

**CONSOLIDATION OF MY 1-15 REACTION PAPERS ON THE 95 THESES THE
CLUETRAIN MANIFESTO**

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Abstract

This paper is a consolidation of my 1 to 15 reflection on the 95 Theses The Cluetrain Manifesto. This paper talks about the markets as conversations. The internet where it enables conversations among human beings that was simply not possible in the era of mass media, about how Hyperlinks subvert hierarchy. It also talks how markets have been connected with each other by the use of the World Wide Web and can share ideas, experience and thoughts about the company's product or services and that there is 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.

1rst 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.

2nd 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.

3rd 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.

4th 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 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.

5th 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.

6th 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.

7th 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.

8th 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.

9th 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.

**10th 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.

11th 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.

12th 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.

13th 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.

14th 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.

15th 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 18th 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.

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