

CONSOLIDATION OF MY 61-75 REACTION PAPERS ON THE 95 THESES THE  
CLUETRAIN MANIFESTO

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**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?

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.

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:**

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:**

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.**

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.**

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 too unrestricted to people, which would result to something that markets won't be 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 where 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 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. Companies 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.**

Markets are making a new marketplace where everyone could talk anything they want. Markets build a community where human conversations can be heard. Talk about healthy conversations. People speak their ideas, thoughts, opinions, suggestions, reactions, etc. etc. 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. The BLOG world helps them in writing their thoughts while others read and comment based on their own perspectives. 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!**

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.

If you are in the Marketing and Sales management, I believe that we must dedicate yourself in ups and downs if your job is all about interaction with the market. A sales agent will encounter numerous reactions and opinions but still, they must do their job. This step will encourage more people to use your product. So, sales will increase and the return of investment is good. The figures will reflect on your reports which will be review by the investors. If they see the high figures, they will be glad and request to be more creative in selling products. They will invest on projects were the market will accept it. 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.

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

**Integrative Questions:**

2. What is advertising?
3. How does a company introduce their new line of products?
4. 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.**

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.