

**Cluetrain Manifesto 95 Theses**

**Reflection**

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## **Abstract**

This is reflection 61 to 75 which talks about who the companies treat their employees and how they should really treat them. This also tackles that ideas of the networked market and how they would want to communicate with the companies since the networked market has established its own market they are now inviting the old market to join them as long as they would not try to destroy the new one.

61. Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smoke screen of hucksterism, of language that rings false and often is.

The networked market are looking for answers usually the company should really let one of their people represent the company so there would be someone to actually be ready to answer all the questions of the networked market but this representative is still part of the company and is still under their control which would explain why they are using a language that is usually false more often than not. There is a censorship that the company applies or trains these people to assure that they would not leak vital information that there are times that they would actually lie in order to hide the motives of the company.

The networked market is most likely aware of this in the statement they said that the representative is hiding behind a smoke screen something that would cover them up which I believe is the lies that the companies made for them. This smoke screen is the barrier that keeps that people from actually communicating properly or in other words the hindrance that keeps the two from communicating properly. Hucksterism would be seen in different forms but would be usually seen in the advertisements of the companies. This is usually caused by the desperation of companies to sell their product to the market which would usually end up in a different way since they are fooling their own customers in order for the customers to buy from them. It would have been better if they were very truthful and made customer satisfaction their main priority.

62. Markets do not want to talk to flacks and hucksters. They want to participate in the conversation going behind the corporate firewall.

The networked market does not want to talk to flacks or huckster well who would they would just try to defend their employers rather than actually protecting the rights of the customers it is true that they work for them but would it be better if they would just accept the fact that they are wrong when they are really wrong? These people are the representation of companies that does not want to accept their own mistakes. Mistakes that they should be liable to since they are the manufacturers or the one that lenders service to the customers. The networked market wants to know what is going on behind the corporate firewall or what the company is actually up to. A company that has done nothing wrong would not hide their mistakes but accept them.

The firewall that is being stated her is the wall that the company has made so that the networked market would not get trough actually this firewall is not literal but it means that they made a barrier so that people would not know what is going on inside the company. As I have stated earlier it is true that they the company should let out information but not all of it since there are some vital information that does has nothing to do with the customers so it whether they know about it or not it would not really affect them at all. There are still some secrets that should not be allowed to go out the only information that the company should be willing to give out is the information that is related to the customers.

63. De-cloaking, getting personal: We are those markets. We want to talk to you.

Among all of the statements here in the 95 theses this is the most direct and actually seems like it is talking to a person in the higher ups of the company saying that “we are the people of the market our customers and we have the right to know what is going on because we are one of the stake holders of our company.”. Most of the companies specially the big ones are very obsessed in protecting their name. Since no customer would want to buy from a company who has a bad name or has a bad reputation people would usually go for a company who has a good reputation but to have a good reputation would also mean that they would not have no mistakes or if ever they would encounter mistakes they would be the ones to actually claim the mistake and take responsibility for it. To gain a good name they should also understand that they need to communicate with the customers this customers are the one that would give them the needed feedback to enforce their service and to make assure that they are actually applying it in the right way.

It’s actually simple the workers work for the company while the company works for the networked market and like the workers that are under the company the networked market has the right to get rid of the companies that would not give them the proper service or a good service that is required by the market.

64. We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for we sites chock-a-block with eye candy but lacking any substance.

I do believe this statement is over board since no company in the right mind would give their corporate information, strategies and genuine knowledge out in public plus this would get them in huge trouble because the corporate information has private data of the employees that no other individual should see. If the company would give out their strategies to public then there is a big chance that the company could go bankrupt because everyone would know what they are planning next and their competitors would have all the information that is needed to actually beat them since strategies are the ones that make companies successful. There are companies that actually benefit if the other company closes or goes bankrupt.

I do believe that this statement is just an exaggerated expression saying that they should start opening up to the public and lessen the censorship and lies that they are giving out to the public since nobody really listens to them anymore since all they give out are lies that is so obvious. The 4 colored brochures are the advertisements that they give out since the advertisements are part of most companies idea on how to pursue the customers to buy their products because of all the censorship that took place the advertisements now lack the substance that would actually pursue that customers to believe them. Since most of the customers think that everything the company says are just lies that are made up to manipulate them and to push them to buy their product.

65. We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

This statement states that the customers are also workers in other companies and the workers are the ones that makes the companies work or without them there would be no company because the company would not function of there are no people manning the machines. Companies are highly reliant to the people that works for them but these are also the people that they try to control the companies try to minimize the voices of the workers to assure that there would be no vital information that would be leaked out. I do believe that people should be able to practice freedom of speech but just like there people companies also have secrets and if this secret has nothing to do with the customers then I do believe that they should not give out the information since it has nothing to do with them in the first place. It is normal for people to try to converse but there are conversations that should be limited gossiping about other people is really not something good and it should not be practiced yet it is done by people every day. If a person would want to gossip about something it would be best of he or she would gossip something about themselves.

Each person would want to talk with their own thoughts and I am sure that the workers would want to talk to the customers truthfully and express to them what is the truth something that the company fears and tries to assure that they workers would just tell the customers what the companies would tell them or it is something scripted.

66. As markets, as workers both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

As people in the market and as the people that work for the companies both of them are sick or tired of getting information from the internet it seems that most of the companies are now relaying on their intranet so that they could transfer data quickly but even though they have transferred the data there is no explanation about this data or how to actually use the data that they have given away. Eventually someone else or a 3<sup>rd</sup> party individual would be the one to post the information needed because that person actually gave time and effort to research and understand the information. People that posts information on the internet should also learn to discuss or leave discussion of the information so that the people who would access it would have an easier time understanding the information.

A lot of people are uneasy with the idea of remote information because they may not be use to the style or like me they have a lot of question that they would prefer being answered personally. This is why some companies actually give time and spends for seminars for their employees so that there are still information that is being transferred and this information is a personal information based on experiences. A lot of people are audio visual people where in they easily learn if they would see the actual information while there is a person who is discussion or giving a lecture about the information that he or she is viewing.

67. As markets, as workers, we understand why you're not listening. You seem to be speaking a different language

The market and the workers are one entity they are the same since as I have explained earlier the market is built up of different workers from different companies each person needs a job and to acquire a job they would need a company to supply them with one. Not that it is clear that the market and the workers understand each other the high ups of the company seem to be speaking a different language because they do not experience what the common people or the workers and the market experiences. They would not listen because the words of the people are different and the company has a different point of view with regards to opinion. This is what causes the conflict between the two parties this is the reason why they could not understand each other and it would seem that they are talking using different languages.

The set of mind is so different that they could no longer reach each other and because of the stubbornness of both parties the communication turns out to be a failure no matter how hard they try the point of views would always be different and nothing would change that as long as they both run narrow-mindedly trust is the main issue that they should address because this is the key that would make both parties understand one another or they would not be speaking the same language. This is also applicable to regular people because there are a lot of people in the world that are so narrow minded.

68. The inflated self important jargon you sling around in the press, at your conferences what's that got to do with us?

Jargons are usually used by organization so to shorten or familiarize the people with some terms that are used within the organization normally this kinds of words would could only be understood by the people within the organization because jargons meaning depends on which organization they are in. The meaning of the words would depend on how the organization uses these words there may be times that there are words that have the same pronunciation and the same spelling but they have different meaning.

Once jargons are used by the companies in press releases they should assure that they have properly explained the jargon before using it since not everybody is familiar with these term which would eventually lead the public to confusion because they have no idea what the meaning of the terms. The reason why it is stated in the statement that what does jargons got to do with us means that "why are you using such words does it have any relevance to our complaint or does it have anything to do with the situation we are in" this would be a common reaction of the people since they would could not understand what they are talking about. Some companies would actually take this to their advantage because they know that not everybody complains or wants to understand too much about the technical terms so they would use them to persuade the customer that there is something wrong with the handling that's why it went that way and it had nothing to do with them. this would be effective is the customer just agreed because they could not understand the terms being used.

69. Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.

There are people who are actually impressed when people use technical terms it makes them think that the person they are talking to is smart and knows a lot. That's why there are a lot of people that use technical terms in order to get people impressed most people think that once someone is so technical they know so much and they are a lot smarter but actually a person is a lot smarter if he could translate the technical term to normal English it may take a lot of effort but at least by doing this people could understand what you are talking about. A real smart person would know how to explain the terms that they have used in order to explain it to other people. Explaining means he has fully mastered the term that is why he could not explain or lend the knowledge to other people.

The network market are usually technical people and people that understand a lot of technical terms or they have a good idea on how to use the internet to search for the terms used so they are not easily fooled by the propaganda. The networked market has a good idea that people that use technical terms to persuade people are not that smart or impressive that's why they are not impressed some are actually irritated because they see that there are people who are actually fooled. As fellow humans they of course care about their fellow man and they do not use one as an opportunist to use the ignorance of others to get an advantage.

70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

The investors of the company are the ones that give money to support the needs of the company and in return they would be given part of the profit of the company. They basically earn when the companies earn so when the company fails or goes bankrupt the investors would also lose the money they have invested in the company. The investors are also known as the stock holders of the company and most of them have some say or has the right to change some of the policies in the company depending on how much they own or how many stocks they have in the company since the more stocks one has the more he would lose if ever the company goes bankrupt. The stockholders or investors should also monitor the company's actions and assure that the company would not neglect the customers that actually give them the profit.

Most of the investors do not really meddle with the company's business they just look at the stocks and check if they should sell it or not. They leave the business part all to the CEO or the company president which I do believe is wrong since they are a stake holder of the company and since their money is one of the things that makes the company work they should have a say in what is happening in the company since it is their investment. The investors are not really businessmen so there is a bigger chance that they would understand the market.

71. Your tired notions of “the market” make our eyes glaze over. We don’t recognize ourselves in your projections perhaps because we know we’re already elsewhere

The market in general gets tired when the company always neglects them and the more they are neglected the more the communication between the two are broken once the communication breaks they would have a lesser chance to bring it back again. The company as I earlier stated should learn how to stop ignoring the customers and start learning how to take care of them since all their money actually comes from the consumers. The market would never complain as long as their needs are satisfied most of the companies these days are already focusing on customer relations because they have already realized that the customer has a wide variety of choices that they could choose from and they are no longer limited to one brand. This now gives them a chance to pick which company to be loyal to or which company should they buy their goods from. Once a company’s name is damaged it is very hard to get it back as I earlier explained. Reputation is everything to the people and the only thing that would actually get them to buy from that company is to lower their prices enough that the customer would neglect the customer service or would try it because it is more affordable.

Because of the wide variety of companies these days it would be wise for all the companies to invest and satisfy their customers in both service and product quality since it is the major factors that would keep their customers from transferring to their competitor.

72. We like the new marketplace much better. In fact, we are creating it.

Since it is very easy to sell items online and advertising it would cost them nothing because of sites like multiply and other social network sites plus the other sites that sponsor e-commerce and retailing. It is easy for the people to market their products and services online. If we would check the internet now there are so many individuals selling their products online and because of these small startups are easily formed. These now becomes competitors of the main people in the industry since almost anybody if not everybody could sell products online and because these retailers are actually customers themselves they have already addressed the problems that the companies could never understand the lack of communication between their market.

The new marketplace online speaks that same language as the people of the market which makes the communication a lot easier and less problematic for the customers. It is a big threat to large industries since service is a lot better in many ways. They may see this as a small time business of somebody and would not grow as big as them but if the person selling online is really planning to expand it is just a matter of time as long as he has the right strategy he could start saving his earnings and build a company that could actually be the next number one of that industry. All the big companies started small but because these people are not really businessmen and they have experienced the pain of the market they should be able to correct the wrong that has been going on for ages.



73. You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!

The new market invites the companies to join the new market but upon joining the new market they should also have respect for the new market they should not brag nor look to highly about themselves they may be bigger and more known but they should be treated as equal with the rest of the newly formed start ups of the new market I believe this is what is being stated by this statement.

The old markets are the companies and their booths while the new market is done online and I do believe that the new market is making a better impression in the networked market. The internet is free to all to use so there is no problem if they would join the new market the only think that they would want is to have equality and assure that the companies does not destroy the newly formed market of the networked market. It is a place where everybody is equal and there is nobody that is better than the other. It is a fair statement and in this era I do think that there is equality between the people on the network and there is also other start up businesses that were brought up because of this change the change that was done by the people. The equality of the internet is practiced till now and benefits a lot of individuals because of its convenience and easy access. Most businesses has migrated to the internet as a better solution and to improve their sales.

74. We are immune to advertising. Just forget it.

The old market is very use to making advertisements to promote the product but this is something that would not be equal since the start up businesses does not have enough funds to create advertisements but it is not really illegal to place an ad in the internet but it does not really help that much or people rarely notice this ads. People would just search the internet like social networks for or use google to find what they want directly unlike the ads in the television or the huge posters that we usually see or have no other choice but to see them. Most of the people in the internet would rely on customer feedback or someone who has used the product and gave comments about it online may it be forums or just testimonials about satisfied or dissatisfied customers.

I joined an online community which is a forum based site in this site people could post the products they are selling and their contact number so that people who would want to purchase a product would be able to contact the seller. It is a simple site and if ever the customer and the seller would be satisfied with their transaction they could give positive or even negative comments about their transactions. This would help the other buyers know if the person selling the product is a good or a bad supplier. I have bought a lot of electronics in that site and so far I choose the people with a lot of positive comments and no or barely any negative comments and I could say I am very satisfied with the service they gave me.

75. If you want us to talk to you, tell us something. Make it something interesting for a change.

This is the market talking to the companies telling them that if they would want to converse with the market they should choose an interesting topic that would get the attention of the networked market. I as far as I have commented about this theses they want to know about what is going on in the company and they want topics related to them or something that would affect them. This should also have no censors and should contain nothing but the truth. This is the information that the networked market is looking for. They are sick of the old conversations that they have been having and for them to have a conversation that is always locked away.

Since the companies are really desperate now days they are not assuring that they would talk to the market with full thought of what they have to say and assure that there are no loose ends to it that may destroy the company's name. No matter how they would think of it the companies could never survive without the networked market and they are solely dependent to the networked market. No matter how hard they try to evade it they would always be under that networked market. This time the companies have to make effort to reach out to the people since there is no other choice they would either accept the fact that their rain over the networked market is over or they would slowly disappear because of the lack of profit that supports the company.