

VERTICAL MARKET SOLUTIONS FOR RETAIL READER



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Aaron James L. Tan

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PREFACE

Hi,

I'VE WORKED HARD TO BE ABLE TO ACCOMPLISH THIS ACHIEVEMENT. THIS IS MY FIRST BOOK EVER AND IT INCLUDES MY BOOK REVIEWS, REFLECTIONS IN MY VERTSOL (VERTICAL MARKET SOLUTION CLASS). IT TOOK TIME BEFORE I WAS ABLE TO MAKE IT. I SACRIFICED A LOT SO THAT I COULD BE ABLE TO DO THIS. YET IT WAS FUN.

NOW THAT HERE IT COMES AND THE END OF JOURNEY IS HERE. FOURTEEN WEEKS OF HARDSHIP IS DONE AND I FIND THIS AS A SUCCESSFUL GIFT.

I HOPE AS YOU READ THIS THAT YOU'D LIKE IT AS THE WAY I DO.

DEDICATION

I DEDICATE THIS TO MY FAMILY, FRIENDS, AND PROFESSOR AND
TO GOD.

BOOK REVIEWS

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

CHAPTER I: INTERNET APOCALYPSO

Quote:

"Your choice is simple. Join us and live in peace or pursue your present course and face obliteration. We shall be waiting for your answer. The decision rests with you."

The Day the Earth Stood Still (1951)

Learning Expectation:

I expect to learn in this chapter is how the internet affected the way businesses was doing its operations or function and how businesses reacted to the internet.

Review:

The writer of this chapter of the book is Christopher Locke. He is the co-author of the book "The Cluetrain Manifesto: The End of Business as Usual" together with David Weinberger, Rick Levine, and Doc Searls. He is also a widely read blogger and is the author and the editor of the Entropy Gradient Reversals e-newsletter since 1995.

This chapter tells how the internet first came to be, how companies at that time were so afraid of it, how businesses change when the internet was first introduced and the effect of the internet to the people, businesses and the market. In addition, this chapter also tells who the ones who first used the internet were and their reaction to it.

The introduction to the chapter tells about how all people in this world will sooner or later die. It tells us that life is short and that we tend to forget what really is essential to us. People still have the power to enjoy life even if the fact is still there that all of us will die sooner or later. Even if this is the fact we have never heard of this in the television, the radio, etc... But as I read it I asked to myself "so what? What will this information have to do with the internet?". I really didn't understand the reason for having this kind of introduction to this topic.

The next part of the chapter now talks about the internet. It said that the internet was quickly growing and that the writer even compared it to a weed. It said that the reason why the internet was quickly growing is because it was being disregarded by most of the people. But the people who recognized and used the internet had fun and they could tell whatever they wanted to say in the internet without any restrictions. The first to use the net was some big universities and the military. Businesses at that time didn't even tried to use the internet; it is as if they were afraid of the internet. But for me I think they are just afraid to change. They are afraid to go out of their comfort zone and that they were afraid of what will happen if they used it.

Even if companies didn't like it, some people did like the internet. The internet became the place in which those people could communicate freely. They even like to argue with each other. The internet was too good to be true for these people. The internet made it

possible for people to be able to connect with each other. The internet then became a necessity. It was needed not only the people but also to companies. If companies don't keep up and don't start using the internet, they will be left behind by those who are using it. Companies need to improve and change because if not they will lose their market.

But what is the difference of the market in the past with the market today called the internet? The chapter says that the market is a place where people go to buy, sell or trade different stuffs, materials like food, clothing, jewelries, spices, and many more. But that is not only the reason why people go to the market. People go to markets mainly to talk. They went there to share different ideas, stories and anything or everything they wanted to talk about. And now there is a new place that they can share ideas, stories or the like. That place is called the internet.

The internet became a way for some businesses to earn a lot of profit. Through the net, businesses had a wide range of market to sell their products. Since they now have a huge market to sell their products, they now have to produce more products as well. And luckily there was a strategy for this kind of situation. That strategy was called mass production. It is said in this chapter that mass production, mass marketing, and mass media have become the baseline of American businesses for at least a hundred years. And the internet was one way for businesses to follow how Americans do business. Through mass production businesses are able to produce products cheaper and also sell them to a wide range market in the internet thus making businesses to earn more profit.

After some time mass production was not enough. Companies are starting to grow and increase in number. Thus competition is also present. They now have to compete with each other for them to be able to sell their products to the market. Thus another strategy was used. The strategy is called product differentiation. Product differentiation is a strategy in which a company now offers different variation of their products or offers a totally different product that is unique to their company. The chapter had an example. The example was Ford and another car manufacturing. Ford was selling cars that were black in color. But then a rival company offers cars whose color is not only black. Competition is good not only to the market but also to the company. Since there is competition, the people are able to buy cheaper products since companies will tend to lessen the price of their products compared to their competitors. Companies also benefit from competition since companies now have to increase the quality of their products and by doing so will be able to sell more products and have more profit.

Thus there is now a need for better distributing knowledge. The chapter tells us three solutions. These solutions are concurrent engineering, artificial intelligence and total quality management.

In present days, the internet is widely used all across the globe. Most people are not anymore afraid of the internet. Companies even have their business in the web called "e-commerce". The internet is where people are able to have conversation with each other. Conversations are the source of new ideas that will help businesses to improve and develop. It is said in this chapter that the internet also has cheap resources, cheap transport and

cheap and efficient access to global know-how. Cheap resources pertain to the data that we can get from the net. Cheap transport pertains to the means how something from 1 place goes to another place quickly. And lastly cheap and efficient access to global know-how pertains to that information that we can get from the web from different people all across the globe that uses the internet.

Companies now have to be open to new ideas. They can get these ideas from their suppliers, their own workers and even the market. If not they will not be able to penetrate the so called "global market". Companies now have to be able to cope up with their competitors and especially to change.

The best way for companies to advertise and sell their product is through the internet. If you do you will have a really big market that will buy your product. Although at first, companies didn't like the internet but now many companies are starting to like and use the net since now there is a huge market in it.

Lessons Learned:

The most important lesson that I learned from this chapter is that all of us have to be able to adapt to change. If there is anything sure in this world we live in other than death that would be change. At first some companies didn't adapt to new things like the internet. Thus they missed out on the possible market that can have. We should be able to decide on things and not be afraid of them. We should not be afraid of grabbing an opportunity that could change our lives to the better.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

CHAPTER 2: THE LONGING

Quote:

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

Learning Expectation:

I expect that this chapter will tell about how long people have waited for the web to come, why do people want the web and what they benefit from it.

Review:

The writer of this chapter of the book is David Weinberger. He is the co-author of the book "The Cluetrain Manifesto: The End of Business as Usual" together with Christopher Locke, Rick Levine, and Doc Searls. He is a technologist, professional speaker and commentator.

This chapter tells about what the web is for and why do people use the web. It also tells about how businesses are being managed and how people hate their job because of they are being managed or controlled. It tells how people wanting to voice out their ideas freely and how they want to talk with each other to share ideas stories and the like. It tells how the internet changes how people interact with each other. And lastly it tells how people have long been waiting for the internet to come, for a place in which they are able to freely express their thought and ideas with other people without anyone restricting them to do so.

The chapter started asking the reader the question "What is the web for?". The answer to this question as stated in the book is that "we don't know". It is true and I also believe it. I also ask myself this question and for some reason I had no answer to it. Even if we don't know what the purpose of the web is, yet people spend a huge amount of money to have an internet connection in their home or they go to computer rental shops to use the internet. Companies also spend a lot of money on the internet. They put on advertisement that cost millions and millions of money. But why do they do these? Why do they spend a lot of money just to put an ad in the web? The answer is stated in this chapter. The writer says that even if the management in the company does not understand what the web does, they are willing to spend that money since they find or see big opportunities in the net.

The more that we long for the web the more it says that there is something missing in our lives. The book says that that "something" is the sound of the human voice. So I ask myself "what does that mean?" And I learned after reading the chapter that this question will be answered at some point in the chapter.

The next topic that is being discussed in this chapter was about management or being managed. This part mentioned that longing for the web happens when there is something being managed. This part mentioned that a business manages all of its resources

the same way as scientific factors are being determined, predicted, processed, and assessed. But management is beyond business. Now we not only manage our business but also we manage the way things are in our houses. We also manage our family and especially we manage our financial resources.

There are also different advantages in believing or following that we live in a managed world. These advantages are risk avoidance, smoothness, fairness, and discretionary attention. Risk avoidance says that when we live in a managed world then there won't be anything that will happen that is surprising. All is planned and managed well that no surprises will happen. Smoothness says that in a managed world, nothing will ever "not" work. That means that everything will always work and that if it doesn't it will result to a humiliation. Fairness says that when one is living in managed world then there won't be any unfair in our lives; that all things will be fair even if something goes wrong or even if something goes bad. And lastly discretionary attention says that in a managed world we are able to choose and decide on what we like best.

But this chapter of the book says that no matter what businesses will never ever be able to be managed no matter what. Somehow companies can be manipulated but never will it be able to be controlled.

The next part of the chapter talks about professionalism. Professionalism was defined as when people are dressed up properly with ties, people who sits up straight in formal meetings, talks about topics that are so called "safe" or topics that won't hurt anyone. But the bottom line is professionals are those people who "manage" their lives that it can never be mixed with work or business. It is said in here that most people don't mind doing this and some even enjoy this. Yet somehow we feel that there is something wrong; that we are not able to speak freely because we are being managed. Thus our longing for the web came from this feeling. The more we want the web the more we are distancing ourselves to being managed.

The internet or the web is that place in which we can speak up and talk to other people about our thoughts and ideas and that this is the place in which we are able to speak in a so called "human voice". In our work we speak in a "formal" way. We don't want to offend or disrespect any authority. But in the web, we are able to speak what we want to say. We are able to say our opinion freely without thinking of anyone being offended or disrespected. We are able to express what we think in the internet. The bottom line of this part is that businesses have taken away what we are. They have taken away our so called "voices". Thus what we do is find a place where we can be "ourselves", a place where we can voice out our ideas. That place is called the internet.

Even if we don't know what the web is for. All of us still want to have it. There are many reasons why we are attracted to the web. Some are stated in this chapter. We have access to information, connection to other people, entrance to communities, and the ability to broadcast ideas just by using the internet or the web. Now there are already websites that let us create our own account and let us add pictures in them, add blogs, send

messages to other people but the most important is we are able to connect ourselves to other people and we are able to present ourselves to other people.

We all want to have our own voices and stop acting civilized people and start just being ourselves. We all want to speak, to voice out our feelings, our emotions, our thoughts, our ideas, and our "selves". And this is the reason why all people and the increasing supporters of the so called "Web" are supporting and longing for it.

Lessons Learned:

The most important lesson that I learned from this chapter is that I must at all means must be able to voice out my thoughts, ideas and others alike. This is because our voice is the best way to show or to express who we are or what we are. Without it we are just like puppets; no voice, no emotions, no feelings, no ideas, no expression. We just follow everything what we are told to do. And especially in the present there are many ways we can express ourselves especially in the internet. Thus we must not waste the opportunity to voice out our "selves".

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

CHAPTER 3: TALK IS CHEAP

Quote:

"Customer loyalty is not a commodity a company owns. Where it exists at all -- and the cases in which it does are rare -- loyalty to a company is based on respect. And that respect is based on how the company has conducted itself in conversations with the market."

Learning Expectation:

The thing I expect to learn in this chapter is how people is able to communicate with other people and what are the ways that people can communicate

Review:

The writer of this chapter of the book is Rick Levine. He is the co-author of the book "The Cluetrain Manifesto: The End of Business as Usual" together with David Weinberger, Christopher Locke , and Doc Searls.

The chapter talks about how important the voice of each individual is, how the voice of an individual can be seen in their work no matter what it is, how hard one work just to voice out his/her feelings or thoughts, how we are able to converse or talk to other people thru the internet, how important these ways of communication is to us who use the net and to those even who haven't started to use the net, how each of these ways affects us socially, how these ways of communication affects the way businesses are being operated and managed, and how communication will be able to help businesses earn loyalty to their customer.

The writer started the chapter telling about his story when he was still a child, his experiences growing up as a child, his memories as a child and comparing them to himself. He compared himself to potters. He said that potter create things that are new and unique. They create things that are never seen before by people. By creating these arts they take great pride in them. All of their creations reflect their voice. It reflects their ideas as a potter. That is how they are able to show their ideas and thoughts through their works. They don't care how people think about their work as long as they are able to show off their work and create unique arts that some people can appreciate. This is the same way as people in the IT industry do their work. They also take great pride in the things they worked hard for. They also have unique characteristics that show their thoughts in their work. Thus being a potter and being an IT guy have their similarities. Every webpage that we see in the net is unique since it was made by different individuals and that they have their own ideas in making those websites.

It is mentioned in this chapter that through our voices we are able to tell the difference between people. No matter who are talking or who are conversing, one thing is

sure and that is that there are two unique people exchanging ideas and their thoughts to invent and create new ideas.

The internet or the web lets the have quicker or faster conversations. For example a person in the Philippines sends an email to a person in the US. That email will be sent just a matter of few seconds unlike the conventional mail.

There are many ways of communicating in the internet that lets people to communicate with each other quicker and more efficient. The ones mentioned in this chapter are email, mailing lists, newsgroups, chats, and websites. An email or electronic mail lets a person send his or her mail to another person just in a press of a button and they just need an email account which is very easy to get now a days and the best part about it is that it is free! Some popular companies who give out email accounts are yahoo and google. Thru email people are able to send mails just a matter of seconds. Another way of communicating in the net is thru a mailing list. It lets someone send something to a list of people. They can either respond to it or they can't that depends on which kind of mailing list is used. If it is a one way mailing list then they cannot respond to the one who sent the message. But in a two way list people who received the message are able to respond to it. Another way of communicating is thru a newsgroup. A popular public newsgroup is the yahoo groups. This kind of communication will be able people to manipulate and arrange the messages that people are sending. It works just like a forum and is widely used by companies and/or students who are linked because of a specific subject. The most popular way maybe of communicating in the net is thru the use of chat. There are many companies who give this kind of service such as yahoo, google and msn. Through the use of chat people are able to talk to each other in "Real time". Meaning, the conversation happening as if they are talking to each other face to face even if the people included in the conversation is very far. And lastly people are able to communicate using different websites. Some websites are friendster, multiply, facebook and others that are called community websites. Thru these sites, people are able to keep in touch with their friends and family. And also thru these sites people are getting to know and meet different people as well and are able to talk with each other also.

Thru the ways of communicating now in the web, companies are able to know what people are thinking about, what they want or what they need. Thus companies will be able to know what product to sell, what improvements they have to do in their products and what their customers think about their products or services.

At the same time, companies have no way now of stopping people of talking about their ideas and thoughts about their company in the internet. Companies now must be able to listen to those people and start and focus on how they can satisfy the market. They should not be afraid of losing their customer and instead focus on having a better product that would invite more customers and focus on maintaining those customers by giving them what they want and that is a product or service that is good in quality.

Lessons Learned:

The lesson that I learned from this chapter is that we should not waste the opportunity given to us to speak out and communicate with other people. The internet enables us to communicate with other people in different ways thru email, mailing lists, newsgroups, chats, and websites. These enable us to have conversation to other people, to have connection to other people, to know what they are thinking, their ideas, their thoughts and feelings. These things should not be wasted and should be given much attention since they were made for such purpose. It is our voice that makes us unique.

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CHAPTER 4: MARKETS ARE CONVERSATIONS

Quote:

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

- **Harry S. Truman**

Learning Expectation:

What I expect to learn in this chapter is what is the meaning of "market" according to the book and how is it related with conversations. I also expect to learn how come the writer of the book said that markets are conversations. I also expect how the market affected the way people buy different products.

Review:

The writers of this chapter of the book are David Weinberger and Doc Searls. They are the co-authors of the book "The Cluetrain Manifesto: The End of Business as Usual" together with Christopher Locke, and Rick Levine.

This chapter talks about how markets in the past evolved to become the market today and how markets were in those different times. This chapter also talks about what people were doing during those different periods in history.

The chapter started as one of the writers sharing his experience regarding a certain company. He said that the company that hired him had a product to launch and that they want him to be in-charge for the market introduction of the product. But then he said that it will be hard because of three reasons. First reason is the there is no market for them to launch the product. Second reason is that people will ignore the company since the company has been quiet for a long time. The last reason is that there is no one who wants to hear what the company is going to do anymore.

I also believe that those reasons are true. After being so quiet for a long time, it is almost sure that the market won't have any more idea what is going on with the company and sooner or later the people won't mind the company at all. And the only solution for it would be to start talking about the company again and after sometime when people are now talking about the company then that will be a good time for them to introduce and launch a new product.

The next part of the chapter talks about the history of the market. It is said in this part that markets were places for people for exchanging, buying and selling products and also a place where people can talk. People talk about the products, news and even their opinions and ideas. A sale is being initiated with a conversation and ends with the buyer selling the product and the seller buying the product.

It is also said in this chapter that markets were composed of people who have the same interests conversing with each other. Since conversations are made only by people and people are what compose of markets then markets is composed of different conversations.

Although the market is a word that describes a place, it quickly also began being a word that does an action. That action is done to customers for them to be encouraged to buy the product. And after some time, customers are beginning to fade away and consumers are beginning to come. Meaning the power in the market changed from people choosing what they like to producers selling to people what they have to like.

Companies now are able to market their product widely because of mass media. Companies are able to market their product though commercials. And even though they do these strategies, some are not fooled by their tricks. This is because people are smart. People don't listen to companies. They listen to their peers or to people who have the same interest as them. Yet, some are still fooled since companies always find a way for them to market their product and convince people to buy it.

And now companies have a new place to market. That place is the internet. People are able to look and buy a wide variety of products in the internet. And through the internet companies don't need to market much anymore. Somebody else will do it for them and those are the people. This is because people are sharing their ideas on some products and by doing these people now believe in what other people say. These talks or conversation are so powerful that it can change a company either for them to be richer or for them to fall down. What companies should do then is just to listen to these talks and give them the reason for them to talk about you.

Although it has advantages, there are also disadvantages for the company. There are now more competitors in the internet since the scope is bigger. Companies need to change their pricing strategy to be competitive.

Another important factor that companies should bear in mind is the positioning of their company. There are many factors also affecting positioning such as public relation and advertisements. It defines the identity of the company. But most importantly the company must have its own voice in the market to really have itself an identity. Whoever's voice reach the market more will have an advantage against other rival companies.

Lessons Learned:

There are two things that I've learned in this chapter. One, as a customer, should not be fooled by the way companies market their products. One should always think if the product is indeed worth it. And if I'm going to build my business, I should always bear in mind that change is inevitable and that it is needed for the company succeed. At the same time, the company should be able to establish its own identity by having a voice in the market. But the most important is to listen to the market since markets are full of brand new ideas that companies can take advantage of.

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CHAPTER 5: THE HYPERLINKED ORGANIZATIONS

Quote:

"To be human is to be imperfect. We die. We make mistakes."

Learning Expectation:

I expect this chapter to tell something about what a hyperlink is all about and what does it have to do with the organizations. I also expect this chapter to tell about how organizations are linked to each other or how they are related to each other.

Review:

The writer of this chapter of the book is David Weinberger. They are the co-authors of the book "The Cluetrain Manifesto: The End of Business as Usual" together with Christopher Locke, Rick Levine, and Doc Searls.

The chapter started by telling that the business today is different from the past. At the same time people are now going back to themselves again; being themselves. All if this has been done by the introduction of the web. But in the net, for business to be heard, what they say must be new and innovative. Otherwise, people will no mind it. Thorough the internet, people in organization can easily communicate with others through email. At the same time they can inform and express their expression in the web. In short, people are able to do whatever they want and are able to see what they need in the web. But some companies think that what they do is doing well but it turns out that what they really do the opposite of what they want. The chapter gave an example such as a company organizes the tasks of its employees to have a good quality product and to be able to pass the requirements in or before the deadline. But rather what companies really are doing is the opposite of what they think. But then again, what is a business anyway?

People always think that to be a business there has to be a building. And in that building, people go there to do what their bosses tell them to do. And there are times that people don't know what is happening outside the building and that they are so focused on their job that their bosses told them to do. And as for the introduction of the web, businesses are able to market and sell their products there. But the purpose for the web really is for people to talk and listen. In fact businesses and the web are starting to merge and combine now.

The most important thing that businesses have to have is resources. And now, the web can give what they need. Businesses need connections with other businesses and people. And this is what the web does best. In the web, there is something called a hyperlink. These hyperlinks are there for connections; connections to people, and connections to the same interest.

It is stated in this chapter that all people are not perfect, that people make mistakes. And because of these people are afraid. People are afraid of change. But change is inevitable. Businesses are changed by the internet by hyperlinks. Instead of the usual business hierarchy, it has now become the hyperlinks that replace it. This is because conversations are important and that conversation cannot be found on business hierarchies but are found on hyperlinks.

There many characteristics that the internet has. These characteristics are hyperlinked, decentralized, hyper time, open and direct access, rich data, broken and borderless. Hyperlinked means that the web has its way of connecting people. There are no boundaries, connection is bottomless. You can connect to whatever you want whenever you want. Decentralized means that there is no one in charge of the net thus you can do whatever it is that you want to do. Hyper time means that the time in the internet is faster. Information are transferred faster than what is happening in the real world. Open and direct access means that the internet can be accessed by anyone and everyone at anytime anywhere. Rich data means that the web is a source for all sorts of information. Broken means that it is very hard to connect to all the resources found in the web since it is too big and too vast. Borderless means that connection is done limitless and with no boundaries.

Business doesn't anymore need to decide to whether run the business using the internet. It is already there. It is already running the business world and we don't even know about it. Using the internet for businesses will result in an advantage at will increase their resources. By using the net, connections to information increases. Connection with the people and market increases. Businesses should be able to listen to the market for them to know what they have to do in their business to improve.

Lessons Learned:

I learned that it is important to have connections in life. It can get you to anywhere you want to be. It is important especially to the business since it is the connections that the business makes that will keep the business running. Without it, the business won't have any resources and won't be able to find and get good materials for their products and even for their product to sell.

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CHAPTER 6: EZ ANSWERS

Quote:

"If love is the answer, could you please rephrase the question?"

- Lily Tomlin

Learning Expectation:

I don't know what to expect in this chapter except that it will answer questions that have long been not answered or how to deal with some retailing problems. I think this chapter will tell what the possible solutions are for companies who are having a hard time in their businesses.

Review:

The writer of this chapter of the book is David Weinberger and Christopher Locke. They are the co-authors of the book "The Cluetrain Manifesto: The End of Business as Usual" together with Rick Levine, and Doc Searls.

This chapter explains how the markets evolved through generations and time from the start to the industrial revolution to the twentieth century and up to the present. This chapter also tells what questions keep popping up out of the minds of the people. And lastly the chapter tells what the possible solutions are for these questions.

The introduction of the chapter is stating what markets are and how did it evolve as time goes by. Markets at first were a place where there are conversations among people and learned new stuffs by doing it. Then at the industrial revolution, there was a shift of power over the markets came from the people to the producers. Producers are able to sell their products to people as many as they wanted thus customers became consumers. And at the twentieth century, the producers even became stronger and more powerful. They are now able to produce products efficiently thus more profit came. Since more and more people are buying their products, there is now a lesser need for them to market their products. Then from there market became global markets. There is now a new and far more bigger and difficult market available. Markets became small micro-markets leading to innovation and growth. There is now a need for new knowledge for the company to be able to cope up with other companies. That knowledge will be coming from the people. People knew more than the company since people knew what they wanted but companies don't know what the people want. People now wanted to talk, people wanted to break free from the company who are running the market, people wanted to be heard. Thus, the introduction of the internet came to be. It was what the people have long been waiting for. People now have a place where they can talk to other people about their interests, their wants, their ideas, etc... The power has changed once again from the company back to the people. Conversations by people became common. Conversation became the people's voice, their identity. Their conversations were new. They had new and exciting ideas that had been long kept. But now they are able to tell them and let them have new knowledge that is able to help them. Companies then have to be able to change their ways and be able

to listen to the conversations, to the people. The more the company listened, the more the company improved and developed. But the more companies didn't listen the more they are being kept down and sinking. Listening isn't enough. Companies then have to establish their own identity in the market, their own voice. The identity where in people are able to know who the company is and the identity in which the people will trust and patronize. The web was uncontrollable. Nobody was able to control it not even companies. All companies can do is use it and use it to their advantage. And that was the trick using it that will benefit them.

Because of all of this questions are arising. More and more questions were popping up. The questions were all about the web. What will they do, what will happen, etc...? These are questions that people were thinking of. This is maybe because of people were afraid. They were afraid of the things that the web will do and change to what is happening. If not they were curious, too curious. They wanted to know what will happen in the future and fast. By doing this, people are already making their future. Questions continue to pop up and there was no stopping to it. But there is only one problem you cannot answer these questions. The only way to solve them is to know them, listen to the questions. And that the only answer according to the book is to have a conversation. People should talk and converse with other people.

But then these are not enough for businesses and companies. What they want is how they can be more powerful than the internet. They want to know how they can go over the internet and overshadow it and manage or control it. But the thing is it is impossible. But then again there are ways that businesses can attain success through the internet. There are twelve things that one must do according to this chapter. The first thing to do is relax, have a sense of humor, find a voice and use it, don't panic, enjoy, be brave, be curious, play, dream always, listen up and lastly rap on. These are the advices given in this chapter. But the real advice that is said here is to have your own solution. You have to decide on what you are going to do and want to do.

Lessons Learned:

Our lives are full of questions. These questions in fact are never ending. But there are things that we can do. There are many answers to these questions. There are many solutions to problems. What we have to do is decide on what solution will be best and not be afraid of deciding things. We make decision every day. There is no reason for us to be afraid of making decisions. It must be made. It is necessary for us to answer our questions and to solve our problems.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

CHAPTER 7: POST-APOCALYPSO

Quote:

"When you ignore people long enough, they begin to feel invisible. Because your important concerns do not concern them, they begin to figure it's a two-way street. They begin to ignore you back."

Learning Expectation:

I expect to know what affect this book has in the businesses and companies. I expect to know what will become of us in the future when it comes to the internet. Will it still be there? Or will there be other changes happening in the community.

Review:

The writer of this chapter of the book is Christopher Locke . He is the co-author of the book "The Cluetrain Manifesto: The End of Business as Usual" together with David Weinberger, Rick Levine, and Doc Searls.

The chapter started explaining Richard Nixon's first inaugural address in 1969. It was about voices and listening. It also talked about invisibility and ignorance. Ignorance is a powerful weapon in the net. Stated in this chapter that when a person ignores someone then that someone will feel invisible to that person and as a result that someone will also ignore the person back. The same goes as businesses. Businesses ignored the internet at first and so the internet and the people ignored business as a return. Being invisible is also a good power. Being invisible means that you have the freedom to do whatever it is you want to do without anyone going to pay attention to you. Being in the internet you can be invisible. You are able to say anything you want to say without anyone bothering you. Through the net, people are able to have new ways of communicating with each other without anyone controlling or managing the net. The businesses just don't know what really is happening in the net. People are connecting with each other. People just do it without anyone noticing it, without any management, and especially without companies and businesses. The net didn't have any plan when it started and up to now there are still no plans for it as stated in this chapter. And other than chatting the purpose of the net is to organize the market.

Isn't it ironic that the net was built without anyone organizing it but the purpose is for it to organize something especially the market? The internet enables us to get stuffs that we want or what we need in the net. At the same time there are different factors for us to be able to do this. These factors are the interests of the people, at the same time their curiosity, their abilities and their voice. Even if there is no one managing the net, it is still not chaotic. You get stuffs through conversations. It is said that the book was trying to picture out what changes have the internet made that happened, are still happening, and will happen. Some people may understand what the book is trying to say but some still don't. Some of those who understand are companies like Sun Microsystems, Compaq,

oracle, etc... There is already a revolution as what stated in this chapter. It is happening right in front of us yet we don't see it. It is a different kind of revolution, a peaceful one.

The traditional way of doing business is already fading away. And yet people are still unsure of what is happening. No one wants to believe it. Although we know what is happening people are still continuing with the old traditional way of things even though deep inside they hate doing it. We volunteer ourselves on doing these things. We say things in work that we ourselves don't believe and neither do other people. And still we do say them. The reason for it is because we are afraid to lose our identity, whatever it means. Or maybe we are afraid of something that is not going to happen? We are doing things that we ourselves don't want to do. That is what business has done to us.

The last part asked questions like "Will Cluetrain be the Next Big Thing?" and "How do you speak in a human voice?" These questions were raised maybe after when you read the book because it mentioned about the human voice and the like. As for the first question, we really can't tell it is up to the people on what they will do. But as for the second question, there is a suggestion stated. That is for you to get a life. Because unlike corporations, which are just trying hard to have a life, we can be free. Free from control and from management. But the most interesting question here is can a corporation exist with the internet alongside them? The answer depends on the company. If they are unable to cope up with the changes and are unable to speak up then they can't. But if they are able to do so then may they can. There is no real answer for the business to succeed. There is no formula on it. All we can do is to have a vision in life, a vision in which we are able to live in a world that is always changing in which we have to learn new things every time.

Lessons Learned:

There is no answer or formula that will have the answer to success for a business. There isn't any book in the world that can tell that. The only way is for the business to be able to get the opportunity that is given to them to get that success. The only way is to be able for them to cope up to change. If they don't and just ignore what is going on then the opportunity will never come back. The only opportunity will disappear and you get the chance again because it will never come back. If it takes you too long to decide what to do then it just might pass you by. We have to be human, to be free, to have a life.

E-BUSINESS ESSENTIALS

CHAPTER I: WHAT IS E-BUSINESS?

Quote:

"In the old economy, vertical integration provided efficiency and lowered procurement cost. In the new economy, connectivity replaces vertical integration. The new economy allows entrepreneurs to leverage core competencies among various e-business participants. The net effect is even greater efficiency and lower costs with less upfront investment. Success in the new economy depends on a company's ability to build, maintain, and leverage business relationships using network technology."

Jamie Lewis, CEO and research chair of The Burton Group

Learning Expectation:

Since the title of the chapter is "What is e-Business?", then I expect to learn is what the meaning of e-business is. I also expect to learn the concepts and theories behind the so called "e-business". I also expect to know what the benefits of doing e-business are and what advantages it gives businesses compared the traditional way of doing business.

Review:

The start of the chapter is all about what e-business is and what it is not. As what I understood in the book, e-business is being done or is achieved when the business uses web-based technologies to help them build and improve relationships with other businesses and other people. But what most people think of e-business is that it is done when someone or a company has an email, has a website, and is able to sell something in the internet. But that concept is wrong. For a business to become an e-business, the company must be able to use technology especially web technology to improve every aspect of the business, from buying to selling. Achieving this is not easy and it will be a rough road in getting to it. The company must be able to adapt to changes since technology changes every now and then. The companies who are in e-business are having tough time in managing an e-business and there is no specific technology that will help each and every business out there. But there is one thing sure according to this book and that is that relationships are important and that e-business will help the company in building these relationship to their suppliers, customers and even to its employees.

There are many technologies out there that helped businesses reduce cost and added value to their products or services but the most efficient way to do these is by the use of the internet. Integrating business to internet involves many theories and terms that must be remembered and be understood. Some of these terms mentioned here are e-procurement and e-purchasing. The difference between the two is that e-purchasing is done when the business buys common stuffs ,such as pens, papers, computers etc..., that keeps and helps the business going while e-procurement is about buying stuffs that adds value to the product such as services and other important quality materials.

There are ten important things that one must keep in mind in doing e-Business. These ten are relationship, size, velocity, integration, partners, uptime, privacy, security, flexibility, and training. Relationship is basically what the purpose of e-business, which is to improve the relationship with the business' customers, employees and suppliers, is all about. Size is important in a business because the bigger the company is the harder for it to cope up with change and it is important in e-business to be able to cope up with change is change is eminent and fast in the internet. Velocity means that the company must be able to have solutions fast for it not to be left behind. Integration means to be able to have a solution in which all the functions of the company will be able to work with it but not at the cost of speed. Partners are also important for the company to be able to have someone to help you with when something goes wrong. Uptime means that the solution must be delivered on time since no matter how good the solution is but if it is not on time then it will be useless. Privacy is important especially the information for the customers, suppliers and employees. Security is also an important thing to consider since especially in the present time there are people there who are able to break through security and able to steal information. Flexibility means that you must be able to be prepared on what changes may be happening by listening to the suppliers and customers. Training must also be remembered since employees have to be trained when using new technologies.

Relationships are what e-business is all about. A relationship that must be kept in mind is the customer relationship. This relationship is called a B2C relationship. This relationship is important since after all it is the customers who are buying your product. The company must be able to keep loyal customers and better yet must be able make customers loyal to you. This is by having tech supports, customer service center, a website that is personalized and others that are all in the web if applicable. This is called e-CRM. E-CRM is useful for the company to get information easily and make new and faster solutions. Another relationship is the relationship to their suppliers. This relationship is called a B2B relationship. This relationship is about e-procurement and e-purchasing. There is a kind of website called a vertical portal in which people who have the same business interests meet. If the company has a unique marketplace website that has the same interest as yours then it will be faster and more efficient. The last relationship is the relationship of the business to its employees. This relationship is called a B2E relationship. Having a good relationship with employees is advantageous and can lead to a better decision making. For this to happen internal communications are automated, As a result information inside the company moves faster and more efficient.

Lessons Learned:

I learned that making and having an e-business is not that simple. I also at first thought that if I am able to sell something on the net then it would be an e-business but no, it isn't. For me to make an e-business all the aspect in a business should be improved and at least be automated. All the principles in business are retained but the technology used will be different, which is the internet. I also learned that it is important for any business may it be a traditional one or an e-business to be able to have relationships to customers, suppliers and even with your co-workers. Without a good relationship to even one of them then it will be hard to get a business to be one and even start one.

E-BUSINESS ESSENTIALS

CHAPTER 4: E-PURCHASING: ONE STOP SHOP

Quote:

"Wherever a need for a service exists, web sites spring up to meet it."

Learning Expectation:

What I expect to learn from this chapter is a more in depth meaning of what e-purchasing is. What it can really do to a business and the benefits it can give. I also expect to know what the steps are in doing e-purchasing. I also want to know some companies who are already in to e-purchasing and what do they think about it.

Review:

This chapter is best for businesses, either big or small, who has a high overhead costs or indirect costs. These are cost that does not directly affect the pricing of the company's products and services but they do affect it since these are costs that are needed to keep the company or business running. Even though it isn't the one directly affecting the cost of products and services, sometimes it is the one who has a greater effect on the pricing strategy. Some companies have higher administrative and selling expenses or better known as their operating expenses compared to their cost of goods.

This chapter explains that having an e-Purchasing lets you solve these problems. It helps to decrease the cost of operating by using the internet to buy or purchase the products and services needed to keep the business running. It helps the process of purchasing good and services more efficient, more effective, and faster at a lower cost.

The chapter also tells some differences between direct and indirect cost. Direct costs immediate affects the products, only few people buy it, the purchasing department is the one responsible in getting it, and the control is tight. While indirect costs do not immediately affect the cost of the product, may people buy it, any department of the company can avail it and the control is light.

Just like in the "old economy", businesses with the same interest are able to trade and have a transaction with one another just by using the internet. And with this, the process of purchasing is much easier and it also helps suppliers to have a more accurate forecast on their demand. Some companies even have their own warehouses but it is still so costly.

Starting an e-purchasing system is simple and easy according to this chapter. Just make purchase online and test it by setting up an electronic purchasing system that connects to at least 1 supplier. But having more suppliers will increase competition and will more likely decrease cost.

The benefits of making an e-purchasing is that the startup is low, short installation time, only 1 administrator is needed for maintenance, not much IT involvement, low risk and low admin maintenance.

When there is a service needed, surely the internet will be there to grab the opportunity of being the first in offering that service. As an example, the chapter also mentioned some sites that are related to e-purchasing.

Here are some of them:

1. Trilogy software's Buying chain internet edition (www.buyingchain.com) – has more than 150 suppliers of different goods and services and also travel service
2. Elcom.com (starbuyer.com) – a digital marketplace that has both office and computer products
3. Extensity Inc. (www.largesoft.com) has applications that will run on a network that will automate several admin processes like timesheet. Travel planning, and purchase requests.

Regardless of all these sites, there is only one issue left not tackled. The issue is about the security. You have to know whether or not the person placing an order is real. This is where authentication comes in. To know who the person placing an order is the person must have an id and a password that would support his identity. Companies must focus on this system when doing an e-purchasing system.

Lessons Learned:

I learned that it is not only important to monitor and decrease the direct costs of the business. We should also give importance in the indirect costs of the business. Sometimes, it is the cost that greatly affects the pricing of the product because of the high expenses that the company has to pay for. A solution for this is to use the internet as a source of purchasing the items related to your indirect costs. It decreases the indirect cost and also increase the efficiency of the purchasing process as well.

THE LONG TAIL

Quote:

"Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.."

Learning Expectation:

I expect to learn the meaning of a "long tail" is and how come it earns more money compared to those that are best sellers. I also want to know how it all started.

Review:

This book shows how people can make money from obscure products. These obscure products are those that are not being sold from traditional retail stores since they don't sell much. Traditional retail stores only have space for those bestseller products because some think that obscure products won't make money. But those who think that way are wrong. This book actually gives facts that not only bestselling products can make money but also obscure products can indeed make money too.

An example from this book is about a book entitled "Touching the Void". It got nice reviews but it didn't sold well. Then after some years, a book entitled "Into Thin Air" came out in the market. This book became a hit. But then at the same time the book entitled "Touching the Void" was selling again. This was because of Amazon.com's technology of telling people that if you like to buy this kind of book other people also bought this book. Thus, people became curious and also bought the book. Retail stores also did the same thing. They put the "Touching the Void" book together with the "Into Thin Air" book. In result, the "Touching the Void" book outsold "Into Thin Air" book more than 2 to 1.

The way people buy products now are changing. People do not only buy products that are best sellers, they also want to buy other products too that are not best sellers but for some reason retail stores do not sell them. But amazon.com had paved the way for these people. They are able to hold infinite number of products specifically books for online retailing. People now have the ability to choose what they want because they offer so many books online compared to traditional retail stores. This means that not only bestsellers will sell but also those that are not bestsellers.

The traditional retail stores now have a significant disadvantage compared to online retail stores. They are in disadvantage in terms of inventory and shelf space. This means that traditional retail stores can only store as much as the space in their shelves can hold but online retail stores can hold infinite number of products. An according to statistic written in this book, there is at least 20%of products that are cannot be seen in traditional retail stores but can be seen in online stores.

We have to change our mind on these things. We have to let ourselves believe that not only bestsellers are able to sell in the market but also those that are not. Those that are not may even sometimes sell more as a whole compared to the sales best seller products.

There are 3 rules stated here that should be kept in mind in retailing. The first rule is to make everything available. Make sure that people are able to get what they want. Make sure to offer different products because you may not know that it actually can sell. The next rule is to cut the price in half then lower it. This is what the itunes online store did. They took away the costs found in traditional stores like rent and utilities. Thus, they are able to sell products at a cheaper price that makes most traditional retailer is afraid of. And the last rule is "help me find it". This means that even though obscure products do sell, people still has to find them. You can do this just like what amazon does. They put "recommendations" on the product being sold.

Lessons Learned:

I learned that not only best sellers are able to sell in the market but also those that are not. They can even make more money compared to the bestsellers because of the number of products that are not bestsellers. You just have to have those products to be able to sell them.

WEB 2.0 HEROES

CHAPTER I: MAX MANCINI: EBAY

Quote:

"You blur the lines between a desktop experience and a Web experience, and that's really where everything is headed."

—Max Mancini

Learning Expectation:

I expect to learn who Max Mancini is and what his relation to the eBay website. I also want to learn and know how eBay started and what it is for, how eBay was thought of and who thought of it. I also want to know what the effect of eBay to the community and especially to retailing, e-commerce and the like.

Review:

The most famous and most known online auction in the internet, if you ask most people then the answer would be eBay. eBay is best known for their online auction transactions between people selling things and buyers who are bidding but the main function of the site really is business in transactions. eBay makes money from being able to bring buyers and sellers together and have a transaction with each other. No matter what the transaction is, eBay will still make money from the transaction fees. And just like eBay, paypal also make money from transactions. But the difference is eBay's transaction is from exchanging things but paypal is from exchanging money.

The person behind the eBay innovation is Max Mancini. He is the senior directory of disruptive innovation of eBay and runs eBay's platform and disruptive innovation team. The developing team of Max Mancini made eBay as an E-commerce website that lets 3rd party developers to create applications with in it. And because of this, eBay has been patronized by many people. It is also said here that the role of the developers is to inspire innovation through experimentations. It is also said here that users expect more from their online experience like having javascripts and the like and also people are more into social communities online like friendster and multiply.

As I understood, he defined web 2.0 as web services that are able to combine information from multiple sources then distribute that information. Another thing that web 2.0 changed is how money could have been made. Because of this, there are many ways now that are able to make money with in which it could not have done in the past. Those companies who are not able to cope up with the evolution will more likely go down in drain and go out of business.

The risk of course of this is of course security. Security has been an issue that has never ended and I think will never end. Especially in web 2.0 that information distribution is the no.1 feature, security will surely matter. But fortunately, security in the net has been

quite good although not fool proof. It is more secure to have a transaction in the net than having a physical transaction as I learned from my college professor.

There are different technologies out in the market that is in web 2.0. Some of these technologies are ajax, adobe's air and Microsoft's silverlight. All are technologies which helps web 2.0.

Another important lesson said here by Mr. Mancini is that "companies should operate no matter what the next big thing is, and let people catch up". This means that businesses should always grab the opportunity of innovation when that opportunity comes. Companies should at least start on worrying more on their products and innovations rather than their infrastructures. And also companies should not be predictable. For companies who wants ad loves to control everything, they need to be predictable which is not good. It is important that you give customers something they have never seen before. It lets them have an experience that they will never forget. And in web2.0, developing and publishing has become much cheaper. You are able to publish things free and can even make money from it.

Lessons Learned:

What I learned from this chapter is who Max Mancini is. I learned who he and his team do their job and his perception and ideas about web 2.0, web 3.0 and how businesses should be done. I learned that no matter what innovation it is, businesses should grab the opportunity if given to you. Because if not, the business might be left behind and lose the opportunity.

WEB 2.0 HEROES

CHAPTER 2: ALAN MECKLER: INTERNET.COM

Quote:

"Going back into the 1990s, I believe that there really were Web 2.0 properties; it's just that nobody knew to call them that. In fact, they were mocked."

—Alan Meckler

Learning Expectation:

I expect to learn who Alan Meckler is and what his relation to the internet.com website. I also want to learn and know how internet.com started and what it is for, how it was thought of and who thought of it. I also want to know what the effect of internet to the community and especially to retailing, e-commerce and the like and what does it have to do with web 2.0.

Review:

The start of the chapter tells or explains what internet.com and Jupitermedia is. Internet.com is a website that Jupitermedia had made. Jupitermedia is a leading provider of images and information for creative, business, and information technology professionals. Jupitermedia is divided into two visions name JupiterImages and JupiterOnlineMedia. JupiterImages provide photos and other graphic images electronically while JupiterOnlineMedia provides information to IT professional, developers and creative professions. Internet.com is part of JupiterOnlineMedia together with JupiterEvents and JupiterTechJobs. Internet.com gives an unbelievable list of site just like what is said in the chapter and just like when I visited it.

The man behind this is Alan Meckler. Alan Meckler is the CEO of the company and is one of the early pioneers in tapping into the internet specifically in a media point of view. He has also been in the publishing business since 1969 according to his interview and that he also has a PhD in American history specifically in the history of micropublishing. He was also very adaptive to change. He grabbed each and every opportunity that he saw on his life. And this was the reason for his success. He seen that technology is going to be "it" in the future and so he adopted it and used it before most people have even used it. He also thought that the internet was going to be greater than the computer and its impact to the people and the community. He believed that the internet was going to be for all and that everyone will embrace it sooner or later. He even mortgaged his own house just because of that belief.

He also had an idea that the kind of website that is needed is a website that is very specific or vertical on a topic that will cover a topic very well. The site that he made because of this idea was name iWorld. He knew and believed that the end of print magazine will come and it will be taken over via online. And so he made the first website acquisition ever. The website is name thelist.com. He also bought other sites later.

But in his interview, he had some comments about web 2.0. He said that he is also one of those who thinks that many web 2.0 properties are jokes and that very few will be profitable. He thought that more than 99% of the properties of web 2.0 will never make money and that only less than a half of 1% of web 2.0 website will make it. He said that web 2.0 is just a continuing evolution of the ability to inexpensively get information, data and information to the people and to companies. He said that the web 2.0 is great but it is just an extension of what was already in the year 1998 and 1999. What this might probably mean is that it is good but it has been there for the past few years yet no one has been able to see it. Lastly he said the internet in the next 20-30 yrs will still going to be revolutionary in terms of what is going to happen. This means that there are still a lot of potential in the power of the internet. There is still room for improvement and they will still more new innovations still to come via computers and mobile phones.

Lessons Learned:

I learned basing from what Mr. Alex Meckler said is that I should be persistent in what I believe in just like him. Believing in my own will take to places. I also learned to do some risks and be the 1st to do something because we may not know that it becomes something in the future and that you will be proud to be the first one to do it.

WEB 2.0 HEROES

CHAPTER 3: ERIC ENGLEMAN: BLOGLINES

Quote:

"Web 2.0 brought the learning curve down to a really low level so you didn't need to be a computer engineer to be able to run your own blog site."

—Eric Engleman, general manager, Bloglines

Learning Expectation:

I expect to learn who Eric Engleman is and what his relation to the Bloglines website. I also want to learn and know how Bloglines started and what it is for, how it was thought of and who thought of it. I also want to know what the effect of this site to the community and especially to retailing, e-commerce and the like and what does it have to do with web 2.0.

Review:

According to this book, if you ask a number of people what are the most popular blog sites they know, one of their answers will most likely be Bloglines. And if you ask people about web 2.0 then Bloglines will again popup in their answer. But what is Bloglines anyway?

According to this chapter, bloglines started as a tool that was created by Mark Fletcher in 2003. The site gives out free online service for newsfeeds, blogs and other rich content that helps people to search, subscribe, and share the services without any understanding about the technology. The general manager of Bloglines, which is a brand of Ask.com, and the one who is leading the team is Eric Engleman.

Eric Engleman brings experience in Bloglines as a general manager and has worked for other popular website such as yahoo, earthlink, and excite. He also has some interesting ideas about web 2.0. He also has some background in media and has worked for CNN and Laundry News. He also has some experience in making start pages which some of them has won some awards.

In the interview with Eric Engleman, he was asked about what is web 2.0 for him and to bloglines. His answer was he referred it to 2 books. These books were the clutrain manifesto and the O'Reilly Web 2.0 doc. The clutrain manifesto was talking about online conversation and how company should be able to take part on it. While the O'Reilly document what the web is and its relationship to the users. He said that it was really about the end users. He said that web2.0 is really about how average computer users to be able to use the computer very easily without the need of understanding anything. He also said that at these times, there are different technologies out there available to the people, which can help them solve different problems small or big. They just have to be constantly talking to their customer and constantly innovating and coming out with ideas. He also said that

web 2.0 is not only limited to AJAX and other similar technologies for it would be boring if it is so and that he mentioned that web 2.0 is somewhat is rebirth of the web after what happened to dotcom. He also said the in Web 2.0 the users are now in control in which in the past they were not able to control. He also said the web is constantly moving, changing, evolving and that there are lots of data around the web and the only way to solve it is by giving intelligence to data in which lead to the talk about the web3.0 in which there will be a user interaction. He said that web 3.0 would enable the web to earn money in which that in web 2.0 will not be able to make since he said that 95% of the web is not be able to earn money. He also said the SaaS is accessible 24/7 and that it is constantly in contact with its customers. He also said that a lot of people were saying that web 1.0 was a fad and was going to go away like the CB radio but he also said the web 2.0 was not going to go away that easily.

Lessons Learned:

I learned what Bloglines is all about. I also learned what the ideas of Eric Engleman regarding the web, web2.0 and web3.0. I also learned that in these times, application should be done as user friendly as possible and is able to use by any people even without technical skill or the like whatsoever.

WEB 2.0 HEROES

CHAPTER 4: GINA BIANCHINI: NING

Quote:

"I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound."

—Gina Bianchini

Learning Expectation:

I expect to learn who Gian Bianchini is and what his relation to the Ning. I also want to learn and know how Ning.com started and what it is for, how it was thought of and who thought of it.

Review:

At our times today, there are too many social networks. In fact, what define web 2.0 is social networking. And one of the social networking sites on the web is Ning.com. Unlike any other social network sites like friendster or multiply, Ning.com is a platform for creating social networks. This means that people can go to Ning and setup their own Social Networks for any people, and any feature that they want, any topic that they want and it can also be a private network or a public network. Making your own social networking site using Ning only takes a few minutes to do so. But of course, you can just join an existing social network already. The one who started this were Marc Andreessen and Gina Bianchini in 2004.

Because of the work of Gina Bianchini, she is considered as a hero in the web 2.0 space. She was born in the Silicon Valley and grew up in Cupertino. She started Ning with his friend Marc thinking "what if everybody had the opportunity to create social networks for anything." What motivated her to make Ning is that she saw social networks were used for different purposes. She said that what really motivated her us that she is giving people the freedom to create something they want on their own. Currently there are already 145,000 social networks that have been created using Ning and that it only takes 5 minutes to make your own social network using Ning.

She was then asked what her idea or what does she consider web 2.0 to be. And she answered that she doesn't think about web 2.0. She only thinks that web 2.0 is just a word and there are other important things to do. She just wanted to give people freedom, choice and connect with each other which is more motivating to do than define the web 2.0. She said that she only thinks that web 2.0 means a different thing to different people depending on who the person is. She said here that the problem is people are thinking of a definition to web 2.0 wherein there shouldn't be any need to think about it.

Even if Ning is free, they do make their own money by having and offering premium services and by giving people the ability to have their own advertisements in their social networks.

She was also asked regarding the future of the community in the internet. She answered that she doesn't think that there is only 1 community but there are more than a billion people online. She said that the internet will only enhance and extend the real world which is a good thing. And surely in the future, the number of people in social communities online and the number of people using the internet will still increase because of a niche, a need, an interest etc... since only 15% of the online population currently uses or current has join a social network.

Lessons Learned:

In this chapter, I learned that it is important for people to be able to have the power to create something that is in line with their likes and interests and not just give something that is very general just like what Ning did. It just lets people be able to control and make things what they want most and in return they will be much happier and will more likely go back using the same stuff again and again without worrying of them being unsatisfied.

WEB 2.0 HEROES

CHAPTER 5: DORION CARROLL: TECHNORATI

Quote:

*"For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the peoplepowered or the social web."
—Dorion Carroll*

Learning Expectation:

I expect to learn who Dorion Carroll is and what his relation to the Technoratu website. I also want to learn and know how Technorati started and what it is for, how it was thought of and who thought of it.

Review:

Technorati, whose business is to track down new blogs everyday, says that there are 175000 new blogs each day according to the book. If the web 2.0 is about the people and their blogs then technorati is surely the one that has to be asked about the web 2.0. They are currently tracking more than a hundred million blogs and more than a quarter of a billion pieces of tagged social content. The company was made by Dave Sifry and a couple of people that he recruited. At first, it was about inventing something that doesn't even exist at all. It was about finding the good stuff and the people who are referring him and if anyone who is actually talking about him. And so Technorati just enables people to find real time connection just like a ping that sends out information that something has been changed or added quickly. One thing that technorati is know for is microformats. Microformats is an are in which people can use structured HTML to show contact, events and the like. It enables to easily format standad HTML. The most widely used microformat is tags according to Mr. Carroll.

The vice president of Technorati is Dorion Carroll. He has also worked for companies like Postini, Excite@Home, Electronic Arts(EA), and Oracle. He has experience on search, email processing, E-commerce, CRM ad targeting, and numerous web and enterprise technologie which makes him an expert in his field and a good person to interview about the web 2.0 according to this book. He has a unique talent that enables him to understand and comprehend complex or difficult and hard to understand problems and still solve them at ease and complete.

Blogging, in 2004, was not popular. Blogging at that time has only started, and not really common and the number of people blogging were increasing. Blogging is isteresting. It is viewed by thousands and thousand of people that you don't know even exist. Blogging enables a person to communicate with other people whom you have never met before.

According to the interview of Dorion Carroll, web 2.0 can be different things and that technorati is a part of it. He said that it was about the opportunity of people to be able to

share ideas with each other openly and other will also be able to react freely on their ideas. He said that a lot of web 2.0 is about the authenticity, accountability, interaction and the idea of the people powered or the social web.

There was this question then that asks him that if he agreed to Tim O'Reilly's philosophy of "Worry about scale later. Worry about getting the users and customers first". He said that the question couldn't be answered by a yes or a no. But he did say that in their start-ups they did cut lots of corners. He does believe in O'Reilly saying to have customers and get your own name but at the same time, they do try to pull together all information in a near-real time and getting the support for their data.

One company who is like Technorati is google. But the difference is technorati is only a 30-person startup. Saying these they are proud to have done what they have done knowing the only other company to be able to do it was Google. And to be able to do what they do they must be able to talk to people. They need to be open and transparent and not controlling the message but trying to hear people what they have to say.

It is said here that at these time it is not about mass marketing but understanding what the people have to say. It can be good or a positive reaction and even it can be a bad reaction or a contrasting reaction. And many times than not it will be a bad reaction but still it can be treated as a good one.

Lessons Learned:

The lesson that I learned in this chapter is that it is important for us to do and follow what we want to do in life just like the founder of technorati. It is important to be able for us to do what we really want for us to be happier and for whatever it is that we do to become much better and in result it will be better as well.

WEB 2.0 HEROES

CHAPTER 6: RAJU VEGESNA: ZOHOO

Quote:

"Enterprises have some complex work flows, and I don't think online applications...are ready to really fit into the complex workflows in enterprises yet. They'll get there someday, though"
—Raju Vegesna

Learning Expectation:

I expect to learn who Raju Vegesna is and what his relation to the Zoho website. I also want to learn and know how Zoho started and what it is for, how it was thought of and who thought of it.

Review:

There are two giant companies out in the market that are providing and working on online office space. These two giant companies are Google Apps and Microsoft Office Live. Other than these two giants in the online office space, there is one small company that is building online office and collaboration-type products. This company's site is Zoho.com

As stated in this book, Zoho.com is an office productivity suite from AdventNet that provides a number of tools including an online word processor, the Zoho Writer, an online spreadsheet, the Zoho Sheet, an online notebook, the Zoho Notes, a scheduling and planning tool, the Zoho Planner, a project management software, the Zoho Project and a mail program, the Zoho Mail. Other than these tools, Zoho also provides a CRM tool, a database application, wiki tools, and chat. The difference between the Zoho and google and other large online office space providing companies is that while they are just trying to move forward in these space, Zoho has already got a grip in the area. They have a number of people contributing to the products to make the site run properly and one of them is Raju Vegesna which is the one being interviewed here.

According to Raju Vegesna, he has been working for Zoho and the parent company AdventNet for seven years already and is the evangelist of Zoho. But prior to working with Zoho, he has his own startup company in India.

In the interview, he said that AdventNet focuses in software in general and that only Zoho is the only division of Zoho that focuses on online software. He also said that he doesn't believe on Web 2.0 and that it is just a buzzword. He said that applications started at the customer level in which the customers are the primary users of the application but it is quickly turning into the business level. He also said the Zoho works well together in the web 2.0 world and since they provide a set of tools that enable an individual or business user to do work via online. This is because business users do not only create their documents for themselves but they create them to give it to others and share it with other

people. He also said that wikis will sooner or later be gone and that it will then be replaced with online word processors. This is because he believes in the coming years that wikis and online word processors will combine. He also said that web 2.0 is not ajax and that it is only a technology that plays a role in the web 2.0. He said also that security and offline are important aspects that will be addressed in the coming year this is because security is not something that can be addressed in a day. He also said that software is the new model and that it is the future. He also said that the next paradigm would be moving data on the web and that in the coming years everything will be done via web. He said that if all the data and application will be done via online then there is no reason to depend on a particular system and mobility will be coming.

Lessons Learned:

The lesson I learned from this chapter is that people do things like documents and the like not only for themselves but also to share it with other people that they think they have to share it with. Thus, having online application especially word processors and wikis are very important to be able for people to access such documents and information much more faster and easier across different people.

WEB 2.0 HEROES

CHAPTER 7: RICHARD MACMANUS: READ/WRITEWEB & WEB 2.0 WORKGROUP

Quote:

"Whereas the last era of the Web was people publishing things and you went onto the Web to read it, with the current era anyone can contribute, can write content, or can launch applications on the Web."

—Richard MacManus

Learning Expectation:

I expect to learn who Richard MacManus is and what his relation to the Read/WriteWeb & Web 2.0 workgroup. I also want to learn and know how Read/WriteWeb & Web 2.0 workgroup started and what it is for, how it was thought of and who thought of it.

Review:

In this chapter it is said that Read/WriteWeb is a popular weblog that focuses on Web technology news, reviews and analysis which emphasizes on analysis and explaining the latest trends in the web2.0 that tries to cover quality and pulse. It was started in 2004 and is now being ranked by Technorati as one of the top 20 blogs sites in the world. And the people responsible for this site namely Richard, Fred and Michael are recognized as being familiar with web 2.0 and the trends around web 2.0. The web 2.0 workgroup is an example of their effort to help bring attention to the topic and that it helps to bring focus to the key blogs discussing web 2.0 technology. And that the web 2.0 workgroup has become a simple portal for some of the leading websites. They also make sure to compare their product with others and explain something about the market segments.

The founder and the one who runs Read/WriteWeb is Richard MacManus and in September of 2005, he also started building Web 2.0 workgroup with Fred Oliviera and Michael Arrington. Richard MacManus has worked for several companies before such as ZDNet, MicroMedia Corporation and more. In April 2003, he also wrote about the web technology and the latest trends and in that time there was still no web 2.0 phrase and that it haven't been invented nor created yet. He was then pulling together people that were doing interesting things in the line of technology and developing and soon he became a web manager for a corporate company in New Zealand. And in the late 2004 and early 2005 the web 2.0 concept came and that the Read/Write Web became like a media publication which is his professional job.

In his interview, he said that the web2.0 workgroups has already served its purpose since there are now much more web2.0 in which there are so many sites and blogs that are talking about the web.20. The need now for tech news sites are less compared to when they started it. He also said that the web2.0 has already become a marketing term in which everyone knows about or recognizes the term. He also said that the web 2.0 is very hard to define technically and if he really needed to define it then his answer was it was social sites

and software networks like facebook and myspace and at the same time youtube as well and etc...Bottom line, it just defines the era in which web was used to describe what the alst era was. He also said that everybody now is able to create their own content and personalize it that now it is very hard to focus on which the best content is. He also said that the challenge here in web2.0 is the filtering and mining out the good stuffs and information in the web. He then said that ajax has made websites a lot more interactive. He also said something about the premium content and that it is a lost art on the web. He then said that in the future a lot of stuff will become automatic because of the semantic web technologies.

Lessons Learned:

The lesson I learned from this chapter is that no matter how good the present is, we should always expect something better in the future. There is always something that will surpass what is there in the present. Saying these, we should not be contented of what is at the present and still be conscious of what will be going to happen.

WEB 2.0 HEROES

Chapter 8: TJ Kang: THINKFREE

Quote:

*"We were about to change the way the software was used and distributed. We were going up against this 800 lb. gorilla in Redmond, Washington."
—TJ Kang*

Learning Expectation:

I expect to learn who TJ Kang is and what his relation to the ThinkFree Website. I also want to learn and know how the thinkfree website started and what it is for, how it was thought of and who thought of it.

Review:

Offline Applications or windows applications have been used for years. But there is something now that is becoming more and more popular. That something is online applications. These online applications are getting more powerful and more functionality. And an example of an online application that is getting more power and functionality is ThinkFree. As stated here in the chapter, ThinkFree is a prime example of how much power and functionality a little java can bring to the web. According to this chapter, while companies like Microsoft and google talk about online applications, ThinkFree is an online application suite that is compatible with Microsoft Office an other Microsoft products, Unix, Macintosh and Linux. In ThinkFree, people are able to create different types of documents like a word processing document, presentation and spreadsheets. People are also able to edit existing documents via online. In addition to the ThinkFree.com there is a ThinkFreeDocs.com in which people are able to share documents within the community. There people can also find documents that other people have already shared. The one who runs this is TJ Kang

TK Kang is the Ceo of ThinkFree in which he led the strategic direction of the company. He has worked for ThinkFree since 1999 which he founded also at that time. He was still in college since he started the business. He grew up in Korea and was living in Canada. The first system that he made was a translator if English to Korean language which was in 1983. This was the first Korean word-processing software. He made this along with his friends. He then has worked for Silicon Valley and in 1989 he was relocated in Korea. Soon he created a software company that developed personal productivity tools for the Korean Market until 1999. He said that he has been competing against Microsoft all his life and it was becoming more difficult. But a networked computing platform would provide a more equal battlefield. He then made and office suite for the network computer platform and so is Corel. His business model has been to create the software to sell it to hardware vendors for bundling to provide office productivity as a service.

In February of 2000, they launched the very first version of their online service. They were competing with the top companies at that time. He was then asked to several interviews and that he said that even if some companies are not very good now, but if they

keep trying to provide a subset of Microsoft Office functionalities in a convenient way then it is something to be watched for. He also then said something about that your system administrator might sell the customer data. He also said here that people are forced to change the way they work when the computing platform changes. He also said that there is no correct definition of the Web 2.0 and that it just means many things to many people. He also said that access to broadband took a lot longer to happen in the US compared to the other countries in the world. He also said here that in the future some real changes will be taking place in an area of a market that is inactive for the past 15 years or so.

Lessons Learned:

The lesson I learned from this chapter is that I should always be able to find what ways on how I can be successful while doing the stuff that I like most. There are people out there who are successful but do not like what they do in life. Having to enjoy what you do will just amplify the happiness that you get from the success of whatever it is that I will do in the future. Another lesson that I learned is that I must always go back to where I started to get some inspirations cause everything will soon go back to whatever happened in the past.

WEB 2.0 HEROES

CHAPTER 9: PATRICK CRANE: LINKEDIN

Quote:

"I see Web 2.0 as a course correction...[that] weaves the social fabric back together again...You can now consume and share things, and discuss them, interpret them, and ultimately get that lens on the world, and it's not just your own individual perceptions and observations anymore; it's back to the old way."

—Patrick Crane

Learning Expectation:

I expect to learn who Patrick Crane is and what his relation to the LinkedIn Website. I also want to learn and know how LinkedIn.com started and what it is for, how it was thought of and who thought of it.

Review:

There was a saying from several years ago that became popular. That saying goes like this "six degrees from Kevin Bacon". This means that everyone is within 6 people from knowing Kevin Bacon. So in that case, everyone is within 6 people from knowing someone, anyone. This is what a website has been following and applied since they started. The website is LinkedIn which is an online network of more than 17 million experienced professionals around the world according to this chapter. LinkedIn is just like any other social network out there in which you are able to connect with the people you know. But what makes LinkedIn unique is that you are able to search for clients, consultants, subject-matter experts, friends, family, jobs, business opportunities and others. It is a social network build and designed for professionals and businesses. To summarize what linked in is, it is a professional networking site which uses core technologies and capabilities of the social networks but is exclusively for connecting professionals together, and through those connections, enabling them to accomplish tasks, get information about their market and their industry, do research, and ultimately get things done

The person behind this wonderful site is Patrick Crane. He is the vice president of marketing at LinkedIn. He has 10 years of experience in the high-tech world-wide business. He as worked for different companies like Vodafone and Yahoo. He has been in marketing already for 13 years and has worked to try to make of new technologies. Currently, he is with LinkedIn and is responsible for their marketing, public relations, and ad sales business.

In his interview, he was asked to define the web 2.0.m He said that it was a fundamental course direction for the internet. This means that web 2.0 is the advent of the individual publisher and group consultation. He said that the web 2.0 is a new technology which solves an age-old problem, which is maintaining and keeping alive human relationships that is important to someone. He said that one of the foundational components

of web2.0 is extremely advanced database technology. Some other foundational components are social networking, the publishing component, sharing aspect and others. He said that people are getting tired of being told what to think. He also said here that there are head content and tail content. Head content are those that will be important always while tail content are those that are important for only some people. He also said that one of the interesting this is the ability to mix and remix. He said recently that there are more professionals joining linkedin compared to the number of seconds in a day.

Lessons Learned:

The lesson I learned from this chapter is that it is important for us to have a good and steady connection to those people who we want to have connections with. We must have a strong bond and tool that can make it easier for us to be connected with them no matter what.

WEB 2.0 HEROES

CHAPTER 10: SHAUN WALKER: DOTNETNUKE

Quote:

"Web 2.0...was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the Internet."

—Shaun Walker

Learning Expectation:

I expect to learn who Shaun Walker is and what his relation to the DotNetNuke Website. I also want to learn and know how DotNetNuke.com started and what it is for, how it was thought of and who thought of it.

Review:

DotNetNuke is a website and a platform for building web sites. It is used to build projects such as commercial web sites, portals, and vertical applications. It is free and is licensed under an Open Source agreement that allows people to do whatever they want with the platform. There are over 440,000 people using and supporting the DotNetNuke website and has been downloaded a million of times by users. And so it became the most successful Open Source community project on Microsoft Platform. The DotNetNuke or DNN was created to a company in 2006 named DotNetNuke Corporation. The company was made for them to focus on the management of DNN and to provide a solid foundation for future support. It is important for them to know the number of sites that have been created using DNN as their foundation. Some example of sites that was made through DNN is YouthRoots.com, EarSinus.com, WineAustalia.com, Q107.com, Franchise.LittleCaesars.com, Shop.volleyball.com. SnapForSeniors.com and many others.

The president and chief architect for the DotNetNuke is Shaun Walker. He is the one responsible for creating the DNN and is the spokesperson for the company. He has some ideas about the web 2.0 too. He said that the web 2.0 can be broken down into smaller divisions in terms of functionality and user expectations. One division is user-generated content where people are the ones who contribute to the internet as a public good. He said that people want the ability to interact, and to express their ideas. He also said that social networking is another important part of web2.0 that goes hand in hand with user generated content. He said that communication is evolving from the original telephone to email to IM and now to websites. He also said that another important part of web2.0 is searching and filtering of web content. This is because there are too many information content out in the web and it is becoming more and more difficult to find the information that you want and need. Thus, web 2.0 is trying to have a wider and comprehensive way of people to search in the web and at the same time it tries to address the problem of sharing information from one site to another. The last thing is that users are now able to have a rich and wonderful experience in which users are able to interact with the web application. This is because of the AJAX technology, flash and the like.

He said in his interview that there is not one feature in the web 2.0 that is more important compared to the other since he believes here that all of them are linked together as one. He also said here that categorizing something as web 1.0 or 2.0 or 3.0 is a difficult job. He also said that people have different meanings for the web2.0. He said that, 5 years ago, it was really hard to think about what is already going on and happening today. And now, being connected with people every time is already a part of our lives. He said that even if there are already web applications, desktop application will never disappear and that there will be a continuous need for it in the future. Yet, he sees the internet as being part of everyone's lives and together people will need to evolve with the net.

Lessons Learned:

The lesson I learned from this chapter is that it is important that people has the power to be able to create something with their own likes and that it fits them best. It is important for people to enjoy and like what they are doing in their lives.

WEB 2.0 HEROES

CHAPTER 11: BIZ STONE: TWITTER

Quote:

"The Web is increasingly a social environment and... people are using it to communicate with one another, like they've always done—but now in such an open way."
—Biz Stone

Learning Expectation:

I expect to learn who Biz Stone is and what his relation to the Twitter Website. I also want to learn and know how twitter.com started and what it is for, how it was thought of and who thought of it.

Review:

People always ask to one another what one is doing now, who are your friends, who are in your family etc... All of this can be answers can be found in twitter. This is because twitter is a worldwide community in which members are able to send and receive updates from each other about what their contacts are doing, thinking, etc... anytime and every time. There are many ways if sending these updates. Some are thru mobile phone, text messages, and instant messages from either jabber, AIM, LiveJournal or Gtalk. In twitter, members are able to post messages about what you are doing right at the moment at any time you want post it. People can also subscribe or follow people to know what their posts and what exactly are they doing. To be able to use twitter, you don't have to be online. You can also send text messages also to send messages and use mobile phones to receive updates from the ones you follow. In addition, there is also some desktop application that users can use to use twitter. Most of the time, twitter is called a micro-blog because of the short messages format and the ability to follow a person and what that person is doing.

The one behind these wonderful website is none other than Biz Stone. He is the creator of different websites as well. Some of the companies he has been to are Xanga, Blogger, Odeo, and Obvious. He also has a book in which he shared his ideas and insights. He worked first at Xanga together with his friends in 1999 in New York. After that, he started doing a lot of things about social media and blogging and started to write his own book. In 2003, he was asked by Evan Williams to join and work for Blogger to help Google. He then worked there for 2 years. And while he was working in Odea, they created twitter as a side project. The idea behind twitter was of Jack Dorsey. And now twitter is growing as a community and is getting popular behind a concept of "What are you doing?" and an answer of just 140 char or less and the best part is it can be read though out your network and your friends. In twitter, you are able to choose who can view your messages. Twitter just enables connectivity between people and knowing what they are doing at real time.

In his interview, he defined web2.0 as the public acceptance of the fact that the web is a highly social utility. He said that web2.0 is a big, growing realization that the web is a

social environment and that people are using it to communicate with each other. He said here that the web is a very highly social utility and if people can create more open systems than it will be even more social. He said proudly that they are able to see 20 times the traffic through their API than they can do the web. He also said here that if someone is talking about the web3.0, then it means that they are talking too much and they're not working on something at the moment. He then said that we are able to see a lot of fun, small, desktop applications that are interacting with the web.

Lessons Learned:

I learned from this chapter that people always want to know what other people are also doing. Saying this it is important for us to have a way for people to get connected with and have a way for them to send and share real time updates on what they are doing as of the moment. And this is what twitter is best doing.

WEB 2.0 HEROES

CHAPTER 12: SETH STERNBERG: MEEBO

Quote:

*"If you don't [innovate], then you'll lose market share and you'll wish you did."
—Seth Sternberg*

Learning Expectation:

I expect to learn who Seth Sternberg is and what his relation to the Meebo Website. I also want to learn and know how Meebo.com started and what it is for, how it was thought of and who thought of it.

Review:

The abbreviation IM or most commonly known as Instant Messaging has become already a part of the society. This is because it has become the primary source of communication of some people especially in distant places. And thus, many companies are going into this business. Some are AOL, AIM, Yahoo's IM, Google Talk and Microsoft MSN. There are different IM networks, but the problem is they are connected easily with each other. In addition, each IM network has its own desktop to use. Meebo changed the way instant messaging is able to do. Meebo was able to provide a single interface in which people can use to connect to all the different IM networks out there. Meebo also removes the need to install a software in the machine and as an exchange, you can access the IM network via the web browser. There are almost six million people who signs up for meebo every 30 days and that the average person who spends 2 and a half hours per day on Meebo. In total as of now, there are already 250 years of time that people have spent using Meebo. Meebo is an instant messaging program that brings the ability to socially interact with anyone in this world who has a browser and an IM account. Meebo can be used at the school, office and even at the comfort of our homes.

The one who created Meebo is Seth Sternberg together with Elaine Wherry, Sandy Jen. All of them were co-founders of Meebo but Ellaine is said to be the front-end tech guru and is responsible for the AJAX while Sandy is the back-end and Seth is the business guy. The three of them worked together for 2 more projects before they even did meebo. Seth said here that they had six million new users signing up for meebo every 30 days. And so they launched an embeddable chat room which can serve over 16 million people monthly and can be used privately or publicly.

In the interview here with Seth Stemberg, he said that the web2.0 is an interactive web at a very broad level. He said that along with the web 2.0, there were also many other technologies that came out as well which made the web much more attractive to look at by people. One of them is AJAX that made people to be able to create application-like experiences in the web just like Meebo. Another is empowering the individual voice so that blogs, youtube, and flickr let an individual to become a publisher on his own. This is all

because the way people search has changed and it made it easier for people to find stuffs. Another part of web2.0 is the open source concept and the API which is a concept of building a service that is away from the business model point of view and a technical point of view. Another part is the monetizing of things or how people can make money from the web services. And in the web 2.0 it certainly made a way for people to make money just like advertising in the web. But he said here that to make money in advertising, people need either a very large size or a much directed website. He also said here that there is a big movement now towards bringing the web 2.0 technologies to the enterprise. He also mentioned here that if other people follow Apple's lead, then people will be able to see a huge uptick in application for mobile.

Lessons Learned:

What I learned from this chapter is that when entering a business, I must do it because I want to do it and not because of the money. If I like what I do in life, there not only will I earn money but I also enjoy doing what I do.

WEB 2.0 HEROES

CHAPTER 13: JOSHUA SCHACHTER: DEL.ICIO.US

Quote:

*"We find ourselves in a world where we have unfathomable riches of which we've only scratched the surface. If computer technology stopped advancing for a few years right here, we probably wouldn't be in terrible shape."
—Joshua Schachter*

Learning Expectation:

I expect to learn who Joshua Schachter is and what his relation to the del.icio.us website. I also want to learn and know how del.icio.us.com started and what it is for, how it was thought of and who thought of it.

Review:

Many people now in these times are already using the web and some also has their own favorite websites. And more likely that people wants to revisit their favorite websites almost every time, everywhere, and anywhere. Currently, there are web browsers that enable this feature that saves your favorite websites to your computer. The only problem is if you have different computers or if you use a different browser, people has to look and search for those sites once again just to save them to that computer. And I think that it is more of burden than a benefit. The answer to this is to have a feature that can save your favorite websites in the web wherein you can access it anywhere, anytime as long as you have an internet connection. One website that does this is del.icio.us. This site enables people to save their favorite websites online. In addition, you can also share your favorites to other people as well. Another feature is that you can also add tags to the sites that provides you to easily categorize, search, and sort your favorites. This site is about social bookmarking in which people can search other people's favorites using the tags. This brings value to the website as well since it just shows the people who liked the website as well.

The person behind this wonderful site is Joshua Schachter. He is thee founder and creator of del.iicio.us. He created the site in 2003 as a system for saving bookmarks and finding things that you seen already before and organizes them. In 2005, this site was acquired by Yahoo. Even so he was still the director of engineering. He build the site not because as a business plan to be able to make money with but because he wanted to do it and he had the ability to build it and make it happen at the same time.

In his interview, he said that he never actually thought of web 2.0 and was not a key concept in his vocabulary. He said that it was only an artifact of the economic conditions of the ability for people to take interest in a specific topic and then making it real. He said here that there is a lower transaction cost for trying things out. He also said here that even before AJAX came out they were already doing del.icio.us and it was even mentioned in the article when ajax came out. He said that economically the cost of implementing and the cost

of failure are so low that we're able to prototype and try lots and lots of things very quickly. He also mentioned that the semantic web is about data and not about the web. It is also mentioned here that if computer technology stopped advancing even for a few years, then people won't be in terrible shape.

Lessons Learned:

What I learned from this chapter is that when you want to do something, you must work hard and be determined to be able to make it happen. Always follow your dream and what you want most. Never be threatened by problems, but be strong and face those problems and challenges.

WEB 2.0 HEROES

CHAPTER 14: RANJITH KUMARAN: YOUSENIT

Quote:

"That's where Web 2.0 started; it was to help people more easily get into services like ours, which are braindead simple to use. So, it has allowed people to have conversations that they wouldn't necessarily have been able to have."

—Ranjith Kumaran

Learning Expectation:

I expect to learn who Ranjith Kumaran is and what his relation to the YouSendIt website. I also want to learn and know how YouSendIt.com started and what it is for, how it was thought of and who thought of it.

Review:

The most popular and most talked about on the web are social networking and video sites such as youtube. But there are also a lot of other sites that are both important and growing at the same time. And what they do is they focus on something and do it really well. One example of this is the YouSendIt site wherein they focus on doing something which is to send files to other and they do this pretty good. They focus on transferring of information and files to other people. The old way of doing this was through FTP software. But at now, there are more easier way of doing it and one is through the YouSendIt.com. it just makes sending and receiving of files much faster and easier. Even if YouSendIt just focuses on what they do. Their tasks also touches many issues that people face in the web like securely sending of information and tracking if the information to where it has been sent. YouSendIt is a leading company in the market that allows users to send, receive, and track any file size, either big or small, on the web. The primary users are businesses and professionals but are also open to consumers. Customers are able to talk with each other and also to their customers as well and are able to build relationships with them just by using their service.

The one behind this site is Ranjith Kumaran. He is the founder of YouSendIt and is responsible now for product management and corporate marketing. He has worked for various companies as well such as Verticity Design, which was acquired by Cadence in 2005, Red Hat, where he made Open Source Software.

In his interview, he defined web2.0 as a pretty vague topic. He said here that the web 2.0 is the ability for the web to connect people and enable collaboration. He said that they themselves do it by allowing data to move very freely from one place to another. He also added that they have an API that allows people to build services on top of their service. These services can be seen as plugins and can be seen on their website. An example of a use of these plugins is to enable workflows. He said here that the more people you can

serve the more value it creates and can be taken from it. He said that the most important feature of Web2.0 is the ability for people to easily adopt services and to connect more people and have conversations. He also mentioned that 80% of collaborative efforts do happen asynchronously. He also said that people see web 2.0 as something that happened all of a sudden. He also said that he found out that in Silicon Valley at least, people are expected to make a big deal about the web 2.0. And from a service perspective, he sees a lot more services that make web pages already obsolete. He also said that people are becoming more productive by outsourcing a lot of services.

Lessons Learned:

What I learned from this chapter is that we should focus on one thing and one thing only. When we do we should do our best to do it greatly and doing it well. It is not how many you can do but how good you can do something that counts.

WEB 2.0 HEROES

CHAPTER 15: GARRETT CAMP: STUMBLEUPON

Quote:

"Web 2.0 is really about the user experience and not the underlying technologies"
—Garrett Camp

Learning Expectation:

I expect to learn who Garret Camp is and what his relation to the StumbleUpon website. I also want to learn and know how StumbleUpon.com started and what it is for, how it was thought of and who thought of it.

Review:

People most often search either on google or yahoo to find sites according to your search. But the flaw of these search engines is that the top results of these search engines do not often bring up the best sites or most appropriate site. Thus search engines don't actually give you the best results but only maybe the most linked or popular. But there is a website that can give you the best result that you want. This site is called StumbleUpon. StumbleUpon allows a person to share interesting sites that one has stumbled upon already and at the same time it helps someone to discover sites that others have not seen yet nor found. StumbleUpon also has a community in which it is used to gather positive and negative ratings by people to help sites that are good in the likes of people to be on the top while others that do no rate good to sink down. In result, there is a little use of tagging and categorizing which is good since it saves time and also you can find sites quickly that others have recommended also. StumbleUpon also has add-ons in IE and Mozilla to be able for people to easily recommend a site. And currently as stated here, there are about 4 million people contributing and recommending. The purpose of this site is to show interesting sites and things on the web

The man behind StumbleUpon is Garret Camp. He is both the founder and chief product officer for StumbleUpon. It has already been seven years since he started helping other people share the sites they have stumbled upon. They were based in Canada and he was in graduate school for 4 yrs until 2005 and at the same time he was also working with the StumbleUpon. After graduating the company transferred from Calgary, Canada to San Fernando in January of 2006. From there, everything grew from 3 people to 20 people working today. The site now has more than 4 million registered users and the sole purpose of it is to enable personalized content discovery. He said here that they are not trying to replace search engines or become a search engine but they just want to be a discovery tool for you to be entertained or to discover something that is interesting. They are more focused on discovery and they are actually the leading companies who do this.

In his interview he said that the web 2.0 is much more interactive compared to the web 1.0. What he means is that sites have more interaction to their users at the same time

there are already communities to add to it including profiles, reviews, ratings and user generated content. This feature is being asked and get for it to be added to websites. He also added that if there was no open source then it will be hard for them to start on what they are working on. He also said that the semantic web is a great idea but the problem about it is that it never been adopted publicly. He also said here that personalized search has not yet been done nor taken off and today if a person has an idea that he or she wants to experiment and try it, it will not be hard anymore and at the same time it doesn't cost much as well. He also said that software as a service is only a marketing term.

Lessons Learned:

What I learned from this chapter is that one must think of ways of doing things innovatively and more efficiently and effective than what is already out now. We must be able to fill in to those needs and even to those that have not been identified as needs.

WEB 2.0 HEROES

CHAPTER 16: RODRIGO MADANES: SKYPE

Quote:

"The most important thing is that even though we felt in the '90s that the Internet was having a big impact in people's lives, we're seeing in this decade that it's reconstructing a lot of industries and shifting a lot of value around while improving people's lives."
—Rodrigo Madanes

Learning Expectation:

I expect to learn who Rodrigo Madanes is and what his relation to the Skype website. I also want to learn and know how Skype.com started and what it is for, how it was thought of and who thought of it.

Review:

Skype is a website that is considered as a web 2.0 site and company. The main feature of Skype is to be used to make phone calls to other people through the use of peer-to-peer technology. People can use skype to call other skype members for free of charge and call other people in to their mobile phones and pay it at a small amount. Skype was made for people to easily call other people where ever and whenever they are. For skype, location didn't matter at all. Unlike any other website Skype doesn't only require a person to have an internet connection and a web browser for a person to run their program. People also have to download a program and install it to your pc to be able to use their feature and call someone. The downloaded program is easy to use just like any other instant messenger programs like ym, gtalk, and msn messenger. The ordinary voice calls is just about voice communication but Skype has many other features as well. They also have a chat and video feature. Skype is a software where people can use for free all over the world. And in the version 2.0 you are also able to have a video call with each other. Skype is all about calling people using the internet and yet it should be easy to use.

The one behind Skype are Nuklas Zennstrom and Janus Friis. They both founded Skype in 2003. After that a number of people have joined them and one of them is Rodrigo Madanes. He is the one who leads the product strategy of Skype. He knows a lot of topics like user-centered design, virility, disruption and others. He is a technologist and has been in the industry for 15 years already. He also has a PhD in a flavor of human interaction which is about studying of how people use computers and how to making them much more friendly. He has also worked as a product designer in Skype which the main purpose of it is to make Skype's interface friendlier. And now he is working as a chief product strategist whose main responsibility is to look and see where they can take the products to.

In his interview, he said that web 2.0 is a complex set of technologies and enablers. He said that it is the rebirth of web innovation after the dot-com bust in 2002. It triggered

the use of technology and mass users of broadband that lead to increase communication of people, watching of videos online and having a very interactive web pages around the world. He said here that innovations focus on rich interactions between people. There are different rich interactions between people and some of them are voice and video calls, social networking, the ability to share tv and video clips and musics, etc... He also said here that telecommunications is at the beginning of what will be a longer transformation. He said that one of the reasons that he likes his work is that all the benefits he gets are real. He also said here that people don't tend to see how the web is getting more homogenized and more easily 'cut and paste'-able. He said here that people have seen a lot more benefit to consumers in this phase and a lot more lagging response behind passing these benefits on to enterprises. He also said that people were shocked that this could be easy and it could just work

Lessons Learned:

What I learned from this chapter is innovation. People should always look for something new and innovative to solve simple problems and to be able to have a more efficient way of doing things.

WEB 2.0 HEROES

CHAPTER 17: ROD SMITH: IBM CORPORATION

Quote:

"Web 2.0 is about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they've ever had before."

—Rod Smith

Learning Expectation:

I expect to learn who Rod Smith is and what his relation to the IBM Corporation. I also want to learn and know how IBM Corporation started and what it is for, how it was thought of and who thought of it.

Review:

The company International Business Machines or better known by most people as IBM is a company that has been around in the computer and technology industry for a very long time already. And it is stated that they were already in business for about a century ago in 1911. But they started even before the 1911. The IBM Company focuses on my areas in the products and services of the computer and technology industry. They are well known in the mainframe area and is a big proponent of Open Source, Linux and much more as well. And it is said that a whole book will have to be done to show what they have accomplished in the past and what they are doing in the present.

There is a person that should be talked about when you want to know about the emerging technologies in IBM and that person is Rod Smith. He is the Vice President of the emerging internet technologies in IBM. He stated in his interviews that blogs wikis and innovative sites like Wikipedia and google maps are going to change the way that productivity applications are developed. Being said that, he is much more worthy to hear about what he has to say about the web 2.0 according to this chapter. He was the leader in the IBM's emerging internet technology initiatives since 1995. He was also the JAV CTO and was thinking about how they help grow Java from being just a language into an open middleware platform that would garner broad industry adoption. His team was also a very involved in Open Source specifically in the Apache Foundation and open standards around application and data interoperability. They were very early innovators in XML providing the early W3C standards-based parser to an Apache Project. This evolved to an open distributed computing standards and technologies such as the SOA which is a loosely coupled programming model architecture enterprises are embracing. He said that all of that is to set the stage for work that they are doing today in the web2.0 and enterprise mash-up areas. Internally, they were referred to as the clue train since they are responsible for collaborating broadly in the industry on shaping emerging standards and technologies which

are sizing up the potential business value by working closely with customers to get early feedback and guidance.

In his interview, he said that today with web2.0 people can come back to vendors quickly and engage them at a business level. And now, people are seeing IT and the line of business side really collaborate. He also said here that it doesn't take 18 months to respond to a new opportunity and that some innovations will be successful business-wise and some will fail which is a good thing. He also mentioned here that application don't have to live forever. They're disposable. He said here that the web 2.0 really is empowering and can help transform IT and line-of-business relationships.

Lessons Learned:

What I learned from this chapter is that the IBM company has been working for the computer technology industry for quite some time now and that they bring innovations into there products and services and for me to be able to apply that concept to what I do in life and that is to also apply and use technological innovations in use and to my advantage.

WEB 2.0 HEROES

CHAPTER 18: TIM HARRIS: MICROSOFT CORPORATION

Quote:

*"Enterprises want to take advantage of the social and collaborative aspects of Web 2.0 but don't necessarily want the business models of Web 2.0 shoved down their throat."
—Tim Harris*

Learning Expectation:

I expect to learn who Tim Harris is and what his relation to the Microsoft Corporation. I also want to learn and know how Microsoft Corporation started and what it is for, how it was thought of and who thought of it.

Review:

Most people who uses computers know the company Microsoft and their products they give to customers. Microsoft is a company that everyone in this world has been heard and mentioned. They are the creator of the leading web browser which Microsoft's Internet Explorer. This means that everyone or anyone working with the web 2.0 or the web in general which is also likely to be fully aware of Microsoft. Even if other people say that a pre-web company such as Microsoft can't fully understand web 2.0, there are more that are likely to say that they are involved in any major current technology. And today, Microsoft is showing itself as a big player in the web 2.0 market. They have developed some of the key tools people are using to develop the web 2.0 website being a tool maker. This includes their ASP.NET AJAX control toolkit and extensions. A newer tool provided by Microsoft also can be considered as web 2.0 website which is Popfly. Popfly is an interactive website in which people can develop their own or to create a mashup using building blocks created from other websites. You can also interact with other and share you creations as well which is at the same time is very important also. But their best web2.0 website thus far might be LiveSearch. This is a portal in which is also a starting point for a number of features that are generally considered Web 2.0. Live Search enables people to find mail, messaging, blogging, and many other social features as well.

There are many well know people in Microsoft such as Bill Gates, Steve Ballmer and Ray Ozzie. But if you want to know about the details in specific areas then it is better if you go to talk to a person who is directly influencing the technology who is Tim Harris. He is currently working as a product manager in the developer and platform evangelism or the DPE group in the server and tools division of Microsoft. This position lets him give some good insights about what Microsoft is all about and what they are doing and where they are heading in the future.

It is said here in his interview that people have a tendency to put web 2.0 in the so called browser bucket and say that if it is not running in a browser then it is now web2.0. It is also stated here that there is no consensus in the industry of the web2.0. He also

mentioned here that it is hard not to say that the web 3.0 has already jumped the shark. And that it has taken almost 10 years for the web 2.0 to come about after the technological underpinnings were put into place.

Lessons Learned:

What I learned from this chapter is that if I want to know something in detail and that it is very important then the I should look for the person who has the most knowledge in the topic and with the most experience for me to be able to know a lot about it.

WEB 2.0 HEROES

CHAPTER 19: BOB BREWIN & TIM BRAY: SUN MICROSYSTEMS

Quote:

"Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday."

—Tim Bray

Learning Expectation:

I expect to learn who Bob Brewin and Tim Bray are and what their relation to the Sun Microsystems is. I also want to learn and know how Sun Microsystems started and what it is for, how it was thought of and who thought of it.

Review:

Most people has already heard of Java and the Java programming language and also the company behind the programming language which is the Sun Microsystems, Inc. Sun is actually involved in hardware, Operating systems, programming languages and more using the slogan "The network is the computer". When it comes to web technologies, the java language and other initiatives that have occurred have been deeply involved with what is happening on the web. Their work in hardware and operating systems has also given them perspectives, and are worth nothing in regard to the web also.

There are two people in Sun who has the title of distinguished engineer at major software companies. They have 2 different perspectives towards the web2.0 and yet they are both interesting at the same time. One of them is Robert Brewing which is a distinguished engineer and the chief technology officer for software at Sun Microsystems. He has been responsible for developer products and application platform including the Java platform, mobility, enterprise software, and business-integration products. He has been chief architect for Sun's developer tools portfolio, where he led in such initiatives as strategic enhancements to the NetBeans IDE, the creation of Java Studio Creator, and more. He is responsible for Sun's role in Web 2.0 technologies. The other person is Tim Bray. He launched one of the first public web search engines in 1995, he co-invented XML 1.0, and he managed the Oxford English Dictionary project at the University of Waterloo from 1987 to 1989. He served as a Tim Berners-Lee appointee on the W3C Technical Architecture Group from 2002 to 2004. For Sun Microsystems, he is the director of web technologies.

It is said here that people have a tendency to put Web 2.0 in the "browser bucket" and say that if it is not running in a browser it is not Web 2.0. Web 2.0 is a leveling of the playing field where the players are all equal. It is all about empowering the people at the edge to contribute to the richness of the Net. The things that make the Web interesting these days are the things coming in from the edges, not the things coming out from the center. Enterprises need to think a lot about how they are going to succeed in a world

where they no longer control the flow of information. They need to surf and ride on the flow of information rather than trying to fight it. Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday. It is really dangerous to identify Web 2.0 with a particular technology. There are some hot Web 2.0 sites that are really Web 1.0 in their technology. There may be cases where directly implementing Web 2.0 technology may not directly drive revenue ideas and ROI, but looking at the larger picture, it is phenomenally huge. If you look at Web 2.0 features and consider the number of people that might potentially want to participate, then we are just beginning. The traditional approach where you write big software-licensing checks now and then derive the business value for it 18 months later is getting increasingly hard to sell. One of these really defining characteristics of the new-style web applications is that "time to market" is very important.

Lessons Learned:

What I learned from this chapter is that it not only important to look at the web in the center or at the core but also at the edges which are the extras that bring beauty to the web. It is important these days that you should be able to quickly and efficiently produce something that you can offer to the public with quality at the same time.

WEB 2.0 HEROES

CHAPTER 20: MICHELE TURNER: ADOBE SYSTEMS INCORPORATED

Quote:

"[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with "Web 1.0" to enable extremely rich experiences now, that we couldn't do back in the day."

—Michele Turner

Learning Expectation:

I expect to learn who Michele Turner is and what her relation to the Adobe Systems Incorporated is. I also want to learn and know how the Adobe Systems Incorporated started and what it is for, how it was thought of and who thought of it.

Review:

When you use the web, there is a chance that you know Adobe Flash and if you know flash then you also know some of their products as well. Also, most people also use adobe reader to read files in pdf format. But adobe is more than just the flash and the reader. They also have coldfusion, dreamweaver, photoshop and other products available in the market. These products are tools for designing, publishing, developing and others. Only a few companies are able to boast about the 98% market share and adobe is one of them. There is also a few companies who is able to target both designers and developers and yet adobe was able to do so.

The person who interviewed in this chapter was Michele Turner. He is an executive from Adobe and brings a vast amount of knowledge as well. She has worked from various companies like Netflix in which she was vice president for product marketing and design. She has also worked for AOL as the senior vice president as well as a general manager for development. She also did some Web2.0 startups.

It is said here that all of this technology was there since Web 1.0, but the content wasn't. Until we made the content compelling, it really didn't takeoff. Now with Web 2.0, it is about giving a lot of control back to the user and leveraging that infrastructure that was built with "Web 1.0" to enable extremely rich experiences now, that couldn't be done back in the day. Flash Player is on 98 percent of all desktops worldwide. Adobe can update a new version, a new rev, of the software to 85 percent of all desktops within nine months. It does this by content pull. What other software product can do this? An RIA really provides a much more effective user experience and just makes the whole process of getting through a massive amount of so much easier for a user. That is what is important about these technologies, whether it is AJAX, Flash, or Silverlight designers or developers are making the checking of massive amounts of data so much simpler. Pieces of Web 2.0 such as user-generated content, better community support, better personalization, the ability to go in

and select what is wanted and to cull out all the stuff not wanted—this is all being incorporated into the major sites today. The trends in the consumer space are towards much cleaner, more effective patterns and user designs that are coming out of Web 2.0. The whole service-oriented architecture that has been invested in can definitely be seen driving Web 2.0 into the enterprise. We definitely don't see SaaS as a fad, but as where software is going to a large degree. As much as we'd like to say Wi-Fi is everywhere, it just isn't. Just look at how often your cell phone fails. That is very mature technology and it is not consistent. Online/offline support is going to be very important for the foreseeable future. We are on the edge of this really, really exciting time with web-enabled desktop applications.

Lessons Learned:

What I have learned from this chapter is that it is important for us to be able to be flexible in everything that I do and at the same time doing it well. Because just like adobe, they are very flexible in their products and service that their products are being patronized by people.

REFLECTIONS

MARKETS ARE CONVERSATION

In the past, people who travel from different places around the world goes to these so called "markets" to buy and sell different products they have like food, clothing, fresh spices, silverware, and others alike. But the main purpose of these people who goes to these markets is to talk with other people. They tell different stories of what they experienced and what they have seen from their travels. This is the purpose of markets; a place where people go to talk with other people or to converse with other people. People have to convince other people in the market to buy their product. And so, what they do is they tell different stories that would attract buyers to buy their product. But people just don't tell other people about their experiences nor convince them to buy their products, they also like to converse with each other to share their ideas and thoughts on certain topics. By doing this they learn new things that they can use to their advantage in the future.

In our present time, these kinds of scenarios are still going on. But now, markets are now evolving. The traditional market is fading away because of technology. Markets now can be found in the internet. People now go to the web to talk with other people and share their ideas about anything and everything they know and read about. Not only do people uses this technology but also companies. They use the web to learn and get ideas on what their consumers want or need. From those ideas, they use it to their advantage and build a product that originally came from those people who have been talking or blogging their ideas. Companies also get ideas from other companies and vice versa. This is all because markets are full of creative ideas and thoughts that came from people who converse and talk with each other.

MARKETS CONSISTS OF HUMAN BEINGS, NOT DEMOGRAPHIC SECTORS

Markets no matter where it is are composed of people. People go to these markets to buy what their needs are. Some also go there to sell whatever products or services they can offer to other people. But there are different people coming from different demographic sectors of the community who goes to these markets. People who go to markets have different age, financial capability, education attainment, nationality or race. But all people no matter what demographic sector they are in are still human beings. This means that no matter what demographic someone came from, all of them have their own needs and wants that has to be satisfied. And what those people do is all of them go to the market to buy those things that they need or want. But there is one thing that has to be checked first. And that is if the market offers those products or services that people from different demographic sectors needs or wants. Thus, the market should be able to have products that all people can consume. And it is up to those companies which sell products and services to provide them. Companies must be able to provide products and services to all people, no matter what demographic sector they are in, since all people have their own needs and wants. Companies must not focus on just a specific demographic sector but focus on all the people in the market. Companies must be able to grab the opportunity to have a product or service that would serve all people to have a huge market. And if they do grab the opportunity, the rewards that these companies will get in return would also be great.

CONVERSATIONS AMONG HUMAN BEINGS SOUND HUMAN. THEY ARE CONDUCTED IN HUMAN VOICE.

People, anywhere or everywhere in the world, likes to talk and have a conversation with other people no matter on what language they are conversing with. When people talk or converse with other people, they might be on different languages or they may speak in different ways. But there is one thing that all people should always bear in mind. That is that all of us should speak "humanly". What "humanly" means is that no matter how we speak or what language we speak, those words that are coming out of mouth should sound human. A way for us to "sound human" is when we speak to other people, other people must be able to comprehend and understand easily what we say. We must talk in a way that people will understand pretty well what we want them to understand. But sometimes, we tend to forget this. Sometimes when people talk, people tend to speak in way that the person one is talking to cannot comprehend or understand what you are trying to say no matter on what language it is. The words used may have been too deep to comprehend or it might be too technical for the person one is talking to understand. Or the way one speak sounds like so "formal", that when one speak to someone, one can easily distinguish that something is wrong on the way one speaks, as if he/she isn't himself or herself.

In addition to the quote of markets are conversation, since markets consists of people then people in the market should also sound human especially those people who are trying to sell their products. Those people tend to speak in a "scripted" way. What this means is that those people talk to people that is too repetitive or so formal that people sometimes don't take your words seriously. This is because people are smart; they know when you mean something and when one is just saying something because one has to say. And so, for people to be able to sell their products better, they should be able to speak and sound human so that it will sound like one means what one is trying to saying. And if people know when one means on what one says then people will be able to believe and maybe get someone to buy the product.

WHETHER DELIVERING INFORMATION, OPINIONS, PERSPECTIVES, DISSENTING ARGUMENTS OR HUMOROUS ASIDE, THE HUMAN VOICE IS TYPICALLY OPEN, NATURAL, UNCONTRIVED

All people like to talk with other people with just about any topic they know. They can have a conversation face to face or in the phone and now in the internet. They like to talk to share with other people what their ideas, experiences, opinions, feelings or thoughts are. But no matter where people do their conversation or what they are talking about, the way people should talk should be simple, understandable, can be easily comprehended and natural. When people speak, we speak our heart out. Meaning whatever it is we are saying, we must always speak in our own voice. Whenever we say something, it represents our "own" ideas or feelings. There is always something "us" in our words. Thus all the opinions we say makes it unique.

What we say should always be open, natural and simple. This means that if we have something to say we say it without any regrets. We say because we want other people to know about. It is natural since people can easily understand and accept whatever it is that one is trying to say. It is simple for it to be understood easily by the people one is trying to talk to. Yet, some people tend to forget these three things. Some people tend to talk the opposite way around. Instead of being open, people tend to lie instead of being open. People tend to be formal instead of being natural and lastly some people tend to talk technical instead of being simple.

PEOPLE RECOGNIZE EACH OTHER AS SUCH FROM THE SOUND OF THIS VOICE.

Human beings are unique. Each of us has our own unique characteristics, personalities and physical attributes. People are identified that way. People may have similarities with other people but still one can tell them apart. Even twin, even if they look exactly the same, they can be told apart maybe through their personalities or just the way they do things. They may look the same but there are certainly differences between people. Two people cannot be exactly the same. You can certainly tell them apart. For example, the shape of the eyes, the height of an individual, the tone of the skin, the style of the hair, the way one speaks, etc... but certainly if one have the same characteristics as another person, if you look them as one you can see the difference between them like even if they have the same height, they might still be different in some other way like their skin tone or their facial structure. One way to distinguish one from another is through the voice. Somehow we are able to determine who the person we are talking to is even if without even seeing the person in front of us. For example is when we answer the phone, without even asking who the person on the other end of the phone is we can sense who the person we are talking to right away. This is because somehow our voice is different from one another and that our voice represents our uniqueness. Our voice enables people to easily determine who we are if even they don't see us. Our voice tells people about who we really are.

THE INTERNET IS ENABLING CONVERSATIONS AMONG HUMAN BEINGS THAT WERE SIMPLY NOT POSSIBLE IN THE ERA OF MASS MEDIA.

During the era of mass media, the market was controlled by the producers, the companies, the businesses. People didn't have a say on things. Mass media was used by those who controlled the market. Meanwhile, the ordinary people can't do anything about it. The media was used by those who controlled the market to show advertisements. Media was used to show different commercials made by business minded people to show what their products are to the public, to the customers which later became consumers because of mass media. Ordinary people were too amazed by how companies market their product that they patronized it. People had no idea about the product they are buying except what the companies have to say about their own product. Of course, all companies say is the good things. The bad things are left out and are not said to the public. But then people always wanted knowledge. People wanted to be informed of everything. They want to know everything they are interested in. The era of mass media was not the time for people since only companies had the voice. But then the technology of the internet came. The internet became the place that people have been waiting for a long time. It was the place that they couldn't get during the mass media era. The control over the market now changed from the companies to the people. During the mass media era, people can only listen to what the company has to say. By the coming of the internet, people had little care on what companies and businesses have to say. They are now more interested on listening what other people have to say. People learn more on other people and the information that they are able to get are real and complete. Whatever the comment of the people is either good or bad, they will still share it since that was their opinion.

HYPERLINKS SUBVERT HIERARCHY.

We are able to see hierarchy in almost everywhere. We can see hierarchy in houses. We can see hierarchy in schools. We can see hierarchy in the government. But most obviously we can see hierarchy in businesses or companies. Companies have the so called organization chart. This represents the hierarchy in a company. Whoever is on top of the chart is the most powerful. He/she who is on top has the power. He/she is able to manage everything, control everything. Hierarchy lets a person to supervise and run whoever is below that person. Hierarchy is a way in which people can manage things. It is a way that people want to have because of the power it gives to whoever is on top. It represents power and control. The people who are in the bottom-most part hierarchy have no more to control but themselves. They have no way in which they can know things except through who are in their own level. Companies use hierarchy to manage their employees. They use hierarchy to keep all things in control. They want it to know what their employees are up to. They are afraid even knowing only that hierarchy will be gone. And because of the internet, they should be afraid. The internet has a way to challenge hierarchy. It is called hyperlinks. Hyperlinks let one to access information just with a click of a mouse. Unlike in a hierarchy people can only get information to those under them or to those in their level. But in a hyperlink, you now have connection to all information that you want. Connection is very important. And for a business, connections are vital. And now through hyperlinks hierarchy is starting to fade out.

IN BOTH INTERNETWORKED MARKETS AND AMONG INTRANETWORKED EMPLOYEES, PEOPLE ARE SPEAKING TO EACH OTHER IN A POWERFUL NEW WAY.

People love to communicate and talk with each other. Conversation started even at the start of time. We talk to people every day with just about anything or everything that we can think of. But conversations that are real and true among people are hindered because of companies. Companies control the conversations among people. People are not able to speak out what they want to say. They now have to speak in a formal way, a way in which the conversations among people have to be in a way the companies would like or would prefer. The topic should not carry any bad images to the company. They need to ask for permission to do this. They have to ask permission to do that. Practically, they have to ask permission to everything they do or say in work. Companies even release memos or the like just to tell information to the employees. They could not say anything against what they are told to do. They should follow it without any questions ask. And as for the ordinary people, companies like to limit what people what people will know which they will only know the "good" things. But these kinds of scenario have not to be afraid anymore. Because of internets and intranets, people are now able to speak more freely without anyone limiting them. There are different ways to talk to other people through the net. Examples are chats, emails, blogs, websites and others more. But basically all these tools do is to let people start a conversation. A conversation was once missed by people and is now being used by people.

THESE NETWORKED CONVERSATIONS ARE ENABLING POWERFUL NEW FORMS OF SOCIAL ORGANIZATION AND KNOWLEDGE EXCHANGE TO EMERGE.

Conversations among people are alike. They share ideas, information, experiences, opinions and whatever they want to share with other people. But what is evolving or changing is the way these people converse or talk to each other. The medium in which these people talk to other people changes in time. At first people used pictures and sculptures to convey or to send information to other people. Then people learned to talk and have a conversation face to face through words. People who cannot speak can still communicate to other people. They are able to use sign languages to communicate with other people. Two people who are away from each other are still able to communicate through telephones and mails. But these ways takes a long time before people will receive whatever it is you want to say to someone especially if two people are so far away. But there is now the internet; people are able to communicate as fast as possible, as fast as if they were only talking to people in front of them even if they are in two places far from another. The fastest way to communicate in the internet is through chat. Chat lets you talk to a person in a "real time". This means that the messages you sent out is being received right after you send them out. It is as if you are talking to a person who is in front of you. And since people want to be connected with their friends always, the internet also provides us a way to stay connected with them. There are community websites like friendster and multiply that are able to connect friends and share photos, blogs and many more. With the introduction of the net, new ways of communicating to people is available. And certainly, there are still more to come.

AS A RESULT, MARKETS ARE GETTING SMARTER, MORE INFORMED, MORE ORGANIZED. PARTICIPATION IN A NETWORKED MARKET CHANGES PEOPLE FUNDAMENTALLY.

The introduction of the social networks to people has been very good. People used these social networks to their advantage. People have changed their usual way to socialize and communicate and that they have easily adapted this technology. In return, they are getting smarter, more informed and more organized. They are getting smarter because these social networks are a good source for different things to learn about. There are different topics that are interesting that you might want to learn and you can find it in social networks. They are getting smarter since because of social networks they are able to learn what is in trend. They are now able to know and decide what to buy and what not to buy. Through social networks, people can learn from what other people's experience since you will be able to know what they think about something or what they experienced through their blogs. Through these social networks, people are getting more informed. By using the internet, people can get the information they want just with a click of a button. There are many resource materials in the net that are very useful especially for researchers and students. It is so easy to know what people are doing using the net. There are also websites that lets you see what they are currently doing or what is the latest thing they are doing. An example of the site is twitter. They are also more organized because people can now be connected with other people easily. There is no more need for people to keep records on where their friends live or how you can contact them. All information to contact them can be found easily in the social websites. The bottom-line is the way people do things typically changed because of these social networks.

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.

When companies advertise or market their products, they tell all kinds of good things that the product does for you. They tell what the benefits it can do are. They also tell what materials or ingredients they used that are natural and that it does this effect to your skin or any effects that are still good. They also give percentages such as 99.9% that a product will take out germs or bacteria. They even use celebrities to endorse their product and that they say that they have used the product and liked it and that the product works. The bottom-line is they only give information to people that are good and that they don't give honest opinions. Companies do these to add value to their product. They do these for people to try out their product, buy them and patronize them. But people are getting tired of these things. What they want is honest opinions. What these products truly do. They want to know if it has any harmful effects or any bad things about a certain product. They want to know the truth. People can get the truth in the internet, in social networks. Since social networks are able to connect people and that the internet is a place in which people can say whatever they have to say or opinions they have, this is a great place for people to know what the truth is. People in the net are able to say whatever they want to say about a product. They can praise it. But most importantly they can talk things bad about a product. And since it is the opinion of people who are consumers, it is more likely that people will believe them compared to what companies are saying. People listen more to what other people wants to say. This is because people simply say whatever is the truth and there nothing to hide.

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.

In the internet or specifically in social networks, people are able to say whatever they want to say. They are allowed to freely express what they want to say to people. Whether it is a good thing or a bad thing, people will always talk and express their ideas or experiences. People say everything they want to say and they need to say. But companies do something else. Companies don't say everything that is needed to be said in public. They hide the truth from the public. They keep secrets from the people. They don't tell people the "bad side" of the story or for them the products that they sell. They only tell what is good or what good their product can do to us, to people. No matter what they tell us, people still are able to think. They want an honest opinion. They want to know everything about the product. They need to ask someone who knows or who is really using that product. The one they are looking for is people themselves. Since people use these products, they will know everything. They will know what it will do to you, what good it does, what benefit it gives and even what are the bad things it can give to us. The bottom-line is people want to know what a product can offer may it good or bad based from experience. And in social networks like forums and chats, people will really tell whatever it is they have experience with a product no lies, no secrets. They will tell it all.

WHAT'S HAPPENING TO MARKETS IS ALSO HAPPENING AMONG EMPLOYEES. A METAPHYSICAL CONSTRUCT CALLED "THE COMPANY" IS THE ONLY THING STANDING BETWEEN THE TWO.

Markets consist of people conversing with each other. People are still the ones who are running the markets. But companies and businesses want something else. They want to be the one who is controlling the market. Companies want to control everything. They feel powerful when they do. They will try everything and they will do anything just to control and manage the market. By doing so, they will also be able to control the people. They will be able to control what they buy and consume. But markets have a way to protect themselves from companies. No one can control them. They are free. There are still who are being controlled and manage by these companies. They control their employees, their workers. Employees are under the system or the hierarchy of the company. They cannot escape it like markets can. If they do, something bad will happen to them. Even so, employees are also people. These employees under the companies are the same as the people in the market. They want to speak out. They want to say what they want to say. But they can't because they are being hindered by the company they are working at. But because of the internet and social networks, employees are able to connect themselves to the market. They are able to speak to people who are outside the boundaries of the company. They can no speak freely. They can now say what they want. They can even promote the company. If only they know that their employees can be a good representative on behalf of them to markets which they would trust. But they don't because they are so caught up with controlling and managing everything that they often overlook this possibility.

CORPORATIONS DO NOT SPEAK IN THE SAME VOICE AS THESE NEW NETWORKED CONVERSATIONS. TO THEIR INTENDED ONLINE AUDIENCES, COMPANIES SOUND HOLLOW, FLAT, LITERALLY INHUMAN.

People have their own voices. They are unique. It represents our ideas and sincerity. The voice doesn't only mean the tone of our voice. It describes the way we speak, how we convey or transfer the information from us or our own words to the one we are talking to. Even if we can't see the person we are talking to or even if we don't hear the tone of the voice of a person, we can still tell the person that said the message because it is unique. And in social networks we do so as well. This is the reason why other people believe in what we say more rather than what the company says even if they are the ones who made a product or service. This is because we sound sincere and we sound that we are telling the truth. There is nothing fake in what we say, no lies, and no secrets. But companies are different. Companies, when conveying a message, sound hollow or flat. This means that they sound like they are not sincere. It is hard to understand what they are telling because sometimes companies use deep words that are hard to comprehend by simple people who really are the consumers of the product. Companies try to convey their message through tv, ads and jingles but still somehow it still doesn't work that well for people. It still doesn't sound "human". They only sound like they are trying to convince them to buy a product and not actually tell what their product is. The companies' voice seems there is no meaning behind it. They sound monotonous nothing human about it.

STATEMENTS AND BROCHURES — WILL SEEM AS CONTRIVED AND ARTIFICIAL AS THE LANGUAGE OF THE 18TH CENTURY FRENCH COURT.

The voice of the company is important for it represents their identity in the market. But the voice of the companies sounds very much identical and monotonous. This means that people will be less interested in your company since it doesn't sound true. The mission vision statements of companies should say or tell what their long term goals are. That should be the basis or the guide for their strategies and plans. It should be the basis of everything they do. The mission vision just like their voices and brochures should be easily understood by its employees and all the people who will read it. But somehow, the mission vision of some or even most of the companies are hard to understand. It is either their mission vision is too long or words that were used were too deep or sometimes even both. This results into people not understanding their mission vision. And even their employees are not able to know or memorize it. As much as possible it should be short and the words that should be used on it should be easily understood or easily comprehended and even memorized by not only the employees but also by the people. Having a mission vision that is understandable and could be comprehended by everyone it will result into better focus of the employees since they will be able have a guideline on what they should be doing. But as of now, most of the mission visions are still not comprehensible. If these go on, the voice, the mission vision, and the brochures of the company will likely be compared to an 18th century French court, which are I think are boring and sounds so formal and not-human.

ALREADY, COMPANIES THAT SPEAK IN THE LANGUAGE OF THE PITCH, THE DOG-AND-PONY SHOW, ARE NO LONGER SPEAKING TO ANYONE.

According to Wikipedia, a dog and pony show is a term which means “any type of presentation or display that is somewhat pathetically contrived or overly intricate, or put on for purposes of gaining approval for a program, policy, etc.” This term for me says that when something is described as a dog and pony show then the one being described is so fixed or monotonous and is not understandable. This means that to whomever the one is being described, as a dog and pony show, thinks that the company is very hard to be understood and people will more likely be annoyed and stop listening to you. Companies, even from the start, have been always talking, speaking to their market. The thing that is problem for them is that how they speak or how they convey their message to the market or to the people. For years now, they have been conveying their message to the public through mass media. But they still speak in a dog and pony show way. This means that the companies’ messages are just too hard to understand sometimes. If not the message is too obvious in a way that it is too fixed. There is no sign of being “human”. It sound as if the message is not real or the company is just fooling you or the message is just too long or hard to comprehend. If they still continue this kind of way of talking to the market and even to the people then there won’t be any more people who will listen to what they have to say or to what they want to say to the people.

COMPANIES THAT ASSUME ONLINE MARKETS ARE THE SAME MARKETS THAT USED TO WATCH THEIR ADS ON TELEVISION ARE KIDDING THEMSELVES.

Even before the internet came to be, the businesses and companies advertised their products in radios, billboards, posters and most often in the televisions. People watch television all the time. It was the most famous way to pass time fast and people enjoyed watching television shows. Hence, it became a good place for companies to release their ads. This is because almost all of the people have a television or watches television shows. Having that many people is a great market. And to add more to that, the people who watches their ads on the television are easily attracted by the ads. They are easily persuaded by the jingles. They are easily persuaded by the people or most often the celebrities who are endorsing the products to buy the product that is being endorsed. This market was easy to handle. Companies were able to control the market. But the market in the internet is in a different league. Companies shouldn't think that the market in those who watch ads in the television and the market that use the internet are similar. They are totally different. The people using the internet are more open. They cannot be easily fooled. They think of everything there is to know about a product including the bad things. They are more open to communication also this means that they are able get more information about a product through communication and talking to other people and most importantly they believe more on their peers rather than what the company has to say.

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.

COMPANIES ARE STILL FOCUSED ON THEIR OWN. THEY ARE STILL THINKING THAT THEY ARE STILL IN THE ERA OF MASS MEDIA IN WHICH THEY WERE ABLE TO CONTROL THE PEOPLE AND THE MARKET. THEY ARE STILL THINKING THAT THEY DO STILL CONTROL AND MANAGE THE MARKET AND THE PEOPLE. THEY THINK THAT NO MATTER WHAT THEY SAY TO THE PEOPLE, THEY STILL BELIEVE THAT THEY WILL STILL BELIEVE THEM AND THAT THEY ARE NOT ABLE TO THINK OF THINGS THAT COULD RUIN THEM. BUT THEY ARE WRONG. BECAUSE OF THE INTERNET, PEOPLE ARE NOW ABLE TO COMMUNICATE WITH EACH OTHER USING NEW AND INNOVATIVE WAYS. BECAUSE OF THE INTERNET, PEOPLE ARE ABLE TO CONNECT WITH EACH OTHER MAKING A WIDE COMMUNITY AND CONVERSATIONS. BECAUSE OF THE INTERNET, PEOPLE ARE GETTING SMARTER THAN NEVER BEFORE BECAUSE NOW THEY ARE ABLE TO GET KNOWLEDGE FROM THE INTERNET AND AT THE SAME TIME FROM OTHER PEOPLE WHO USE THE INTERNET. THE INTERNET IS JUST A PLAYGROUND THAT PEOPLE CAN PLAY AND ENJOY INFORMATION WITH EACH OTHER. PEOPLE CAN LEARN NEW THINGS. BUT COMPANIES DON'T SEE THE INTERNET AS AN OPPORTUNITY JUST YET. THEY STILL HAVE NOT REALIZED WHAT THEY CAN GET IN THE INTERNET. THEY STILL DON'T KNOW THE ADVANTAGE THAT THEY COULD HAVE WHEN USING THE INTERNET. IF ONLY THEY KNOW THEN THEY COULD HAVE EASILY TOOK ADVANTAGE OF ALL THE INFORMATION THEY CAN GET FROM THE PEOPLE AND FROM THE INTERNET TO GIVE THEM AN ADVANTAGE TO OTHER COMPANIES WHO STILL DON'T SEE THE IMPORTANCE OF THE INTERNET TO THEM. IF ONLY COMPANIES WILL LISTEN TO THE PEOPLE.

COMPANIES CAN NOW COMMUNICATE WITH THEIR MARKETS DIRECTLY. IF THEY BLOW IT, IT COULD BE THEIR LAST CHANCE.

In the past, the only way companies and businesses to communicate to us or to their market or to the people are thru media. Media could either be a television, a radio, a newspaper, a magazine or anything the like. One thing that is the same among them all is that it is just a medium for companies to talk and converse or say their message to their market. They cannot talk or converse to their market or to the people directly. But because of the internet, companies are able to do it. They can now converse to their market and to people. They are now able to listen to what the market has to say. They are now able to know what the people are thinking. They are able to know what they want and need. All the companies or any business has to do is to listen to these conversations and use these conversations to have new and exciting ideas which can be a good and cheaper way for researching and developing a certain product. They can even talk to their market as if they are also ordinary people. This way there will be a two way conversation between the company and the market. But some companies are not aware of what is happening. If they are not aware they might are just ignoring the fact that they can converse with their market directly. By not conversing with their market directly they lose the ability to get ideas of the people and to know what they are thinking and to know what they need and want which they could have used to their advantage only if they did not ignore it and used it.

COMPANIES NEED TO REALIZE THEIR MARKETS ARE OFTEN LAUGHING AT THEM.

Companies think that the markets are composed of mindless people who will follow, believe and buy whatever it is that companies will try to say to them. They thought that these people are easily controlled. They thought that the people in the market don't think anything bad about their products. They are thinking that they will be satisfied of anything that companies will be offering to them. But what they thought, what they think, and what they will be thinking are all wrong. People are smart. They know what is good for them. And now because of the internet, they are smarter. They know better what is good for them. They know all the things that they need and they want or they have to know about the company and their products. People no longer believe on what companies have to say. People are now just laughing at them. They are laughing at how companies think of them. They are laughing because companies don't know what they are thinking. They are laughing because they have the knowledge that companies don't have. People are laughing because they know the good things and especially the bad things about the company and their product and services. This is all because of the internet. Because of the internet, people are able to know what is real or true and what is not or fake. Companies have to know these things for them to realize that they should change their ways. It is important for companies to know these for them to be able to improve and develop their products for it to be better and for it to be bought by the market and the people.

COMPANIES NEED TO LIGHTEN UP AND TAKE THEMSELVES LESS SERIOUSLY. THEY NEED TO GET A SENSE OF HUMOR.

Companies more often than not are so serious. They are so serious on getting things done. They are so serious on their plans on how they will be able to sell more of their products and earn more money and profit from the people. They are so serious on knowing what the companies have to do to be able for them to convey their message to the public, to the market, to the people. Because of all of these they sound so serious and formal when talking to the public or to their market or people. It makes them sound not human at all. They are so focused on things that make them hated by people. They are so focused on their work, on their job. They are too focused on their business plans that they forget the only plan that they need is for them to listen to what the market needs or wants and for them just to produce it and sell it to the people or the market. They need to be able to sound human if they want to do this because for them to be able to know what the people or the market wants and needs then they should be able to converse and listen to what the market is conversing about. They must relax and take it easy once in a while. Don't be so serious. Have fun once in a while. Live your life. They need to have a sense of humor. Having a sense of humor means that they have characteristics of a human after all, this is a good thing. By doing so, people will believe you more.

GETTING A SENSE OF HUMOR DOES NOT MEAN PUTTING SOME JOKES ON THE CORPORATE WEB SITE. RATHER, IT REQUIRES BIG VALUES, A LITTLE HUMILITY, STRAIGHT TALK, AND A GENUINE POINT OF VIEW.

In the previous statement that companies should have a sense of humor, what is meant by that is not for them to make jokes or make people laugh but for them sound human. Having a sense of humor doesn't mean that they have to post jokes in their websites but for people to see that somehow there is someone there in the company who sound a little less formal than usual. Getting a humor means many things. It can mean that they should have a little humility or it can mean they should talk straight to the point or it can mean they should have their own point of view or opinion on things. A little humility means that they should not boast too much of their products. A straight to the point talk means that there is no more nonsense things to say and just say what is you want to say straight to the point, no need to say anymore things that will fool people. A genuine point of view may mean that they should be able to have their own opinion or ideas on things and not just say what the company wants them to say. People will believe more on what they have to say if they talk on their own perception or idea. Recently, I attended a talk of Epson Philippine. The talk is about Epson and their new products for ordinary consumer and for commercial businesses. The only thing the speaker said was what their products specs and features and their advantage with other companies. He said it was more this and more that and all that stuff. And after sometime I didn't listen to him anymore because I can research that information in the net. He kept on boasting and boasting how good their products are. He kept on saying things over and over again and he kept on saying information not opinions. What he should suppose to do is the opposite of what he did.

COMPANIES ATTEMPTING TO "POSITION" THEMSELVES NEED TO TAKE A POSITION. OPTIMALLY, IT SHOULD RELATE TO SOMETHING THEIR MARKET ACTUALLY CARES ABOUT.

Companies always want to position themselves in the market. What I understand by this is that companies and businesses want to have a position in which they will be on the top or be the number one of something. But more often than not, companies and businesses are positioning themselves to a market that no one cares about them. They are entering a market that nobody in it cares about what the companies and businesses have to neither say nor offer. What companies should do is to listen carefully in the market. They should look for a market in which they can position themselves instead of positioning themselves in a market that is not right for them and trying hard to enter it but to no avail. Companies should I think do market research on what market would they be most effective and be most productive. They should enter a market that really cares for them, for the company or business, for their products and services. By doing so they won't be any more having a hard time to try and get the customers to buy, support and patronize their products or services. In which if they position themselves in a market that doesn't care for them then they will be having a hard time in convincing the market and the people to buy and patronize their product. A way for companies to listen to market is by going to the internet and listens to what people have to say.

BOMBASTIC BOASTS — "WE ARE POSITIONED TO BECOME THE PREEMINENT PROVIDER OF XY Z" —DO NOT CONSTITUTE A POSITION.

Some companies are saying that they are number one. Some companies are saying that their products and services are the best. Some companies are saying they have the biggest number of people who uses or patronized their products or services. And some companies say they are the number one provider of a product or service. Companies want to boast things they think they have accomplished because of their positioning on the market. Almost all companies want to say these things. Almost all companies want to have something to boast about. But why do these companies want to have something to boast about anyway? We all know that boasting is not good, but in business it works for them. They like to boast because people believe that whatever it is that they are boasting about is true. Because of what companies boast about, people are starting to believe that indeed maybe that these company or these products and services are truly the best or truly number and that what they say is real. These facts may be true but these facts do not mean that they truly have constituted a position in the market. Even if they are number one, even if they have the most users, even if they say that they are the number one or the top provider of a service, they may still not have a good position in the market. For a company to have a position they must be able to look for a market that will be right for them. Even if they are number one, they may still increase the people who patronize their product or service if they find that position.

COMPANIES NEED TO COME DOWN FROM THEIR IVORY TOWERS AND TALK TO THE PEOPLE WITH WHOM THEY HOPE TO CREATE RELATIONSHIPS.

It is important for any business, if it may be starting or if it may be growing or even if it may be declining, to have a relationship with people. Relationships are the key in any business. You must keep a good relationship to those who are important and essential in building the business and while the business is growing also. There are three relationships that must be in good terms with. These relationships are to the customers, to the business' suppliers, and also to their employees. Companies need to have relationships with these people instead of just staying close doors to any people outside of the structures of the company. Having a good relationship to their customer is the best thing they can do to earn more profit and earn customer loyalty. Having a good relationship to their suppliers is a good way to get the best quality material for the products and also a good way to get innovation and new ideas for a product. And a good relationship with the employees will increase their productivity and also loyalty to the company at the same time. All these advantages can be gained just by getting and having a relationship with their customers, suppliers and employees. But still, some companies are still not having a relationship to these people and are still closed to their own building. If companies don't have these relationships there business may decline quickly.

PUBLIC RELATIONS DOES NOT RELATE TO THE PUBLIC. COMPANIES ARE DEEPLY AFRAID OF THEIR MARKETS.

Most companies and businesses now have a public relations officer as an employee inside companies. These public relation officers are in charge of the companies so called "public relation". The meaning of public relation is the relationship of the company to the public or to the people outside the boundaries of the company structure. These means that the public relation officer of companies are in charge of communicating and/or talking to the people outside the company. This may seem a good thing for companies to communicate to other people outside their company but that still does not do it. They need to do more than that to get close to their market. They need to do more if they want to know what their markets are thinking of them. This simple act of having a public relations officer is may be to overcome a little of their fear from their market. Companies are afraid of losing their market because without it they won't have any revenue and sales. Without the market they won't be able to buy anything. So what companies do is to hire someone who could at least communicate, talk and relate to the people. But just like I said, it is not enough. These public relation officers may communicate and talk to their market but they do not relate to them. Meaning they do not understand what their market wants and needs from them. These officers are just there to "spy" on their market and to know what really is going on. But still that's the only thing they can do.

BY SPEAKING IN LANGUAGE THAT IS DISTANT, UNINVITING, ARROGANT, THEY BUILD WALLS TO KEEP MARKETS AT BAY.

Companies when talking sometime or most of the time sound boastful. They most of the time sound arrogant, distant, and uninviting. When giving a talk to a group of people, they speak as if their products and services are the best. They are saying that their product is the best out there in the market and that no other product could compare to it. They sound as if they are trying to say that their product is the only product out there in the market that you should buy, use and patronize. When companies speak like these, the people or the audience will lose the desire to even listen to whatever it is that you will be saying to them. Companies speak in a distant way meaning they speak to their audience or market in a language that most people have no idea on whatever they are talking about. Maybe that the words used are too deep or it is in a different language that the audience can comprehend. For example, company talks in straight English but some of their audience understand English only a little or even totally don not understand English. Companies speak in an uninviting way which means that the speaker may be speaking in a monotonous or a homogenous way. People don't want to hear someone speak in which it is so monotonous it is as if the person is not having fun in doing so and that he even sounds like the person is not saying the truth as if the person is just reading in a script.

MOST MARKETING PROGRAMS ARE BASED ON THE FEAR THAT THE MARKET MIGHT SEE WHAT'S REALLY GOING ON INSIDE THE COMPANY.

The purpose of the marketing programs of companies is to promote the products and services of the company. There are many ways for the company to do a marketing program. They can do an advertisement on the television, in the radio, in newspaper and magazines, and in bulletin board or posters. Another way of marketing the companies' products and services is by having an outreach programs that could increase the popularity of the company and also it helps to increase the loyalty of the people. But is it that really the purpose of marketing programs which is to increase the popularity of the company and its products and services? Or maybe the purpose of these marketing programs is to hide some information that is not that good to hear to the people. They might be doing these marketing activities out of fear that people may found out what these companies are really doing and what really are the pros and cons of their products or services. If this is true, then the purpose of marketing is really to seal the bad side of their products and services and only show and present in a good way the good side of their products and services. If we think about it well, many companies don't really show the bad side of the company. But the thing is no matter how they hide it, people will sooner or later find out about it. And especially now with the help of the internet, people will sure find out of this information since in the internet information travels fast than the usual.

ELVIS SAID IT BEST: "WE CAN'T GO ON TOGETHER WITH SUSPICIOUS MINDS."

Elvis Presley, in 1969, had a song entitled "Suspicious Minds". It is a song about two people who are deeply in love with each other. But one of them always has suspicions with the other. One of them maybe is always jealous whenever the other one is with another person. And one of the lines here is that "we can't go on together with suspicious minds." This line means that whenever there are suspicions between the relationships of two people, it will not last long and sooner or later the relationship will more likely to break. This is because in a relationship, trust is very important. Trust is the key in a long term relationship. Without it the relationship is weak and will not be able to last long. The same goes in the business. Businesses also have relationships. They have relationships with their suppliers, with their employees and especially with their customers. Customers are already building suspicion on organizations and companies. The suspicions started because of the use of the internet. Suspicious came from the different information coming from the internet and the people who use the internet as well. Because of these suspicions, people are starting to don't trust what the companies are saying to the people. People are beginning to part away from companies. The relationship between the companies and the people are now beginning to have a gap with one another. And sooner or later that relationship will break, all because of a suspicion which came from people who uses the internet.

BRAND LOYALTY IS THE CORPORATE VERSION OF GOING STEADY, BUT THE BREAKUP IS INEVITABLE — AND COMING FAST. BECAUSE THEY ARE NETWORKED, SMART MARKETS ARE ABLE TO RENEGOTIATE RELATIONSHIPS WITH BLINDING SPEED.

In a relationship, when two people want to be with each other the term for it is "going steady." But when the two people don't want to be with each other anymore the term for it is a "breakup" which is painful and very depressing. This scenario is the same as of the relationship between a company and the market specifically the people in the market. When people want the product and service of the company, it is called brand loyalty. Brand loyalty is achieved when people are patronizing the product and/ or service of the company. This is what you get in a relationship of the company and the people when both of them are attached to other. Both are benefiting from each other. This is what companies must strive for in their company; for people to be loyal to the company's brand. Brand loyalty if we put it in a relationship between two people is going steady. But then in a relation between two people, sometimes something bad happens. Relationships may start to breakup. The same goes in the relationship between the company and the market or the people. They can also breakup. This is what companies are avoiding. But you cannot avoid it. Breaking up is inevitable. And because of the internet, breaking up has become faster than ever before. This is what companies must work hard for. They should work hard for their customers not to break up with them. And the internet is one way to be able to still save that relationship. Companies just have to know how to use the internet to their advantage. And if they do, the relationship will be better than ever before.

**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? "**

Networking has become so easy these days. You can do connections to actually anything and everything you want to have a connection with at these times. Networking can also change how people relate and talk with each other. And with the internet, people and markets have been more connected than ever before. Because of the web companies are able to be connected with their suppliers, customers and also with their employees. The way businesses are doing their transactions are changing due to the internet. Companies are able to buy or purchase products in the net which is called e-purchasing and e-procurement. This way of purchasing in the internet is much easier, it is much more efficient and effective and it costs less than the traditional way of doing transactions with the supplier. The difference between these two is that you do e-purchasing when you want to buy materials that are necessary for the business to keep running but not necessary directly to the product or service but still it still contributes to the pricing of the product and service. Networking also helps the business to be able to connect with employees much better. Because of the networking power, information is being transferred much easier and faster around the company. Employers can also now able to get knowledge workers faster through the internet and websites such as jobsdb.com in which there is a database of applicants in which employers can go to and select quickly and efficiently. In the end, this will help the company to improve.

SMART MARKETS WILL FIND SUPPLIERS WHO SPEAK THEIR OWN LANGUAGE.

One of the most vital in doing a business is to have a good connection with the business' suppliers. Suppliers of the company are very important since they are the ones who give the company and the business the materials and services that the business need to keep them running and to earn money. Without the suppliers, they won't be able to start a business and no money will be earned by the company. But at the same time it is also important to find the correct supplier for your company. Some companies have various suppliers. Meanwhile, some companies only have a few and even sometimes only one supplier. The number of suppliers is not only the basis in choosing a supplier. There are also other and important criteria. And one criterion which is important is that the supplier must be able to have their own language. Language here doesn't mean they have to talk in an alien language or something but language here represents the voice and opinions of their supplier. It might be good to have a supplier that sells cheap goods but still it is better if the supplier has their own voice and language. Having their own voice and language means that they have their own opinion on things. This means they are more open and will more likely be into innovations and are able to know what are new and adapt them. If so, the company can also take advantage of this and maybe be able to be the first to introduce a product or service that is new and innovative that originally came from your suppliers.

LEARNING TO SPEAK WITH A HUMAN VOICE IS NOT A PARLOR TRICK. IT CAN'T BE "PICKED UP" AT SOME TONY CONFERENCE.

In the past quotations, the human voice is often repeated and mentioned. In the past quotations, it is also often repeated that companies must have their voice and that they should sound human. But the question is how do they do it? How will they be able to do it? What should these companies do to be able to sound human and have a voice of their own? There is no definite answer for those questions. But one thing is for sure about this and that is that it is not easy attaining the so called human voice. Having a unique voice and be able to learn how to speak with a human voice is not an easy task. It cannot be learned just by reading a few books. It is not something that you can learn from nearby parlor shops which tell stories and the like. No one has the answer for it. But one thing is for sure. It cannot be learned quickly. It is not something that you can pick up in a nearby parlor or salon by talking with the people there. It takes time and practice to be able to do it. Especially now that people are getting smarter and that they know if what you are talking about sounds human and is the truth. Having experience in talking with customers with your own opinion and ideas may also help in attaining it. And when they are able to do so and learn how to speak in a human voice, their ability to communicate with their market and to the people will improve a lot and may be it will result into building brand loyalty as well.

TO SPEAK WITH A HUMAN VOICE, COMPANIES MUST SHARE THE CONCERNS OF THEIR COMMUNITIES.

For the past few quotations already, it is repeatedly stating that companies do not have a human voice. They do not have a voice that would make them human. And so these companies should learn how to speak with a human voice. They should know how to communicate with the market or the people properly and effectively. And they can only know this if they know how to speak with a human voice. And in the previous quotation, it is said that companies will not be able to learn it quickly. It is said that companies will not be able to learn it just from anywhere. They won't be able to pick up the way how to speak with a human voice just by going to some place and talk with them. And so, how will they be able to speak with a human voice? One way for companies to be able to speak with a human voice is for companies to be able to relate with their community. The community is their market. The community is full of people who can be a consumer of your product and service. And if you do so, you can learn what they think. You can learn what their ideas are. You can learn how they speak. Companies must be able to know and share with the concerns and problem of their community. They should know how to socialize with the people around them. If you do so, the connection between the company and the community will be better.

BUT FIRST, THEY MUST BELONG TO A COMMUNITY.

For the past phrases it is repeatedly saying that the companies should be able to relate and share same thing with their markets. They must belong to the community if they wanted it. If they were able to listen and supply the needs of their market, these companies are now speaking with human voice. But being one in the community is difficult, a company should be able to go through a lot of persuading and getting someone who will patronize and spread it. Building a strong connection will help them achieve this, strong communication and strong bond. The markets can be easily persuaded but they can also be easily turned off, so it is a must that they both serve the same interest. The companies should not only think how they will earn but also how they can better serve their market. No one can ever dictate when the market will leave the supplier or the company that is why the company should be able to establish good and strong connection to them. They should be able to talk to them and relate to their needs and they must find a way to ease or solve the problem. They should belong to the community where all this happens. They should be only limited to their four walls, they should go out and see what is their markets doing. Everyone should be part of the cycle, cycle in which give and take is in the process. The company should also lay low if they seek the lower level in the community, they should be able to communicate with the lower class to the higher class. Everyone should belong to the community and take part to the conversation.

COMPANIES MUST ASK THEMSELVES WHERE THEIR CORPORATE CULTURES END.

A company should always think what their relationship to their market is. They always put into their minds that the customers that they were serving are the ones that determine how long that company will run. They should always think that they should build a strong relationship to them and at the time pass by maintain it. No matter how big the company is, customer relation is an important thing. No company has ever survived the battle in the industry without building their relationship to their market. Companies should set their goals every time they get a higher than before. Corporate cultures of treating market as nothing should be erased. The more they treat their customer like trash, the same thing will happen to them also. Companies should think that their customer is their biggest asset and they should not destroy everything that links between them. A company should also remember that the hardest thing to do is to establish a strong relationship with these people. And if they have destroyed it, the hardest thing would be regaining it back. Companies should set their standards as low as possible and if they can try to establish activities that will make their relationship even stronger. They both need each other and the company are the ones that supplies the sources that the market needs while the market are the ones that purchase these goods. Companies have to have their trust and at the same time make it stronger. And the market has to voice out everything they feel so that companies can improve things that they should be. They should not hide anything.

IF THEIR CULTURES END BEFORE THE COMMUNITY BEGINS, THEY WILL HAVE NO MARKET.

No one ever survived being alone. The company won't be able to survive without their market. Companies should be able to negotiate with their market to earn profit. It is better to let them realize the importance of their market before their business will be gone. If they were able to build strong relationship to their market, one thing for sure will happen. They will be able to establish good relationship to them and their market will even grow bigger. They have to always put themselves in a situation that they are the market and let them realize the things that should be improve. Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market. This is the secret of big and successful companies and they make sure that they have their market trust and loyalty with them. And to make it even stronger they do activities that would let their market participate. Companies should always think about their customers. Their market gets tired also so companies should able to cure this and make up with them. Business is not all about gaining profit and it is also about building good relation. When a business has no market it only means that there is no one to sell product. There will be no one to patronize their product. As I said before, they need each other and one should be gone.

HUMAN COMMUNITIES ARE BASED ON DISCOURSE — ON HUMAN SPEECH ABOUT HUMAN CONCERNS.

It is really normal for the people to talk about their concerns and experience in life. People want to talk and they are really into it whether they are buying goods or selling goods, the vendors or the buyers always to their talking thing. This is something you can't get away from them. Even this single person would love to share something whether it is sad, happy or a scary thought. Companies should listen to them. Why? Their markets are the ones that determine whether they are going to buy the products that the company is offering. No one will ever survive the fight in the industry without listening to their market. Companies should look at their clients as their very important asset. They should listen to the cries and comments. Not listening will only put them down without noticing that they don't have a market anymore. The market concerns are very true, that is why they have to learn to find a way and improve things. It will be not forever that the market will wait for these companies to take actions. They have their patience limit and they can easily change it anytime they like. Human speech is one thing that comes out in their minds, they talk and brag anything. But one thing for sure, this human concern can destroy a company life. The community won't be created with the help of the messages that link them together. It is the main course that composes the community and in that community they have to learn how to listen, look, talk and improve and not just about bragging.

THE COMMUNITY OF DISCOURSE IS THE MARKET.

In a community, when you look at it or even go in it, all you will see is people talking about something or someone. In a community there is always a message that is passing from one to another. Being not part of this community you will feel alone that you are not included in what they are doing and talking about. Companies do sometime disregard them and what is the most difficult is they are trying to budge in, in that community but no one wants to let them in. Companies should always care to what their clients want and not just leave them. Companies are made to serve these people and not use them for their own good of making a profit. Market is what composed in a community and these markets are the one that determines and pick the things that they want. They are the people that cannot be dictated easily. These are people who have knowledge and know what to do when something came up. They can easily ask another person about their concern within this community and these inquires can be answered back as soon as possible by the people involved in the community. Companies should learn on how can they be part of this community and they should be involved with it. They should not let their life revolves on their four walled building. There are still lives outside it and this is a thing that every company should learn. These people are just waiting for the companies to approach them and solve their problems but companies should always remember that they have to get these people trust as soon as possible.

COMPANIES THAT DO NOT BELONG TO A COMMUNITY OF DISCOURSE WILL DIE.

In a community there are people and message, these things are what composed in a community. Building a community is easy but to be part of it is difficult. You cannot be easily being part of a community when these people in it do not trust you. You cannot be easily go in there and just say and have fun with these people. Building their trust is the most difficult thing to do since there are lots of companies that keeps on bragging about themselves, sometimes these people are getting sick and tired of them. Companies that are not able to be part of it will surely die and removed in the industry. No one will survive on the battle and these companies need this market to survive. The market are the ones that patronize the thing that they are selling and they have to keep in their mind that these people is important and should not be taken for granted. When they felt that they were only used by the company and yet not satisfied to what they can give, the tendency is to leave them on their own. It is something that you cannot control and no company can control when are their market will leave. Market movements are so unpredictable and this thing is something that cannot be forecasted. As much as possible, companies should make their market as the ruler of their world. The market can always spread a word and their co-market will listen to them. These markets are just tired of listening to the companies that is why they more listen to their co-user than the seller or the company.

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.

Security is something that is wanted by the companies the feeling that no one can pass through their barriers. But being too much secured is bad because they won't think that their market is driving away. People always want to be informed and the companies should not hide important things with them. The more the company hides the more that the market seeks but when the time comes that the market is tired to looking for their answers they will definitely leave you. When a company has to protect something they should protect their strategy against their competitors but at the same time protecting their market. They have to build the trust that is wanted by the markets and in return it surely a good gift for them. No one should forget that market is really important at the same time their strategies. But companies should always make the right decision or else they might suffer the consequences of losing a market. Companies should also protect their employees because these are their important asset inside the company. They should give them equal treatment and not just leave them with nothing. Security is a protocol in a company and they want to have one and that is a good thought for them. They are being too secured and they felt that everything inside of them is really safe but some are just overacting and getting too paranoid. Companies have to protect both their company and market while fighting their competitors. They have to make sure that everything is set as good and no problems may occur but if problem occur they have to solve it.

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.

People are connected to one another whether you deny it or not. There is something that makes them connected and there are now lots of ways how to do it. Before, the people inside a company can't let go of their stresses because they are locked within the four-walls of their office. Now people in the company can now let out their thoughts by the use of blog, forums, chat, email and the like. These people are not now bound with it anymore they can always make way. People start to rebel against a company if the company don't give them the right treatment. Companies should always think that their employee is important like their clients. They have to take good care of them since they are the people that serve them. Whether you are at the top of your organizational chart, you cannot still determine who fights you back at your back. The rules and regulation of a company only resides inside the company itself but when these people get out they can now talk, brag and tell anything they want to say to that company. That is not feeling lucky and it is the worst thing that might happen to them. People now are networked and they can now look for somebody that feels the same way they have. Everything can now be the topic and that topic might get out of that room. No one can control this and no one can ever dictate these people if they have to talk or not. These people has their own mind and they learn very quick.

SUCH CONVERSATIONS ARE TAKING PLACE TODAY ON CORPORATE INTRANETS. BUT ONLY WHEN THE CONDITIONS ARE RIGHT.

Nowadays, the conversations are too I believe to sensitive as to compare it to the other times as it concerns the business and the market we have in the environment. Companies and their employees are talking and there's nothing to stop them especially now that the Web evolved to something that allows us converse in any way. With such presence of these conditions assuming that it is all correct and ideal for the company and the business and for its target market, better communication is more likely to be achieved. We talk all the time and that became our purpose to share information both as markets and as sellers because whenever we hear someone talk and we found that the idea is there and it is achievable. Internets, intranets, extranets and whatsoever are the products of only setting up the ideal community markets to connect to the people a business firm would want to showcase their products, goods and services. The companies then hear these conversations which are never something negative considering that those conversations will get them the sell, get them the money they worked for. Internet is the key to success in general in terms of acquiring a business and information in different places in the world at the same time. But there are still some companies who don't see the value of internet and they keep on running on the fact that internet and intranet is a way to communicate whether what age they are in now.

COMPANIES TYPICALLY INSTALL INTRANETS TOP-DOWN TO DISTRIBUTE HR POLICIES AND OTHER CORPORATE INFORMATION THAT WORKERS ARE DOING THEIR BEST TO IGNORE.

In any company, as said by the statement they typically install intranets and internets in a way of a top-down distribution for some reasons and purposes that are not to ordinary people. The companies are using their intranets to have more control and letting their employees know that they are around and they are in control over them. The rules and regulations to be followed by the whole members of its community is the thing that Employees hate or try to ignore this because it's like the company is trying to control them in a way that their actions have been limited to what is mandated or told to them. The companies should not only think how they will earn but also how they can better serve their market. No one can ever dictate when the market will leave the supplier or the company that is why the company should be able to establish good and strong connection to them. They should be able to talk to them and relate to their needs and they must a find a way to ease or solve the problem. Employees should accept humanly treatment from these companies because when they are not, they will to start to ignore what they say. Companies must be able to know and share with the concerns and problem of their community. Companies have to have their trust and at the same time make it stronger. Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market.

**INTRANETS NATURALLY TEND TO ROUTE AROUND BOREDOM.
THE BEST ARE BUILT BOTTOM UP BY ENGAGED INDIVIDUALS
COOPERATING TO CONSTRUCT SOMETHING FAR MORE VALUABLE:
AN INTRANET WORKED CORPORATE CONVERSATION.**

Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market. In a company, the people inside it should be interconnected in a way that these people know how to do their job on their own and they know how to do their job with other people and also they should have the leisure of having friends and chat with them occasionally. Intranets naturally tend to lead around boredom. Engaging people cooperating to construct something even higher and more meaningful like an intranet worked corporate conversation. Employees should feel that they are accepted, intranets is a good innovation for a company since employees would feel that they are part of the company since they can freely share what they have in mind. Company should give their insights, feedbacks, and violent reactions about that specific topic. Employees would greatly be collaborative and connected to other employees as well to share ideas and opinions so that they will be more determined and devoted to their company. Company doesn't need to waste too much time on things that are not really important when you can allocate time for this kind of scenarios for the employees. Company should realize the conversations fuel innovation in this world. A person can accomplish more as a group rather than alone. If you want to build a healthy conversation then the most effective, fastest, and cheapest way of conversing people.

A HEALTHY INTRANET ORGANIZES WORKERS IN MANY MEANINGS OF THE WORD. ITS EFFECT IS MORE RADICAL THAN THE AGENDA OF ANY UNION.

A healthy intranet organizes work within the organization or within the business not everyone should be able to access the intranet meaning not everyone should gain access to the company's or the businesses' intranet. People in the intranet form organizations related to their work. But this also creates an environment where organizations that can be bad for the company are created. People do like to have conversations no matter what medium that they are going to use they will use it and make it work for them to get each other point of view on certain topic or thing. Empowering organizing their employees in turn creating an environment where their employees would not just think that their company is a place where they could work but also creating the kind of atmosphere or instilling to them that this is also a place where you guys could nurture your talents and learn more. Once organization among employees because of their vast understanding of information within the company is made, a strong bond will be created for them which is referring to the thesis, "more radical that the agenda of any union." Networks allow people to communicate freely and effortlessly in anywhere in the work, to anyone, and lastly anytime of the day that they would want and wish. The capability of intranet I can say is much excellent than union. Companies had no sense of completion where in they could exchange their own thoughts and reactions that will satisfy their needs and as well as help improve the company in certain aspects. You can not immediately see the reaction of people. Once organization among employees because of their vast understanding of information within the company is made, a strong bond will be created for them.

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.

Information would normally be the ones that the companies think would be the start of their downfall or would star tone of their major problems. Intranet is a computer network which networks authorized employees within the company to gain access to information across the other part of the company and like my point before and it promotes communication and collaboration both at the same time which benefits both the company and the employees. The people of your company is the one who creates and finds new ways on how to make things work inside of your company or they are the ones who are the knowledge generating bodies of your business so consider them as your biggest asset. When making such Intranets, it should be somewhat light in a way that every person can express fully his or her insights, reactions, opinions, revelations, and other stuff. Files should be organized, everything should be organized. In a business if you are not organized then you will not yield to anything but mess. With the rise of intranets to help businesses achieve its effectiveness and efficiency, it had really impacted the business to be organized. To fight all of these issues and stuffs, they will need a defense mechanism. That is the Intranet. Making a union can encumber the name and identity of the company and therefore they really take care of their workers. Open intranets generate and share critical knowledge. Companies should just let go and let the intranet do its work.

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.

Corporate should not be constrained by fear; they should live with a normal life where both employees and they can enjoy both of their work. They should not be bound by the rules and regulation, they should feel smooth sailing processes in their company. Nothing should hinder their conversation, it should be free and everyone should be hearing those. The information that is being pass to one person to another is a source of information that would help the company achieve their goals. If they are able to establish good communication, it only means that they understand one another and they can lessen the possibility of having difficulty of misunderstanding. Everyone should know that having a good conversation will lead to a better or good treatment. The employees wouldn't be afraid of the higher ups if they encountered a company whose communication is open and it is not being pulled through by a channel of memo. a company, the people inside it should be interconnected in a way that these people knows how to do their job on their own and they knows how to do their job with other people and also they should have the leisure of having friends and chat with them occasionally. Information would normally be the ones that the companies think would be the start of their downfall or would star tone of their major problems. The capability of intranet I can say is much excellent than union. Companies had no sense of completion where in they could exchange their own thoughts and reactions that will satisfy their needs and as well as help improve the company in certain aspects.

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.

An organizational chart is a diagram that shows the structure of an organization and the relationships and relative ranks of its parts and positions/jobs. The term is also used for similar diagrams, for example ones showing the different elements of a field of knowledge or a group of languages. An organizational chart of a company usually shows the managers and sub-workers who make up an organization. should know that having a good conversation will lead to a better or good treatment. The employees wouldn't be afraid of the higher ups if they encountered a company whose communication is open and it is not being pulled through by a channel of memo. Companies should just let go and let the intranet do its work. The information that is being pass to one person to another is a source of information that would help the company achieve their goals. If they are able to establish good communication, it only means that they understand one another and they can lessen the possibility of having difficulty of misunderstanding. Everyone should know that having a good conversation will lead to a better or good treatment. The employees wouldn't be afraid of the higher ups if they encountered a company whose communication is open and it is not being pulled through by a channel of memo. a company, the people inside it should be interconnected in a way that these people knows how to do their job on their own and they knows how to do their job with other people and also they should have the leisure of having friends and chat with them occasionally. Information would normally be the ones that the companies think would be the start of their downfall or would star tone of their major problems.

**TODAY, THE ORG CHART IS HYPERLINKED, NOT HIERARCHICAL.
RESPECT FOR HANDS-ON KNOWLEDGE WINS OVER RESPECT FOR
ABSTRACT AUTHORITY.**

In any company, as said by the statement they typically install intranets and internets in a way of a top-down distribution for some reasons and purposes that are not to ordinary people. The companies are using their intranets to have more control and letting their employees know that they are around and they are in control over them. The rules and regulations to be followed by the whole members of its community is the thing that Employees hate or try to ignore this because it's like the company is trying to control them in a way that their actions have been limited to what is mandated or told to them. The companies should not only think how they will earn but also how they can better serve their market. No one can ever dictate when the market will leave the supplier or the company that is why the company should be able to establish good and strong connection to them. They should be able to talk to them and relate to their needs and they must find a way to ease or solve the problem. Employees should accept humanly treatment from these companies because when they are not, they will start to ignore what they say. Companies must be able to know and share with the concerns and problem of their community. Companies have to have their trust and at the same time make it stronger. Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market.

COMMAND-AND-CONTROL MANAGEMENT STYLES BOTH DERIVE FROM AND REINFORCE BUREAUCRACY, POWER TRIPPING AND AN OVERALL CULTURE OF PARANOIA.

People are connected to one another whether you deny it or not. There is something that makes them connected and there are now lots of ways how to do it. Before, the people inside a company can't let go of their stresses because they are locked within the four-walls of their office. Now people in the company can now let out their thoughts by the use of blog, forums, chat, email and the like. These people are not now bound with it anymore they can always make way. People start to rebel against a company if the company don't give them the right treatment. Companies should always think that their employee is important like their clients. They have to take good care of them since they are the people that serve them. Whether you are at the top of your organizational chart, you cannot still determine who fights you back at your back. The rules and regulation of a company only resides inside the company itself but when these people get out they can now talk, brag and tell anything they want to say to that company. That is not feeling lucky and it is the worst thing that might happen to them. People now are networked and they can now look for somebody that feels the same way they have. Everything can now be the topic and that topic might get out of that room. No one can control this and no one can ever dictate these people if they have to talk or not. These people have their own mind and they learn very quick.

PARANOIA KILLS CONVERSATION. THAT'S ITS POINT. BUT LACK OF OPEN CONVERSATION KILLS COMPANIES.

In a community there are people and message, these things are what composed in a community. Building a community is easy but to be part of it is difficult. You cannot be easily being part of a community when these people in it do not trust you. You cannot be easily go in there and just say and have fun with these people. Building their trust is the most difficult thing to do since there are lots of companies that keeps on bragging about themselves, sometimes these people are getting sick and tired of them. Companies that are not able to be part of it will surely die and removed in the industry. No one will survive on the battle and these companies need this market to survive. The market are the ones that patronize the thing that they are selling and they have to keep in their mind that these people is important and should not be taken for granted. When they felt that they were only used by the company and yet not satisfied to what they can give, the tendency is to leave them on their own. It is something that you cannot control and no company can control when are their market will leave. Market movements are so unpredictable and this thing is something that cannot be forecasted. As much as possible, companies should make their market as the ruler of their world. The market can always spread a word and their co-market will listen to them. These markets are just tired of listening to the companies that is why they more listen to their co-user than the seller or the company.

THERE ARE TWO CONVERSATIONS GOING ON. ONE INSIDE THE COMPANY. ONE WITH THE MARKET.

In a community there are people and message, these things are what composed in a community. Building a community is easy but to be part of it is difficult. You cannot be easily being part of a community when these people in it do not trust you. You cannot be easily go in there and just say and have fun with these people. Building their trust is the most difficult thing to do since there are lots of companies that keeps on bragging about themselves, sometimes these people are getting sick and tired of them. Companies that are not able to be part of it will surely die and removed in the industry. No one will survive on the battle and these companies need this market to survive. The market are the ones that patronize the thing that they are selling and they have to keep in their mind that these people is important and should not be taken for granted. When they felt that they were only used by the company and yet not satisfied to what they can give, the tendency is to leave them on their own. It is something that you cannot control and no company can control when are their market will leave. Market movements are so unpredictable and this thing is something that cannot be forecasted. As much as possible, companies should make their market as the ruler of their world. The market can always spread a word and their co-market will listen to them. These markets are just tired of listening to the companies that is why they more listen to their co-user than the seller or the company.

**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.**

People are connected to one another whether you deny it or not. There is something that makes them connected and there are now lots of ways how to do it. Before, the people inside a company can't let go of their stresses because they are locked within the four-walls of their office. Now people in the company can now let out their thoughts by the use of blog, forums, chat, email and the like. These people are not now bound with it anymore they can always make way. People start to rebel against a company if the company don't give them the right treatment. Companies should always think that their employee is important like their clients. They have to take good care of them since they are the people that serve them. Whether you are at the top of your organizational chart, you cannot still determine who fights you back at your back. The rules and regulation of a company only resides inside the company itself but when these people get out they can now talk, brag and tell anything they want to say to that company. That is not feeling lucky and it is the worst thing that might happen to them. People now are networked and they can now look for somebody that feels the same way they have. Everything can now be the topic and that topic might get out of that room. No one can control this and no one can ever dictate these people if they have to talk or not. These people have their own mind and they learn very quick.

AS POLICY, THESE NOTIONS ARE POISONOUS. AS TOOLS, THEY ARE BROKEN. COMMAND AND CONTROL ARE MET WITH HOSTILITY BY INTRANETWORKED KNOWLEDGE WORKERS AND GENERATE DISTRUST IN INTERNETWORKED MARKETS

In any company, as said by the statement they typically install intranets and internets in a way of a top-down distribution for some reasons and purposes that are not to ordinary people. The companies are using their intranets to have more control and letting their employees know that they are around and they are in control over them. The rules and regulations to be followed by the whole members of its community is the thing that Employees hate or try to ignore this because it's like the company is trying to control them in a way that their actions have been limited to what is mandated or told to them. The companies should not only think how they will earn but also how they can better serve their market. No one can ever dictate when the market will leave the supplier or the company that is why the company should be able to establish good and strong connection to them. They should be able to talk to them and relate to their needs and they must find a way to ease or solve the problem. Employees should accept humanly treatment from these companies because when they are not, they will start to ignore what they say. Companies must be able to know and share with the concerns and problem of their community. Companies have to have their trust and at the same time make it stronger. Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market.

THESE TWO CONVERSATIONS WANT TO TALK TO *EACH OTHER*.
THEY ARE SPEAKING THE SAME LANGUAGE. THEY RECOGNIZE
EACH OTHER'S VOICES.

For the past few quotations already, it is repeatedly stating that companies do not have a human voice. They do not have a voice that would make them human. And so these companies should learn how to speak with a human voice. They should know how to communicate with the market or the people properly and effectively. And they can only know this if they know how to speak with a human voice. And in the previous quotation, it is said that companies will not be able to learn it quickly. It is said that companies will not be able to learn it just from anywhere. They won't be able to pick up the way how to speak with a human voice just by going to some place and talk with them. And so, how will they be able to speak with a human voice? One way for companies to be able to speak with a human voice is for companies to be able to relate with their community. The community is their market. The community is full of people who can be a consumer of your product and service. And if you do so, you can learn what they think. You can learn what their ideas are. You can learn how they speak. Companies must be able to know and share with the concerns and problem of their community. They should know how to socialize with the people around them. If you do so, the connection between the company and the community will be better.

SMART COMPANIES WILL GET OUT OF THE WAY AND HELP THE INEVITABLE TO HAPPEN SOONER.

A company should always think what their relationship to their market is. They always put into their minds that the customers that they were serving are the ones that determine how long that company will run. They should always think that they should build a strong relationship to them and at the time pass by maintain it. No matter how big the company is, customer relation is an important thing. No company has ever survived the battle in the industry without building their relationship to their market. Companies should set their goals every time they get a higher than before. Corporate cultures of treating market as nothing should be erased. The more they treat their customer like trash, the same thing will happen to them also. Companies should think that their customer is their biggest asset and they should not destroy everything that links between them. A company should also remember that the hardest thing to do is to establish a strong relationship with these people. And if they have destroyed it, the hardest thing would be regaining it back. Companies should set their standards as low as possible and if they can try to establish activities that will make their relationship even stronger. They both need each other and the company are the ones that supplies the sources that the market needs while the market are the ones that purchase these goods. Companies have to have their trust and at the same time make it stronger. And the market has to voice out everything they feel so that companies can improve things that they should be. They should not hide anything.

IF WILLINGNESS TO GET OUT OF THE WAY IS TAKEN AS A MEASURE OF IQ, THEN VERY FEW COMPANIES HAVE YET WISED UP.

The purpose of the marketing programs of companies is to promote the products and services of the company. There are many ways for the company to do a marketing program. They can do an advertisement on the television, in the radio, in newspaper and magazines, and in bulletin board or posters. Another way of marketing the companies' products and services is by having an outreach programs that could increase the popularity of the company and also it helps to increase the loyalty of the people. But is it that really the purpose of marketing programs which is to increase the popularity of the company and its products and services? Or maybe the purpose of these marketing programs is to hide some information that is not that good to hear to the people. They might be doing these marketing activities out of fear that people may found out what these companies are really doing and what really are the pros and cons of their products or services. If this is true, then the purpose of marketing is really to seal the bad side of their products and services and only show and present in a good way the good side of their products and services. If we think about it well, many companies don't really show the bad side of the company. But the thing is no matter how they hide it, people will sooner or later find out about it. And especially now with the help of the internet, people will sure find out of this information since in the internet information travels fast than the usual.

HOWEVER SUBLIMINALLY AT THE MOMENT, MILLIONS OF PEOPLE NOW ONLINE PERCEIVE COMPANIES AS LITTLE MORE THAN QUAIN T LEGAL FICTIONS THAT ARE ACTIVELY PREVENTING THESE CONVERSATIONS FROM INTERSECTING.

People are connected to one another whether you deny it or not. There is something that makes them connected and there are now lots of way how to do it. Before, the people inside a company cant let go of their stresses because they are locked within the four-walls of their office. Now people in the company can now let out their thoughts by the use of blog, forums, chat, email and the like. These people are not now bound with it anymore they can always make way. People start to rebel against a company if the company don't give them the right treatment. Companies should always think that their employee is important like their clients. They have to take good care of them since they are the people that serve them. Whether you are at the top of your organizational chart, you cannot still determine who fights you back at your back. The rules and regulation of a company only resides inside the company itself but when these people gets out they can now talk, brag and tell anything they want to say to that company. That is not feeling lucky and it is the worst thing that might happen to them. People now are networked and they can now look for somebody that feels the same way they have. Everything can now be the topic and that topic might get out of that room. No one can control this and no one can ever dictate these people if they have to talk or not. These people has their own mind and they learn very quick.

THIS IS SUICIDAL. MARKETS WANT TO TALK TO COMPANIES.

For the past phrases it is repeatedly saying that the companies should be able to relate and share same thing with their markets. They must belong to the community if they wanted it. If they were able to listen and supply the needs of their market, these companies are now speaking with human voice. But being one in the community is difficult, a company should able to go through a lot of persuading and getting someone who will patronize and spread it. Building a strong connection will help them achieve this, strong communication and strong bond. The markets can be easily persuaded but they can also be easily turned off, so it is a must that they both serve the same interest. The companies should not only think how they will earn but also how they can better serve their market. No one can ever dictate when the market will leave the supplier or the company that is why the company should be able to establish good and strong connection to them. They should be able to talk to them and relate to their needs and they must a find a way to ease or solve the problem. They should belong to the community where all this happens. They should be only limited to their four walls, they should go out and see what is their markets doing. Everyone should be part of the cycle, cycle in which give and take is in the process. The company should also lay low if they seek the lower level in the community, they should be able to communicate with the lower class to the higher class. Everyone should be belong to the community and take part to the conversation.

SADLY, THE PART OF THE COMPANY A NETWORKED MARKET WANTS TO TALK TO IS USUALLY HIDDEN BEHIND A SMOKE SCREEN OF HUCKSTERISM, OF LANGUAGE THAT RINGS FALSE—AND OFTEN IS.

Companies should always be part of a community where every market belongs to. If they were able to do that then that is the time that they fully understand the needs of their market. In a company, the people inside it should be interconnected in a way that these people know how to do their job on their own and they know how to do their job with other people and also they should have the leisure of having friends and chat with them occasionally. Intranets naturally tend to lead around boredom. Engaging people cooperating to construct something even higher and more meaningful like an intranet worked corporate conversation. Employees should feel that they are accepted, intranets is a good innovation for a company since employees would feel that they are part of the company since they can freely share what they have in mind. Company should give their insights, feedbacks, and violent reactions about that specific topic. Employees would greatly be collaborative and connected to other employees as well to share ideas and opinions so that they will be more determined and devoted to their company. Company doesn't need to waste too much time on things that are not really important when you can allocate time for this kind of scenarios for the employees. Company should realize the conversations fuel innovation in this world. A person can accomplish more as a group rather than alone. If you want to build a healthy conversation then the most effective, fastest, and cheapest way of conversing people.

MARKETS DO NOT WANT TO TALK TO FLACKS AND HUCKSTERS. THEY WANT TO PARTICIPATE IN THE CONVERSATIONS GOING ON BEHIND THE CORPORATE FIREWALL.

PEOPLE LOVE TO COMMUNICATE AND TALK WITH EACH OTHER. CONVERSATION STARTED EVEN AT THE START OF TIME. WE TALK TO PEOPLE EVERY DAY WITH JUST ABOUT ANYTHING OR EVERYTHING THAT WE CAN THINK OF. BUT CONVERSATIONS THAT ARE REAL AND TRUE AMONG PEOPLE ARE HINDERED BECAUSE OF COMPANIES. COMPANIES CONTROL THE CONVERSATIONS AMONG PEOPLE. PEOPLE ARE NOT ABLE TO SPEAK OUT WHAT THEY WANT TO SAY. THEY NOW HAVE TO SPEAK IN A FORMAL WAY, A WAY IN WHICH THE CONVERSATIONS AMONG PEOPLE HAVE TO BE IN A WAY THE COMPANIES WOULD LIKE OR WOULD PREFER. THE TOPIC SHOULD NOT CARRY ANY BAD IMAGES TO THE COMPANY. THEY NEED TO ASK FOR PERMISSION TO DO THIS. THEY HAVE TO ASK PERMISSION TO DO THAT. PRACTICALLY, THEY HAVE TO ASK PERMISSION TO EVERYTHING THEY DO OR SAY IN WORK. COMPANIES EVEN RELEASE MEMOS OR THE LIKE JUST TO TELL INFORMATION TO THE EMPLOYEES. THEY COULD NOT SAY ANYTHING AGAINST WHAT THEY ARE TOLD TO DO. THEY SHOULD FOLLOW IT WITHOUT ANY QUESTIONS ASK. AND AS FOR THE ORDINARY PEOPLE, COMPANIES LIKE TO LIMIT WHAT PEOPLE WHAT PEOPLE WILL KNOW WHICH THEY WILL ONLY KNOW THE "GOOD" THINGS. BUT THESE KINDS OF SCENARIO HAVE NOT TO BE AFRAID ANYMORE. BECAUSE OF INTERNETS AND INTRANETS, PEOPLE ARE NOW ABLE TO SPEAK MORE FREELY WITHOUT ANYONE LIMITING THEM. THERE ARE DIFFERENT WAYS TO TALK TO OTHER PEOPLE THROUGH THE NET. EXAMPLES ARE CHATS, EMAILS, BLOGS, WEBSITES AND OTHERS MORE. BUT BASICALLY ALL THESE TOOLS DO IS TO LET PEOPLE START A CONVERSATION. A CONVERSATION WAS ONCE MISSED BY PEOPLE AND IS NOW BEING USED BY PEOPLE.

DE-CLOAKING, GETTING PERSONAL: *WE ARE THOSE MARKETS.* *WE WANT TO TALK TO YOU.*

EVEN BEFORE THE INTERNET CAME TO BE, THE BUSINESSES AND COMPANIES ADVERTISED THEIR PRODUCTS IN RADIOS, BILLBOARDS, POSTERS AND MOST OFTEN IN THE TELEVISIONS. PEOPLE WATCH TELEVISION ALL THE TIME. IT WAS THE MOST FAMOUS WAY TO PASS TIME FAST AND PEOPLE ENJOYED WATCHING TELEVISION SHOWS. HENCE, IT BECAME A GOOD PLACE FOR COMPANIES TO RELEASE THEIR ADS. THIS IS BECAUSE ALMOST ALL OF THE PEOPLE HAVE A TELEVISION OR WATCHES TELEVISION SHOWS. HAVING THAT MANY PEOPLE IS A GREAT MARKET. AND TO ADD MORE TO THAT, THE PEOPLE WHO WATCHES THEIR ADS ON THE TELEVISION ARE EASILY ATTRACTED BY THE ADS. THEY ARE EASILY PERSUADED BY THE JINGLES. THEY ARE EASILY PERSUADED BY THE PEOPLE OR MOST OFTEN THE CELEBRITIES WHO ARE ENDORSING THE PRODUCTS TO BUY THE PRODUCT THAT IS BEING ENDORSED. THIS MARKET WAS EASY TO HANDLE. COMPANIES WERE ABLE TO CONTROL THE MARKET. BUT THE MARKET IN THE INTERNET IS IN A DIFFERENT LEAGUE. COMPANIES SHOULDN'T THINK THAT THE MARKET IN THOSE WHO WATCH ADS IN THE TELEVISION AND THE MARKET THAT USE THE INTERNET ARE SIMILAR. THEY ARE TOTALLY DIFFERENT. THE PEOPLE USING THE INTERNET ARE MORE OPEN. THEY CANNOT BE EASILY FOOLED. THEY THINK OF EVERYTHING THERE IS TO KNOW ABOUT A PRODUCT INCLUDING THE BAD THINGS. THEY ARE MORE OPEN TO COMMUNICATION ALSO THIS MEANS THAT THEY ARE ABLE GET MORE INFORMATION ABOUT A PRODUCT THROUGH COMMUNICATION AND TALKING TO OTHER PEOPLE AND MOST IMPORTANTLY THEY BELIEVE MORE ON THEIR PEERS RATHER THAN WHAT THE COMPANY HAS TO SAY.

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.

We are able to see hierarchy in almost everywhere. We can see hierarchy in houses. We can see hierarchy in schools. We can see hierarchy in the government. But most obviously we can see hierarchy in businesses or companies. Companies have the so called organization chart. This represents the hierarchy in a company. Whoever is on top of the chart is the most powerful. He/she who is on top has the power. He/she is able to manage everything, control everything. Hierarchy lets a person to supervise and run whoever is below that person. Hierarchy is a way in which people can manage things. It is a way that people want to have because of the power it gives to whoever is on top. It represents power and control. The people who are in the bottom-most part hierarchy have no more to control but themselves. They have no way in which they can know things except through who are in their own level. Companies use hierarchy to manage their employees. They use hierarchy to keep all things in control. They want it to know what their employees are up to. They are afraid even knowing only that hierarchy will be gone. And because of the internet, they should be afraid. The internet has a way to challenge hierarchy. It is called hyperlinks. Hyperlinks let one to access information just with a click of a mouse. Unlike in a hierarchy people can only get information to those under them or to those in their level. But in a hyperlink, you now have connection to all information that you want. Connection is very important. And for a business, connections are vital. And now through hyperlinks hierarchy is starting to fade out.

**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.**

During the era of mass media, the market was controlled by the producers, the companies, the businesses. People didn't have a say on things. Mass media was used by those who controlled the market. Meanwhile, the ordinary people can't do anything about it. The media was used by those who controlled the market to show advertisements. Media was used to show different commercials made by business minded people to show what their products are to the public, to the customers which later became consumers because of mass media. Ordinary people were too amazed by how companies market their product that they patronized it. People had no idea about the product they are buying except what the companies have to say about their own product. Of course, all companies say is the good things. The bad things are left out and are not said to the public. But then people always wanted knowledge. People wanted to be informed of everything. They want to know everything they are interested in. The era of mass media was not the time for people since only companies had the voice. But then the technology of the internet came. The internet became the place that people have been waiting for a long time. It was the place that they couldn't get during the mass media era. The control over the market now changed from the companies to the people. During the mass media era, people can only listen to what the company has to say. By the coming of the internet, people had little care on what companies and businesses have to say. They are now more interested on listening what other people have to say. People learn more on other people and the information that they are able to get are real and complete. Whatever the comment of the people is either good or bad, they will still share it since that was their opinion.

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?

A healthy intranet organizes work within the organization or within the business not everyone should be able to access the intranet meaning not everyone should gain access to the company's or the businesses' intranet. People in the intranet form organizations related to their work. But this also creates an environment where organizations that can be bad for the company are created. People do like to have conversations no matter what medium that they are going to use they will use it and make it work for them to get each other point of view on certain topic or thing. Empowering organizing their employees in turn creating an environment where their employees would not just think that their company is a place where they could work but also creating the kind of atmosphere or instilling to them that this is also a place where you guys could nurture your talents and learn more. Once organization among employees because of their vast understanding of information within the company is made, a strong bond will be created for them which is referring to the thesis, "more radical than the agenda of any union." Networks allow people to communicate freely and effortlessly in anywhere in the work, to anyone, and lastly anytime of the day that they would want and wish. The capability of intranet I can say is much excellent than union. Companies had no sense of completion where in they could exchange their own thoughts and reactions that will satisfy their needs and as well as help improve the company in certain aspects. You can not immediately see the reaction of people. Once organization among employees because of their vast understanding of information within the company is made, a strong bond will be created for them.

AS MARKETS, AS WORKERS, WE WONDER WHY YOU'RE NOT LISTENING. YOU SEEM TO BE SPEAKING A DIFFERENT LANGUAGE.

Most companies and businesses now have a public relations officer as an employee inside companies. These public relation officers are in charge of the companies so called "public relation". The meaning of public relation is the relationship of the company to the public or to the people outside the boundaries of the company structure. These means that the public relation officer of companies are in charge of communicating and/or talking to the people outside the company. This may seem a good thing for companies to communicate to other people outside their company but that still does not do it. They need to do more than that to get close to their market. They need to do more if they want to know what their markets are thinking of them. This simple act of having a public relations officer is may be to overcome a little of their fear from their market. Companies are afraid of losing their market because without it they won't have any revenue and sales. Without the market they won't be able to buy anything. So what companies do is to hire someone who could at least communicate, talk and relate to the people. But just like I said, it is not enough. These public relation officers may communicate and talk to their market but they do not relate to them. Meaning they do not understand what their market wants and needs from them. These officers are just there to "spy" on their market and to know what really is going on. But still that's the only thing they can do.

THE INFLATED SELF-IMPORTANT JARGON YOU SLING AROUND— IN THE PRESS, AT YOUR CONFERENCES—WHAT'S THAT GOT TO DO WITH US?

MOST COMPANIES AND BUSINESSES NOW HAVE A PUBLIC RELATIONS OFFICER AS AN EMPLOYEE INSIDE COMPANIES. THESE PUBLIC RELATION OFFICERS ARE IN CHARGE OF THE COMPANIES SO CALLED "PUBLIC RELATION". THE MEANING OF PUBLIC RELATION IS THE RELATIONSHIP OF THE COMPANY TO THE PUBLIC OR TO THE PEOPLE OUTSIDE THE BOUNDARIES OF THE COMPANY STRUCTURE. THESE MEANS THAT THE PUBLIC RELATION OFFICER OF COMPANIES ARE IN CHARGE OF COMMUNICATING AND/OR TALKING TO THE PEOPLE OUTSIDE THE COMPANY. THIS MAY SEEM A GOOD THING FOR COMPANIES TO COMMUNICATE TO OTHER PEOPLE OUTSIDE THEIR COMPANY BUT THAT STILL DOES NOT DO IT. THEY NEED TO DO MORE THAN THAT TO GET CLOSE TO THEIR MARKET. THEY NEED TO DO MORE IF THEY WANT TO KNOW WHAT THEIR MARKETS ARE THINKING OF THEM. THIS SIMPLE ACT OF HAVING A PUBLIC RELATIONS OFFICER IS MAY BE TO OVERCOME A LITTLE OF THEIR FEAR FROM THEIR MARKET. COMPANIES ARE AFRAID OF LOSING THEIR MARKET BECAUSE WITHOUT IT THEY WON'T HAVE ANY REVENUE AND SALES. WITHOUT THE MARKET THEY WON'T BE ABLE TO BUY ANYTHING. SO WHAT COMPANIES DO IS TO HIRE SOMEONE WHO COULD AT LEAST COMMUNICATE, TALK AND RELATE TO THE PEOPLE. BUT JUST LIKE I SAID, IT IS NOT ENOUGH. THESE PUBLIC RELATION OFFICERS MAY COMMUNICATE AND TALK TO THEIR MARKET BUT THEY DO NOT RELATE TO THEM. MEANING THEY DO NOT UNDERSTAND WHAT THEIR MARKET WANTS AND NEEDS FROM THEM. THESE OFFICERS ARE JUST THERE TO "SPY" ON THEIR MARKET AND TO KNOW WHAT REALLY IS GOING ON. BUT STILL THAT'S THE ONLY THING THEY CAN DO.

MAYBE YOU'RE IMPRESSING YOUR INVESTORS. MAYBE YOU'RE IMPRESSING WALL STREET. YOU'RE NOT IMPRESSING US.

One of the most vital in doing a business is to have a good connection with the business' suppliers. Suppliers of the company are very important since they are the ones who give the company and the business the materials and services that the business need to keep them running and to earn money. Without the suppliers, they won't be able to start a business and no money will be earned by the company. But at the same time it is also important to find the correct supplier for your company. Some companies have various suppliers. Meanwhile, some companies only have a few and even sometimes only one supplier. The number of suppliers is not only the basis in choosing a supplier. There are also other and important criteria. And one criterion which is important is that the supplier must be able to have their own language. Language here doesn't mean they have to talk in an alien language or something but language here represents the voice and opinions of their supplier. It might be good to have a supplier that sells cheap goods but still it is better if the supplier has their own voice and language. Having their own voice and language means that they have their own opinion on things. This means they are more open and will more likely be into innovations and are able to know what are new and adapt them. If so, the company can also take advantage of this and maybe be able to be the first to introduce a product or service that is new and innovative that originally came from your suppliers.

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.

WHEN COMPANIES ADVERTISE OR MARKET THEIR PRODUCTS, THEY TELL ALL KINDS OF GOOD THINGS THAT THE PRODUCT DOES FOR YOU. THEY TELL WHAT THE BENEFITS IT CAN DO ARE. THEY ALSO TELL WHAT MATERIALS OR INGREDIENTS THEY USED THAT ARE NATURAL AND THAT IT DOES THIS EFFECT TO YOUR SKIN OR ANY EFFECTS THAT ARE STILL GOOD. THEY ALSO GIVE PERCENTAGES SUCH AS 99.9% THAT A PRODUCT WILL TAKE OUT GERMS OR BACTERIA. THEY EVEN USE CELEBRITIES TO ENDORSE THEIR PRODUCT AND THAT THEY SAY THAT THEY HAVE USED THE PRODUCT AND LIKED IT AND THAT THE PRODUCT WORKS. THE BOTTOM-LINE IS THEY ONLY GIVE INFORMATION TO PEOPLE THAT ARE GOOD AND THAT THEY DON'T GIVE HONEST OPINIONS. COMPANIES DO THESE TO ADD VALUE TO THEIR PRODUCT. THEY DO THESE FOR PEOPLE TO TRY OUT THEIR PRODUCT, BUY THEM AND PATRONIZE THEM. BUT PEOPLE ARE GETTING TIRED OF THESE THINGS. WHAT THEY WANT IS HONEST OPINIONS. WHAT THESE PRODUCTS TRULY DO. THEY WANT TO KNOW IF IT HAS ANY HARMFUL EFFECTS OR ANY BAD THINGS ABOUT A CERTAIN PRODUCT. THEY WANT TO KNOW THE TRUTH. PEOPLE CAN GET THE TRUTH IN THE INTERNET, IN SOCIAL NETWORKS. SINCE SOCIAL NETWORKS ARE ABLE TO CONNECT PEOPLE AND THAT THE INTERNET IS A PLACE IN WHICH PEOPLE CAN SAY WHATEVER THEY HAVE TO SAY OR OPINIONS THEY HAVE, THIS IS A GREAT PLACE FOR PEOPLE TO KNOW WHAT THE TRUTH IS. PEOPLE IN THE NET ARE ABLE TO SAY WHATEVER THEY WANT TO SAY ABOUT A PRODUCT. THEY CAN PRAISE IT. BUT MOST IMPORTANTLY THEY CAN TALK THINGS BAD ABOUT A PRODUCT. AND SINCE IT IS THE OPINION OF PEOPLE WHO ARE CONSUMERS, IT IS MORE LIKELY THAT PEOPLE WILL BELIEVE THEM COMPARED TO WHAT COMPANIES ARE SAYING. PEOPLE LISTEN MORE TO WHAT OTHER PEOPLE WANTS TO SAY. THIS IS BECAUSE PEOPLE SIMPLY SAY WHATEVER IS THE TRUTH AND THERE NOTHING TO HIDE.

SYSTEM PROPOSAL

Request Error (invalid_request)

Your request could not be processed. Request could not be handled

This could be caused by a misconfiguration, or possibly a malformed request.

For assistance, contact your network support team.