

**VERTICAL MARKET  
SOLUTIONS FOR RETAIL  
READER**

**95 THESES THE CLUETRAIN MANIFESTO**

By: Jennifer Tayab Angiwot

Year 3

# Dedication

To my Family, Friends and to my Dorm mates who has unfailingly provided me with emotional, intellectual, spiritual, and financial support.

# Preface

## **Good Day Readers!**

This book is a compilation of my 95 Theses and book review about The Cluetrain Manifesto in my Vertical Solution class entitled Vertical Market Solution for Retail Reader. In the few months of studying VERTSOL course, I've learn a lot of things that I don't know before.

During the first day in my VERTSOL subject, I expected this course to have a lot of paper works because before in my SYSANAL class sir Paul Pajo is also my professor and I know that we will be doing a book like what we did in our past subject with him.

In this subject, I learned so many websites that I don't know before. I was able to make 130 accounts in different social network sites plus my other existing social network accounts. At the half of the term we are to finish our 95 Theses and the 7 book review on The Cluetrain Manifesto and I'm happy that I was able to finish it and have this compilation. At first I'm complaining because to many homework to do but as I start doing it and accomplish something, I feel great because I was able to share my thoughts, ideas, and to react with a given topic.

One lesson I learn in this course is "Comply Before you complain."

# Acknowledgement

With truthfulness and humility, I wish to extend my deepest gratitude to the kind, assistance given to me by the following people:

To Sir Paul Pajo for his challenging Book reviews, The 95 Theses Paper and his assignments. I really learn from those activities especially the webinars.

To my family, and friends for their prayers and unending encouragements that makes me hitch my wagon to a star. Above all, to the Lord Almighty for giving me ample blessings, that I may attain my goals in life.

Book Review

on

The Cluetrain Manifesto

**Book Review: Chapter One - “Internet Apocalypso”**

**Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

**Quotation:**

"Let us speak, though we show all our faults and weaknesses —  
for it is a sign of strength to be weak, to know it, and out with it..."

Herman Melville

**Learning Expectation:**

To be able to understand the concept of the “Internet Apocalypso.” My expectation in this chapter is for me to be able to understand what Internet Apocalypso is all about and what the author’s basis in writing this chapter is.

**Review:**

Christopher Locke the author of this first chapter talks about the “Internet Apocalypso” and this is composed of several parts: first part that Locke discusses is about the Premature Burial. It says here that “Life is too short,” we say, and it is too short for office politics, for busywork and pointless paper chases, for jumping through hoops and covering our asses, for trying to please, to not offend, for constantly struggling to achieve some ever-receding definition of success. Too short as well for worrying whether we bought the right suit, the right breakfast cereal, the right laptop computer, the right brand of underarm deodorant. Yes it is very true that life is too short because we die. Alone with ourselves, we sometimes stop to wonder what is really important.

Second part is Testing...Testing. The author talks here about how the internet grew. The Net grew like a weed between the cracks in the monolithic steel-and-glass empire of traditional commerce. It was technically obscure, impenetrable, populated by geeks and wizards, loners, misfits. The Net grew and prospered largely because it was ignored. It worked by different rules than the rules of business. Market penetration wasn't interesting because there was no market — unless it was a market for new ideas.

The third part is about Waiting for Joe Six-Pack. The author discuss here about the idea a few years ago, you could make an interesting distinction between people who thought there was something special about the Internet and those who saw it as no big deal. Now of course, everybody sees it as a big deal, mostly because of those weirdball IPOs and the overnight billionaires they've spawned. But I think the distinction is still valid. Most companies with Net-dot-dollar-signs in their eyes today are still missing the "something special" dimension.

The fourth part is “The New Workplace: Breaking the Silence” Just as traditional media conditioned the audience to be passive consumers — first of commercial messages, then of products — the traditional organization conditioned employees to be obedient executors of bureaucratically disseminated work orders. Both are forms of broadcast: the few dictating the behavior of the many. The broadcast mentality isn't dead by any means. It's just become suicidal.

Fifth part is “The New marketplace: the word gets around” it says here While corporations are still only marginally aware of what's being said about them online, all but the totally out-of-it are uncomfortably aware these conversations are taking place, and that the control they had in the days of broadcast has evaporated. We're not just watching the ads these days, we're publicly deconstructing them. In this context, intranets look like salvation to many companies, their protective firewalls a form of corporate encryption designed to insulate against a scary new kind of market: unpredictable, unmanageable, unwilling to be manipulated.

Last topic is the “Prospectus” it says here inside companies, outside companies, there are only people. All of us work for organizations of some sort, or we're peddling something. All of us pay the mortgage or the rent. We all buy shoes and books and food and time online, plus the occasional Beanie Baby for the kid. More important, all of us are finding our voices once again. Learning how to talk to one another. Slowly recovering from a near-fatal brush with zombification after watching Night of the Living Sponsor reruns all our lives.

**Book Review: Chapter Two - “The Longing”**

**Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

**Quotation:**

“Our voice is our strongest, most direct expression of who we are. Our voice is expressed in our words, our tone, our body language, and our visible enthusiasms.” – David Weinberger

**Learning Expectation:**

To be able to know and realize what is the web for? Why is it the author title this “The Longing”? Longing for what?

**Review:**

Now a day everybody talks about the web. Everybody uses the web but what is really the web for? In this chapter the author discussed the spiritual lure of the Web is the promise of the return of voice. The longing for the Web occurs in the midst of a profoundly managed age. 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, and assessed.

A managed environment requires behavior from us that we accept as inevitable although, of course, it is really mandatory only because it is mandated. We call it "professionalism." Most of us don't mind doing this. In fact, we actually sort of enjoy it. It's like playing grownup. And having extremist political banners hung in cubicles or having to listen to someone talk about his spiritual commitments or sex life would simply be distracting. Disturbing, actually.

Just about all the concessions we make to work in a well-run, non- disturbing, secure, predictably successful, managed environment have to do with giving up our voice.

Nothing is more intimately a part of who we are than our voice. It expresses what we think and feel. It is an amalgam of the voluntary and involuntary. It gives style and shape to content. It subtends the most public and the most private. It is what we withhold at the moments of greatest significance.

Our voice is our strongest, most direct expression of who we are. Our voice is expressed in our words, our tone, our body language, and our visible enthusiasms.

We don't know what the Web is for but we've adopted it faster than any technology since fire. There are many ways to look at what's drawing us to the Web: access to information, connection to other people, entrance to communities, and the ability to broadcast ideas. None of these are wrong perspectives. But they all come back to the promise of voice and thus of authentic self.



**Book Review: Chapter Three – “Talk Is Cheap”**

**Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

**Quotation:**

The voice emerges literally from the body as a representation of our inner world. It carries our experience from the past, our hopes and fears for the future, and the emotional resonance of the moment. If it carries none of these, it must be a masked voice, and having muted the voice, anyone listening knows intuitively we are not all there.

David Whyte, *The Heart Aroused*

**Learning Expectation:**

To be able to know the new trends for communicating nowadays.

**Review:**

The way people communicate with each other nowadays has been changed a lot ever since. From one to one talk which then evolved to talking through telephone and now through chat and email. Internet has really improved the way people converse with each other. People can now talk from one side of the world to the other. For example, a man from the Philippines can now talk to someone in the United States of America cheaply and quickly. The distance of the countries are very far from each other, one coming from the East while the other from the West. Both countries divided by large and deep pools of water. But still, both people communicated with each other in just a matter of seconds. That is how revolutionized communication is nowadays and how big a factor the internet has been in terms of communication.

Electronic Mail or is widely known as simply E-Mail, has changed how people communicate publicly or privately. E-mail is used inside companies or outside of it, depends on the situation. People could say whatever they want to say to their friends with just the click of one button namely “Send”. With this one button that sends the information the person wants to give to his friend, the communication with each other is strengthened even more. Friendships and camaraderie are made and reinforced with just the click of button. That is how e-mail changed

the world in terms of communication. It is also a way for people to release their true selves and talk to others in a way they may wish to do.

Another feature that the internet created was the Mailing Lists. Mailing Lists are messages that are sent to a list of people for further convenience. A good example for this is if a person wants to send a Greeting Card to all of his friends and family members, he/she would just select those people he/she wanted to send the Greeting Card to and just click the “Send” button to send it. It is called the one-way list. The other type of Mailing Lists is called as webzine or e-zine or electronic magazine as stated in the book. Basically, it’s a magazine on the web. These are published by people in their offices or even in their garages if they prefer. Another type of Mailing List is called the two-way list. The difference between the two is that the two-way list can receive responses from other people which let the people communicate each other greatly. An advantage of this to an e-mail is that two or more responses can be received simultaneously at the same time increasing the effectiveness of their conversation.

Newsgroups are another way for people to communicate in the internet. It has a news server to handle all the news that the people posts in the net. Different kinds of people can post different kinds of things or topics they want and other people would have the liberty to respond to the thread. This is a great way to communicate because different people with different experiences can share what they know and what they think about a certain topic. This variance can then generate a new idea that can someday change how people think of about the topic. People can help out each other regarding some things and they can flame each other just for the hang of it. There is also a chance that a person from a certain company would leak out private information about a company just to help out because of his own reasons. People can be really flexible regarding communication in the internet.

Another way for communication that has really changed people think is the Chat. Chatting can be done just like the rest but people get a different feeling seeing that the person is typing his/her reply in live. Distance is not a factor for internet because it has connected people all over the world.

Web pages are personalized site in the internet where you can know something about a person just by browsing through their web pages. People can gain information or knowledge just by looking through some pictures, blogs, and posts by some person. Just by viewing a person’s pictures will give others idea on what are the things the person likes, likes to do, likes to eat, and the like. By means of blogs, people could know what the things the person thinks about a lot are and what are the things the person likes to do.

## **Book Review: Chapter Four – “Markets Are Conversations”**

### **Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

### **Quotation:**

Every morning when I wake up, I try to remember  
who I am and where I come from.

**- Harry S. Truman**

### **Learning Expectation:**

I already have idea what markets are conversations is all about and I just want that in this chapter I will be able to broaden my knowledge about this.

### **Review:**

The World Wide Web has become a great tool for bridging the conversations between markets to markets. However, a lot of companies are still utilizing it in a wrong and inappropriate way. They were so focused making and placing advertisements that just kept customers get irritated and dismayed. They were wrong in keeping the conversations healthy. What the companies should do is to talk like real human – be as natural as they should – because they should build up a relationship to their customers that will last in the end.

The internet is place where users can interchange ideas, give comments, release factual data about everything they feel that needs to be shared and more. Due to the web’s presence onto them, they now know its function: being connected to other people and it is getting faster and smarter. Because there is a continuous conversation without the boundaries established like in a company, the net serves us the tool to innovate things. For example, the creation of linux, due to its versatility and flexibility, it can be configured by other programmers. Let us go back to a certain topic why conversation in the market is not good some times because, Bad PR is present. Having bad personal relationship to the public lacks integrity and the justifications because it is only being done to cover something or give information incomplete. But this problem can be resolve, interaction to the consumers properly and successfully. After we have discussed the personal relationship idea in a market, let us now direct our attention to the advertisements versus the word in the web because the intensity of sales talk between you and the marketing personnel will prove if the justification is somewhat similar with their advertisements. Based from the article, advertisements on the web are only banners and promotions but not advertisements per say, it act as an axe on our heads if it will strike us or not. But in order to counter this, we ask questions from other subscribers on that specific product if it really suites their standard or even yours. So, human conversation still is present but not in a form of personal interaction rather through the web. As add-up info about design the web site of your service or product, conversation is a good ingredient in making your site a interaction area for your consumers.

**Book review: Chapter Five – “The Hyperlinked Organization”**

**Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

**Quotation:**

**Learning Expectation:**

My expectation in this chapter is to be able to understand how things work in hyperlinked organizations.

**Review:**

Hyperlinks are special area on a web page which can be activated. It is a reference in a document to an external or internal piece of information. Hyperlinks results to future hierarchies, if you click the text with hyperlink you will go to another page and that’s awesome because it makes your life easier for the only thing you can do is to follow the link, no need for typing you just have to click the link.

Companies in the world today are building forts or establishments that lets them control everything inside it and sometimes even outside their perimeter walls. They control a lot, from the performance of their workers to the people going inside and out their fortress. They don’t want any problems popping out somewhere they don’t expect that is why they are preventing employees from having a conversation to people outside the walls during work time. Supervisors in a company also don’t want any distractions or interruptions to their employees to become much efficient and effective like robots. The production of a company should be quick and fast and also in masses to have a lot money go back to them. They push their workers for the big increase on profits, which in a way is kind of selfish.

People inside companies or organizations had made the org chart. It is information regarding about the things that determine who’s the big boss and who’s to work for. It also tells the employees what to do and how to do it inside the borders of the makeshift castle. Employees within a company are arranged and managed how they will do their jobs. Their performance should be coordinated with the others to produce an effective and efficient product. This is sometimes unproductive because the true expertise of some employees aren’t used to where it should be used.

The hierarchy in a company is shaped like a cone because it narrows as people go along upwards. The bottom starts as flat as possible and a lot of people reside in this area inside a company. These people are those who are new or just starting to work their way up the hierarchy. The people on the top of the hierarchy are those who control everything in the company. They are those who establish themselves as the best and claims that they are the kings or queens of the company. The hierarchy is also the way how the employees would know what

they would do. It is also the way on how the employees could get information and establish their goals inside the company. The deadlines of the products or projects are the measuring stick of the integrity of the company. That is why employees work their asses off just to make the deadline and keep the reputation of the company as high as possible to avoid loss of clients. Professionalism is also looked at the employees to determine whether they are worthy to go up the ladder of hierarchy or not. Dressing in a corporate way is only one of the ways employees should do to have the right to go up the hierarchy.

There is a force that the fortress of companies is having problems with, and it is the hyperlink or connection. It is a force to be reckoned with because not only it can change how the employees think but it can also change the whole company whether it may be positive or negative. Connections of people are somehow a problem for a company because this group of people can do something to the company in a big or small way. Either of these two outcomes will make a change inside the company which is something the people from the top of the hierarchy don't want especially when the company is running stable and flat. These changes could make or break the company which is why companies don't want any changes within their make shift castles. Hyperlinks are disregarded because they are not organized. They are messy and sometimes uncontrollable. But despite of these things, employees need something to release their hard works and temper. Employees can release their displeasure through the internet and connect to other people.

The internet having the connection of people around the world is used by people mainly to converse and communicate with others to release some steam from all the works they have done inside the companies they work for all day. The connections between the people make new ideas and give people knowledge they need and want to do their job much effectively and efficiently.

Fortunately, some companies today are breaking their walls down and letting their company and employees communicate with each other and let them connect with each other. This connection is making a lot of changes within the company. Customers or clients are telling the marketers what they want and need ahead of time for the marketers to know what they should do. Even before the companies would release some new products, they are rest assured that someone will buy their products. The customers that they had talked to and gave the information they need would be the ones who would buy the products because the things that they need and want are inside the products that the marketers made for them.

Here's one example of how things work in a hyperlinked organization:

*You're a sales rep in the Southwest who has a customer with a product problem. You know that the Southwest tech-support person happens not to know anything about this problem. In fact, she's a flat-out bozo. So, to do what's right for your customer you go outside the prescribed channels and pull together the support person from the Northeast, a product manager you respect, and a senior engineer who's been responsive in the past (no good deed goes unpunished!). Via e-mail or by building a mini-Web site on an intranet, you initiate a discussion, research numbers, check out competitive solutions, and quickly solve the customer's problem -- all without ever notifying the "appropriate authorities" of what you're doing because all they'll do is try to force you back into the official channels.*

**Book review: Chapter Six – “EZ Answers”**

**Book: The Cluetrain Manifesto**

**Amazon:** <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

**Quotation:**

If love is the answer, could you please rephrase the question.  
- Lily Tomlin

**Learning Expectation:**

My expectation in this chapter is to be able to know the idea behind the EZ Answers and be able to understand what the author is trying to impart to me as a reader.

**Review:**

Mass production has changed how people traded their items and goods nowadays. They are now producing much more things and products in a single day that people on the past could only produce for an entire week. The production of items and goods on a large scale has changed the face of marketing for the past years.

Not only they can produce lots of products they can also gain a lot of money in just a few periods of time. It is like selling items on steroids because items and products that people can make in a week could be now made in just a single day. The profits go the same way because the earnings of people for a week could also be earned for just a single day or even higher. That is why a lot of people have been seduced in entering companies which performs mass production.

The person who supervises the mass production companies has made their own rules on how to keep and preserve the effectiveness of their marketing ways. They build a huge establishment making it their make shift fortress or castle where they literally own the place and rule over it. They are the kings and queens of their kingdom and they do everything that they want as long as money keeps on piling up.

The way they handle and supervise the persons that work for them is kind of strict. Professionalism should always be present for the employees and company rules and regulations should always be followed because any disobedience from these rules and regulations could make or break the future of the employees. These restrictions in a way made the employees some kind of robots or machines that should always follow what the higher in rank wants and implies. Their freedom within the walls of the make shift fortress or castle has been taken away just like old rulers handle their slaves. So, in a way, these employees are like slaves working in a company or a castle for the rulers' happiness and comfort.

That is why a lot of people or employees had gone out to find a way to release some displeasure or temper. They had found the key to their relief and it is called the internet. The internet gave the employees a way to be themselves and be free again doing everything they want with nobody telling them that it is wrong. This freedom is one of the biggest factors that people on enclosed establishments they call company takes pleasure from. The idea of being free has made other employees come out of their shells and has gone to the internet world and be themselves to communicate to others who are having the same fate as they are. Communicating with the same people having the same fate as them gives them the courage to do something that their supervisors don't want them to do.

On the other hand, if there would be no mass production, there would also be no internet or mass media because from the mass production of products came the mass marketing and from mass marketing came the mass media. Mass media gave people a way to communicate and revolutionize marketing on a whole new level. People all over the globe are communicating and conversing with each other with just one click. New ideas are made from comments, suggestions, support, and the like from people helping out each other just for the heck of it without any exchange for. These are people being people, human beings helping out fellow human beings. The internet has made a connection far difficult to be broken for a long time to come.



## **Book Review: Chapter Seven – “Post-Apocalypso”**

### **Book: The Cluetrain Manifesto**

#### **Amazon:**

#### **Quotation:**

“One thing the Net is good for is organizing markets.”

#### **Learning Expectation:**

#### **Review:**

The internet has really changed how the world goes around. A lot of things had happened through the internet and probably even more has yet to come these following years or in the near future. People used the internet for good and for other imbeciles for bad things. Those people who use the internet for good has changed the way people live across the planet.

People can buy online, read stuffs in blogs, see flashy pictures and videos, download music and other stuffs they are curious about and most importantly, the internet provided the people a way to communicate. Communication provided people a way to gain knowledge and created a link for them to converse across long distances. Connecting to people has really been a way for the internet to get popularization in just a short notice. People wanted a way to talk to their loved ones across long distances and it gave them a way to gain information and knowledge which is always a good thing.

Unfortunately, some people do bad things in the internet. The popular things are hacking and the so called virus. When people hack in the negative way, they are mostly stealing some stuff over the internet from money to personal and private information. The virus gives problem in a different way. It disrupts the way people use the internet. Some viruses destroy vital information from people and some just annoys people from their work preventing progress. Fortunately, anti-viruses can prevent these bad things from interrupting the way people use the web. The way people use the internet can also affect the success rate of the anti-viruses.

One way that people must know is that life is free. They shouldn't be constrained in the management of some corporation or company. They should know how to converse to other people to avoid this kind of things from happening. When people communicate to others, they feel something that nothing else in this world feels, the kind of feeling that people feel when talking to other human beings. This feeling is something people don't feel from talking to corporations because a corporation is just a made up entity that doesn't know how to communicate to human beings.

People are also treated as robots inside these facilities. As if they were programmed to create projects, type long documents, repair broken things inside the building, fetch coffee for the bid boss, sell products made by the company, and the like. These are just some of the things

that people do in the corporation that makes people want to have a break. The toils they acquire from working is released through the internet and that is why internet creates a way for these workers to have a break and release some steam by communicating to others.

A great thing that the internet did is that it helped a lot of powerless and normal people rise up and be known. The internet is so easy to use that many people just logged on and studied a few things, then voila! A new way for people to live their lives is born. The convenience and ingenuity that people create in the internet is used as soon as they release it. An idea which just popped out someone's head has grown and became something that changes the world. That kind of things is the way the internet revolutionizes the world.

The imagination of an individual could be the source of something that people will use for the future. Maybe something elusive or ingenious will pop out someone's imagination or idea which will change the course of humanity. These are just some of the possibilities than can happen in the internet.

The human imagination and idea can come from nothing at all to inspirations gone wild. The human mind is still a mystery after years of studying and researches about it. That just shows how the human brain can produce something and we all know it will. It's just a matter of asking when and where. We will just have to wait and as we wait we should also expand our knowledge for possibilities to come. We ourselves can be the source of something that could change how people live their lives or even the world. It is up to people to do something for the success of the internet and also the world alike.

95 THESES  
THE CLUETRAIN  
MANIFESTO

### ABSTRACT

This chapter is a compilation of my 95 Theses on the Cluetrain Manifesto. It's a collection of my thoughts, ideas, opinions, and my reactions on the given topics. This paper talks about markets are conversations; about the importance of having intranets installed in companies; how intranet can help the company, and how employees be more productive in their work having intranet in their workplace. Also talks on the importance of communication between the company and the community that a community is the discourse market.

**1st Reaction: Markets are conversations**

**Integrative Questions:**

1. What are markets?
2. What is conversation?
3. How is conversation in market done?

Markets are conversation, for me this means it is simple exchanges of words between two or more people that will help each other gain a full understanding of how a transaction will become known. Markets are nothing more than conversations. And there are many forms of conversations, like: magazines, television advertisement. They have their own unique way of conveying their products to the customers. Conversations are two way. Since you are what u do and say online and since you will be judge on your reputation and follow through, it is important. Being open and authentic is step one of who you are, step two is being available to respond to questions, comments, and criticism.

Conversation is done everywhere; conversation can be done through phone, through mass media, through internet etc. In companies, it is important that the employees are good in conversing with each other. A deal will not become a successfully without conversation.

Without conversation, whether this is in oral, written, graphical, and physical there are no transactions. You cannot sell or promote your company or product if you don't communicate to the consumers/client. In the market, conversations are everywhere. People converse with one another to sell or promote their products online or in personal selling. It's all about conversation.

**2<sup>nd</sup> Reaction: Markets consist of human beings, not demographic sectors.**

Integrative Questions:

1. Why is market consisting of human beings, not demographic sectors?
2. What is the role of human beings in the market?
3. What is a demographics sector?

Yes markets consist of human beings and not demographic sectors. Human beings are the ones who are making up for the market because they are the one who controls, manages, and promotes a business. They are not just an ordinary person but they have some ideas or information about the market. They make some ideas on how to develop and improve the company, know what their edges to other companies are and they know how the company will become successful. Separating employees into departments is like separating all the ingredients in a meal. Fragmentation does not equal control. Unity also does not necessarily equal control, but it is sure doe's equal productivity.

Markets are composed of human beings that know how to talk, act, and think in a rational manner. And this is where wise interaction is made. And one thing is that companies must ask themselves where their corporate cultures end. If their cultures end before the community begins, they will have no market. A consumer has the big role in the market. The saying goes "customer is always right." I agree because in a market, it is important to respect what the costumer wants and costumer's attitude for they are the reason why you still have your business. Once employees realize that they can collaborate with one another to get their jib done easier, the more they will seek opportunities to collaborate. If the companies aren't giving the needs of the employees, they are also smart to figure out how to get it. That might include leaving the company.

**3<sup>rd</sup> Reaction: Conversations among human beings sound human. They are conducted in a human voice.**

Integrative Questions:

1. Explain conversation among human beings sound human.
2. What is human voice?
3. What is meant by speaking in a human voice?

Selling is about speaking in a human voice. It's about integrity. It's about find out what you have in common with your costumer. So you must be honest to your costumer. For example don't say that your product can whiten his/her skin just for that person to buy your product where in fact its not. Learning to speak with a human voice is not a parlor trick. It can't be picked up nor can't learn in school or in company's seminar.

To speak with a human voice, companies must share the concerns of the community. But first, companies must become a part of the community. It is important that company has a background of the community and able to adopt with it. What makes for successful selling are not skills but setting an objective for what you want to achieve. You must have a clear vision on what is your company goal.

Not all people can do the things that they say. Conversations are better when you are talking to a real person because you know if that person is telling the truth or not because if the person is in your front or you talk with her face to face you can know whether he/she is telling the right word by his/her eyes. Some people say many things but only few are being done.

**4<sup>th</sup> Reaction: Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.**

Integrative Questions:

1. Why human voice is is important?
2. What does delivering information, opinions, and perspectives; the human voice is typically open mean?
3. How do we suppose to deliver our thoughts?

The human voice is our investment. It is the organ in which we can communicate to our fellow people. This means that in doing business; when delivering information, opinions, perspectives, and nonconforming arguments, don't change your voice just because you think it requires a different voice than your own. If you are one person, you have one voice, your own.

Whether delivering information. Opinions, perspectives, and dissenting arguments, the human voice is typically open, natural, and uncontrived. This statement number four in the 95 theses basically says that you just have to be unique in talking. Just deliver your thoughts in a simple and natural way.

We have different voices. In a company or a group of friends of multiple people, you have collection of voices. A collection of voices and the motions and patterns that they represent can be called culture. In your company when answering phone calls your costumers will recognize whether you are the person whom they know or not because you have a unique voice and unique way of talking or the way you deliver your sentence and even your word pronunciation.

When delivering information, it does not have to be perfect as possible because sometimes we cannot avoid committing mistakes but as long as you are sure with what you are saying and you can deliver it in a natural way, there is no problem. It may not be too serious and too polished. It should be open, friendly, natural, and relax approach.



**5<sup>th</sup> Reaction: People recognize each other as such from the sound of this voice.**

Integrative Questions:

1. How do we recognize someone?
2. Does hearing someone's voice make us recognize them?
3. Explain what is the statement "people recognize each other as such the sound of this voice."?

Human voice is genuine and cannot be faked. People recognize other people by the sound of their voice. For example me my self can recognize the voice of the people that are close to me like my families and friends and even the people whom I always hear their voice like my teachers even without seeing them, just by hearing their voice I can tell who is the one talking.

Also in hearing someone's voice you are able to recognize the intention. You can say that the person is sincere with what he/she is saying by the tone of his/her voice. You can also recognize when the person you're talking with is afraid because his/her voice sounds.

People recognize each other such from the sound of this voice. In this statement it simply says that our voice has a big role in our life. It is one of our identities as a unique individual. You can change the way you dress, the way you carry yourself, you can have a make over but never can you change your voice. You may not be recognizing by your families and friends when you change your looks but they will surely recognize you just by hearing your voice.

Everybody has given by God with a unique voice, and this voice is our asset. We use it to communicate with others. We use it to gain trust, to win friends, to make a deal in a business; we use it every time and everywhere.

**6<sup>th</sup> Reaction: The internet is enabling conversations among human beings that were simply not possible in the era of mass media.**

Integrative Questions:

1. What is mass media?
2. What can internet do?
3. What can internet do that mass media can't do?

Mass media is a mean of communication that reaches and influence large number of people, any medium used to transmit mass communication. The internet can allow human beings to have a conversation with their friends, families etc while a mass media don't allow it because in mass media mostly they just market their products through advertisements.

Through technology, nothing is impossible. The internet is a powerful tool. But most attention seems to focus on its use as means of vertical communications. Through internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. The media no longer owns the audience. Scarcity is no longer the problem. The internet is now the world's powerful publishing and broadcasting platform. It is growing exponentially. In the web you can see everything, just search and you can find what you want. And you can have access twenty four hours as long as you have internet connections. Using internet, you can communicate with your friends in different places, you can do your business work, the online video through YouTube, and the millions of photos uploaded through services like flickr, and you can see how the internet is morphing into a broadcasting, as well as text-based publishing environment.

For me internet is my life because everything is in there. Internet can make me communicate with my friends and families in other part of the world. Internet helps me in my assignments, if I'm bored I will just surf the net then play online games or chat with my friends. Internet makes everyone's life easier and happier. Internet if you use it wisely is really a great help.

**7<sup>th</sup> Reaction: Hyperlinks subvert hierarchy.**

Integrative Questions:

1. What is hyperlink?
2. How does hyperlink subvert hierarchy?
3. What is the advantage of having hyperlinks?

Hyperlinks are special area on a web page which can be activated. It is a reference in a document to an external or internal piece of information. Hyperlinks results to future hierarchies, if you click the text with hyperlink you will go to another page and that's awesome because it makes your life easier for the only thing you can do is to follow the link, no need for typing you just have to click the link.

The good thing about hypertext is that you're not constrained to follow a text in a linear fashion. Upon encountering a hyperlink of interest, you can click to another point in the document or to another document altogether. Hypertext remove constraints upon the order in which ideas are accessed, read, or even finished before proceeding to the next. Hierarchy is meant to provide structure and order.

The advantage of being a free agent today is that you can use the internet to get around the hierarchies. Information on almost any field is available for free. Tools like twitter let you follow people in fields that interest you; also Plurk let you to become a fan of a person your interested with, making it excellent for competitive intelligence.

The importance of hyperlinks in business today isn't that they have increased the amount of dialogue, and we'll get back to that point. They have increased the efficiency of honesty.

**8<sup>th</sup> Reaction: In both internetworked markets and among intranet worked employees, people are speaking to each other in a powerful new way.**

Integrative Questions:

1. How do internetworked and intranet worked employees communicate with each other?
2. What can technology do now a day?
3. What are the advantages of new technologies now a day to the companies?

Internetworked market and intranet worked market can communicate to each other by the power of internet. The traditional means of communicating with audiences such as employees, customers, and investment communities have relied heavily on print-based documents, email or static internet websites. Today, long distance is no more a problem in communicating with your business client or for example in your company branches. There are so many high technology equipments use to communicate anytime and anywhere. That even when you are in a vacation you can still do some of your office works.

For example you are a employee of one big company and you have many works left but you need to finish it, you want to work even when you are at home so you have to access some files in your company, its good that your company is using high technology for you can still access your company's file using VPN connections so you are able to finish your work at home.

Today, almost all companies use high technology in their business process. Board or directors in a company can have a meeting even when some of them are in other country by video conferencing. They can communicate with their stock holders by those new high technologies. And having new high technologies is a very big help for all. It lessens the work of employees in short it makes the life of everyone easy. We can do impossible things using new high technologies.

**9<sup>th</sup> Reaction: These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.**

Integrative Questions:

1. How does networked conversations enabling powerful new forms of social organization and knowledge to emerge?
2. What is networked conversation?
3. What can networked conversation do?

Service industries traditionally benefited more from referrals than they have from traditional advertising. It's hard to appropriately advertise things that people don't necessarily seek out. I can say that an experience is better than the advertisement. For me personally I would go for friends or family referrals than those products or services being advertise because in referrals you are very sure that the service or product has quality rather than those being advertised and of course I would go for referrals because the person who refers that product or service to me experienced that.

Service industries have long valued referrals, and many quality service providers has existed an entire career without spending a nickel on advertising. They rely on the fact that their customers talk about their work, and when a need arises, their name will come up. It's just a matter of having a good networked market conversation with your costumers so that if you will have a good image to them, they will refer your company or your product to the people they know. Like for example if they already experience your company and they like your services or your products, they will always refer your company to their families and friends.

Another that I can share in this is hard work, perseverance, skills and knowledge is needed to recognize your expertise. And not only that, you can also ask help from your friends by posting on you blogs and to your other social networks. By doing that, you will get good advice and that's a great help to you for u get ideas on different people.

**10<sup>th</sup> Reaction: As a result, markets are getting smarter, more informed, more organized. Participation in a network market changes people fundamentally.**

Integrative Questions:

1. Why does markets getting smarter, more informed, and more organized?
2. Does participation in a network market changes people fundamentally?
3. Where do people get information?

Markets are getting smarter, more informed, and more organized as a result of their participation in a network market and their openness to new ideas and information. Consumer's participation in a networked market place means that less of what business pumps out its being seen when. People no longer rely on the business press releases, advertising campaigns for discovery. They have their own way of knowing the new market trends before it releases in advertisements or in magazines. Through the internet, people were able to know what the new trend in the market is. It's not about the tools or sources. It's about participation. And by participation in a networked market you got to know more information and knowledge that can change you into better.

People now a day keep on inventing new high technologies and they sell it to markets. And people who are participating in networked market will get more information. They will have an idea about what is happening in the market so they get smarter and smarter. People are more getting wise in different ways by the influence of the high technologies so they come up with some concept and later it becomes a practice or training.

There is no way for business to experience the benefits of the changes their costumers have undergone, without participating in those markets themselves. It's just a matter of participating in the market.

**11<sup>th</sup> Reaction: People in a networked market have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.**

Integrative Questions:

1. What is the important of sharing ideas?
2. Why does people in networked market got better information from one another than from vendors?
3. Why does corporate rhetoric add value to commoditized products?

Supporting to pin point the truth. We share our ideas, the information we know and our experiences to know what the truth is. We consumers usually don't trust the vendors but we trust our friends or family member when they say this or that product is good. This shows how networked market differs from market vendors. People in networked market figured out that they get far better information and support from one another. This statement basically says that in a networked market, there's no way for costumers to trust the vendors so what they do is to share ideas and information with one another using the internet. And I think that's why people in networked market prefer to listen to the ideas and information that they can get to other people in networked market rather than the market vendors is that they don't have trust to the vendors because me my self I don't trust vendors I prefer to listen to those who already experience the product. The vendors will tell even lies just to promote their products while in networked market where you can get some advice to others you can be sure of the product that you will are going to buy.

People in a networked market shared ideas and information in the internet and share it to the other people networked to them. Using internet, you can ask questions to your contacts, you can interact with all the people in the net then they can give you better ideas or information. In this case what the corporate does is to do speech making adding value to commoditized products.

**12<sup>th</sup> Reaction: There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.**

Integrative Questions:

1. Explain this statement “the network market knows more than companies do about their own products.”
2. What is the effect to the company when market knows better more than they do about their products?
3. What is the advantage of having networked market?

I think this talk about the transparency of the company. Today you can all find things in the internet. You cannot stop somebody by watching your company moves online. The watchers are busy watching each other as they are watching you. That’s the power of a networked market. For every good that it can work for you, it can also work against you. In a networked market, there are no secrets because everyone can see it. Yes the networked market knows more than companies do about their own products because the company doesn’t pay attention in their products much more than the costumers does. The company is concentrating in the selling of their products while the costumers are concentrating in criticizing the product.

Through the internet, people can communicate with each other and can publish anything and publishing in the World Wide Web is visible by anyone. You cannot hide it. So what some people do is to give comment in your work whether that is a negative or a positive comment, they will tell it and everyone will know. Most if not all the company now a day has their own company websites so people can visit the company website to check or to know more about the company. The company’s profile, their mission and vision and most of the information about the company is found their in the company website. So there is really no secret for it is everything in the networked market is visible by anyone.

No secrets will last long. It will be always being discovered and known by all people when time comes. And that’s the power of technology now days.



**13<sup>th</sup> Reaction: What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.**

Integrative Questions:

1. How is conversation in the market being done?
2. Explain this statement "what's happening to markets is also happening among employees."
3. What is the relation between the market, employees, and the company?

Conversation that is going on in the market, it directs to the image of the company. How people in your company acts will reflect your company. The acts of the employee will reflect the company because for example; a situation in the fast-food restaurant where the customer found out that his/her soup has an insect ingredient will surely become a bad image in the company. It's not the person who prepared the food who will be talked and criticize by the costumers but the name of the company.

What's happening to market is also happening among employees. My own understanding about this statement is that the market is having interred networked conversation; they converse with each other internally while the company has the intra networked conversation. The employees and market are in the same picture because company does not want to understand the conversation with what the internet offers them as an opportunity.

**14<sup>th</sup> Reaction: Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, and literally inhuman.**

Integrative Questions:

1. Why companies are sounds hollow, flat, and literally inhuman to their online audiences?
2. What is the difference of networked market and corporations?
3. Explain what I understand about the statement “corporations do not speak in the same voice as these new networked conversations.”

Companies talks as if everything is true, that as if all things are possible because of them. They can easily ignore the human voice just to have the profit they want. In this statement it says that corporations do not speak in the same voice as these new networked conversations. It means that corporations do not consider the side of the consumers, they just think on how they can get more profit.

Not like in a networked market, corporation limits the rights of the consumers. There is a restriction in the access of the company. While in networked market, everything is visible. The market is open to the consumers. Consumers have the all the right to choose, the right to communicate with other consumers and they can have access all the time.

Corporations do not speak in the same voice as these new networked conversations. This basically means that corporations do not agree in these new networked conversations because corporations are not that open to their costumers so to their intended online audiences, companies sounds hollow, flat, and literally inhuman.

**15<sup>th</sup> Reaction: 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 of the 18<sup>th</sup> century French court.**

Integrative Questions:

1. What is homogenized voice of business?
2. What is the current homogenized voice of business?
3. In a few more years, what will seem to happen to the homogenized voice of business?

The homogenized business voice is so unaware of itself and how contrived it sounds that it doesn't even know that it's in a hole, let one how to dig itself out. Meanwhile, the human conversations are more real than ever before, with more people discovering their own voices and how powerful they can be when they are honest and authentic.

Few more years from now, the current homogenized voice of business, the sound of mission statements and brochure will seem as contrived and artificial. It will be not the same as of at the present situation right now. Brochures will no longer be used because what will seem so artificial that people will no longer believe to it.

As day goes by people keep on discovering something new that makes nothing to be permanent. Everything changes as days, months, and years changes too.

This recognize patterns in how humans communicate in real life, how humans communicate in business, and the differences between them. Social media is the convergence of those conversations, human conversations and business conversations.

**16<sup>th</sup> Reaction: Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.**

**Integrative Questions:**

1. What is pitch?
2. Why is the language of pitch ineffective at anything other than alienating your audience?
3. Why companies that use the voice of pitch in all of their communications are finding that they look up from their pitch script?

Pitch represents the perceived fundamental frequency of a sound. It is a subjective sensation in which a listener assigns perceived tones to relative positions on a musical scale based primarily on the frequency of vibration. But when we talk about speaking a language of pitch in a company it includes sales, marketing and campaign.

While some of us are better at it than others, we all have some innate lie detection built in to our communications arsenal. When you lie, there you can be recognize as lying because you can easily detect the person if he/she is lying if you look into his/her eyes. If you tell lie just to sell your products or services, it's not good. The ideal how perfect your product or service is for the person being pitch to. Unfortunately for the pitcher, that's when our innate lie detection kicks in. So the best thing to do is to say the truth. What is good in not telling lies is that you don't have to remember all those words that you tell in the other person because in saying the truth, it doesn't need memorizing what you've told. It will naturally get out in your mouth.

The companies that use the voice of pitch in all of their communications are finding that they look up from their pitch script to realize that they are talking to an empty room.

**17<sup>th</sup> Reaction: Companies that assume online markets are the same markets that used to watch their ads on the television are kidding their selves.**

**Integrative Questions:**

1. What is happening in the market now a day?
2. What the effect is of continues social media transformation?
3. What marketing department needs to know?

The market space is changing, the markets are changing, and the customers have already changed. The changes of things will never stop. As day go by all the things changes. Before people just sit at home and watch a television ads but today, the social networking sites are used to promote products and services.

Now a day market can talk back with each other and that is impossible during the time that only televisions were used. Market will go to talk about your company, about your products, your services and policies. And you cannot do anything to stop them talking about your company.

Because of the rapidly change and continues social media transformation, the marketing department in the company needs to know that the markets talks to them at the back and to each other and that is not possible in the era of the mass media. In the business world now, the competition is high. The different companies keep on competing with each other, they keep on improving their products and services.

**18<sup>th</sup> Reaction: Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.**

**Integrative Questions:**

1. What must the company realize about their markets?
2. What opportunity will the company miss if they don't realize their markets are now networked?
3. What does company do about the costumers talking to each other?

Internet really now a day is very relevant to most of the people. The internet has developed as an agent of change incomparable in the human history. The most benefit that people can take in the internet is the communication. Through internet people are connected even there are located at different phase of the earth. Email communications can transmit a single message to million of recipients in just a moment. Also consumers can discuss about products and services online. There are so many sites in the World Wide Web that people can communicate with each other. There is the yahoo messenger where people can chat with each other and other social network sites.

The company must realize that their markets are now networked so that they are aware that their markets are talking to each other about their company and so they could come up with a good idea how to stop them. The marketing department of the company needs to know that Buyers want to talk to other buyers in order to share in the experience of your product or service. This is market research of the purest kind, the most valuable and the most unpredictable. Sellers must learn to join in these conversations without coming across as bullies.

What can company do with the costumers talking to each other is that go and win their trust. You must talk to them and have a good relationship with them. You engage your costumers so that you will be able to win their trust and not to talk with each other about your products or services.

**19<sup>th</sup> Reaction: Companies can now communicate with their markets directly, if they blow it, it could be their last chance.**

**Integrative Questions:**

1. What is your company trying to hide if the employees can't talk to the customer?
2. What happen when companies won't communicate directly to their markets?
3. What is the importance of a company communicating directly with their markets?

In these statements companies can now communicate with their markets directly, if not they blow it; it could be their last chance. This statement basically says that you must engage directly your market to your company. You can give them a forum for example so that the company and the costumers have interaction because people that use a product or service like to talk with other people using that product or service. The employee should talk to the costumers because that is the only way the employee can promote the product or service to the costumer and also to discuss if the costumers has a question about the product the employee will answer and not to the costumer to ask that question to the other costumer.

If your company is trying to hide if employees can't talk to the costumer it only means that you can't be trusted to communicate with your employees. Set objectives based on a clear understanding of how social media changes the feedback loop between your organization and stakeholders. The key thing that is different with setting a social media objective is that it is not about reaching a mass audience and blasting your message out, it is more about reaching the influencers, developing relationships, having a conversation, and getting insights.

In a relationship whether relationship to your friend, family, lover or a relationship between the costumer and the company, it requires trust.

**20<sup>th</sup> Reaction: Companies need to realize their markets are laughing at them.**

**Integrative Questions:**

1. What do company needs to realize?
2. What do companies do if they commit mistakes?

In my 12<sup>th</sup> theses reaction I talked about the topic “There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.” As I’ve said in my past reaction, no secrets will last long. It will be always being discovered and known by all people when time comes.

Everyone commits mistakes, no one is perfect. To be a human is to commit mistake. In a company, they also have their mistakes and if they make a mistake they will do everything just to control where their mistake ends up. And that’s not good thing to do. The company must admit if they did some mistakes because everybody really commits mistake.

The best thing that company will do is to get over with their attitude of being afraid that their markets will laugh at them is to admit their also committing mistakes. Yes eventually your market will really laugh at you when you did some mistakes especially your competitors but that is normal.



**21<sup>th</sup> Reaction: Companies need to lighten up and take themselves less seriously.  
They need to get sense of humor.**

**Integrative Questions:**

1. Why do companies need to lighten up and take themselves less seriously?
2. What is the advantage of having a sense of humor in the company?
3. Is having a sense of humor in the company makes the company more competitive?

In a company, leadership is very important. Company is consisting of the people with different cultures, personalities, and different behaviors and that there must be a good leader to lead them into a good and happy working environment.

Having a sense of humor in a company is not that easy because some may interpret you or misunderstand what you say and your actions but having a sense of humor in a company is also important because it lightens up the whole company and will make the employees work light.

Companies have many competitors. They do have different tactics in order to attract costumers and as a customer, they want an employee which has pleasant personality and uses his/her natural voice in talking to the costumers. For a company to gain the loyalty and respect of the customers they must deliver a quality service by empowering their employees and by facilitating and monitoring customer feedback to continually improve the customer's experience through innovation.

**22<sup>th</sup> Reaction: Getting a sense of humor does not mean putting some jokes on the corporate websites. Rather, it requires big value, little humility, straight talk, and a genuine point of view.**

**Integrative Questions:**

1. What is a sense of humor?
2. Explain what the statement mean.
3. What does sense of humor do with the relationships of the employees in the company?

In the previous these, I talk about the companies that needs to lighten up and take themselves less seriously and need to get sense of humor. Here in the next theses I will talk about getting a sense of humor does not mean putting some jokes on the corporate websites. Rather, it requires big value, little humility, straight talk, and a genuine point of view.

Sense of humor is a sudden relief occurs from a tense situation. In this context, humor is often a subjective experience, as it depends on a special mood or perspective from its audience to be effective. And getting a sense of humor is not that easy. In business problems arises and changing your perspective in itself is a valuable action for you to take for your business. Along with an opportunity to understand and, maybe even invoke some humor about your business, you have a chance to take a look at business process from that new vantage point. When you are too serious in you work, it stress you and if problem arises you cannot think the best way to solve it because your mind is not relax. Being too serious in work can complicate things. There's a LOT to be said for some quality self-analysis, and the willingness to take on a sense of humor is a good incentive.

**23<sup>th</sup> Reaction: Companies attempting to “position” themselves to need to take a position. Optimally, it should relate to something their market actually cares about.**

**Integrative Questions:**

1. What does this statement “companies attempting to position themselves to need to take a position” means?
2. What does positioning means?
3. Why company needs to relate to something their market actually cares about?

If your position only exists to appease your market, you’re doing it wrong. Your position shouldn’t be what everyone else thinks, it requires introspection, and a strong set of values. Not only does that make it easier to take that position, but it lets all of the bullshit of trying to maintain that position goes away. If your market doesn’t care about your position, you’ve got two options: pick a new position to execute against, or pick a new market.

If you want your company to have a position, you must work hard for it. You do more research; use your resources to come up with good ideas, new products to offer to the market. Think of a new product and services that market will surely notice and buy it. Be more competitive and be authentic if you want to have a position in the market.

In building a business you must always think what services or products market needs. In that case you will have a position in the market.

**24<sup>th</sup> Reaction: Bombastic boasts –“we are positioned to become the preeminent provider of XYZ”- do not constitute a position.**

**Integrative Questions:**

1. What is bombastic boasts?
2. What is the effect of being boastful?
3. What does this statement “we are positioned to become the preeminent provider of XYZ” –do not constitute a position means?

Boastful “positioning” is about as valuable as a mission statement. Example of bombastic boast is when a company says that they are the best; they are the number one in that line of business. In business being boastful is not a good character for if you fail everybody will laugh at you. Being humble is always the best attitude. If you are in top, don’t boast because you cannot always be on top especially if that is your attitude in your company. What you must do is that try to improve and improve what you have.

In a company, the core values of the company define how your employees will act and who or what are your priorities in order to attain desired goals for the company.

Your “position”, should it be to “become the preeminent provider of XYZ”, says nothing to your customer about how you plan to make decisions, only where you plan to get with those decisions, even if it includes sacrificing them.

**25<sup>th</sup> Reaction: Companies need to come down from their Ivory towers and talk to the people with whom they hope to create relationships.**

**Integrative Questions:**

1. Why is it important to have a good relationship between the company and the market?
2. What will possibly happen when company don't come down from their ivory towers and talk to the people?
3. Who is the best person to talk to the market?

Companies are coming down from their Ivory Towers because companies aren't particularly good at talking to people. Worse, is that the real people inside the company that are good at talking and building relationships aren't empowered by the company to do. Some businesses are impossible to b a part of every community but they know the importance of having a good relationship with their costumers/users so they needed a good representation to the consumers. And to be able to have a good and effective relationship, the one who will represent the company and talk to the community will comes from the community it self so that he/she knows the people in the community.

If the company won't come down from their towers and talk to the people, they will have no good relationships with the community and that the community will go against with your business. So its good that you must have a good relationship with your costumers/end users and you can only have that if you come down to your towers then talk to them. If you cannot do that you find someone who can do that job well. Find ways in order for you to be able to be a part of the community where your business will grow up.

**26<sup>th</sup> Reaction: Public reactions does not relate to public. Companies deeply afraid of their markets.**

**Integrative Questions:**

1. Explain what public reactions' does not relate to public means? What is public?
2. Why does company afraid of their markets?
3. Does companies really afraid of their markets?

The term public has many dimensions: the community or wider public, open to scrutiny, the consequence of discussion and feedback, evidenced in public opinion, and lastly the group of people with common interest.

Now a day, we see PR or press relations ironically more so in this age of social networks, is a failure to relate to the public. There is far too much hucksterism and pitching of pretty poor ideas that seek only to achieve coverage (online or offline) regardless of whether or not this is relevant to a public. PR practitioners are not interested in hearing what others say and that any efforts at influencing are predicated entirely on shouting at the other party. They don't work and that markets are conversations.

It is only by public relations relating to the public that companies can move beyond being deeply afraid of their markets. Instead of acting as a gate-keeper, PR must open the door and facilitate the human conversations and "fabulous stories" that it, above all other functions, is able to discuss in authentic voices.

**27<sup>th</sup> Reaction: By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.**

**Integrative Questions:**

1. What are the consequences to the company if they speak in language that is arrogant to the market?
2. What happen to the company when there is a wall between them and the market?
3. Why is it important that company should speak in language that is pleasant, and careful to the market?

The way we speak to our audience is very important. When a politician running for his/her candidacy speaks to the public, he/she will speak in a voice which is delightful, delightful and will do his/her ability to speak in such a way that the people will listen to what he/she is talking about and in such a way that he/she will convinced the audience.

In companies if customers have complaints about them, they must not speak in a language that is arrogant because the more they speak like that the customers will also act same as they acted. Don't just allow, empower your company's employees as well as your customers to communicate, instead of relying on a single point of contact. Try to remove communication bottlenecks except when absolutely necessary. I believe that the arrogance and distance in the collective communication "voice" of the company will begin to fade away.

But by limiting the number of people allowed to communicate with the public on behalf of the company, something else happens: that communicator's guard goes up. If they're the bottleneck for communication, they can only field so much at any time. Any additional communication above their comfortable threshold, their instinctive reaction is to block new requests out, and a distant uninviting, and arrogant voice, is a highly effective way to alienate your customers and keep them at bay.

Furthermore, they're excluding the communication that goes on outside of their carefully controlled communication channels, rather than using their momentum to their own benefit.

**28<sup>th</sup> Reaction: Most marketing programs are based on the fear that the market might see what's really going on inside the company.**

**Integrative Questions:**

1. Why is it important for a company to have a marketing program?
2. What is going on inside the company that they are hiding to the market?
3. Does marketing programs able to cover up what's really going on inside the company?

Every company has a marketing program and in proposing a marketing plan most of the time the one who proposed is afraid because of the idea that what if the market will don't like the product or services that you are marketing and the thought of being rejected by the customers. So in making a marketing program, you must be very careful about the detail.

As the statement says most marketing programs are based on the fear that the market might see what's really going on inside the company. Yes it is possible for the customers to be able to know what really is going inside the company because of the World Wide Web now a day. Nothing is going to be secret; all the things about your company will be known by the customer so better make a good marketing program that the customer will surely buy your product or services. And the company should stop doing the things they don't want their customers to know about.



**29<sup>th</sup> Reaction: Elvies said it best: “We can’t go on together with suspicious minds.”**

**Integrative Questions:**

1. Explain the statement “we can’t go together with suspicious minds.”
2. What is meant to be suspicious?
3. What is the effect of having a suspicious mind to a person?

We can’t go on together with a suspicious mind and we can’t build our dreams with a suspicious mind. Yes this is very true. Be it relationships between Elvis and a lover or between companies to its customer, relationships aren’t sustainable if you’re always wondering if the other’s been lying to you. If I relate this in a relationship of a two lover, they will not go on together in a long time if one of them has a suspicious mind. They will just always arguing with each other because either of the two don’t have a trust. He/she keeps on suspecting the other to have another woman/man I his/her life. That makes all things complicated. There will come a point they will hurt each other for having a suspicious mind. Similarly, the relationship between the companies and the costumers, the company should earn the trust of the customers in order for them to go on together with a good relationship. The company should always tell the truth so that their costumers will not be disappointed. In that case they will remain loyal to your company.

Being a suspicious is not a good attitude. You will always suspect someone doing badly and yet he’s not doing anything. Being suspicious also means having a negative mind. You have always a negative impression to any person you meet and that’s not a good characteristics of a person.

The effect of having a suspicious mind is that no one will stay long with you because you always suspect him/her. You will not have a good relationship with anyone because you don’t have trust, you don’t trust them that’s why people don’t also trust you. To have a good relationship with anyone needs a lot of trust.

**30<sup>th</sup> Reaction: Brand loyalty is the corporate version of going steady, but the break up is inevitable and coming fast. Because they are networked, smart markets are able to renegotiate relationship with blinding speed.**

**Integrative Questions:**

1. What is brand loyalty?
2. What is the effect of being a networked market?
3. How do smart markets able to renegotiate relationship with blinding speed?

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. It is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Brands that are consumers generally buy from the same manufacturer repeatedly over time rather than buying from multiple suppliers within the category. It also refers to the degree to which a consumer consistently purchases the same brand within a product class.

Being a networked market helps the consumers to be more informed, they connect with each other, talks with each other, share ideas with each and tell stories with one another other that makes markets able to renegotiate relationship with blinding speed. Companies really suck at having a relationship with the customers.

Brand loyalty; however its being forms, really boils down to one thing it's a habit, human beings are fund of having habits. We are fund of buying and we exhibit what they so called the brand loyalty. We are engage to that particular brand; it is our habit that we keep on buying and buying things with that brand. When companies are trying to build brand loyalty, they're instantiating themselves as part of their customers' habits. And when a company empowers its customers and employees to interact like a human, that's when brand loyalty starts to feel more like going steady.

**31<sup>th</sup> Reaction: 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?"**

**Integrative Questions:**

1. Does companies loyal to their consumers?
2. What does loyalty denote in the business world?
3. Why does companies takes necessary actions in making in making the loyalty of their consumers, suppliers and workers stronger as the time goes by?

In today's marketplace, employees are all networked together. Is it a wonder that with all those publically available profiles, employee poaching is not going on or that employees are targeting employers that they want to work with? Like the early BBS's of the early internet if the information is available more lasting connections can be made but with that comes the danger of empowering employees to make better decisions.

Loyalty means to me, it has something to do with having trust, that you are faithful and trustworthy with someone or into something. In business nowadays, the market is a place where a saying is applicable that constant is change or in other words, the market is always changing. This phenomenon affects all the aspects in the business industry including the trust or loyalty onto them.

The companies takes necessary actions in making the loyalty of their consumers, suppliers and workers stronger as times goes by because they want to sell more, they want to gain more and to have a good relationship because that measures the success of the company. If everyone is loyal everything will going to be in good condition. But what is happening now is that companies can easily gets their employee because of the lack of work to the people but after some time people would realize that this company is actually scamming them or not giving them what they actually deserve and sooner or later there will no longer be any employee that would apply for that company or if there would be that person would not stay that long because there would be other jobs that may offer better benefits.

Gone are the days of a single job and a single employer for life. Enter the new reality which places employee and employer on a level playing field with both looking for that elusive loyalty.

**32<sup>th</sup> Reaction: Smart markets will find suppliers who speak their own language.**

**Integrative Questions:**

1. Explain what the statement “smart markets will find supplier who can speak their own language.”
2. Why does markets nowadays were so smart?
3. What can you do as a supplier to your smart markets?

Smart markets will find suppliers who can speak their own language. It basically says that markets now are smart enough to choose their supplier. They will look for a supplier who can satisfy their wants and needs.

Markets now a day are getting smarter and smarter and that’s being possible by the help of the amazing World Wide Web. Corporate firewalls have kept smart employees in and smart markets out. It's going to cause real pain to tear those walls down. But the result will be a new kind of conversation. And it will be the most exciting conversation business has ever engaged in. There are a lot of other markets out there that would present the same product or has a product with the same features as the one that is being sold by a certain company. So if the consumer is smart enough he/she would look for a different person or company that actually sells the same product with the same feature but at the least price but the quality of the product is just the same.

If you wish to become the best supplier in town you should know and must analyze what market you’re having. You have to know their wants and needs for you to be able to reach the goal which is to satisfy the needs and wants of the customer because that is really very important and you must have a good relationship as a supplier to your customer.

**33<sup>th</sup> Reaction: Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.**

**Integrative Questions:**

1. Explain what does the statement “learning with a human voice is not a parlor trick.”
2. How to speak with a human voice?
3. Can speaking with a human voice learned?

Learning to speak with a human voice is not a parlor trick. What I understand on this statement is that in speaking, you must speak in your natural voice. Learning to speak with a human voice is basically saying to speak with your natural voice and it's not a joke to learn how to speak with a human voice.

In a business, when dealing with the customers an employee should speak genuinely to the customer. The employee should not use bias words to the customers, just be your self is enough for the customer to be able to like your products or services that your company provides. To speak with a human voice is dealing to the customer with honesty and integrity. You can earn their respect and loyalty by just speaking with a human voice to them and that is a big deal to the company. The customers will going to be loyal to your company and will talk about your company with their family and friends. Speaking with a human voice can lead your company to success.

Learning to speak with a human voice can't be picked up. There is no school where in you can learn to speak with a human voice perfectly. It is with in the person. Human voice comes out in a natural way.

**34<sup>th</sup> Reaction: To speak with a human voice, companies must share the concerns of their communities.**

**Integrative Questions:**

1. Explain what the statement “to speak with a human voice, companies must share the concerns of their communities.”
2. Why does company must share the concerns of their communities?
3. What is the role of the community in the company?

To speak with a human voice, companies must share the concerns of their communities. What I understand in this statement is it basically says that companies who are trying to reach out for their customers or the community must know what the concerns that the community have. They must know the needs of the community in order for them to come up with a products or services that suits to the community where there company located at.

Without a community, there is no business. The community that composed of people is your customers and they are the reason why you put up that business so it is really important that you share their concerns. One representative from the company must do some research about the community needs and analyze the situation of the community. The company must know what the priority needs of the community are so that they can provide that and that they can provide quality products and services that will satisfy the customer’s needs and wants.

It is just a give and take relationship between the company and the community and that relationship is being done by speaking with a human voice.

**35<sup>th</sup> But first, they must belong to a community.**

**Integrative Questions:**

1. Explain what the statement “but first, they must belong to a community.”
2. How could the companies actually blend in with the communities of their market?
3. What happen when company doesn’t know what is in the community that their business located?

This statement has something to do with the previous topic which is the statement “Companies need to come down from their Ivory towers and talk to the people with whom they hope to create relationships.” For a company to understand what’s going on in the community, they must first be a part of the community. It’s like joining a group of people; you cannot understand their culture, the way they live and what are their wants and needs unless you will be a part of that group.

Companies will not going successful if they don’t know who their customers are. Company has a different line of thought compare to the networked market so not for them to be able to communicate and understand the needs of one another the company should know their market because by knowing their market they could try to blend in and know what is in their mind, they will be able to understand what really their customers wants.

When company doesn’t belong to the community they will succeed at all. So companies were doing different kind of stuff to become good in public and to have a better goodwill, some company are true with what they are doing but some also are not, they are just doing it for them to be more known to the customers. So the right thing to do is letting your company give your sincerity and concern with true emotion, let them understand you then for the company also to understand to customer and eventually you will connected to each other and have a better relationship to the community.

**36<sup>th</sup> Reaction: Companies must ask themselves where their corporate cultures end.**

**Integrative Questions:**

1. What does the statement trying to say?
2. What happen when companies don't know where their corporate cultures end?
3. What is the significance of being able to know where your corporate culture ends?

To be able to become successful as individual, you must know what is your goal in life that you want to achieve someday? And you must have strategies or ways on how to achieve this goal that you want to happen in your life. Same to the companies, they will not become successful id they don't know where their corporate cultures end.

Companies who don't know where their corporate cultures end will never be as competitive unlike those companies who know where their corporate cultures end. Corporate cultures are the company rules that are shared and implemented within the members of the organization. These are the rules and values that guide the employees while working in the company and are considered the strength of character of the company where they are working. Having a good culture in the company is a very big help for the company and to the employees as long as the customers.

Knowing the culture of the company is the most important because these are the tactics and strategies that the company uses in the long run of their business.



**37<sup>th</sup> Reaction: If their cultures end before the community begins, they will have no market.**

**Integrative Questions:**

1. What the statement “if their culture end before the community begins, they will have no market” mean?
2. What happen when company culture end before the community begins?

Culture involves people and when culture ends then the community that they are trying to set in will not developed or it will just end. Culture and Community comes hand in hand. In every community they have a culture, a unique culture that makes them different to others. Understanding the community deeply needs the grasping and developing of a good culture. Without the culture and community, they will have no market.

Using some marketing lingo if you want to be competitive today, you don't just have to cater your message to your target audience anymore. You have to take your entire organizational culture and blend your target community's culture into it. The company should think a product and services base on the needs of the community and create something new that you can offer to the community that other companies still don't have.

The fact that simple things like the language of the company's external communications material needs to be that of the community, that the community's culture should dictate their own organizational cultures. Market is seen through the company's culture and community because culture and community bridges the understanding of a market. If the culture ends without the depth understanding of the community then they will have no market for culture and community connects to market.

**38<sup>th</sup> Reaction: Human communities are based on discourse—on human speech about human concerns.**

**Integrative Questions:**

1. What does the statement “human communities are based on discourse- on human speech about human concerns” mean?
2. What is the need of the community?
3. How human speeches about human concerns can helps the company and the community understands each other?

A human voice can understand a human voice so they belong to human communities. Human voice is really based and lives naturally by the conversation itself. Communication is very important for in communicating with others you will get to have a good relationship with them and also in communicating you got to share your ideas, thoughts and opinions in one thing. In a business, in order for you to know what your market needs and concerns you just don't have to make a research about what they need its best when you go deeper than that so you must relate to them.

Community is said to be based on good communication, for with good communication you begin to know more about your community. So everyone in the company must practice good communication because that will leads to the success of the company. If people in your company are good in communicating to the community, the community will like you. A good communication involves listening and understanding the concerns and needs of a person. And that is the need of the community, a communication that understands their needs and concerns.

A human being has the ability to communicate, to relate and to feel other people so use that ability to have a good communication to the community to be able to respond for their needs and concerns.

**39<sup>th</sup> Reaction: The community of discourse is the market.**

**Integrative Questions:**

1. What is a market?
2. What is the difference in the market during the old days and the market nowadays?
3. What does the statement “the community of discourse is the market” means?

Market is defined to be the place where people can do transactions. People who buys and sell meets there to have transaction. It's a give and take relationship between the vendor and the buyer.

In the old days mass is everything in marketing. Marketers have concerned themselves with exposing their products to the most viewers, the most households, or the most eyeballs, often with limited regard or limited ability to target that exposure very well.

If what you're offering is a good thing, people will want to talk about it. They should talk about it. You should talk about it. Sure, some people won't get what you're doing, or they'll reveal that they're soreheads in general. No doubt the product vendor runs into that, too. But the vendor the old-fashioned face-to-face merchant also knows that you can't ignore the conversations going on around your offerings. One more thing: the explosion of the social media in the past few years means that it's easier and cheaper and better to do this sort of talking. Today more than ever, you can identify your market niche, the people who want to talk about and buy your product, be they ever so far-flung around the world.

The statement “the community of discourse is the market” means to me is that people in market place needs to communicate with each other because by communicating to them you will be able to connect with each other and as you communicate with each other you will got to find new things to them. Community of discourse is the market because you are able to connect; you were able to talk with them and to transact.

**40<sup>th</sup> Reaction: Companies that do not belong to a community of discourse will die.**

**Integrative Questions:**

1. What does the statement “companies that do not belong to a community of discourse will die” mean?
2. What will happen to a company who does not belong to a community of discourse?
3. Why do companies that not belong to a community of discourse will die?

As said in the previous topic, communication within the community is very important for a company to become a successful company. Communication between the company and the community is very important because it is by communicating with each other that they can understand each other and for the company to be able to know what are the needs and concerns of the community. In market there is a give and take relationship between the company and the customer and that is only possible if they have good communicating with each other.

If a company fails to have a community of discourse then they will fail in getting potential target market. Failing to get a market, a company will die; they will have no customers to buy their products or to use their services so it is very important for a company to be a community of discourse. And if the company is not communicating with the community their company will become weak and so with the opportunity for the company to become well know to the community.

Impossible that a company cannot understand their market says, it is just that they don't want to understand their market.

**41<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What is meant to be secured?
2. What is the importance of making your company secured?
3. Why do companies need to make a religion of security in their company?

Being secured is one important factor in having a business. Securing your company is the wisest thing to do and it's really good to secure your company because it will lead your company to success. Every company has a secret and a unique tactics that they use in creating or designing their products so they really need to secure their company so that other company will not going to copy their products. Maybe other company can imitate your product but there is still a unique way to identify what is your product between the two.

A company's success is tied up with its market and workforce. Knowing your market and workforce will surely lead you to excellence and success to your company. Focusing on market and workforce is good thing because every company is aiming to maximize profit so they really need to be secured instead of focusing in the competitors. Let your competitors do their own strategy in marketing their products and services don't bother more to them instead you think on how to improve your own products and services and to continuously producing the best products and services so with satisfying your customers so that you can gain their trust and loyalty.

Acknowledging the importance of the markets and the workforce in the company will surely lead your company into more success.

**42<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What does the statement mean?
2. Do employees also talk bad about the company they are working with?

Company should not only focus attention to the networked markets outside the company who talks about their company but also the company should pay attention to their employees because they too talks about the company they are working with. Employees inside the company sometimes talks about the rules and regulation but they also go beyond the line. So it is important that your employees are loyal to the company because the success of the company depends on the employees.

The employees of every company is also part of the networked market since they also buy products and use the company's services and most of them use the internet or their friend uses the interne in buying some products. So the networked market can get information almost everywhere.

What comes out of the employees' mouth speak of the company. If the employee talks about good things like business topics, topics that are mind challenging then it reflect that a company is a good and top of the line firm while if the employees talk about gossip all day long then it is not a good reflection about a company. The employees talk with each other often and so the company must also have time to listen to the employees because if you have a good relationship with your employees, you will have their trust and they will be loyal to you whatever happens to your company they will be still there.

**43<sup>th</sup> Reaction: Such conversations are taking place today on corporate intranets. But only when the conditions are right.**

**Integrative Questions:**

1. What do the statement means?
2. What is the advantage of having new technology nowadays?
3. How intranets can helps the company?

Communication is said to be very important. Companies nowadays use computers and along with those computers is the use of intranets. Intranet is a network restricted to the use of only one company. Intranet is very useful in the dissemination of company news and updates. Employees use intranet to communicate with each other within the company unlike with internet which you can have access to the things outside the company. Using intranet in the company is very helpful to everyone in the company.

Yes having intranet is very helpful to the company but there must be also some set of guidelines in using it. There must be some rules and regulations so that the use of the intranet is much more effective to the employees and to the company. There must be a limitation on the use of the intranets in the employee's workplace because some may tend to abuse it and when the intranet breaks down the whole company will suffer because it will surely affects the productivity of the employees and also that is another expense for the company.

Nowadays the way we communicate with each other makes easier and convenient because of the new technologies that we are using so what we can do is to use that channel of communication in a right way.

**44<sup>th</sup> Reaction: Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.**

**Integrative Questions:**

1. How intranets can help the employees in the company?
2. Is installing intranets in the company helpful or expensive?

Using intranets is really a big help for the company because for example there is a new announcement employees can easily get informed. The purpose of intranet is for the employees to know and be reminded of the new rules and regulations and updates about the company. The boss will no longer go to the employee's workplace just to make an announcement. Some employees may try to ignore some rules that they do not agree with but with the help of intranet, they will be able to at least be open about it.

There are some companies that actually use the intranet so that their employees could access their workstations outside the office or when they are at home since there are times when the employees would be out of the office but they need some data from their workstation in the office so they could remotely access the computer via the intranet of the office and this is very helpful because for example you really need to finish something you can just do it at home.

**45<sup>th</sup> Reaction: Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intra networked corporate conversation.**



**Integrative Questions:**

1. What does the statement mean?
2. Why is it that intranets naturally tend to route around boredom?
3. What is the importance of intranet?

Most of the companies now installed intranets in their company because it is more convenient and it is more accessible to everyone in the company. Intranets are very common these days but it is still very vital to companies and some organizations. These intranets sometimes the ones that could actually help the business grow rapidly because it makes the employees work more easy and faster.

Intranets naturally tend to route around boredom because some people don't actually know how to use it properly. Employees use intranet to talk about non sense thing. They chat with other employees and that is not supposedly the use of the intranet that why it leads boredom to the employees and I leads laziness of the employees.

Using the intranets, employees can communicate with each other. They can share their thoughts, ideas and opinions on the things that can help in developing the company. And by having intranet in the company, it is advantageous for those employees who prefer things in written because some employees were visual person, they can easily understand things if that is written or in documents rather than just hearing the instructions or the announcements coming from the top.

**46<sup>th</sup> Reaction: A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.**

**Integrative Questions:**

1. How intranets can organize workers?

2. What is the advantage and disadvantage of having union in a company?
3. Is it good to have a union in a company?

Today, how workers communicate with each other in a company is very easy and that is because of the power of what they so called technology. By having intranet installed in a company the workers can now easily share their ideas, share information to each other and even they can form unions within the intranet. Unions within intranets being formed by the employees helps them to have the company listen to their needs and concern. But sometimes unions are also a threat to a company but it depends on the purpose of the union formed.

Having unions in a company are unions formed by the employees who has the same ideas, hobbies, interest and opinions. And the advantage of having a union in a company is that the company will afraid to do something not good to the employees because employee who is a member of the union have the courage to fight for his/her right because there is a union protecting the employee.

Unions formed through the intranet is more essential because the unions formed are skill developing, mind enriching and lastly unions created or formed through the intranet will create happy and healthy employees. The effect of organizations with the use of intranet is more radical because it will create productive and efficient workers.

Having unions in a company is good if not being taken for granted. Organizing organizations in a company with the use of intranets is good as long as they know what are their limitations so that they harm the image of the company rather unions within the intranets can help the company to be more successful and for the improvement of every individual in the company.

**47<sup>th</sup> Reaction: While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations.**

**Integrative Questions:**

1. What is the effect of having intranets in a company?
2. Why should company need to have control in these networked conversation?

3. What happen when companies don't monitor what is happening in the networked conversation within the company?

Intranets that are used in companies help the company to communicate with the employees. Employees communicate and share their thoughts, ideas, and opinions. Using intranets, higher heads in the company can easily draw good ideas from their employees. And also the higher heads can easily examine the performance of the employees.

Companies depend on the open intranets because of sharing the critical knowledge. Using the open intranet helps the company to share and this are the good thing about the intranet. They want to resist the urge to improve to control these networked conversation because this network conversation are the powerful thing that might make the company fall or sometimes this are the key for the success of the company.

By using the intranet, the company will be able to improve because of the communication between both of the higer heads and the employee.and It is important to keep in mind that there should be a control of these. Using intranets are helpful in the company but if the heads will not monitor it, some employees will abuse the use of intranet and if heads will not monitor daily, it will lessen the productivity of the employees.

**48<sup>th</sup> Reaction: When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.**

**Integrative Questions:**

1. What happen when corporate intranets are not constrained by fear and legalistic rules?
2. Why is it important not to set much rules and regulations in the company?

If someone is constrained by fear and legalistic rules, he/she cannot express his/her thoughts in the best way because he/she is not comfortable in expressing her thoughts or ideas and even not able to work properly thinking of the company rules and being constrained by fear. Having limitations, rules and regulations in the company is normal but the company should also make sure that the employees were not constrained by fear. There should be a balance on the limitations of the employees so that they will not also abuse the use of intranets in the company.

Intranet was created for the communication of everyone in the workplace but if the employees were constrained by fear then the goal of intranet will not be achieved. If the employees will have a good communication with each other it will encourage the employees to share their ideas for the improvement of the company. And if employees were not constrained by fear, they will create a happy work environment. The works of the employees will become light even though it is actually hard because there is a good communication among employees.

Being open to employees and let them share what is in their minds is the best thing that company can do for the good of the company and also to be not too strict for the employees so that employees will not be constrained by fear and legalistic rules.

**49<sup>th</sup> Reaction: Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.**

**Integrative Questions:**

1. What is organizational chart?
2. What is the role of organizational chart?
3. Why is it important for a company to have an organizational chart?

Organizational Charts is being used during the old times to be able to see and determine the hierarchal position and functions of each and every one in a company. In an organizational chart, usually what you can see on the top is the president of the company, and then followed by the top level managers down to the clerks. The pyramid of hierarchy is a strategy of a company to slow down the climb of the employees.

The president and the top level managers of the company are the ones who make decisions; they are the one who make the mission and vision of the company; they are the one who set guidelines for the employees while the downwards workers are the ones who really work hard for the company.

By seeing the organizational chart of the company you can easily identify who are the tope persons and you can able to see what are the responsibilities attached by every position in the org chart. Having organizational cart helps everyone to understand the function of every individual in the company and also organizational charts helps to identify how big the company is.

**50<sup>th</sup> Reaction: Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.**

**Integrative Questions:**

1. What is hyperlinked chart?
2. What is the difference of hyperlinked chart and hierarchical chart?
3. Why does company use hyperlinked chart rather than hierarchical chart?

Horizontal kind of organizational chart or the hyperlinked chart is more used now a day by most of the companies. I think it's because it is more competent and less cost to the company. In hierarchical type of organizational chart there are lot of top managers and downward workers so many workers for the company to pay salaries while in hyperlinked type of organizational chart less workers so less people to pay for salaries so less expense for the company. Less employees in the company means also less expense so no wonder now a day most companies use the hyperlinked chart.

horizontal or hyperlinked style of chart use by a company gives everyone a chance to shine and be able to diversify work. Also employees were given a chance to widen their work scope and they are able to try to do lot of things in the company. Horizontal style of management is good for the company because employees will be encourage to do their work and do their best in everything.

Hyperlinked charts encourage employees to be efficient and to work hard because they have to be the best in this kind of chart in order to survive. Usually the one who has the skills and knowledge and has the ability to make things are the ones who wins the position in hyperlinked type of organizational chart. The company needs a skillful, knowledgable and competative person not an authorized person to have a good position in an hyperlinked org chart.

**51<sup>th</sup> Reaction: Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.**

**Integrative Questions:**

1. What is command-and-control management?
2. What is the difference of the command and control?

Command and control management style symbolizes the administration of the company. For the employees not to be confused on is command-and-control management the company must identify the difference of the two. Define what command is and control management so that the employees will not be confused.

If there is no different between the limitations and functions of the command and control, then there will be a paranoia and confusion of power. Employees and the company will not function well if there is confusion between the command and control. Confusion among the employees is not good for the company so it is very important for the company to avoid confusion and power tripping because employee and company will not have good ambience of working environment if the two are present.

For the improvement and more success of the company, there should not have any confusion and power tripping among the company and the employees. The higher heads in the company should be careful in making commands and on how they control their employees so that they will both create a good ambience of workspace.

**52<sup>th</sup> Reaction: Paranoia kills conversation. That's its point. But lack of open conversation kills companies.**

**Integrative Questions:**

1. Why paranoia kills conversation?
2. What happen when there is lack of conversation in company?
3. Why is it important for the employees and the company to have open conversation?

Paranoia kills conversation, this is really true. An employee who fears his/her boss doesn't want to talk with his/her boss. Conversations are very essential to a company because in a conversation they will be able to know the needs and concerns of every person in a workplace.

Conversation among employees and the higher heads of the company is for the betterment of a company, through conversation companies will be able to know more of their market and by knowing more about their market they will be able to come up with a good products and services that they can offer to them. Without good conversations companies will die. Goals of a company will be achieved through good conversations. Through conversation companies will come up with strategies, goals, work plans and rules for a company to run but without conversations a company will die because no one is talking and reaching out people. Through conversations companies will be able to respond to the needs of the market, without conversations they will not be able to understand their market so they can never come up with a product that the market will surely buy.

The success of the company depends on how they can able to reach their markets and so with the employees they have. A good and open conversation will lead the company into a better performance of every individual in the company.



**53<sup>th</sup> Reaction: There are two conversations going on. One inside the company. One with the market.**

**Integrative Questions:**

1. What does the phrase mean?
2. What are the two conversations going on in the company?

There are two conversations going on. One inside the company and the other one are with the market. What this phrase saying is that the two conversations going on are one is conversation within our selves and the other one is the conversation outside or basically the people that surrounds the company.

For us to communicate with other people effectively, we must also converse with ourselves. By knowing who we are, what we are and what we can do we will be able to communicate to other people in an effective way. Also with conversing with the outside world, we can know more about ourselves this also applies to companies.

Companies have 2 conversations one is within the company and the other one is outside the company which is the market. Conversation inside the company is as important as the conversation with the market because conversation inside the company reflects or mirrors the way companies would communicate with other people. Conversation inside the company will enable every individual to share what is in their minds, their opinions, suggestions and experience that the company will benefit from.

**54<sup>th</sup> Reaction: In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.**

**Integrative Questions:**

1. What is the importance of having good conversation going on in the company?
2. What is the reason conversation fails?
3. What are the effects of failing conversation?

Conversation within and outside the company is very essential for the growth of the company. Many of the companies today fail to make good conversation and failure to connect or to communicate inside and outside the company will be a warning to the company. If the company fails to connect and reach their markets it means they fail to communicate and to know their market and failure to understand the market means failure for the company's goal to have a good relationship with their customers.

Conversations fail because of the command and control confusion. Companies usually create confusion between the command and control because they fail to set the limitations and regulations of both management styles. Command and control in a company is very important because it creates harmony and sets the company in order but if the company does not set clearly the borderlines of the command and control. It is good for companies today to incorporate the two functions to avoid confusion and to avoid power tripping.

The obsolete notions of command and control are the power tripping and confusion between these functions. Usually employees mix both power and this creates confusion between the management styles. Command and control styles usually abuse their power and extend to the limit which results to the paranoia and confusion in the workplace. Confusion and paranoia will lead to losing of the chance to be able to have a good conversation which very essential for a company. Conversations in a company is very important because it is the best and the basic action that is done inside and outside the company for the company to be more effective.

**55<sup>th</sup> Reaction: As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranet worked knowledge workers and generate distrust in internetworked markets.**

**Integrative Questions:**

1. What command and control means?
2. How does command and control generate distrust in internetworked markets?

The word command and control signifies power. Whenever I hear that two words what comes in my mind is that there is a fear and limitations. Usually words that are associated with fear are not good on setting the atmosphere especially in the workplace. Command and control are met with hostility, this statement is true because employees usually are not in good terms with these management styles. Employees are confused by the powers and functions of each style. Usually the command and control center of a company abuse their power by doing things that supposedly they must don't do, cannot identify their limit which create hostility to the employees. Whenever the command and control center would publicize new things via intranet and employees would ignore it and usually would not agree with it. Employees distrust the management because of the command and control styles, the distrust formed in a company is not good for the company.

Distrust will ruin the goals of the company specially the conversations inside and outside the company. Indeed the company should avoid creating the command and control styles because they will create confusion and distrust inside the company. If the company would like to create a command and control, I think they should study it very well and consider also the opinions of the employees in order to avoid distrust in the company.

**56<sup>th</sup> Reaction: If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.**

**Integrative Questions:**

1. What does the statement mean?

In conversation, in order to communicate effectively both sides should respond to the needs of the other. They must create first a good relationship so that the flow of the company will go smoothly. Conversations inside and outside the company is very important for its growth. Both conversations within the company and outside are the same, what the inside is talking or relating to the company is usually the same with the market. Both of the employees within the company and outside the company wants and needs are the same thing. Both of them talk to each other in a very casual way so companies should hire really good and suitable employees so that they could get information about their market.

Employees and market interact with each other and usually they listen and respond to each others' needs. It is very important for a company to listen and communicate within the workplace because what the workplace would speak of is the same with what the market wants they discuss things with each other that is the same for the things that outside discuss. Conversations within the company is very crucial to the success of the company because if the employees would not like the conversation between them and the company it will lead to the downfall of the company because they would misunderstand the employees and the future market. Employees' conversation with the company is the same with the market. So the company needs to talk gently and carefully with the employees.

**57<sup>th</sup> Reaction: Smart companies will get out of the way and help the inevitable to happen sooner.**

**Integrative Questions:**

1. What does it mean to be an effective company?
2. What really is a smart company?

A good company knows how to foresee things and plans for their own good because change is inevitable. A company who knows how to make plans for the future will not be left out but they will be able to cope up easily with change. Of course there are some things that companies cannot control like things in the future though they cannot control some things they can prevent and be ready for those things. Planning and strategizing is very important for a company and that who thoroughly studies their market is a smart company.

A smart company is the one to prepares, strategize, studies their future market. Also a smart company knows to get out of their way in case there is an uncontrollable thing in the future. Getting out of their way means they can do things that are not required of them. Smart companies plan things for the future and usually help the expected to happen sooner because they are prepared and not afraid of it. Smart companies know what they want and know how to get it. Since there are uncontrollable things in the future, smart companies know of them and know how to handle them.

Companies today are smart and do some studies about the future market, since companies are smart nowadays they want the future to happen sooner because they are long prepared for it and they want to see other companies suffer changes. Smart companies are very good in strategizing for the future that they sell the future today so that the future will happen soon and so that they could be the number 1 and many companies would be left out.

**58<sup>th</sup> Reaction: If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.**

**Integrative Questions:**

1. What is a smart company?
2. What smart companies do?

Companies should be very smart so that their business will not die rather it will grow and grow. Things will not be the same in the future, companies who want to continue business then they should know how to cope up with things. As days go by the trend are changing so the company should be updated on the new trends so that they will be able to go with the new trends. It is true that willingness to get out of the way is taken as a measure of IQ, so companies who are intelligent knows how to do get out of the way. Of course, yes, it is a measure of IQ when a company thinks out of the box. In order to strategize well the company should have a high IQ, high in the sense that they know how to plan, when to plan and when to carry out their plan. Very few companies are wise and a lot of them should invest more of the think-thank team of a company so that they could wised up.

Wised up means that they are able to think how to strategize and make the most of their resources. Companies should also invest on their employees to be able to wise and ace in the future. They could wise up their employees by giving out continuous seminars and with those seminars employees will learn and be able to contribute their learning to the whole company. Getting out of the way by means of the IQ is not usually born in a born; it is usually develop as time goes by. The IQ of the company will increase every year because they are able to develop it with continuous studying by the use of seminars

**59<sup>th</sup> Reaction: However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.**

**Integrative Questions:**

1. What can communication do between the company and the markets?
2. What is the different of the old days and now a day in conversing with their customers?

Market usually perceives lots of companies that still using the old style way of management where in companies were not communicating with them. Conversation is very important for a company and market. Without conversations, the company would have a hard time in understanding and knowing who their prospective market ism they will have hard time to know and identify what are the needs of their markets.

During the old times many companies does not want to interact with the people because they are afraid that they would leak some information about the company but this style had change to the present one because businesses and people change. Changes can be seen through the interaction and response of both parties. Interaction nowadays are every important for a company because through interaction companies will know more about their market.

People today also have the opposite idea about the conversations between them and the company. People today do not want to converse with the company because they are either to busy with things or they do not want some information about them would leak. Companies today should double their effort to converse with the people so that they will understand more their market. Companies should befriend or give out goodies in order to get information and to be able to interact with the people. It is also important to assure the people that information got form them would be very confidential.

**60<sup>th</sup> Reaction: This is suicidal. Markets want to talk to companies**

**Integrative Questions:**

1. What does the statement mean?
2. What is possible reason why markets want to talk to companies?
3. What will happen when markets will go and talk to companies?

Typically it is the company that wants to talk to market and if market is the one who wants to talk to company is unusual. When markets want to talk to companies, companies would be very nervous because it is expected that customers has something to say about their company. Usually complaints, and sues against the company. When companies hear that markets want to talk to them they find ways not to be able to face the markets. The connotation that markets want to talk to them is usually because markets has something to say about the company and most of the time that is a bad sign for the company if markets wants to talk for they have something to clear with your company.

When markets want to talk to companies is said to be suicidal because they are pouring out all their information about them, it is also considered suicidal because some companies would not try to listen to the complaints of the market and will just take for granted what customers were trying to say. It would be great when the customers and the company will communicate and find a common ground between them so that they would be able to fix their problems without harming both parties. Companies should be very open to listen to the complaints of the customers because these complaints would make the company better and perform productively. By having those feedback by the customers the company will be able to come up with new strategies to improve their business.



**61<sup>th</sup> Reaction: Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.**

**Integrative Questions:**

1. Do companies hide something with their customers?

Every company has their own secrets although companies interact with their clients or consumers, they have something that they hide for their customers, something that the customers have the right to know, the privilege to know what it is. Companies do not lie about their service or products because now marketing agents roves around the street to sell their products on housewives or maids. They do some sales talks and other trick that might capture the interest of the buyer and be able to convince the buyer to buy their products, knowing that they are hiding something else.

The same as the conversation of the companies to their buyers on the net, they hide something that sales agents on the streets do not tell; they simply show the image of the product, its specification and all the features of their products but its not sure if it is true or not. They do not confess on how it is being processed and what are the ingredients used in manufacturing the product.

Buyers must be served with loyalty, honesty and must be guarded at all cost.

**62<sup>th</sup> Reaction: Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.**

**Integrative Questions:**

1. What does the statement mean?
2. Why does customer want to participate in the conversation that is going on behind the corporate firewall?

A customer always wants a conversation and companies should give that conversation with them for them to have good relationship. The success of the company depends on the customers so companies must guard their customers. Companies to be able to be successful must have loyal customers and customers will become loyal to the company only if the company satisfies them and build a good relationship with them.

A consumer likes to be heard and to listen to their provider's plans because he cares for his own interests. It is a simple concept that the companies must considered at all times, to let us be part of their geeky thing. Companies must consider also the thoughts of their customers because in such thing they will be able to get some ideas on how to improve their company and also so that they will get the loyalty of their customers.

**63<sup>th</sup> Reaction: De-cloaking, getting personal: *We are those markets. We want to talk to you.***

**Integrative Questions:**

1. What does the statement mean?
2. What is the role of the market in a company?
3. Why does market want to talk to the company?

As a customer, we have the right to choose a product or service to buy and in buying products that we want and usually we talk to the sales ladies so that they can assist us. We, the customers will just choose the product that we want to buy and the sales lady will just assist us but don't have the right to question the product that we want to buy. Sales ladies should be pleasant to the customers; they must be friendly to the customers so that they will get the trust of the customers; they must listen to us because we give them what they need, the money. We want to be heard, entertained and are cared in order to give them the proper loyalty in which they crave from us.

The markets are conversation wherein continues flow of communication thrives in every words and actions they portray. They prefer to be part of something rather than to be nothing on the eyes of their favorite brand manufacturers.

**64<sup>th</sup> Reaction: 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 web sites chock-a-block with eye candy but lacking any substance.**

**Integrative Questions:**

1. What does the statement mean?
2. Why does market wants to know more about the company?

Nowadays market wants to know more about the company they are dealing with. They look for information that will be useful, not only for their own purposes, but for helping the corporations as well. Markets just don't look after the corporation's products and services, but they look more than that. They want the company's best thinking, and the genuine knowledge. Markets look after company's strategies and plans towards their objectives and their goals. Markets want the best knowledge they could gather or they could acquire in the company.

I think markets do this because they want to know and appreciate the company more. Markets want to be stay connected with this kind of organization so that they can be updated on what companies or any organizations are currently doing. Markets want the best for the company, showing no signs of negative implications towards them. Markets want companies to settle to something that would help their entire community, as well as help settle to something 'managed' and 'organized' way of keeping and tracking down conversations happening inside and outside of their territory.

**65<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What does the statement mean?
- 2.

In a workplace, it is a good practice letting your workers interact with their peers or closes ones inside to relieve work pressure and boost self esteem. This will also allow them to express their ideas and the ones that might help you in motivating your employees in working because they are in a team and the employees will also encourage each other to do their best in their individual job.

Having harmony in the team will lessen the burden of each person into a half because the weight is spread into a larger area. Simple Physics, a building will not fall if the weight is distributed in a wider base area which is similar to your workforce. The market is your medium in spreading the word about your organization. Promotion is not being always done with advertisement alone rather than it must be spread through the word of mouth. If you have a friend or a member of the family who experienced that product or services then they want it, they will tell it to you and to their other friends so the information spread out.

**66<sup>th</sup> Reaction: 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?**

**Integrative Questions:**

1. What does the statement mean?

The statement says “As markets, as workers, both of us are sick to death of getting our information by remote control.” I think this statement wants to tell is that an employee in a company hates to be controlled or in other words they want freedom. They want to be heard by their bosses in the company where they work. If both company and market will work as a team, success will be at their hands. Both of them will be beneficiary of changes. If markets would be allowed by the corporations to do changes, this ‘remote controlled’ process will be removed in the company.

The use of the World Wide Web is very helpful now a day because it makes our life sufficient. You can find all the information through the web and you can have your ideas and experienced is shared and listen also to the ideas, thoughts and experience from other people in the web.

**67<sup>th</sup> Reaction: As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.**

**Integrative Questions:**

1. What does the statement mean?
2. What is meant by speaking in different language?

Speaking different language against the language widely used by the market is a very bad problem that must be solve immediately rather it may cost you a lot. It's terrible in a sense that the market you are part of is increasingly growing into market that is united in business industry. The companies are being hollow to their customers, as if they talk very shallow and insincere to the community. Although they speak the same medium of communication, real human voices cannot be heard. Companies may be good in appealing their products and services to people around them, however, there is still lacking. It is not still enough.

The company will not become successful without the employees. Employees are the best asset of the company so the company must take care of their employees and listen to their concerns if there is. And there must be a good relationship between the customer and the company; they must have good communication so that they will listen to each other and will able to know the concern of both parties.

**68<sup>th</sup> Reaction: The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?**

**Integrative Questions:**

1. What does the statement mean?
2. What is self-important jargon?

Every company I think has their own lingo. They create their own language and that is not bad, it's just that company's having their own language only understand each other. Markets will no longer understand what they are saying and markets will wonder why companies do that. Companies speak a different language, a language of their own – a language that is most commonly referred to as robot-like and inhuman voices. Markets are starting to be confused of what companies' real motives are.

Jargons are reduced due they talk to their customers that majority of its part is common people that has small amount information on certain aspects regarding on their specific industry. In order to avoid this miscommunication, the company or providers must lay down their knees rather than taking the advantage of the weaknesses of their customers in the field. They will listen if you listen to them first because they will tell you on what kind of approach they need from you. It will create difficulties as you communicate with your customer through the use of jargon words.



**69<sup>th</sup> Reaction: Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.**

**Integrative Questions:**

1. What does the stamen mean?
2. What companies do to impress their investors?
3. Why can't companies impress their markets?

Companies usually want to impress their investors so what they do is to present something new with their investors. They may make a statement to them that they talk wisely when it comes to valuable information. They sound like they were really speaking the whole truth, not just half-truth or lies. They may sound like as if they could convince people that what they are doing will go well in the future. So investors will be deceived by the flowery words that the company is telling to them so they invest in the company.

Also companies want to impress Wall Street. Companies may impress the Wall Street because of the large contribution it gets from them. The market simply needs the right words that they may understand. They don't need fancy serenades rather they need guidelines that may help them in availing things in the market. Impress the customers first, then the investor because investors will automatically approach you if they observe and convinced that people patronize you. They are just assuring themselves that they will profit from you due to it is so terrible to lose a large amount of investment in a specific project.

**70<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What does the stamen mean?
2. What happen when companies would not able to impress their markets?

In the business world investors always look for ways that might support their interests to grow. They will invest on projects were the market will accept it. Investors prefer factual reports and has basis to ensure on themselves that they will invest on a project were they will profit. But, in order to complete the task in impressing your investors first, learn to attract the market. Their trust and loyalty will support you in your proposal. No investors will reject a proposal which is accepted by the market.

Markets know a lot because they are the ones near with the people – people who converse these things. Markets are just wondering why investors are keeping themselves hooked up with the companies. What they do not realize that they are taking a lot of risk joining with the companies. Investors should learn to think carefully before deciding to connect with companies. They may be enticed with what companies offer to them, but at the back of these 'tempting attraction' creates a huge impact, which may result their own downfall. Investors must be careful what they are trying to get involve with.

**71<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What does the statement mean?
2. What is the impact to the markets when companies don't recognize them?

Markets are sick of what companies are trying to say about markets. Companies' notions about markets are just simply unusual to what people really define markets. Companies perceive markets as not managed nor controlled. They think that markets are being to unrestricted to people, which would result to something that markets won't able to handle. What companies perceive to markets are definitely wrong – and the exact opposite. I just can see markets laughing at companies – they just don't know what markets really define in reality. Let people speak about markets themselves, not companies who don't know the 'truth' at all.

The market said this to companies because they have better places to stay and they have better places better business can be seen. Markets are not enticed with what companies are boasting off to people. Markets are not buying – not even showing interest to what companies are offering. It's just that markets know a lot – they know something that companies should learn to realize. If companies continue to boast off their products to people the way they people don't want, they will be losing a lot of customers. They will be losing people's trust, confidence, and loyalty to them.

Markets affirm this statement to companies because they already know that what they are doing is a huge difference from what companies are doing. Markets are already in a place where everyone has their own contributions, little or small, it doesn't demand for anything. Company should follow markets' footsteps – if they really want to change into something better.

**72<sup>th</sup> Reaction: We like this new marketplace much better. In fact, we are creating it.**

**Integrative Questions:**

1. What does the statement mean?
2. What do market wants?

Market wants marketplace where everyone could talk anything they want so they make a marketplace which they are free to communicate with each other. Markets build a community where human conversations can be heard. Talk about healthy conversations. People speak their ideas, thoughts, opinions, suggestions, and reactions. It's like a utopia-kind of world – where everyone is welcome. What makes new marketplace different from other is because of the interaction getting from it. People share information to everyone participating in the community. They exchange valuable information that makes communication more meaningful and unbiased.

The market likes the new world of interaction wherein they can interact and experience the thrill of communication. In the new market place, people create new things and express themselves in many forms such as daily speakers express their new ideas through blogs. People familiarize and develop themselves to the new era where things become technological enhanced. Because of internet expansion, companies like Armani, Nine west and other retailers focus their ads on the internet. The expense for placing an advertisement is much cheaper than placing in the billboards, TV commercial and other advertising Medias where in fact that many viewers can be view their ads. Donations are also done in just 1 click like in facebook and other social networks. So other gimmicks are being born as it flows with the rapid expansion of the net virus into each person.

**73<sup>th</sup> Reaction: 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!**

**Integrative Questions:**

1. What does the statement mean?
2. What do markets want companies to do?

Markets want companies to realize that they, the markets, are inviting companies to join the community where markets reside. In this statement, the phrase 'world' was highlighted. We all know that the world the statement refers to is a world where human conversations meet. Markets want to encourage companies to join and to connect with markets, but the only thing is companies should throw away their idea about their 'corporate language'. If they really want to join this once in a lifetime opportunity, they better behave themselves.

Market wants companies to join with them, to talk with them and that only made possible if companies will communicate with the markets and to be able to communicate to the markets, companies must step down and talk to the communities. Listen to them and understand their concerns. If companies will have a good relationship with their markets they will surely win the trust of their markets and markets will barter with you.

**74<sup>th</sup> Reaction: We are immune to advertising. Just forget it.**

**Integrative Questions:**

1. What is advertising?
2. How does a company introduce their new line of products?
3. Why do they perform advertisements in their pick Medias?

Advertising is very popular and it is just one way of promoting the company's products or services. Companies usually promote their products and services through advertisement because they know that advertisements will save their company from failure. Companies are fool if they believe that advertisements in the net will serves as an advantage to their consumers. Internets serve as a communication media throughout the world. It will allow people to ask questions and express their idea, thoughts and opinions on a certain thing. So, the difference between the advertisements in the TV against the advertisements in the net is big because we can react, comment as we see the advertisements by a company in the web were it can be seen worldwide rather than seeing it only in the TV and giving reactions about it to our families and close friends within that area.

Markets are immune to advertising, we are immune to advertising. Advertising is a great way to motivate customers to buy your products and services. It is not a bad thing because it is part of the whole marketing process. One thing that makes it being negative is on how people run it. For companies, they would tell people around, over and over again, about certain product features and functionalities.

**75<sup>th</sup> Reaction: If you want us to talk to you, tell us something. Make it something interesting for a change.**

**Integrative Questions:**

1. What does the statement mean?
2. What should company do to win the attention of the markets?

Companies nowadays should start to realize that markets are doing the best efforts for changes. Markets are finding ways to create something interesting for a change. Markets are serious with this manner. People want interaction so a markets. If companies would start to work this out to be able to reach people's voices, it is for certain that companies would able to understand and to know more about what is really needed in the community.

Companies must talk to the customers in a way that they will get the attention of their customers. They should also have something that will attract the customers. Talking to the consumers, is a very crucial part for a sales representative because every word or ideas they says, represents the whole company. Let the action set asides and the talk begins. They are also aware that their talks must be as interesting as a cow that first perform the trip to the moon or the dog who knows the dictionary well. Exaggerating on the part of the sales agent but, effective if they do it correctly.

**76<sup>th</sup> Reaction: We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?**

**Integrative Questions:**

1. What does the statement mean?
2. What are the first impressions we do?

Markets are continuing to offer new ideas; new tools and new strategies that will help companies to improve their products and services. And that is a very big help for the company if customers share their new ideas. Unfortunately, most companies won't take this limited opportunity. Instead, they are doing their own way – the traditional way. Markets are providing this kind of knowledge that will help companies prosper in yet; these companies who are sticking their prides up won't even react – as if the markets don't have the chance to help them.

The relationship between customers and companies has been stable for some and unstable for others too. What the companies and the customers should do is to clear up things down and just communicate with each other and share information and knowledge so that they an both benefit with the ideas, thoughts, and information they both have. Every idea whether it is big or small idea can help the company. If the customers share their ideas and suggestions to the company, the company will benefit and also the customer will benefit because they are able to share what they want in a product or services and that the company will provide it for them. And the company at the end will have more profit and they will gain the trust and loyalty of the customers because they listen to them and that they satisfy the customers by providing them the products and services that they want.



**77<sup>th</sup> Reaction: 77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.**

Valuing the customer is essential in establishing the company; it will dictate the flow of the operations and everything. If customers need assistance in the product that they buy, the company who provide that product or service should be there to assist the customer. It's their responsibility as the manufacturer of the product. Companies should not take too long to reply to the inquiries and queries of the customers because what the customers need is a quick reply and an accurate one.

Customers don't like to wait so long so the company must be alert. They should respond to the customers need as fast as they can because if the customer waited so long and yet no actions done by your company, the customer will find another company. If customers do email to your company, it's either be the content is positive or negative. And the best thing to do is to take time to read them because they can be a help to your company. Companies can get ideas, new strategies from their customers so they must entertain them and if customers have negative comments against your customers take it as a way to improve your company. Learning from their mistakes is the best thing company can do in order for them to grow and become successful.

**78<sup>th</sup> Reaction: You want us to pay? We want you to pay attention.**

Customers play a big part on the life-cycle of a company or corporation. The failure or the success of the company's products and services depends on them. They are also the ones to purchase and react on the things they have experienced with the products and services they have bought. The customers and markets would be the one to tell other people whether they have experienced a positive or a negative effect on the products and services. The money that they are using are the ones which is difficult to get and hard to earn. This makes the customers and markets even more particular and sensitive about the things they are purchasing on the market. They want to have their money's worth the difficulties and hardships they have encountered before buying the particular products and services.

Companies must learn to value their respective customers. Markets are willing to pay, even do anything, just to make companies work something better for them; they are willing to pay as long the company will satisfy their needs and wants. Markets ask for companies' attention because markets are concerned to what companies continue to do with their people. Markets invite companies to take this kind of consideration to show interest to change. If companies really want customer buy their products and services, or even patronizing them, companies should learn how to pay attention.

**79<sup>th</sup> Reaction: We want you to drop your trip, come out of your neurotic self-involvement, and join the party.**

Customers and companies must have a good relationship. It's very important to the companies or corporations to give importance with their relationship to the customers. The companies would need to have a great relationship with their customers because they are the ones who they need to woo and court to purchase their products and earn profit and income. The customers are the medium of whether the company's products or services would rocket sky high up in the atmosphere or would be buried down below six feet under. That is why it is very important for the companies to be kind and caring for their customers. The trust of the customers whether the company can deliver what they want and need is also an important thing. While on the customers' side of view, they would also somehow need the companies to get what they want and need. They would need to communicate also with the companies for the companies and producers to know exactly and specifically the things they want.

Every person in the market wants to be part of a something or an event because they know it will be the cause of their involvement in the society. That is why the customers are inviting and encouraging the companies to speak to them and communicate. The relationship and trust between them are essential and vital for the both of them but weighs heavily on the companies' side because they are the one who needs the customers. Customers can have other company to buy for a product but if a company loses its customers, they will not have another customer so it's there lose. For that instance not to happen the company must build a good relationship with their customers because the relationship between the company and the customers is a give and take relationship.

**80<sup>th</sup> Reaction: Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.**

Customers play a very important role in the company because it where the companies get their profit. Companies may have all the money they could get, but along the way, they could end up losing more money than they expected. That is why companies should learn to change their method, their approach to people to convince their products and services to be bought.

The customers can uplift the company overall to new heights or they can also bury them deep in the bowels of the ground. The customers can predict the life of the companies together with their businesses. Without the customers to purchase and use their products and services, there would also be no flow of cash occurring inside their company. The companies would have a very difficult time surviving and staying alive with the competition or even the life of the business overall.

Earning money takes a lot of process – efforts and hardships. Companies should take other consideration before thinking a lot on ways to earn. Companies must take serious actions in dealing with their customers. If they don't want to lose them, they should learn how to act things right. They should take time to talk with people around them, not just boasting themselves that they are gaining a lot from money.

**81<sup>th</sup> Reaction: Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?**

Money is the reason why people work. Money is needed by every individual; you could do a lot of thing with money. If you have money nothing is impossible. You can let your money work for you. Nevertheless we must also remember that money is the cause of all evil thoughts and actions. Money can still deceive people. Sadly, more people, even organizations think money as their god because you cannot live life without money. In every thing you do money is present; wherever you go you need to have money; you can't do what you want to do without money.

Companies are being too focused on money as if they cannot live without it. Money becomes a one-dimensional entity that companies are getting attention with. Companies should remove the notion that money is everything. In fact, money isn't everything in this world we live in. There is more that we should learn to focus on – something that we should prioritize first before money. Talk about relationships, the commitment, and the responsibility. They are all important.

As the bible says “Man cannot live on bread alone” this is very true. Money is not the most important thing on earth; you can earn money if you are hard working but you can never easily get the trust of other people. Good relationship between the company and the customer will lead for the success of the company and the satisfaction of the customer.

**82<sup>th</sup> Reaction: Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?**

You can test the quality of one product when u buy it and then use it. Everybody wants to buy a product that has quality so usually we buy in the stores with brand name because we are sure that the product that we are buying has quality and also in buying things such as electronics gadgets we buy in a store who gives warranty. But sometimes even if that is the case, the product will still broke the next day or the next weeks.

Companies should not hide if the products and services that they have provided is a failure for some customers. They should face the fact and receive it as an improvement for the things they are producing. To avoid this from happening, they should produce products and services of quality rather than quantity. They should be transparent and open to their customers for queries and questions that are coming to them. They should not hide anything from their customers for them to gain loyalty and trust.

**83<sup>th</sup> Reaction: We want you to take 50 million of us as seriously as you take one reporter  
From The Wall Street Journal.**

Valuing the buyers or clients is an essential task that must be done correctly and smoothly in order to avoid the complaints or negative feedbacks against the company due to wrong communication with its customers. Good customer relationship is a very big advantage to the company.

Companies nowadays are focusing much more on the reporters from The Wall Street Journal rather than to their customers. They pay more attention to what the reporters would say about them. They just want to be known as one of the most popular companies existed in the world. They want to be known for the income that they are accumulating in a year or so. All they want is to be famous because of the success they have gained from the businesses that they have done. What they forgot about is giving back to the customers. They should give importance to their customers rather than focusing all in all to the reporters. They should minimize the time and effort for reporters because the reporters only take down stories and information to be published on a magazine or so. But the customers would be the ones who can bring them to the top and stay there as long as they are providing quality products and services to them.

Companies must realize that a market is the reason why they still exist. Markets are willing to collaborate with them so companies should open their ears to the customers and make a good relationship. Companies should put in mind that customers are the number one actor in their business so they must listen to them and make them as their priority.

**84<sup>th</sup> Reaction: We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?**

Markets are more intelligent than companies because they know people inside and outside the company. Markets know a lot of things because they are involved with people around the company. People inside their companies are more than willing to talk. They want to communicate not just inside their respective corporate borders, but they want to speak outside to the community as well. Through conversation, everyone contributes for the companies to meet new opportunities outside their field. Companies will be starting to receive great benefits as they themselves connect and participate with the community.

Market or the people look for someone who is interested in entertaining the customer to the fullest. Customer or buyers look for a person that will provide them their needs and wants. Valuing the buyers or clients is an essential task that must be done correctly and smoothly in order to avoid the complaints or negative feedbacks against the company due to inappropriate communication with its customers.



**85<sup>th</sup> Reaction: When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people We'd turn to.**

**Integrative Questions:**

Everyone has a question or issue of its own. That is why we go and find someone to talk with to address these concerns so that they could be able to help or to solve those problems by communication with them. Through conversation, an individual could talk to his ideas, his thoughts and his opinions about that manner. Same goes with the story between markets and companies. Markets want companies to keep in touch with them so that if there will be dilemma going on, markets could turn to each other for answers. Markets wants the companies to be open to them.

Companies always look for answers to their problem and a lot of times they question those who are inside the company, the high position holders who gave them blank answers. The answers that the companies need are from their market and the people who work for them. Usually they search the answer or solve for the answer inside the boardroom but nowadays it is different, answers came from their market. The market or the target customers hold the answer for every company's question because they are the ones who the companies want to please.

The market has the answer to the company's problem because they are their customers and they hold the key for the company's success. Companies usually does not turn to their market for answers instead they work on it alone, but it is important to get the opinion of their customers. Companies have the Research and Development team to study the needs and wants of their customers but it is not enough just to put a R&D team, it is very important for a company to regularly talk to their market to know what they want. Companies should have a center for the concerns of their customers because it will be very helpful in answering for their problems. If the company was be able to put up that center for customers' concerns then it will be easy for them to answer the needs and questions inside the company. Companies should try working with their market because it will be for the benefit of the company as well as their market.

**86<sup>th</sup> Reaction: When we're not busy being your "target market," many of us *are* your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.**

Want markets want companies to realize that markets are being serious and being busy in reaching out people, not just by attracting companies to work with them. Companies notion maybe something different to what most people do think about markets. Markets are not their target market. Markets won't waste time to do that kind of stuff. What companies should realize to markets is that they do not need such a thing just to convince companies to join their community.

People inside the company can also be the company's market actually they are the ones who are very opinionated and what they have in mind usually is what the market is thinking. The company should not underestimate the power of the people inside their company. People inside their company are also their market because they are also customers. People inside the company also know how to be a customer and how to think as a customer. They are also people who know what they want in a product and what attracts them most. Company should talk to them regularly because talking and communicating with them is as if they are also the customers.

Company should have a relationship with their employees because their employees would give them the keys to succeed. Their employees are also a good example of marketing, so it is important for a company to take good care of their employees because employees are the best marketers for the company's products. People inside the company should believe to what is the company stands for and create so that they will be able to market the products of the company effectively. It is said that the employees are the best marketers so the company should regularly talk to their employees. Employees are very important to the company because they are the heart of the company and they are also the best advertisers of the company's products. Companies should not ignore their employees' opinion but instead listen to them because they can learn a lot from the ideas and suggestions given to them.

**87<sup>th</sup> Reaction: We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.**

Target market or the customers are keys to the success of a company so it is very important to satisfy them. Customers will bite any idea of a company if it is made for them and it is very reasonable but customers will not bite the idea if the idea is not focused on the customers.

Customers know what they want and they are willing to talk their wants to a company so that the company will concretize the ideas of the customers. After listening and studying the concepts, the needs and wants of their market the company will be able to come up with an idea to satisfy and please the customers. Customers usually patronize things if it is focused on their needs but customers also have the power to ignore and eventually lead to death of a product. If a company thinks that customers are not completely telling what they want then they would be ignoring the concepts of their market and the market will not patronize the product produce by that company because they feel that it is not made for their use and it is not focused on the customers.

Customers usually are very sensitive to new products; they would study it and ask many questions about a product before trying it to make sure that the product is really beneficial to them. Customers who enjoy the product will be loyal and patronize the company. It is very important for the company to listen and make sure that the needs and concerns of the market are addressed well because the goal of companies will be achieve through pleasing their market or target customers.

**88<sup>th</sup> Reaction: We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?**

**Integrative Questions:**

It is hard to please everyone but companies have to please their market because the life of the company rest unto their market. It is hard to please customers but once you have please them, rest assured that customers will be loyal and forever support the company. Usually it really hard to get information from the customers, companies have to build good and effective relationship with them and should give incentives so that could they could both communicate with each other. Also the company should build a good reputation because customers are very nosy about the reputation of a company and they will not be willing to give information about them if they know that the company is not good and competent one.

Companies need market and customers who are loyal to them in order to survive the business and eventually expand. It is in the customers that lay the life and success of a company. Without the customers there would be no company so it is very important for the company to please them. Company should engrave in their vision and mission the needs and concerns of their market; they should also keep in mind that they really need customers in order to survive by keeping that in mind. Pleasing customers is a sign that the company will grow in the future because it is in the customers that the future of the company rest.

Companies need to build a good reputation so that customers will trust them and be loyal to them and lastly companies should always remember that they need customers for life so they have to work hard to get because after getting customers for life they will be success in the future.

**89<sup>th</sup> Reaction: We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.**

**Integrative Questions:**

1. What does the statement mean?

It is in the market that laid the life, bread and butter and lastly the future of the company. It is very important to acknowledge the need of the companies for a market that will be loyal to them. It is also important to take note that market and customers are very powerful. Customers and target market are very strong and manipulative when it comes to businesses because they know that they are the heart of the business. In a snap of a finger they could tell whether a company could stay or not in the business.

The market is indeed very powerful so companies should be alert to their needs. If the companies are not competitive enough, they do not take in mind the needs of their market then their market could shift directions and eventually this shift will lead to the death of the business of the companies. Companies should remember that they are not the ones who are controlling their profitability and stay in the business but it is in their market.

Companies should keep up with other competing companies to get the attention of their target customers because it is all about the business of the survival. Companies should make good relationship with their customers so that they could both talk or communicate regularly their ideas with each other. The company should have a customer center so that they will be able to know what it is in their customers' mind. It is all about pleasing the customers.

**90<sup>th</sup> Reaction: Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.**

It's not easy to please markets so the companies need to triple their effort in knowing the things, trick that would please their customers. Target market can be easily swayed by rumors and bad news, so the company needs to protect their reputation. Customers always shift their buying power to other companies if the recent company would not listen to their needs. Customers are said to be hard to please and they do not just easily believe commercials and websites but they are easily swayed by rumors so the company needs to triple their effort to please the customer. What the customers want is real conversations with other customers, company and people inside the company.

Target market wants real conversation because through the real conversation they will be able to know if the company really is doing their job or they are just putting a mask. Customers or target market can easily converse with competing company and competing company can either spread bad rumor about a certain company or they could use the information from the customer to compete or launch another product. Companies need to make sure that they are delivering the best for their customer and they also have to protect their reputation. Company should also make sure that the people inside their company will not backstab them and will talk to customers about good things about the company. People inside the company are the best advertisers but because they could spread bad rumors about the company so the company should take good care of their employees.

**91<sup>th</sup> Reaction: Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.**

**Integrative Questions:**

1. What does the statement mean?
2. What is the best thing company can do to in order to have markets?
3. What customers are looking in the company?

Customers or target market are very powerful, they could make a company rich but they could also make the company go down. Customers who are not satisfied with the company could just bad mouth the company and from a group that would destroy the company's reputation. Since customers can form allegiance, they are very powerful that they could define the future of the company. Customers have also the power to talk to the competitor company and they could both make a company go down. It is very important for a company to know and understand the needs of their market. They should always put the customer's concern first on their list. It is very important to make the customers feel that they important because if they feel so then would not shift companies and would support the company all the way.

Customers need to feel good and important because companies need to please them because they are indeed very powerful. Companies who do not make their customer's concern their first concern then it is implied that the company would not stay long. The company needs the support of the customers to stay long in the business and grow. Customers know and feel if the company is doing their best to please them and they are happy about it but if companies don't then they will not support the company. Company and target market works hand in hand so that both of them could enjoy the benefits of each other. Conversation between the two is very importation because it keeps the business growing.

Definitely, markets are conversations. If companies will maintain their self-seeking character, distancing themselves to markets, sooner or later, they will be dead, literally and financially.

**92<sup>th</sup> Reaction: Companies are spending billions of dollars on Y2K. Why can't they hear this market time bomb ticking? The stakes are even higher.**

**Integrative Questions:**

1. What does the statement mean?
2. What do companies do to attract markets?
3. Why is market very powerful?

Companies know what they, they know their goals but a lot of times they do not know how to achieve those goals. Companies prioritize customers or target market but then they do not know what the best method is where in they could prioritize their customers. A lot of companies put attractive websites and commercials to please the customers and to advertise their new product. Yes, it is also good to do those things but what is important is the product itself. The new product of the company mirrors the concern of the company to its customers. The innovated products also show the level of conversation between the company and the customers.

Products that well studied well researched on for the benefit of the customers will be successful and be well supported by the target market but if companies do not make such effort for the product then the customers will not bite it. Every time the company innovates or produces a new idea, their market time bomb will be always ticking, it would either explode successfully or explode into the dumps. It is in the hand of the company to please the market also it is in the hands of the target market the future of the company. The company should not just invest on the advertisements and websites but they should also study and converse with the customers. Market is very powerful because they know that the life of the company depends on them so the companies need to triple their effort in pleasing and understanding the market.



**93<sup>th</sup> Reaction: We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just annoyance. We know they're coming down. We're going to work from both sides to take them down.**

**Integrative Questions:**

1. What does the statement mean?
2. What is the boundary that separates company and the customers?
3. What happen when there is a boundary between the company and the customers?

Power is not just limited to customers but it extends to the people who are also inside the company and they are the employees. Employees' attitude speaks about the company and they are as powerful as the market. Employees o people inside the company could converse and relate to people inside the company may it be customer or competitor. Employees can brag about how good the company is or they could also bad mouth the company.

People inside and outside the company can make the company go down. People inside the company are also powerful because they hold the key to the success of the company. People inside the company should be well taken care of because they could also predict the future of the company. Conversations should not be limited to customers but should be extended to the employees as well. it is very important that employees feel good and important as well because without the employees there would be no work done.

Employees and target market works hand in hand, if employees brag how good the company is then the customers will believe them. If companies would make a wall between the people inside and outside then they would be also building a bridge to the death of their business. It is important to make both people inside and outside feel that they well taken care of, well listened to and attended to. Conversations between the outside and the inside people are very important because company could pick strategies and could learn a lot form both of them.

**94<sup>th</sup> Reaction: To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.**

**Integrative Questions:**

1. What kind of conversation companies and customers have nowadays?
2. What is the effect of the technology on how companies and markets communicate?
3. Isn't it good for the companies to have good communication with the customers?

Customers and clients nowadays are becoming much more intelligent and knowledgeable with each passing day. They are absorbing different kinds of information through the web and using it to be able to know what are the right things and the wrong things. They can now stand up against the companies that they are purchasing the products and services from. They now have the confidence to reject any offer by the companies and let the companies do the work for them.

Technology gives everyone the power to be very powerful. Companies that are traditional do not how to be cope up with the new technology and they find themselves confuse for they have been left out a long time ago. Traditional companies are usually left out because they do not know how to converse with their market, being left out is just like dying every second.

Traditional market feels confused because everyone is so fast but then they are not. Competitor of companies could use the weakness of the other company as their strength and using this as strength could make the competitor as a strong company. Customers or target market also converse through networks such as internet, cell phones etc and they could use it to transfer information about their likes, needs and concerns. If companies know how to use such things then they will be able to cope up with the changing environment easily. Organization of ideas, strategies and transfer of files would be easy if the company is able to cope up with the new trend.

Customers would be happy to know that the company is walking with them as time changes, they also like convenience in convening their suggestions to the company. Traditional companies usually die a natural death without even trying to be techie and companies who know how to study their market and go with the flow does not die but eventually grow as a business. Customers like companies who connect to them in many different ways and in that way they knew that the company is working hard to get their attention and please them.

**95<sup>th</sup> Reaction: We are waking up and linking to each other. We are watching. But we are not waiting.**

**Integrative Questions:**

1. What does the statement mean?
2. How powerful markets are?
3. What market wants and what is their action towards companies?

The market is good place to experience things that may contribute to every individual. We are able to discuss certain things with other people regarding it is a factual conversation or just a damn gossips still, we can talk. Ideas come out that sometimes leads us to an invention like Hackers are able to experience and learn the way of hacking through other opinion and experiences. It is good to be linked to other people. But the truth is, we are linked, we are linked on our thoughts and souls. We longed for acceptance and to be patronized by other people. The long wait is over. It is over. As we live with the market, we watch other's actions and talk about it. We made their success and failures as our subject and post it through verbal or non-verbal conversation. We talk and talk without knowing that the time is running out for us to do things which is much important than talking irrelevant things. But we still make fun of it because it is the only way that will make us connected to the system of nothing but rather talk alone.

The power of the customers is now very authoritative towards the companies that serves and offers different kinds of products and services. Customers are now linked to each other through the web or internet and it looks like it wouldn't change for a very long time. This link would get stronger and stronger as the number of people is now connecting to the web. Each people who connect to the web have a very big chance to gain a lot of information about the things they are interested about. They can communicate and converse with other people who share their interests and likes. They can share feedbacks and experiences about a certain thing that would help them are more informed and knowledgeable.

Markets want to tell companies that they will not wait for companies to change. The door is always open for companies. I mean, some companies might not embrace this 'experience' totally, but I know for a fact the companies are starting to realize what they have been doing in the past. Companies will change - and they will change in just a matter of time.