

CONSOLIDATION OF MY 91-95 REACTION PAPERS ON THE 95 THESES THE
CLUETRAIN MANIFESTO

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91th 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.

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.

92th Reaction: Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.

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.

93th 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 an annoyance. We know they're coming down. We're going to work from both sides to take them down.

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 or 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 is very important because company could pick strategies and could learn a lot from both of them.

94th 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.

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.

95th Reaction: We are waking up and linking to each other. We are watching. But we are not waiting.

The market is good place to experience things that may contribute to us as a well being. 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 fact 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.