

**Reaction about the book- “The Cluetrain Manifesto”**

**Focusing on the 95 Theses**

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**Abstract**

**This is the compilations of my reaction for the first 15 Theses of the book Cluetrain Manifesto and based on what I've read lately the 15 parts have something in common if looked into because they focus on the view of how we are able to handle and tackle with the market world what are the things they should do and so apply it in the industrial world.**

“Markets are conversations.”

Every time I hear people talk about market and other topics related to market itself, Some people would say great things about it; how it's manipulated, how you can be knowledgeable inside the market world but at the same time, a common thing people who's' life is the market would say that you need to communicate well with the person you're selling your market to and at the same time be you're market should able to communicate back to you as well.

Like a simple conversation it can turn into a good and interesting one if you have the right gestures and ideas charged into the conversations but if you did the opposite thing it would turn out badly yet the outcome of the bad conversation will depend on how bad you've converse with the person you're talking to. Another important thing to know when you're in a conversation is to know the background of the person you're talking to well it's like adding a number and a letter and the sum would be unknown; and in the market this can be applied also with the correct words to persuade your client into buying your product or service with the usage of the proper words and your client might be persuaded and a you'll get your project or contract but if the conversations turn ugly you might end up losing the project or contract or worse the client itself depending on what part of your conversation you've flank.

Lastly People in the market should study and analyze the client or customer they want to have a conversation mainly the nature of the client.

Questions:

1. What might be the ideal conversations made with “markets”?
2. How can you start this kind of conversations?
3. What should you consider when in this conversations?

**“MARKETS CONSIST OF HUMAN BEINGS, NOT DEMOGRAPHIC SECTORS”**

Based on the statement that “Markets consist of human beings, not demographic sectors”; mainly when you say the word “markets” they’re are the people themselves whom you’re selling your product or service and it is natural to treat them how human beings are treated through constant communication so they would feel like they’re special in every other way and another one is the term called market place; this is where the markets and the service or product providers meet. While the word “demographic sectors” means that it classifies groups, people and places into a word to distinguish them so you can call them from apart on another groups.

So if you’re going to create and sell your product to be sold in the market place, you shouldn’t just put into consider only the location where you’re going to sell or the place of your target market but you should put into priority the people themselves in the market place wherein they call it “markets” because people may be widely spread around the world or they may be classified into Asians, Westerners or Caucasians, with different cultures and traditions they are still the same they still have the same wants or needs like food, clothing and leisure but translated or dressed into a different decorations due to their culture and tradition but when you sell your service and product they will buy it due to what makes them people themselves not affected by the group they’re classified into.

**Questions:**

1. What are the difference between markets and demographic sectors?
2. How will the way you market things affect when you know what the “markets” wants and needs?
3. What are demographic sectors?

“Conversations among human beings sound human. They are conducted in a human voice.”

Through the years of continuous development on technology, things get more complicated specially with the market as it continuously develop the competition for market advantage gets harder and harder so thus convincing people into buying your product or service due to the circumstances given by the continuous development of technology; scams in the market itself develops so to gain the people's trust is harder than it seems than the earlier years of the market industry. So another way into getting their trust is through conversations with your client, try to convince them and loading yourself with the proper gear to persuade them that you're service or product is trust worthy for them to avail of for their use.

Because given the technologies today, we still prefer to talk into the people to feel comfortable about what we want to buy or attain so that we can ask them how flexible the product would be and how they feel about the product even if they would say the product is good because they have to put trust into it and that's where we the market should gamble if the service or product provider either we base the way we buy our needs or wants through the styles of the marketers to sell and provide their product and service. With all this we can say that we prefer as customers or as well the service provider to converse directly so that we can directly express what we had in mind.

Questions:

1. How can you consider that you're having a conversation with a human?
2. What should you do to make it sound that you're reliable and sound human?
3. What are the things you should at least do to conduct this conversations in a human voice?

“Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typical open, natural, uncontrived.”

Let's say that you're a restaurant owner and you asked for a group of people to try out your restaurant given that they would get something for it and then it occurs to one of your customers that are going to dine in a restaurant and the customer noticed that the food he/she ate has this blood in it and then dirt is everywhere; the other day he/she experienced an excruciating pain and you little did you know that you've been food poison due to the food you ate at the restaurant; what will be the first thing you do? Tell it to the one close to you or to other people you know to inform them that this restaurant caused you this experience.

Unfortunately for the restaurant this would be probably a very bad news but given all this situation this is where opportunity rise up and more rooms for improvement because the people who said about your product or service are based on facts not on those which people get interviewed and they buff up your or say great things about your restaurant and then things would happen rather than the normal thing you've expected. Because nothing can replace the most precious data a person would feel or say about your product or service but the truth itself because “the truth will set you free.” From the biases that surrounds you.

Questions:

1. What should you have to open a good conversation with your clients?
2. How can you conduct this kind of conversations?
3. How can you say that the human voice is natural, uncontrived?

“People recognize each other as such from the sound of this voice.”

People talk to another people through our mouth which produces a sound wherein it took a thousand years to develop before we could actually use it and once again out of the impossible voice will be created same as how fire would be discovered and used today. The “markets” should be talked into, get their opinion and know what they would say about a thing and event they experience from their daily life confrontations and the people in the market should analyze this and then come into a conclusion that we should talk to our market face to face or hear about what they have to say and their emotions that they put into the statements they say to you. We or those who want to sell their product and service to the markets’ needs should be open to all comments and suggestion on what our client might say on our product or service.

We feel no matter how sad we are, we feel a little bit comfortable because somehow out of the loneliness our world becomes due to the technology that the market focuses only on the individuality of the customer’s leisure and happiness and they forget to acknowledge that markets are not always focused on their individuality but also in their surroundings as well because people are social beings and we tend to get crazy if we don’t interact with another human being and hear their voice.

Questions:

1. How can you say that you’re talking with a human in a voice?
2. What should you do to talk and be recognized by the person that you’re talking in a human voice?
3. Can you say that with the market today there are all talking and conduction conversations in a very humanly voice?

“The internet is enabling conversations among human beings that were simply not possible in the era of mass media.”

With the availability of the technology today, people can talk to someone clearly and they would even see the emotions or feelings of the person they are talking to no matter how far they would be from each other thus to think of such act would be impossible and yet we are simply amazing the discovery of internet led to this thus using the internet for such an impossible thing to happen. Back in the days before internet was not known yet we communicate and talk to people in other alternatives of communications available at that time and it was really hard for the advertisers to reach into their market and making their “markets” understand what they are selling either it is a product or service that the customers would avail.

Then the rise of the new technologies paved way for this old ways of communications to be extinct from this world but they still get the concept of the old ways and applied it into the internet which is the new technology available to us widely spread in the world and some methods used in the past can’t be applied today like the era of mass media because change tends to happen all the time so it would affect the styles, way of life and culture of people and the marketers should adopt as well to improve the way they market as it was passed down by the veterans of advertising in the past.

Questions:

1. How can you say that internet is enabling conversations among human beings?
2. And how is it not possible back in the era of mass media?
3. What are the difference of the two in-case it can be applied to both?



“Hyperlinks subvert hierarchy.”

When I hear the word of hyperlink and what I usually understand about its meaning is that it links a reader from a page he/she is reading to another link just in case the definition of the word is too long for the page to handle or another application of it is to link another page to another so that the page wouldn't be stuffed up by a lot of words for the reader to read and won't be bored by reading it. While hierarchy is used in order to know how people and groups differ from each other and if it is used in terms of numbers or values it is used to rank numbers accordingly depending on the person on how he/she wants to rank it.

So if you add up the definitions of the two words and subvert this would say that with the availability of hyperlink today and if it is used in the market world; it destroys or overthrows eventually hierarchy thus destroying the borders that bind the employees and the customers from the monster that the market created which is the variances of opportunity that might look like opportunity but eventually eat your credit in the long run if not guided thoroughly.

In terms of the hierarchy in the market in the good side it also destroys the wall that blocks us and the people in the market world from creating services and opportunities because we don't need to base our products or services on these walls that prevents the “markets” from what they really need or want.

Questions:

1. What is a hyperlink?
2. What is being referred to by the word hierarchy?
3. How can hyperlink subvert hierarchy?

“In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way.”

In the statement above it shows that people today can use the new powerful technology any time they want and we as well uses this different aspects that we want and in the market world the way people interact becomes bolder and bolder as it develops. The way we sell to our “markets” through the use of internet is much way different that the door to door the people used back in the years and the promise as well changes from a simple buy 1 and get a add-on on the product to a new style advertisers use today wherein they really work hard just to gain the trust of their customers and having a long term relationship with the customer as well because a lot of the deals in the internet lately wherein you’ll just lose your appetite on buying something because of the frauds that widely spread in the internet.

While for the intranetworked for employees they also adapted to this new technology and soon they are able to explore this and eventually problems would rise resulting to the mal-use of the technology and thus this problems greatly affects the company depending on what the problem is caused but no matter what this problem is it is considered to be a loss for the company. So with such technology in our hands we should use it in a moderate way wherein nobody will be able to use it to cause problems to their fellow humans.

Questions:

1. What consist of the internetworked markets when they speak to other markets?
2. How can the intranetworked employees affect the company?
3. How can you say that the statement above is very powerful in a way?

“These networked conversations are enabling powerful new forms of social organizations and knowledge exchange to emerge.”

The conversations today are really at the summit of their development and still they continue to develop but with the development in the present time are very useful specially in the market and thus a new trend emerges from the developments made lately and social groups organizations and people's want for knowledge exchange because we are naturally curious since the early days of humanity. These social organizations make use of the new relation this technology unraveled and creating a lot of opportunities like services or products for their customers who make use of this technology as well as other companies who want to do their start-ups. A lot of variance of social organizations grew like the most used social networking site Facebook and twitter wherein people or even market are connected easily just through a rough search or creating your own network for people to access. It is amazing how this was invented for our use.

Another one is the want for more knowledge so people tend to search through the world yet we can't simply do that because it would probably take us a long time to do that but with the technology available and the books and even the universities create their own internet based classes thus knowledge exchange would be available everywhere where there is technology to enable this to happen. Our thirst for knowledge never ends so business as well in these sections will never end as well.

Questions:

1. What led to the rise of the new forms of social organizations?
2. What do these new forms of social organizations do?
3. How can the knowledge exchange emerge?

“As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.”

Markets are getting smarter and informed, more of it organized as well so selling a product or service to them would really challenge those who want to engage in this job in the market world because along with the development of such technology comes the guide to having a better and informed life in the market so people wouldn't be a victim to such frauds and groups keep updating themselves so that they wouldn't be blind when a spammer is tricking them into buying the product or service. So fishing a customer into taking your bait to get your meal for the day would be hard so your bait or your techniques should be innovative and as well as trust worthy for the customer to believe in because a trust is something very hard to gain and lose at the same time because it carries your identity if you can be reliable at such things.

So people who in the market world who engage front to front with the “markets” should be packed with the proper and up to date ideas to innovated their customers into buying their product; they should be well knowledgeable about the do's and don'ts that the customer is looking for so the customer wouldn't think twice into buying your product or service when they come to converse with in your meetings. People should value our “markets” so frauds wouldn't change them into over protective shells of their own.

Questions:

1. Why does the statement say that markets are getting smarter?
2. How can you change the way of the thinking markets are?
3. What should the people who participate in the networked market do to adopt to it?

“People in networked markets 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.”

Markets today no matter what you say or do are hard to persuade on any tricks you have in you have in your sleeve because they would say “You may fool me the first time but you can’t fool me twice.” And due to that they researched and well communicate with others and even forums where put up to accommodate those suggestions and feedbacks from other people of the “markets” based on how they’d experience from the service or products or the marketplace thus this would even be their reference for buying and getting what they want in the market. So this would space out the vendors from their task in the market world because “markets” wouldn’t even believe in them anymore on what they got to say because the “markets” themselves know what is being vended and what are the hidden agendas behind those being vended by the vendors. So probably this vendors would lose their jobs and all of the thoughts they’d put into the product to make it sellable would be put into nothing but they shouldn’t give up on such thing because they could still put up a scheme wherein they should get the trust of their customers so that they can gain they’re trust as well as the credibility to market in the market place.

#### Questions:

1. How can you get the markets trust given their knowledge of what you might sell into them?
2. What do networked markets create so that they can gather better information?
3. What would happen to vendors if this would continue on?

“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.”

With the networked markets today they continuously rise and own the network market place the markets themselves have to follow this giant networked markets do because they control how the product or service would for the “markets” and the markets can’t do anything about it but follow it so if the giants announced that this will be happening and you can’t change it anymore even if it greatly affects your product or service if it has a good or bad onto you they don’t care at all. So out of this great power of the networked market place there is always somebody who would stand up for them and eventually there is who reveals to the “markets” the inside anatomy of the networked companies which tells the markets that this company has a bad background so people would be more aware of it.

This groups which is the networked place scoops into the files of the companies and examines their nature in the company if it is good or bad or no matter how life or death situation this would be they will certainly show it to the markets so balance in the market place would be attained and worries as well would be lessen for the part of the market. This is a great way so companies can’t just fool anyone into buying their product without that person knowing what the company is about.

#### Questions:

1. What should the company create to have an environment so that they wouldn’t experience reviews?
2. How as a member of the markets do so that they would be well inform about a certain company?
3. What is the possible thing that this networked market tells to your markets if they discover something?

What's happening to markets is also happening among employees. The metaphysical construct called "The Company" is the only thing standing between the two.

Well employees are still people after all they are just hired to work for you or your employing them into working for you as employees so you wouldn't wonder if a new development emerges and you're employees would adapt and somehow some of your employees would even apply it to work and so problems would even show up because of what your employees have done but don't worry about that there is always something that modulates this from happening; putting guidelines and keeping them into their right and proper places which is the employees. Dictating what is to be done when around the their turf and employees can't do anything about it but follow what they say and this is what you would call "The Company" wherein it's the head of where employees should follow even if the company is outdated the employee has a lot of knowledge and is updated but it is also the company's job to update themselves so that their employees wouldn't end up into doing something that might affect the company's values and image of the company.

And company should even care to listen to the needs of their employees so the employees would not even think of doing things in their own way so they themselves can adopt to the market while the company should make the proper adjustments for their employees.

#### Questions:

1. What might be the effect in-case the so called metaphysical is blocked by the bias of the new technology?
2. How can the employers guide their employees to this new technology?
3. What are the natures of this "The Company"?

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.

When you usually search in the internet about corporations and their nature, you would see how cold the comments and suggestions that are posted to a particular corporations and how they would say when they're been on their stay on how the employees of this company would say that this corporation does not care about their employees and all the corporation ever did in the company was to give them a lot of work but no benefits at all; well almost all of them are true but it may sound untrue but some of the corporations do this not just for them but for even the sake of their employees as well and this would be called the long term goal which will probably take a lot of time so the employees who usually reports that the corporation they are working into don't care for them are those who can't wait or maybe can't see the progress of the plan the corporations did.

So a solution that may work for this problem or miscommunication is to involve the employees into their plans so the employees would know a little bit about the game plan so they would come into conclusions that there company has a plan of their own and they the company themselves are the only ones to benefit from this and not the employees.

#### Questions:

1. How could corporations change the way people view their image?
2. What are the precautions so that they could avoid such converse resulting into a literally inhuman voice?
3. When can an employee know that his/her company cares about him/her?



In just a few years, the current homogenized “voice” of business-the sound of mission statements and brochures will seem as contrived and artificial as the language of the 18<sup>th</sup> century French court.

A little background of the 18<sup>th</sup> century French court would be that almost every trial held at the court of the French back in the 18<sup>th</sup> century was full of deceit and biased brought to by the noblemen who seems to represent justice as they declared in the court and by their backgrounds as well. So matter how the suspect’s case is worst it would just be granted not guilty due to the biases and unfair justice in the court. And if this would be applied business world, companies and corporations would just bluff about their service and product and even say things out of their product or services capacity because this would be really easy and there is the technology to cover it up but when you open the package then the real nature of the product or service shows up which is less of the promise made by the advertisements made by the company. The worst thing is the promises and the “markets” wouldn’t even know the truth to it until they unravel it upon their use.

We shouldn’t follow such acts because the world is too small for us and even though we cast upon others this kind of act, maybe sometime in the future it would return back to you and tripled the effect of it.

Questions:

1. What might be the similarities between the future of the business missions and the 18<sup>th</sup> century French court?
2. How could the companies avoid this from happening?
3. What might lead to this similarities between the 18<sup>th</sup> century French court?