think it would be better if they just went straight to the point they are trying to make and then answer some of the question that are usually asked then give an explanation why do they think that would be the best answer for it. I really think that would be clearer then going putting all those question there.

There was a part in this chapter where in they discussed on how the business would be successful, they say that it does not matter how many steps a business takes in order to become successful or something like that which I do believe it is true since times do change and the company would need to adapt most companies would take years or even decades before they reach a point where in we could call them a stable company, and if ever they would not properly secure that position they could fall in a matter of a few days. The main thing they should concentrate on is the competition with their rival companies since that is the biggest reason that the company may fail the lack of its ability to compete with its competitors.

The internet is something that no man nor company could control or predicted since it consists of many thoughts of live people so it would actually depend on all of them how the internet would be shaped and how they would handle this technology that was recently created. I think during the time of this book the internet was still new and everybody sees it as something very futuristic and most of them are actually amazed by it.

What I have learned:

The major thing I learned here is that the internet is so powerful that there would be no man that could control it and it would never belong to anybody either. I think that is the main reason why the intranet was created so that there would be a boundary since there are some things that should be kept private but of course it is still part of the internet. It is true that the internet is for the market there is a flaw here since the internet is not only for the market but it is for everybody to use.

Integrative Questions:

1. What is the intranet?
2. Why could the internet never be owned?
3. What are the steps that the business should take?
4. How could a business be successful?
5. Why are conversations important?

Book: The Cluetrain Manifesto: The End of Business as Usual

Chapter 7: Post Apocalypso

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote:

“In the newly humanized and highly vocal global marketplace the Internet has helped create, can corporations survive at all? Not if they're unable to speak for themselves. Not if they're literally dumbfounded by the changes taking place all around them.”

Learning Expectation:

I think this would be the conclusion of this book and would not talk about the future of the internet or how the writer thinks things would be going since the title is once again apocalypso or the Post Apocalypso I think this would talk about the new begging or the begging of the present time since this book is already 10 years old so I guess the writer already for saw what was going to happened and who it would happened. I have learned something from the start of this book that a new beginning does not mean the end of the old because usually the idea is that the old would be destroyed so that there would be place for the new but I think in this case it is different.

Review:

I guess this is the ending of this book where in its generalizing everything that was discussed it is true that even till now the internet is still growing but there are still no rules and no one managing it is a place that would allow anybody or accept anybody in. Some people could even create a different image in the internet or a second life. This freedom may be something that is good to some but it is also bad in some cases this book also talked about the ignorance of people and how some would try to be invisible because they would not want to be noticed and all of this is possible in the internet. The ignorance could be removed because of the vase information that could be provided here.

While I was going through the last chapter I feel like there are some parts of this chapter that the writer is actually unsure of what he is saying that he could not really fully explain what he wanted to say I think it would be better if he removed that part in these book because it would only confuse the reader at the same time remove the interest because it seems that he does not know what he wants to say.

What I have learned:

I have learned that the internet is more than just communication it is actually something used to make an new person and to properly express one's self that he could not do in the real world which is bounded with rules that chocks the people. I also see that the internet has no plans or goals to achieve since each person has their own plans and ideas that they would contribute to the internet which would later give the internet a new era.

Integrative Questions:

1. Why do people hide their identity?
2. Why does the internet have no plans?
3. What is the future of the internet?
4. What is so important about the voice?
5. Why are people ignorant?