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VERTICAL MARKETT SOLUTIONS

FOR

RETAIL READER

BY

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Vertical Market Solutions for Retail Reader - 1

2<sup>nd</sup> term S.Y 2008-2009

By: Rande Ceasar T. Bato

## TABLE OF CONTENTS

CHAPTER TITLE	PAGE
I. Preface.....	3
II. Dedication.....	4
III. Book Reviews	
a. Cluetrain Manifesto.....	5- 18
b. Retail Book Reviews.....	19 -22
c. Web 2.0 Heroes.....	23 - 62
IV. Cluetrain Manifesto: 95 Theses.....	63 - 156
V. Vertical Market Solutions Project.....	157 - 194

## PREFACE

To All Readers,

This is a compilation of all the requirements needed in Vertical Marketing Solution Class at De La Salle – College of Saint Benilde during the second semester, eight term of school year 2008-2009.

The requirements include; Book Reviews in Cluetrain Manifesto, Retail Book Reviews, and Book reviews of Web 2.0 influencers, and The Cluetrain Manifesto 95 Theses Reaction Papers.

As part of this class, I can proudly say that after doing all these requirements, we have now more a bigger picture of what this Vertical Marketing Solutions is all about. It is something that we should apply in the industry.

I hope to what I have written in this compilation, it would really help you to give you an idea on how to handle and understand this topic. Enjoy reading and thank you very much for the time. GOD BLESS...

DEDICATION

To God,

Who is always there at my side to accomplish my goals in life.

To my Family,

Who gave me the support and inspiration to come this kind of job.

To my Mentors

Who gave me guidance and patience in my school works, and help to stand to what I perceive.

## CLUETRRAIN MANIFESTO

Book Review – Chapter 1: Internet Apocalypso by Christopher Locke

Book - The Cluetrain Manifesto: The End of Business as Usual

Library Reference – N/A

Amazon Reference -

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote: “Life is too short” (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, <http://cluetrain.com/book/apocalypso.html>)

I preferred to have this quote, because I found out it is very simple to be understood. The statement doesn't need a better understanding, just to have an idea on it. But of course the meaning of this statement will depend on the person who gives the comment.

Life is too short for everyone as we all know, no one will know when we would last, and when is the right time to make good decisions. Everyone will die, and it is a matter of who will be the first and last, but everyone will experience what the first has been experienced. For a person who suffers from dying, he or she thinks to his or her love ones, it may be his/her children, friends, or family.

### Learning Expectations:

Based on the title “Internet Apocalypso” I expect to learn how the market was back in the days and how different it is from today. I also expect to learn how the internet is brought about to the market and how it is relevant in our daily lives.

From the given title of chapter 1 which is “Internet Apocalypso”, my expectation for this chapter, that it would give me an idea on how the internet goes. What are the advantages and disadvantages may it give to the people, or just simply if it would give a better living or it will just destruct the daily living.

### Review

Every thing in this world, it can be small or large things, these all things will change, and that change maybe the saddest part we could ever experience. It is often painful but still it will depend to a person on how he/she would handle the pain. But as

human beings, we learn how to live with it, because we understood that this is what life means. As part of our life, we may encounter two things, it may be happiness or it can be also sadness.

The internet grew faster; it blooms as time goes by. Before no one care about it, everyone just ignored, that is why it grew faster and prospered, despite the mere fact that there was no market at all. One of the greatest was the World Wide Web also known as “WWW”, it came out for the reason of creating electronic footnotes for the purpose as reference.

Before we just take granted of the Internet, but then we can not run through it, because it came between us. The Internet became part of people’s living, because it is where people talk or exchange idea without any constraints.

In the past days, internet is almost used for government purposes, like for its communication and some other project, until conversation between two parties came out. People do whatever they liked for improvement, and those people involved in the improvement are likely argued.

In the real world, people always use the internet for personal use or it can be also used for work purposes. A business employee uses the internet to be able to know what is going on inside and outside of the company for him or her to produce something that will help the quality of the business.

What I’ve learned:

Basically I learned from this chapter, how the internet started, what was the feedback of the people after it was released in the market. All things will not be appreciated at first, but as time goes by, the essence of it will prevail, like what happened to the internet, we take it for granted before, but after we use it to different purposes; we stand and say that we can not get over on it. It is a part of every individual’s life. Learn to appreciate every new thing that comes to our life.

The ideas that were presented by the author to this chapter are very relevant to our daily living.

Book Review – Chapter 2: The Longing by David Weinberger

Book - The Cluetrain Manifesto: The End of Business as Usual

Library Reference – N/A

Amazon Reference -

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>

Quote - “Our voice is our strongest, most direction of who we are. Our voice is expressed in our words, our tone, our body language, and our visible enthusiasms.” (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, <http://cluetrain.com/book/longing.html>)

I chose to have this quote because of its good meaning. We all know that what we felt, we deliver it through our voice. It is where we release our emotions. The sound of our voice will depend to what we felt, whether it is good or bad. We use our voice to express what is inside in our mind and heart to be able to be heard by the people around us and even the whole world.

Learning Expectations:

Based on the title “The Longing” I expect to know what the Internet is all about in our lives.

From the given title “The Longing” in chapter 2, my expectation in this chapter is that after what had happened in long time ago, we still looking and craving to have the internet back again into ourselves. We wish that the internet is always at our side. Longing for something means that there is missing in our lives.

Review

Basically, this chapter is about what are the uses of web, and what is it for. It is very hard for us to understand the real purpose and the real meaning of the web, but as the time goes by the internet improves, same thing happened to our understanding on it. The real use of the web is to make life easier to the people, no more difficulties.

The web for us is a place where people in the company or just simple individuals meet, where they can share different things. It helps us to express what we want to say,

Vertical Market Solutions for Retail Reader - 7

2<sup>nd</sup> term S.Y 2008-2009

By: Rande Ceasar T. Bato

and what we really want to have. Everything in this world happens in the web, like where we connect to other people for our concerns, where we get our information needed, and what we deliver to the people.

Web is not just simply a conversation of two different parties but rather it is a place where sensible things happened.

The real purpose of the web is to begin in building a new world.

What I've learned:

The one who made these ideas is very talented, because from the ideas presented it opens the mind of the reader on what is going on in real world.

From this chapter, I learned how important the web is and that is why we need to treasure it. It became part of us.

For me the web is like the voice of every individual, and it is a medium of our ideas. We use the web for communication without any constraints or boarders that hinders us to share what we want to express to other people.



Book Review – Chapter 3: Talk is Cheap by Rick Levine

Book - The Cluetrain Manifesto: The End of Business as Usual

Library Reference – N/A

Amazon Reference -

<http://www.amazon.com/exec/obidos/ASIN/0738204315/theseearlsgroup>

Quote – “The voice emerges literally from the body as a representation of our inner world”. (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, <http://cluetrain.com/book/longing.html>)

I preferred to have this quote, because of its simplicity, and everybody had experienced on it. So from this quote, we have an idea what is it all about. So there is no need to explain it further. But for the sake of the readers, it simply means that the representation of our personality relies to our voice, whether we have a good or bad character, and from the voice where we see the inner world of the person.

Learning Expectations:

Based on the title “Talk is cheap” it would say that it is not about what you say, but rather the content of what you are saying is the most important.

From the given title “Talk is cheap” in chapter 3, my expectation for this chapter is to learn what are the things that made the talk becomes cheap, and how these things makes no sense at all.

Review:

At the first part of the chapter, there are some sentences that were presented the experiences of the author, and how importance of it. We have all different experiences whether it is good or bad, but these experiences give us ideas on how to handle and cope up with these problems.

Using a technology, it can change and improve the life of a person, whether it is for personal or for its profession.

On this chapter, what the author wants to say is that the web is no different, meaning every web page there is a person behind on it, and sometimes it can be his / her

own decision. These things can be bad or good news, but again it will still depend of reader's point of view.

We can tell the difference between a fake to real messages. It all relies to the voice of the person through his/her message.

One of the features of the internet is mailing list, it enables us to communicate to another party, and this kind of feature will make easier to people to communicate. Another one is chatting; this feature of the web is a web application that will help us to converse to other people. Chatting is also known as a "Chat" nowadays. It is used for an urgent conversation between two or more parties.

Another one would be the web page. It is where people can post their pictures, texts, music, and other files that they want to post. Web page is an area where we place the half of ourselves, it explains to other people who are we, and it can also be a collection of our ideas and memories.

What I've learned:

The author who made these ideas is very talented and full of knowledge, because from the ideas presented it opens the mind of the reader on what is going on in real world. What are the things involved to change the world in terms of the digital manner. And I learned that web is very important to our daily living based from the insights presented by the author.

Book Review –Chapter 4: Markets are Conversations by Doc Searls and David

Weinberger

Book - The Cluetrain Manifesto: The End of Business as Usual

Library Reference – N/A

Amazon Reference -

<http://www.amazon.com/exec/obidos/ASIN/0738204315/theseearlsgroup>

Quote - “Conversation may be a distraction in factories that produce replaceable products for replaceable consumers, but it’s intimately tied to the world of craft, where the work of hands expresses the voice of the maker.” (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 17, 2008, <http://cluetrain.com/book/markets.html>)

I chose to have this quote, because as what the quote is mentioned regarding a conversation in a factory, it is an outline of distractions, but having a conversations will give you ideas on how to handle things in a right way.

Learning Expectations:

Based from the given title “Markets are Conversations”, my expectation for this is to learn what these markets of conversations are all about.

Review:

The author of this, guide me to see how the market interacts during its early days up to the present, and how these people converse to each other, he also mentioned in this chapter that “For thousands of years, we knew exactly what markets were: conversations between people who sought out others who shared the same interests.” (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 17, 2008, <http://cluetrain.com/book/markets.html>), he mentioned this because he knows that markets are conversations are very important, for us to improve the way we think about life.

One factor for each company to succeed, the company must know how to listen to their markets, even though it is bad. Because from the market's feedback where they can improve or enhance what they released in the market. Their marketing strategy is also one big factor for their success.

Again internet is a tool used for conversation. You may use it to reach other people for your concerns. A good example for this is your personal blogs, you post a blog because you want other people to read something about you, or you want other people to sympathize with your problems. Some people may agree to what you had posted, but again you can not please anyone to believe in you.

What I've learned:

Realizing what the author had said on this chapter, I can say that he did a great job, because what he had said makes an impact to its readers. The internet made the market more interesting in the view point of the people before and up to the present.

The history of market as conversation was also presented in this chapter. The accessibility of advertising by the business becomes possible because of the innovation of internet.

## **Book Review, Chapter 5: The Hyperlinked Organization**

**Book:** Cluetrain Manifesto

Library Reference: N/A

Amazon.com Reference:

**<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup>**

**Quote:** “To be human is to be imperfect. We die. We make mistakes” (Weinberger)

I chose to have this quote, because it simply gives the meaning of the reality of being human. We live not to be perfect as what we aim for throughout our life, we live an imperfect life, for us to understand, and be able to learn something from our mistakes.

It is true that all of us will die; we die together with our mistakes, but whatever mistakes we had done during our living, these mistakes served us to understand the true meaning of life, which is to overcome every mistakes we commit, and able to walk straight through our chosen path.

Learning Expectation:

For this chapter, I expect to learn more something about the Hyperlinked Organization, what does it do in the real world, and the importance of it in the market and business.

**Review:**

Based from this chapter, as I read, it basically tells about being human itself. This chapter sounds more human, compare with the previous chapters. The world beyond this business has now realized by the people. For me the world is not something about working and working, but rather it is a place where things are fun to do with, and be able to learn something towards the happenings we have experienced.

Facing the real world makes a person tougher enough to go on with the flow. I love the environment that is open to anyone, meaning everyone can voice out their opinions and the feelings inside in their hearts, because from others opinions where a good conversation will take place anytime, and anywhere. We should know how to value other people, and respect each freedom to stand in the real world.

Vertical Market Solutions for Retail Reader - 13

2<sup>nd</sup> term S.Y 2008-2009

By: Rande Ceasar T. Bato

Our time means a lot for us, because we owned it, no one can take it away from us. It is up to us on how we are going to use the time we have. No one will ever dictate to use our time.

On the hyperlinked organization, this environment will let people to value other people. After valuing other people, you will then realize that you have now the so called friendship. From your friends where you share your feelings and ideas toward something, whether it is good or bad, and then you can create an answer for particular matter.

People are subjected in committing mistakes, whether we tried to avoid these mistakes, at one point it will still happen. Again, nobody is perfect, that is why people must understand each other. In an organization, the important thing that an organization must have is to learn the value of understanding, for an organization to attain its goals.

What I have learned:

In this chapter, I learned that nobody is perfect, so what does it mean? For us to succeed in life we must know that everyone is prone to commit mistakes, whether they like it or not. Understanding is one of the key factors needed. Over controlling to other people is not a good value to have, because you are trying to step on their freedom. So your subordinates might be afraid, and can not be able to work effectively.

## **Book Review, Chapter 6: EZ Answers**

**Book:** Cluetrain Manifesto

Library Reference: N/A

Amazon.com Reference:

<http://www.amazon.com/exec/obidos/ASIN/0738204315/theseearlsgroup>

**Quote:** “Make friends with the market place again. Start listening. Find your voice. Then start talking as if your life

*Depends on it. It does” (Locke, Weinberger)*

I chose to have this quote because making friends in the market place is not bad, because sometimes it is where you find yourself, and try to listen to other’s voice, for you to find out your own voice. You will learn a lot from your friends, the only thing you must do is try to sympathize with them as if you are in their bench.

**Learning Expectation:** I expect to somewhat it wrap what I learned from the previous chapter.

My expectation for this chapter is that what does EZ Answers is all about.

### **Review:**

This chapter encourages us people to use what the previous chapters are telling us, used our voice.

The essence of internet is important for us, because it serves as a medium to communicate to other people. It helps us to destroy the boundaries of not able to communicate to people we want to, and it is a bridge of people to roam around the world.

This chapter taught us to listen carefully to our voices. The meaning of our voices will lead us to something that might get a value in our lives. Our voice in the real world will determine what kind of personality we have.

Sometimes, these new innovations make us afraid for something. Maybe it will stick in our mind, what does it for, what will happen to us, and what can we get from it. These things are just one of a thousands questions we might think when we imagine the

word new technology. But all these things are normal for us. We are exposed to these kinds of notions.

Having said to these things, it will still remain to us on how we act upon to these new technologies. We should not wait, rather act now. We must act according to what we perceive. Learn from mistakes, and moved on, because no one will help you, but yourself. .

What I have learned:

From this chapter I learned that I should believe to what my voice is saying, because from my voice where will I found myself. And I also learned how to stand in front of the bigger world, express what I have in my mind and heart.



## Book Review – Chapter 7

Book - The Cluetrain Manifesto: The End of Business as Usual

Library Reference – N/A

Amazon Reference -

<http://www.amazon.com/exec/obidos/ASIN/0738204315/thesea1sgroup>

Quote - “Ignorance is not a value you often hear extolled. Let's make up for lost time.”  
(The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 24, 2008,  
<http://cluetrain.com/book/post-toasties.html>)

I chose to have this quote because being ignorant to something is not good for a person's part for him/her to celebrate, because people are open for new things and ideas; it is up on him/her on how she/he is going to assimilate it. Nowadays, we are open so much for new innovation that is why we must try to learn to be involved in the market conversation, for us to avoid ignorance to something, because this is not healthy for us.

### Learning Expectations:

From this, my expectation is to learn the effects to our lives of using internet, and how will it change the means of our living, whether it will give us a good life or worst a bad life. But for me it will still depend on how we are going to handle and use it.

### Review:

From the beginning of the chapter, it was stated to the readers, how the communication changing in a faster pace, and how these mass media influence the people. The mass media will depend on the mentality of the people, while using the internet; it involves the people to make conversations out of it.

The chapter also mentioned to us that we found and eventually use this new way of communication it is up on us on we are going to use it properly. It talks about the use of the Internet to us, how this internet makes the organizations to be organized, and how to organize the markets.

We learn from these new things, and we must share it with others. One paragraph in the chapter says “Imagine a world where everyone was constantly learning, a world where what you wondered was more interesting than what you knew, and curiosity counted for more than certain knowledge. Imagine a world where what you gave away

was more valuable than what you held back, where joy was not a dirty word, where play was not forbidden after your eleventh birthday. Imagine a world in which the business of business was to imagine world's people might actually want to live in someday. Imagine a world created by the people, for the people not perishing from the earth forever." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 24, 2008, <http://cluetrain.com/book/post-toasties.html>).

What I've learned:

After reading this chapter It made me realized the true meaning of internet and how it affects our lives, the internets is not just for the development of the company as a business entity but rather it is for people to have a better life in the real market. We are free to adopt new ideas and able to share it to others to attain a healthy market.

## RETAIL BOOK REVIEWS

Book Review – Chapter 1

Book - Retail Marketing theory and practice: Retail marketing as a managerial discipline

Library Reference – HF 5429 C66 1991

Amazon Reference

Quote – None

Learning Expectations:

Based on the book of “Retail Marketing theory and practice” as I have noticed in its chapter 1 entitled “Retail marketing as a managerial discipline”, what comes into my mind is the effect of retail marketing to our managerial skills, not just basically the managerial but also our discipline towards to our managerial skills.

Review

This chapter talks about the environment of retailing, positioning of a major element in retailing strategy, how the customers response and the customers expectations, and lastly how to develop positioning strategy.

For the environment of retailing, in the early 1980s it has been offered to the encouragement and to be well organized the established retailers. The companies that have a stronger financial resources and have a solid access to its customers will have a predominantly market concentration. Having a concentrated market, will cause an intensively competition. The planning and control activities of distribution companies, makes it possible because of the role of these IT (Information Technology) people and information management. The use of IT for product market, it helps to add more value to the existing merchandise stores, and using this IT will be an opportunity for the company.

In the positioning of a major element of retailing strategy, the company must know how to position its business for the company to have a competitive advantage toward to its customers. Positioning is one good strategy that the business must know, because it will reflect the expectations of the company’s target customers. The positioning of the company requires the customer service, the sore environment, trading format, and the customer communication. The company must give comfort to its target customers; this will help the company to attract more customers.

Customer expectations and customer response, basically the expectation of the target customer group relies on the marketing response. Retailers seek how the customer's response in terms of how these customers often visit the store, and the customers purchasing behavior.

The developing positioning strategy. There are marketing considerations that needs to be observed, it will determine the overall relevance of its offer, and how the offer makes it compatible to each component. According to the book there are process involves, and these are; Detailing the strategy specification, considering the issues arising for each of the other positioning elements, identifying the factors that will influence successful implementation, developing an operational plan and determining the responsibilities and performance requirements, and lastly the developing measures for monitoring successful implementation.

What I've learned:

From this chapter, I learned how important the role of marketing in retail strategy, in terms of the development strategy and how this strategy be implemented. If this strategy will be done correctly, the company will have more competitive advantage compare to other companies.

## Book Review – Chapter 2

Book - Retail Marketing theory and practice: Retail marketing as a managerial discipline

Library Reference – HF 5429 C66 1991

Amazon Reference - None

Quote – None

Learning Expectations:

Based from this chapter's title "The role of marketing in strategic decision making", what comes into my mind are; how this marketing itself can help and develop a good strategy in decision making and what are the critical factors involved in having a good strategic decision making.

### Review

From the book of Retail and Marketing; Theory and Practice, according to the book the larger retailer the increased emphasis on corporate strategy and has often led by the increase awareness of the importance of retail marketing. And this has led to:

- 1 Clear definition of market segments, target customers and retail offers needed to reach them, encompassing merchandise, trading format, customer service and communications.
2. Emphasis on the creation of exclusive positioning through the composition of the retail offer strategy to develop competitive advantage.
3. The development of the retail brand to emphasize the selected positioning, supported by retailer – branded merchandise and services.
4. An awareness of the value of information to monitor the markets and customer shopping behaviour for both strategic and operational planning.

And it is suggested that all of these things creates value of corporate and strategic planning that has been preceded by the increasing contribution of retailers businesses as part of retail marketing

One thing for the companies to attain successes, they must have a concrete objectives, meaning they must have a good foundation for the companies to have a direction for their businesses. According to the book there are four components of objectives and these are;

1. The attribute sought
2. an index for measuring progress toward the attribute
3. A target or hurdle to be achieved
4. A time frame within which the target or hurdle is to be achieved.

And in this book, it is also mentioned the 5 critical success factors and these are;

1. Increasing sales revenue in real terms by increasing customer visit frequencies, customer transaction size and customer spend across the range per visit.
2. Increasing gross profit in real terms by improved margin management.
3. Containing operating costs throughout the business.
4. Increasing the productivity of physical and human assets.
5. Adding value to the customer offer.

What I've learned:

After I read this chapter, I learned the main role of marketing when it comes in developing a good strategy to be able to have a good decision making that will help to attain a good image company.

## WEB 2.0 HEROES

Book Review – Chapter 1

Book – Wiley. Web. 2.0. Heroes. Interviews with 20 Web. 2.0. Influencers. Apr. 2008

Library Reference – None

Amazon Reference

Quote

“Your blur the lines between a desktop experience and a web experience, and that’s really where everything is headed.”

Learning Expectations:

My expectation for this book is to know the real meaning of web 2.0, how this web 2.0 will change the lives of every individual. Is it important to use this web 2.0? These are some questions I would like to learn, and hopefully I could achieve what I expect after reading this book.

Review

Before anything else, I would like to tell something about this book. This book is a compilation of interviews of prominent people who is related or involved in the web 2.0.

To start with, let me first discussed what 2.0 all about, 2.0 is a term used to define by some people for social interaction occurring on the web that is changing even after a time. The impact of these social interactions like; using blogs, wikis, and other social networks, that will help to develop the web 2.0. It is understood that people have different perceptions about the true meaning of web 2.0.

For us to understand the real meaning of web 2.0, let us now proceed to an interview with Max Mancini, he is the senior directory of disruptive innovation at eBay, and prior to his role, he led over 70 developers at eBay, that is focusing on eBay stores, registration, sign – in, merchandising, and more, and lastly he has also worked with eBay’s classified business, Kijiji. If we think of a popular auction site, what comes first into our mind is definitely eBay, but we don’t know that eBay is more than just an auction site, and according to this book, eBay’s business is transactions, it is just that when we heard transactions, it is just a matter of buy and sell goods or services, but it is not.

The transaction in the eBay becomes possible, because this business brings a seller and a buyer together. The transaction in the eBay, selling of a marble, cellphones, cars, and anything that has a value, it doesn't matter in the business what is being sold, but as long as the transactions occur.

What I have learned?

I learned after reading this first part of this book that because of web 2.0, the transaction in the web becomes possible, wherein there is an exchange of goods, and buying of goods or services. The main purpose of the web 2.0, based on my understanding, is that the primarily concern o



## Book Review – Chapter 2

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

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

Learning Expectations:

My expectation for this chapter is to know what this “Internet.com” is all about, how this “internet.com” will affect the lives of every individual. Is it important to use this “internet.com”?

Review

At the first part of this chapter 2, it stated that there is a web and there is an internet. Coming from an interview with Alan Meckler, there is an internet.com made by Jupitermedia, obviously internet.com is an example of website. But internet.com is just more than a site. To have an overview about Jupitermedia, according to the book, it is a leading provider of images and information for creative, business, and information – technology professionals. And it is also stated in this chapter that Jupitermedia is divided into primary divisions.

Jupiterimages provides photos and other graphic images electronically. JupiterOnlineMedia provides information for IT professionals, developers, and creative professions through five different channels as well as through event (JupiterEvents) and jobs (JustTechJobs) areas.

One good thing about Internet.com is that it is a portal to an impressive list of sites. Is just having a community in and itself not an asset? Of course having a community for the business is an asset, it will depend to the company on how they are going to take advantage of it.

According to Alan Meckler, the forums of the market are extremely valuable for the business because these are part of the web sites or services where the company uses for their advertisements of their E-commerce.

The use of Web 2.0 property is an extremely valuable if it is tied up correctly into a side line or any other companion business that does have an E-commerce.  
What I have learned?

I learned after reading this chapter that we can do a lot of things in using the Web 2.0 especially when the company has been imparted it into their business. This thing will maximize the business itself for them to have a competitive advantage against their company's competitors..

### Book Review – Chapter 3

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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.”

Learning Expectations:

My expectation for this chapter is to know what this “Bloglines” is all about, how this “Bloglines” will affect the lives of every individual. Is it important to use this “Bloglines”?

Review

At the first part of this chapter 3, it is stated that if you are going to ask some people, what is the most popular site when it comes to blogging, these people would probably say “Bloglines” because it is included in the top lists of most popular blogging sites. Bloglines started as a tool created by Mark Fletcher in 2003. Bloglines is a free online service for newsfeeds, blogs, and content that is rich. According to this chapter, the bloglines helps people to search, subscribe, and share these services without requiring the people to understand deeply the technology.

Bloglines is a brand of Ask.com, and this Bloglines has been led by Eric Engleman as a general manager. An interview is made for Eric Engleman, and according to him, “he brings his experience at Bloglines along with his past experiences at other leading web sites, including Earthlink and Excite.”

Bloglines was one early innovator for Web 2.0, and according to the book it was launched in 2003, and it was a self – funded by the founder, who is Mark Fletcher. Mark Fletcher made this tool for himself. What makes him to be motivated to work on this tool is that, he found out that there are lots of blogs that were coming online, and people writing something that make sense.

When Mark Fletcher had been asked about what is Web 2.0, he said that he looked at the Web 2.0 as two documents to center the conversation. Those are the The Cluetrain Manifesto and the O’Reilly Web 2.0 doc. According to him that the Cluetrain

Manifesto was the earliest conversations leading to Web 2.0, this Cluetrain Manifesto talks about the online conversations and how some companies need to take part in this conversation.

And for O'Reilly Web 2.0, he said that the web as a platform. Like for an example of using the AJAX, it really ends up with the end user on how he/she will use the AJAX thing in the web.

What I have learned:

I learned the importance of these blog sites that are available in internet, because it is where the people making some comments to something, or anything that they want to express by means of writing a blog and posting it after in the blog site.

## Book Review – Chapter 4

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

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

Learning Expectations:

My expectation for this chapter is to know what this “Ning” is all about, how this “Ning” will affect the lives of every individual. Is it important to use this “Ning”?

Review

At the first part of this chapter 4, it is stated that there are lots of social networking in the web that is part of the core that defines the Web 2.0. Some of us know that social networking sites in the web is part of web 2.0, and one social networking that contributes in the Web 2.0 is “Ning.com”. This “Ning. Com” was started by two prominent people, and these are Marc Andreessen and Gina Bianchini back in the year of 2004. Marc Andreessen also worked in the popular search engine known as Netscape.

What makes “Ning.com” different among the other known social networking in the web is that it is actually a platform that creates social networks and not social network perce. According to this chapter creating social networks in the web is simply the user of this site can set up a social network that they can create any topic whatever the user wants to, because “Ning.com” provides the platform of social networking as I have mentioned earlier in my first part of my review, and it is up on the user the features and topic they want to use for them to make socialization to other people. Based on the information that has been gathered by this book, the “Ning.com” it is about 145,000 social networks and it is growing as time goes by in the Ning platform. What is good thing about this “Ning. Com” the user doesn’t need to create its own because again there is already 145,000 social networks, the user can just join to existing networks. Some of the categories you may see in this site are: Health, religion, moms, dads ,shows, books, animals, movies, sports, and many more it is up on the user what category he/she wants to create it will all rely to his/her imagination.

Many people believe that Gina is a hero in the Web 2.0 space, because of the work on Ning. According to her based on the interview, she said that “ I think it [Web 2.0] just means a lot of different things to a lot of different people”. It is true because in the web 2.0 you can see a lot of different things, it is full of different perspectives of different people all over the world that meets together in the web with its same interests. Social networking in the web makes it possible because of the web 2.0. She also said that what makes her motivated is that they have seen the networks were used for so many amazing and diverse purposes.

What I have learned:

I learned the importance of this social networking sites especially this “Ning.com”, that has been mentioned in this book, because it is where the people making some comments to something, or anything that they want to express by means of creating a network under its specific category and posting it after.

Book Review – Chapter 5

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the people powered or the social web.”

Learning Expectations:

My expectation for this chapter is to know what this “Technorati” is all about, how this “Technorati” will affect the lives of every individual. Is it important to use this “Technorati”?

Review

At the first part of this chapter 5, it was stated that according to the Technorati site, based on their information gathered there are more than 175000 new blogs that is created everyday, they know this thing because they track it. The web 2.0 talks about the people and the blogs.

The Technorati group currently tracks 100 million blogs. One of the interviews that have been made to have this book is coming from Dorion Carroll, he is a Technorati’s vice president of engineering. He worked to many companies such as Postini, Excite@Home, Electronic Arts, and Oracle.

He have experienced in different areas, like in search, email processing, E-commerce, CRM, ad targeting, and other numerous web and other enterprise technologies. He become an expert of his field and also a great person that discussed the topics of Technorati and the Web 2.0

According to him the Technorati is a company that was founded by Dave Sifryl and other couple of people that built in. In the first year of the company, they have created things that did not exist at all.

According to Dave, as a blogger as what he said in the interview he realized he must find a way to find a good stuff and for him to find the people that are actually

referencing to what he is doing. The purpose of blog- publishing platforms is actually to move into the Web 2.0 concept for the people to have the ability to recognize each other, create communities having same goal, and build connections that they never experienced before.

What I have learned:

I learned the importance of this blogging sites especially this “Technorati”, that has been mentioned in this book, because it is where the people making some comments to something, or anything that they want to express by means of creating blogs.



## Book Review – Chapter 6

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“Enterprises have some complex work flows, and I don’t think online application...are ready to really fit into the complex workflows in enterprises yet. They will get there someday, though.”

Learning Expectations:

My expectation for this chapter is to know what this “Zoho” is all about, how this “Zoho” will affect the lives of every individual. Is it important to use this “Zoho”?

Review

At the first part of this chapter 6, it was stated that the two giants are working in the online office space and these are the Google Aps and Microsoft Office Live. But in spite of this, there are still small companies are working or building online office and other collaboration products. And one site that has shown that can compete with these two giants of office space would be the “Zoho.com”.

Let me first talk about the “Zoho.com”, According to this chapter, this site is an office productivity suite coming from AdventNet, it provides numerous tools including an online word processor (Zoho Writer), an online spreadsheet (Zoho sheet), an online presentations tool (Zoho Show), an online conferencing tool (Zoho meeting), an online notebook (Zoho Notes) used for taking notes, a scheduling and planning tool (Zoho Planner), a project management software tool (Zoho Project), and a mail program (Zoho Mail) that will allow the user to have a mail account.

Many people are working and contributing to the products to make the site run smoothly. Among these people, one of them is Raju Vegesna, who is a spokesperson of this site. Having an interview with Raju Vegesna, let me first introduce himself, he have been working with Zoho and the parent company which is AdventNet for about seven years. He was the evangelist for Zoho, and started his own start up in India.

Again he defined the Zoho, according to him Zoro is not a company, it is a division rather. Many people think that Zoho is a separate company, but rather a brand, it belongs to an organization called AdventNet, which is a private company that was founded in 1996 and become profitable from the first year. To have idea about the parent company which is AdventNet, over the last 11 years of its existence, AdventNet had more than 20,000 customers excluding the Zoho. Imagine the company it did not raise any venture money but still it become profitable.

What I have learned:

I learned the importance of this Zoho site to the people, because of the features that the people can use for its purpose. The site has many tools that will help the people.

## Book Review – Chapter 7

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “ReadWriteWeb.Com” is all about, how this “ReadWriteWeb.Com” will affect the lives of every individual. Is it important to use this “ReadWriteWeb.Com”?

Review

At the first part of this chapter 7 Richard MacManus was introduced. He is the founder and runs the Read/WriteWeb ([www.ReadWriteWeb.com](http://www.ReadWriteWeb.com)) in September of 2005; he started the Web 2.0 workgroup (Web20WorkGroup.com) together with Fred Oliveira ([www.webbreakstuff.com](http://www.webbreakstuff.com)). He worked for many companies likely; ZDNet, Micromedia Corporation, and many more.

Let me first give you ideas about what this Read/WriteWeb is all about. According to this reading material Read/WriteWeb is a popular weblog that focuses on Web technology news, reviews and analysis. This weblog started in the year of 2004 and after a long time in the web, it is now ranked by Technorati as one of the Top 20 blogs in the world.

According to the prominent people as I have mentioned in my first part of my review, they tried to cover the quality and the pulse of their ReadWriteWeb,, wherein they emphasized on the analysis and explaining the latest trends in the Web 2.0.

They also mentioned that everytime they would write about a product, they made it sure that they would compare it to other products, so that there would be a comparison for each product, and people would directly identify the differences for each product. This site is one of the most popular blogs in the world, because it covers everything about latest news and trends in the Web 2.0. They see to it that the blogs can catch the interests of the majority.

What I have learned:

I learned the importance of this “ReadWriteWeb.Com” site to the people, because of the latest news and trends in the web 2.0 people now become aware to what is going in the web, and eventually these people can now use for its purpose.

Book Review – Chapter 8

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“We were about to change the way the software was used and distributed. We were going up against his 800 lb. gorilla in Redmond, Washington.”

-Tj Kang

Learning Expectations:

My expectation for this chapter is to know what this “Thinkfree” is all about, how this “Thinkfree” will affect the lives of every individual. Is it important to use this “Thinkfree”?

Review

At the first part of this chapter 8, it is mentioned that nowadays, online applications are becoming popular, it become more important because these online applications are gaining power and functionality to its purpose.

I would like to give you ideas about “Thinkfree”. Based on this reading material especially on this chapter, “Thinkfree” is a prime example of how much power and functionality that a little java can bring on the web. Most big companies like Microsoft and Google, talk about more on online applications, and a good example of online application is Thinkfree and it is compatible in using Microsoft Office.

The term 2.0 is actually an early leader in the online office application space. Thinkfree as a web- based application, it also compatible with Windows, Macintosh, UNIX, and Linux.

Some of the functions that Thinkfree can do is you as the user of it can create a number of different types of documents, including the word-processing documents, presentations, and spreadsheets, the user of it can also make editing on its documents.

For me its good to hear that Thinkfree can also edit existing documents made in Microsoft Office 2007, so I guess it have lots of functions that are interesting. The CEO of Thinkfree is TJ Kang; he leads the strategic direction of the company. According to

him as he defined the Web 2.0, Web 2.0 is an application platform, and a vendor and device neutral, and he also said in the interview that Web 2.0 revolution is the platform shift that he has been waiting for all his life.

The purpose of his site is that people visit the site not just to kill time like youtube, but rather to find useful information. This reading material mentioned some examples, and one example this site provides is that the lessons or instructions given by teachers, and that will help the visitor of this site to get an information about his /her purpose.

What I have learned:

I learned the importance of this “Thinkfree” site to the people, because of what he can do for people everytime they would visit the said site. It has many functions that will help the visitor of this site.

Book Review – Chapter 9

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“I see the 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 Expectations:

My expectation for this chapter is to know what this “Linkedln” is all about, how this “Linkedln” will affect the lives of every individual. Is it important to use this “Linkedln”?

Review

Before anything else, let me first define what this “Linkedln” is all about. According to this reading material, basically “Linkedln” is an online network of more than 17 million experienced professionals from around the world. Using Linkedln, as I have mentioned that it is an online network, the primary purpose of this is to link or connect everyone to each other whom they know; these online connections of people become a giant network with everyone linked together.

This Linkedln network can be used for searching and also used for extending your network. You as the user of this site, you can search for different categories like clients, consultants, subject – matter experts, friends, family, old acquaintances, jobs, business opportunities ,new hires, and everything you think of.

The interviewee for this chapter is Patrick Crane, who is the vice president of marketing at Linkedln. He had world –wide business experience.

Coming from the point of view that has been part of the Linkedln, he said that Linkedln is a professional networking site, and it uses many core technologies and capabilities of the social networks, but according to him it is exclusively for connecting

the professionals together, and because of the connection that LinkedIn is giving, these professionals can able to accomplish tasks, get information about their industry and their market for them to get things done.

What I have learned:

I learned the importance of this “Linkeddln” site to the professionals who have the same goal, because it is a place where they connect all their works together. This site makes a point that everything about their works of these professionals are in tacked together.



Book Review – Chapter 10

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“Web 2.0... was sort of the best attempt at coming up with a nice buzzard for a whole lot of new technology and innovative ways that people are using the internet.”

- Shaun Walker

Learning Expectations:

My expectation for this chapter is to know what this “DotNetNuke” is all about, how this “DotNetNuke” will affect the lives of every individual. Is it important to use this “DotNetNuke”?

Review

We all know that in the web there are different kinds of websites, and there are also platforms that are used for building websites. One example that can do both thing and this is DotNetNuke, it is a website for a platform that can be used in creating projects such as for commercial websites, portals, and vertical applications.

This website is available for everyone because it is free. It is an open Source where everyone is allowed to do whatever they want it the platform. According in this material, it is over 440, 000 people using and supporting DNN, as a framework it has been downloaded millions of times.

DNN was formed into a company in the year 2006, DotNetNuke Corporation. This reading material says that focus on the management of DNN and for the company to provide a solid foundation for future support.

The interviewee named Shaun Walker; he is the president and chief architect for DotNetNuke. As what is stated in this reading material, he is the creator and continues to be its key spokesperson.

The functions of DNN framework, obviously its fundamental benefit is in the area of user-generated content. It allows the user to create their own websites, but according to

this reading material it also has a modular literature where the user can plug in features such as discussion forums, blogs, and wikis.

What I have learned:

I learned the importance of this “DotNetNuke” site to the users who have the creativity, because it is a platform where they can create websites. Many plugins can be used in this website where the users can integrate forums, blogs and wikis as have mentioned earlier.

## Book Review – Chapter 11

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “Twitter” is all about, how this “Twitter” will affect the lives of every individual. Is it important to use this “Twitter”? These are questions that are placed at the back of my mind.

Review

To begin in this chapter, let me first introduce what this Twitter is all about, and what can it do... From the given information of this reading material, Twitter is a worldwide community where members can send updates about what they are thinking and doing at any point given in time. The updates can be sent in different forms, it can be via text messages coming from the twitter site or a mobile phone, or it can be also via instant messages(IM) from jabber, AIM, LiveJournal, or Gtalk, imagine how versatile the twitter is.

As a member of the Twitter community, you can post short messages, according to this reading material, you can use up to 140 characters, just to express what you are doing or thinking in any moment. Any members can do the same thing.

One good thing about using Twitter, you can send text messages without getting online, rather you can use your cellphone as an alternative, and vice versa where you can receive updates coming from your friends or people that are attached with you.

In adding to the features of the Twitter site, it has a mobile-phone support wherein there are desktop applications that you can use to send and receive information coming from your twitter.

What I have learned:

I learned the importance of this “Twitter” site to all the users of it, because you can post everything you want to post and for you to be able to inform all your friends or people that is connected to you regarding all the updates about on you, and they will know what is happening with you right now.

Book Review – Chapter 12

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“If you do not [innovate], then you will lose market share and you will wish you did.”

- Seth Sternberg

Learning Expectations:

My expectation for this chapter is to know what this “Meebo” is all about, how this “Meebo” will affect the lives of every individual. Is it important to use this “Meebo”? These are questions that are placed at the back of my mind.

Review

Nowadays, instant messaging (IM) has becoming a part of our society, and for our lives. It is our way to communicate in a faster pace, unlike to our traditional way. And because instant messaging we need, many companies create to find a solution in providing this instant messaging (IM). Examples of Instant messaging are; AOL’s AIM, Yahoos!’s IM, Google Talk, and even Microsoft’s MSN IM. Not all these examples as I have written are all easily to use, because each of them has different set up.

Let me give you an idea about Meebo. According to this reading material, Meebo changed instant messaging by doing two important things. First, it has the ability to provide a single interface that is capable of connecting all different IM networks, and second, Meebo doesn’t need to be installed in your machine, so it means you can save your memory in your machine.

In giving the social interaction and to the Web 2.0, Meebo takes the social networking to a new level. From the information gathered by this reading material, it states there that six million different persons signing into Meebo for every 30 days, and the average person who spends two and a half hours per day on Meebo.

Based on the interviewee, Meebo is to instant messaging, like the Hotmail and Gmai are to email.

What I have learned:

I learned the importance of this “Meebo” site to all the users of it, because you can send messages instantly. No need to spend much time in just accessing different instant messages, because of this website most instant messaging (IM) application as I have mentioned earlier it can be gathered in just one UI .

## Book Review – Chapter 13

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 terrible shape.”

- Joshua Schachter

Learning Expectations:

My expectation for this chapter is to know what this “deli.icio.us” is all about, how this “deli.icio.us” will affect the lives of every individual. Is it important to use this “deli.icio.us”? These are questions that are placed at the back of my mind.

Review

To start with this book review, let me give you an idea what this “deli.icio.us” can give, and what is it all about. According to this reading material “Deli.icio.us” allows the user to store its own favorites on the web, so that wherever and whenever the user, he or she can access it to any browser and any computer or we so called machine.

As you stored and share your favorites on the web, using “deli.icio.us” it will allow you to create tags for your favorites so that it can be easily find by you and by other users. As you create your tags, it would provide you the ability to categorize, sort, and search your favorites as what I have mentioned earlier.

“Deli.icio.us” is not just about your favorites but also to others who have their own favorites, it is like a bookmarking according to this chapter. It will allow you to search others favorites by simply using their tags.

From the interviewee Joshua Schachter, who is the founder and creator of “deli.icio.us”, as he introduced by this reading material, Joshua has continued as the director of engineering for deli.icio.us, because of his invention it provides a great insight for the web 2.0.

Same with the other prominent people who has been interviewed, according to them, they have created something because they wanted it, and it's their desire to build something like this.

What I have learned:

I learned the importance of this "deli.icio.us" site to all the users of it, because you can share and keep all your favorites in the web, wherein other people can access it and able to know a little something about you, same thing you can also access others favorites for you to know a little something to them.



Book Review – Chapter 14

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

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

- Ranjith Kumaran

Learning Expectations:

My expectation for this chapter is to know what this “YouSendIt” is all about, how this “YouSendIt” will affect the lives of every individual. Is it important to use this “YouSendIt”? These are questions that are placed at the back of my mind.

Review

To begin with this book review, let me first have an introduction about what this YouSendIt is all about, and what can it contribute in the web and also for the growing of web 2.0. According to this reading material YouSendIt, basically it is a site, wherein it has a primary function, and it is a site used for transferring information and files to others.

As this site has been invented, it makes the sending and receiving files become easier compare to the old times which it could consume or takes a lot of time just to send and receive files.

From the interviewee Ranjith, as he was introduced in this reading material, he is the founder of YouSendIt, where he is currently responsible for product management and corporate marketing.

According to him, they were the leading company that allows users to send, receive, and track large files, which others sites don’t have. As part of what their site can give is that they allow data to move very freely from one place to another without any disturbances.

Their site has many plugins that will help the users for enabling workflows, and for creative professional space.

As he was asked about “What would you consider the most important feature of Web 2.0”? He said that it is the ability for people to easily adopt services that connects to more people for them to start a conversation.

What I have learned:

I learned the importance of this “YouSendIt” site to all the users of it, because you can send and receive files without having a hard time of waiting, if your files has been sent already or you are waiting to receive files coming from the different people. Because of this site you can maximize your time for you to do other things that are more important.

Book Review – Chapter 15

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“Web 2.0 is really about the user experience and not the underlying technologies.”

- Garrett Camp

Learning Expectations:

My expectation for this chapter is to know what this “StumbleUpon” is all about, how this “StumbleUpon” will affect the lives of every individual. Is it important to use this “StumbleUpon”? These are questions that are placed at the back of my mind.

Review

To begin with this book review, let me first give you an introduction about what this StumbleUpon is all about, and what can it contribute in the web and also for the growing of web 2.0. According to this reading material StumbleUpon, it allows the user to share interesting sites and also to discover some sites as he/she received from other people who sent the sites. Using this StumbleUpon the users of the web or internet will know the positives and negatives of a certain website.

From the interviewee Garrett Camp, who is the founder and chief product officer for StumbleUpon. As he was introduced in this reading material, since 2001, he has been helping others share the sites they stumble across.

According to him, StumbleUpon has now more than 4 million registered users and its central purpose is to enable to personalized content discovery. They want the people to appreciate and show enthusiasm on the Web.

He said that the Web 2.0 is much more interactive compare with the Web 1.0, meaning in the Web 2.0 the sites in the web now allow the users to participate to the activities of the sites.

He also mentioned that websites in the web want to add a social networking or community features to be able the users to interact with each other and also to the

websites. He added that the Web 2.0 is a marketing tem than a technology thing. Because of the Open Source, it enables the web 2.0.

What I have learned:

I learned the importance of this “StumbleUpon” site to all the users of it, because of this website; the users will know the good websites from the bad ones. The users of it will share the interesting sites to the people they want to inform, and vice versa, the users can also received an information about interesting sites.

## Book Review – Chapter 16

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

Quote –

“The most important thing is that even though we felt in the ‘90s that the internet was having a big impact in the 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 Expectations:

My expectation for this chapter is to know what this “Skype” is all about, how this “Skype” will affect the lives of every individual. Is it important to use this “Skype”? These are questions that are placed at the back of my mind.

Review

To start with my book review on this chapter let me first introduce a program named “Skype”, according to what this reading material, it is considered a Web 2.0 site, and its website is a minor part of what it is. Basically, the main function of this website is to make phone calls to other people with the use of peer to peer technology.

You as the user of the Skype, you can able to call other Skype members for free, but you can use still call other people who are not users of Skype in their mobile phones if you are willing to pay small fees. Because of the functions of Skype, it made it easy to call other people no matter how distant they are away from you.

Skype is not a desktop browsers, it needs to be downloaded in your desktop for you to acquire its services, in making phone calls. It is a user friendly, so no worries to use this program. There are still some features of using Skype, the program allows user also to chat and for videos, because of the power of Internet, it pulled and enable everything.

From the interviewees, Niklas Zennstrom and Janus Friis, who are the founders of Skype made it possible of the existence of this Skype. Among the founders, Rodrigo Madanes become part of the team, and he lead the product strategy of Skype.

According to them, Skype is a piece of software that people can use to talk for free all over the world but only for Skype members only, because if you are going to call a non member of Skype there is a fee for every phone calls you have made.

What I have learned:

I learned the importance of this “Skype” to all the users of it. It is a program that enables the user to call other people worldwide without having a hard time, and it is good because it is free for all members of Skype to call each other, and pay little for non members.

Book Review – Chapter 17

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “IBM” is all about, how this “IBM” will affect the lives of every individual. Is it important to know this “IBM”? These are questions that are placed at the back of my mind.

Review

To begin with my book review let me first introduce “IBM” with the use of this reading material. According to this reading material “IBM” stands for International Business Machines and the name of it is very well known in the computer industry for a long time.

It states there that IBM focuses on many areas, including products and services. The company is well known in the computer industry, it became prominent because of its products and services that are in good quality, and it also participates in the Open Source community, wherein anyone can download programs that are for free.

According to Rod Smith, the vice president of Emerging Internet Technologies, Rod stated in the interview that blogs, wikis, and other innovative sites, it change the way that productivity applications are developed.

As he defined the web 2.0, the web 2.0 is the intersection of social changes, economic changes, and technology changes. According to him also is that web 2.0 becomes exclusive, because it is not just about the technology itself, but also it is about how business make changes, and how people are collaborating, and how people are unlocking content that is used in new and innovative ways.

What I have learned:

I learned the importance of this IBM Corporation in the world, because from their products and services, it makes the life easier for everybody. This company is very reliable, because it is already tested in the past years, and up to now they are still growing and serving the people well. Based on my information about them, they belong to the top companies in the Computer Industry.



Book Review – Chapter 18

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “Microsoft Corporation” can do in the world of technologies, and how this “Microsoft Corporation” will affect the lives of every individual. Is it important to know about this “Microsoft Corporation”? These are questions that are placed at the back of my mind.

Review

To begin with my book review let me first introduce “Microsoft Corporation” using this reading material. According to this reading material “Microsoft Corporation” is a company that leads in creating a web browser which is Microsoft Internet Explorer.

Microsoft is a big player in the Web 2.0 market. Becoming a tool maker, the Microsoft Company has developed tools that people are using to create the web 2.0 websites. Some of these tools that Microsoft Company made are the ASP.NET Ajax control toolkit, and the ASP.NET Ajax extensions.

The Microsoft Company provided a newer tool that can be considered a Web 2.0 site, and this is “Popfly”, this tool can use an interactive website for you as the user to develop your own site, and other than that you can also interact with others about your creations on your web site. Microsoft is known as the best Web 2.0 site.

The Web 2.0 revolves around the capabilities of technologies, the business models and the social constructs. These technologies are accompanied by software to be able to run in the internet and in the desktop. The main function of software is very important, because a technology without software it is very impossible to run, and

software will interoperate all the different devices in different locations in which people are using for the betterment of their lives.

What I have learned:

I learned the importance of this Microsoft Corporation in the world, because from their products and services, it makes the life easier for everybody. They are the leading manufacturer of software to be able to use the technologies and to integrate these devices in creating a productive and efficiently manner.

This company is very reliable, because it is already tested in the past years, and up to now they are still growing and serving the people well. Based on my information about them, they belong to the top companies in the Computer Industry.

Book Review – Chapter 19

Book – Wiley. Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “Sun Microsystems” can do in the world of programming, and how this “Sun Microsystems” will affect the lives of every individual. Is it important to know about this “Sun Microsystems”? These are questions that are placed at the back of my mind.

Review

To begin with my book review let me first introduce “Sun Microsystems” using this reading material. According to this reading material “Sun Microsystems” is the company behind the programming language, and the Sun Microsystems, Inc. using the slogan “The Network is the Computer,” the company is not just about programming, but rather it is also involved in hardware, operating systems, programming languages and more.

Based on this reading material, it was mentioned a distinguished engineer and the chief technology officer for software at Sun Microsystems who is Robert Berwin, he has been responsible for developer products and application platforms including the java platform, mobility, enterprise software, and business-integration products.

He led in making the enhancements to the NetBeans IDE, the creation of Java Studio Creator, and more. He also part of the Sun’s role in web 2.0 technologies.

The combination of the Web becoming interesting, and also the combination of the technology become more interesting because there are many contributors who are willing to make a difference for the improvement and betterment of the individuals and also the business.

What I have learned:

I learned the importance of this Sun Microsystems in the world, because from their products and services, it makes the life easier for everybody. They are the leading manufacturer of codes to be able to use in the technologies and to allow integration the devices to come up a something that will help the businesses or the individuals.

This company is very reliable, because it is already tested in the past years, and up to now they are still growing and serving the people well. Based on my information about them, they belong to the top companies in the Computer programming Industry.

Book Review – Chapter 20

Vertical Market Solutions for Retail Reader - 60  
2<sup>nd</sup> term S.Y 2008-2009  
By: Rande Ceasar T. Bato

Book – Wiley.Web.2.0.Heroes.Interviews.with.20.Web.2.0.Influencers.Apr.2008

Library Reference – None

Amazon Reference

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 Expectations:

My expectation for this chapter is to know what this “Adobe Systems Incorporated” can do in the world of programming, and how this “Adobe Systems Incorporated” will affect the lives of every individual. Is it important to know about this “Adobe Systems Incorporated”? These are some of the questions that are placed at the back of my mind.

Review

If we are using the Web, we almost see a lot of works on Adobe Flash. Because using Adobe Flash gives beautification on the websites, because there are movements that are unusual in our eyes but there are cool movements. We have heard Adobe’s products. One of their products is creating PDF files; it is installed in the Adobe Reader that reads documents in the PDF format, this product helps you to control from altering your works or presentations by others.

According to this reading material Adobe is more than just Flash and Reader. Their products include Adobe ColdFusion, Dreamweaver, Flex, InDesign, Photoshop, Premiere, Director, RoboHelp, and many, many more, maybe for some of the products that are presented are new for us, because we are not using it.

The Adobe Company is currently able to target both designers and developers effectively, and they succeed. Adobe plays a major role in the web space.

An interviewee named Michele Turner, who is an executive from Adobe; he is a vice president of platform product management and developer relations for Adobe. He spent time at AOL. He also did a couple of web 2.0 startups. He had worked to different big Internet companies and also to little Internet Companies.

Has he mentioned the Adobe Flex, it is a programming with an IDE (Integrated Development Environment). Basically, its purpose is to compile the codes to be able to run in the Adobe Flash Player or Adobe Air.

What I have learned:

I learned the importance of this Adobe Systems Incorporated in the world, because from their products and services, it makes the life easier for everybody. If I am not mistaken, most of their products are OpenSource wherein everyone can download it without paying, it is for free. But sometimes the products that are in OpenSource are only limited to number of days to be used.

## CLUETRAIN MANIFESTO : THE 95 THESES

### 1 “Markets are Conversation”

Basically, it means that when we market something, we are now starting a conversation, because it is where we transmit information or ideas to someone whom we sending the information to be able to impart to them. It is also a way of exchanging ideas of different parties with a single or more topics.

We know that market is something that we promote to people or to our customers for our products and services, which now markets are conversation takes place. Markets are full of conversations, knowing what it is, how is that, where it came from, when it should be done, and etc.. These are just one of the thousands questions that we may ask every time we are involved in market that deals with conversations.

When we market something we also want to know the feedback of our respective recipients or clients, that is why we start the conversation to be able to figure it out, if we totally gave the needs and wants of our clients or customers.

The markets conversation can be used in an electronic or digital manner, or sometimes it can also be used in a personal or traditional way. Conversation has a big impact to market, because if we do not converse, how can we market something that is why markets are conversation.

Our concerns to our clients or lets say to other people needs a conversation , we want him or her to have an idea of what is being offered to them , for them to be able to understood.

To sum up all these things we can not run through conversation in market.

2 “Markets consist of human beings, not demographic sectors.”

From the statement of “Markets consist of human beings, not demographic sectors”, my opinion to this statement is that Markets is composed of human beings that is characterized of humanity that has the attributes as opposed to animals, like the ability to talk, act, think and in a rational manner, not in relating to a just a demography of a sector that is just a statistic that characterized by human populations or segments of human populations that are broken down by age, sex or even categorizes for its specific variable.

As what Markets consist of human beings, wherein it is the ability to interact between the market area, not just interacting to its recipient or vice versa but rather the interaction between them is a wise or knowing kind of interaction, it means that the people in the respective position knows what is being discussed or the subject matter of the conversation are easily assimilated by the different parties.

The people in the market are notable for their desire to understand the ideas and information that travels throughout the area and how to influence the people around them, and can able to stand out for their own explanation in a wise reasonable. Human beings are not just simply a human but rather they are knowledgeable to something that is being delivered to them, they are not only accepts all the information that is being sent to them, instead they also criticize these information for them to know what is real and what are not.

Markets are not considered any abstractions and even not ordinary audiences, but rather they are people that needs of full respect and attention in a right manner.



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

Based on the statement of “Conversations among human beings sound human. They are conducted in a human voice”. My opinion to this statement is that most people talk shallow, meaning no juice at all, wherein they keep on talking and talking with a non sense matter, they want to make this, and work on that, and many more, but these things can not catch the interest of the audiences. Good examples of this are the politicians or even the marketers, they talk too much as long as they want, and without finding their audiences are they listening to what they are talking about? Some maybe yes, but most are not.

The speaker must deliver something that could catch the interests of the audiences, the speech must be written in a sensible manner, wherein it is reachable by the hand or lets say it can be possible to achieve, unlike of just delivering a speech to people that is impossible to achieve or it may be above the galaxy.

If the speaker can act, and speak accordingly to what the audiences is wanted to hear, he or she can attract the interest of the audiences, the audiences will listen to his/her speech, because their expectations are meet and this will turn out to a sensible speech. The energy has been used in speaking in front of the audiences is worthy.

But if the speaker, act, and speak disaccording to what the audiences are expecting, no one will listen, no one will appreciate the talk, so it means the talk/speech that the speaker delivered to his or her audiences is useless.

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

From the statement of “Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived”, my reaction or my point of view for this statement, it means that your delivered speech does not have to be perfect as possible, because the audiences may feel distance to what are you talking about, it may be too serious or too polished for them to appreciate. The speech may be out of the range or boundaries of the audiences, meaning the audiences can not relate to what is being spoken in front of them, so they will feel uncomfortable and unsatisfied to the speech.

It is better to have an unpolished speech that is open, friendly, natural, and relax approach to the viewpoint of the audiences, because these audiences pay their interests to a natural and open voice. They won't feel being distanced to the speech rather the audiences will appreciate the speech, because they can relate to what is being said in front of them, they won't also feel being left alone, because they understood the things that is going on. The audiences will feel comfortable and relaxed, because they can interact to the ideas that are sent to them.

The audiences will know how to react properly in a way that they can go on with the flow of the speech, because of the open and natural approach that is used for them to have the freedom to react to what they think is true based on their conscience.

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

From this statement of “People recognize each other as such from the sound of this voice”, my opinion for this is that people will recognize the intention of each other through the sound of its voice, because the sound of voice will determine the personality of a person.

We can not change immediately our personality as what we need for a circumstance, because our voice will tell what kind of a person we are. For an example, a person who talks too much, like telling that he/she is like this or like that, she/he have this or have that, maybe some will believe to what he/ she says, but most will not , because of his/ her voice. Again, our voice will let other people know what kind of character we have.

We all know that what we felt, we deliver it through the sound of our voice. It is where we express or share our emotions/ feelings toward something. The sound of our voice will definitely depend to what we feel; it can be good or bad. That is why the sound of our voice is very important, we use it also to release what is inside our mind and heart for us to be heard by the people around us and even the whole world.

To sum up everything for this statement is that we should know and learn how to listen to the sound of voice of others, and we will eventually recognize and understand something on it.”

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

From the statement of “The Internet is enabling conversations among human beings that were simply not possible in the era of mass media”. My opinion for this statement is that everything is possible in conversations with the use of internet. There are no boundaries for us to stop in attaining conversations between different parties.

For us human beings, we can converse as long as we want; because we are in the time of mass media no such thing can stop our conversation. We can reach even a very large audience. This thing is possible because it is where we can post our conversation with the use websites, and any posting materials.

But the concept of mass media is complicated in some area of internet media because as now individuals have a means of potential contact on a scale similar to what was previously restricted to other selected group of mass media producers.

We can not stop using internet nowadays, we can use the internet for personal purposes or we can also use it for our careers. It is part of our daily living. For students, they use the internet for their assignments, researches, projects and even for their social activities. And for professionals, they use the internet for accomplishing and improving their works.

Again to sum up the ideas that I presented here, the internet is a tool used for our conversations, it allows us to connect or reach to other people for us to express/share our concerns to them.

## 7 “Hyperlinks subvert hierarchy”.

For the statement of “Hyperlinks subvert hierarchy”, before I present my opinion to the statement, I am going to define first what hyperlink is all about, it is an element in an electronic document that links to another place in the same document or to an entirely different document. Typically, you click on the hyperlink to follow the link. Hyperlinks are the most essential ingredient of all hypertext systems, including the World Wide Web.

Hyperlinks subvert hierarchies" statement, the word "subvert" for me is a reason, and I believe that I use it to hint at the effect of hyperlinks on the power of relationships. The truth of the statement depends on whether it exists the hierarchies are in fact it is being subverted by the Web. And that's hard to evaluate because it's such a broad statement and because it's still in early days.

When you hyperlink something, you are now creating a hierarchy of reason. Every hyperlink must have a reason, why you put a hyperlink on it, and you are trying to connect to something you want to attach with, and there is a purpose why it is connected. You use hyperlink, because you want to reveal something special on it. Hierarchy is something that has a control towards to the last level, so there is a control over its subordinates. But despite of this hierarchy, the internet enables us to converse to other people freely. Internet is somewhat linking to other people even though there is no personally attached.

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

Based from the statement of” In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way”. My opinion to this statement is that in both area of internetworked markets and intranetworked employees, they communicate each other by just using the advance technology which is the internet. This technology means a lot for them not only just for them, but also for the entire human beings in this world, because it is where our conversation takes place.

Reason why the word used is powerful, it is because no such thing can bound on it, and or rather no one can stop it totally. Maybe you can stop it in a limited number of times but not as forever, that is why it is a powerful new way of speaking or conversation. People need to take a serious look at exactly how these companies are implementing or using in the cluetrain's theses intentionally or un-intentionally, and if these theses are still relevant in the light of their actions? Maybe for some companies they would say yes, but not as all companies would do, because they have their own point of view of looking things. Maybe some companies would tell that what had mentioned in the statement or in the book rather are not really relevant to their actions. It will still rely to what they think, to what they act on different things, and how they perceive to what they believe in is right.

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

Based from this given statement in Cluetrain’s Manifesto “these networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge” my opinion for this statement is that we all know that networked conversations are very powerful in different new forms for us to deal with social organization as long as we want to, there is no hindrance for it, all we need is our willingness to make a socialization to other people with the use of these innovative internet.

And in terms of our knowledge to something, it is up on us, on how we exchange these knowledge to other people, but of course we also benefited from it, by simply sharing or giving what you have known to someone you want to share or give in, they will learn from it, but you will also learn from them because these people will also give or share their knowledge about something you want to learn. It is a matter of give and take of ideas between different parties.

If you know how to socialite to other people in a right or good manner, these people will bring back the way on how you treated them. A good relationship with your social organization will eventually turn out to a good way of conversation. Learn how to appreciate and respect the knowledge of others, it will give a harmonious relationship between you , and other people, maybe they are part of your social organization , or even outside of your social organization.

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

Based from this given statement in Cluetrain’s Manifesto “As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally”, my opinion for this statement is that because of our relation to the markets where we converse to different people, we are now opened to lots of information, that means, these information we can get from our conversation, it makes us to become more smarter, we are informed by these new things, and we became organized. Those conversations to markets, makes us healthy. We are loaded by this new information, and this information will help us to succeed, maybe for our careers or it can be also for an improvement as a person that has a quality.

Our participation in this networked market makes us something that has a quality, meaning our existence is worth it, because we have now purpose, and our goal is to give something that will improve the quality of life of everybody.

People will change because of this networked market. It will make sense to those people who participates this kind of activity. They will learn something that has an importance to a person’s life. It will improve the quality of living only if he or she will do it in a rational manner, meaning without violating the rules and regulations of mankind, because if he or she will use it in a wrong way, he/ she will suffer from it, and he/she can only do is that to take the consequences of her/ his actions.



11 “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.”

Based from this given statement in Cluetrain’s Manifesto “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 “ , my opinion for this statement is that people who participates the networked markets can easily discern a good information, and able to use it as a support to what they believe in. The exchanging of information of networked markets will help to support to pin point the truth. If we only believe to these vendors to what they say, these vendors will mislead us, so our direction to our view will not be concrete as it is. That is why we must open our mind to the comments or advices of others, because these comments and advices will guide us to what we believe is real.

These vendors in our surroundings, they will just talk and talk, and most of the time, they will tell a lie for us to catch our interests. And this thing is not good for us, because if you will imagine, you buy this product for you to make your life easier, and if this product will make your life miserable, it will be useless, and its your lost.

We must not believe easily to these idiot vendors, that is why networked market is built, for us to be guided to several things. The requirements in the networked market world are the following; we must know how to listen and able to criticized.

12 “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.”

Based from this given statement in Cluetrain’s Manifesto “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“, my opinion for this statement is that secrets will not last for a long time, because there are eyes who will observe over you and your company. The purpose of networked market is to watch everything, and eventually publish it. The feedback of your previous customer will be revealed to the networked market area, it may be good or bad new for your company, so again you can not hide your secrets.

To the company who has a good quality for their products, the high quality image of their company will increase more, because from their valued customers the good news about their product will be sent to other people who have not yet know about your product that your company is being offered to the market. So, this good news from your valued customers will help the company to expand and able to compete effectively in world of marketing. Your valued customers will tell everything about what they experienced from your products. That is why the quality of your product must be observed, for your company sake.

And for those companies whose products don’t have qualities, your company will have a hard time in competing in the market, and the worst part of it , maybe your company will decline and even your company will end up nothing.

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

Based from this given statement of Cluetrain Manifesto “What's happening to markets is also happening among employees. A metaphysical construct called "The Company“ is the only thing standing between the two. My opinion for this statement is that what is going on in the market also happens inside the company, especially in employees’ side. The interaction in the market, or let us say the conversation that is happening in the market affects the company, because the company stand for the two entities who having their conversations. Whatever conversation that is going on in the market, it directs to the image of the company. It can be good or bad conversation, but what the point there is, is that the quality of the company may increase or decrease, because of the said conversation that is happening in the market.

The conversations between two or more different parties are being absorbed by the company, like the case of employees in a certain company. These employees may talk about the management that is going on inside in their company, in terms of salary, how employer took care of their rights, the benefits of what an employee can get, these are just one of the thousands topic may discussed by these employees. That is why the conversation of these employees is very important for the company, the company is relying to the feedback of each employees, that is why the management of the company should take good care their employees, because in just one wrong decision may affect the entire company, because as what the market as conversation can do, it can publicize everything in just a single time.

14 “Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.”

Based from this given statement of Cluetrain Manifesto “Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, and literally inhuman”. My opinion for this statement is that Corporations do not speak as a normal human being do, meaning they talk as if everything is true, as if all things are possible because of them. These things are normal for corporations, because they want to attract and influence people to be with them, without sincerely talking for the benefit of people, but rather for their own sake.

Again, companies sound hollow, flat, and literally inhuman; it means that these companies talk in a nonsense manner, wherein people can not get something out of it. I can say that most companies are just misleading the people, to buy these and buy that, which is not good for the people. These companies are not doing what they supposed to do, these companies must give something that is real, and may help the people in terms of their living. But again what is going on in the real world is that the opposite. They are not using the internet in a good purpose, because as what the purpose of the internet is to give good information to people who are having a conversation in the market, but the company took the advantage of delivering ideas or information to people in a wrong manner. The main purpose of the internet is to enable a good conversation between two or more different parties.

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

Based from the given statement of Cluetrain Manifesto which is “In just a few more years, the current homogenized “voice” of business — the sound of mission statements and brochures — will seem as contrived and artificial as the language of the 18th century French court”. My opinion for this statement is that, in a few more years’ time, these same voices in the market made by these businesses will become unnatural or artificial in a sense that they want to attract the people by means of misleading them. It means that whatever they offer in the market is not really true. These businesses will no longer stick to what they had written in their mission statement and within their brochures. Like for example, their mission is to offer something to the people that will give a better worth life living, this mission will stay for a limited years only, as time goes by this mission will no longer effective as what the business is aiming for, because the competition between businesses becomes the factor to mislead the people just to have the number one spot in the market.

That is why the businesses focus more on having a larger profit and be the number one in the market that they tend to forget the quality of service they want to give to the people as what they wrote in their mission statements, and also the reason why their businesses exist. It is very hard to avoid that because it is a fact, everything will change, it just a matter of when.

16 “Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone”.

Based from this given statement of Cluetrain Manifesto which is “Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone”. My opinion for this kind of statement is that , these companies will only have the power to talk in the market, that they would advertise their services and products again and again in the world of market, that will hinder the people to have a greater conversation regarding to what is going on in the market made by these companies.

These companies will tend to overlap the conversation that is occurring between two or more different parties. It is a way of these companies to stop the exchanging of information by these people who talk about their companies, in result to those people who do not know the bad feedback regarding to what is being offered by these companies, they will be misled to buy these products and services that is offered by these misleading companies.

Pity to those people who do not know because they will be victimized by having wrong products and services. The people will no longer have the chance to talk to anyone, because they are being overpowered by the companies who take the floor in the market. It is not good for people, but that is what it takes when these companies will penetrate the market area. The people must prepare for the worst. It is a fact sad reality, everyone may suffer on it.

17 “Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.”

Based from this given statement of Cluetrain Manifesto which is “Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves”. In this given statement my opinion for this is that companies know that these online markets of theirs are also these people who used to watch their ads on television. These companies are just being fooled by their own selves, because only same markets are knew what they offered in the market, so meaning there is no improvement in terms of the number of their customers.

These companies must be aware of these people, but of course they can not do something about it, because these are their customers. These customers are wisely enough. The companies should wisely give the needs and wants of their customers for them to improve their lives. These companies must be involved in different ideas that will catch the interest of their valued customers. Their advertisements must start with conversation to their valued customers, for them to converse effectively, because if their advertisements are just simply posting of pictures of their products, it will become useless, because there must be an interaction between the company and the customers, for them to have a solid relationship, wherein there is a give and take between them. The greatest thing that the company can do is that they should know how to listen to their customers, for them to achieve and give what are the really needs and wants of their valued customers.

18 “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”.

Based from this given statement of Cluetrain Manifesto which is “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.” In this given statement my opinion for this is that companies who don't realize who are their markets, become networked person- to – person, meaning they only talk to their co company, which is not good because it is very hard for them to attract their main markets, so in return these companies will be left out, and the worst case happen maybe these companies will decide to shut down or close their company. Their opportunity to have a conversation with their markets will be lost, because they don't even know who their markets are at all. So the best thing they could do, they must figure it out who are their markets are, for them to be effective in having a conversation to their main markets, because if they will do have an effective conversation, they could generate more profit with these markets, and they will also minimize their cost especially in marketing their products, because they have targeted it effectively.

Company missing best opportunity is something that is not good for the part of the company, because they will lose their advantage to compete in the real world of marketing. Their main weapon which is to have a larger number of markets is just a dream of them if they do not realize who their markets are.



19 “Companies can now communicate with their markets directly. If they blow it, it could be their last chance”.

Based from this given statement of Cluetrain Manifesto which is “Companies can now communicate with their markets directly. If they blow it, it could be their last chance.” In this given statement my opinion for this is that companies can able to communicate to their target markets directly by using this internet, because for internet everything is possible. It is their chance to have a conversation directly to their markets; they can attract much number of markets compare to other companies, only if they know how to take good care of their markets, meaning whatever they would say in their conversation is really true. The companies must use the web properly for them to have the advantage to their other competitor. They must also apply to whatever new ideas they have learned for them to interact effectively to their markets. Be appreciative enough to the comments/feedbacks of the company’s customers, for the company to improve their processes, because from them where the company gets the ideas to have a better view in giving good service to their valued customers. Listen to what the customers’ needs and wants, and eventually try to make it as possible, and serve it to them, at the end, after the customers benefited from what the company’s offered to them, the company will also be benefited, it is just a matter mutual relationship which is give and take. The company should always do the keep in touch thing with the customers, so that the company will able monitor their valued customers.

20 “Companies need to realize their markets are often laughing”

Based from the statement of Cluetrain Manifesto which is “Companies need to realize their markets are often laughing” my opinion for this is that we all know that company is a serious type of organization, regarding to their processes that is involved within the company. That is why the company must know how to relax and enjoy to what they are doing, but of course the quality of the company must still observed. Becoming too serious about what you are doing sometimes that is the reason why you fell, so take it slowly but surely, for you to achieve something at the right time. Company must also know how to deal with their customers, try to have fun with them, and later on the company will eventually identify the needs and wants of their customers for them to provide a good quality of service. Because the success of a company relies to how their customers react to what they give to them. That is why the company must figure it out properly for them to achieve something that will benefit the company.

Most companies do not care too much to their customers, they only care to themselves, thinking that they gave the right thing what they supposed to give to their customers, but they are wrong. What makes it wrong; these companies tend to forget to have a conversation with their major customers, so in return these companies could not identify properly the right needs and wants of their customers.

## 21 “Companies need to lighten up and take themselves less seriously”

Based from the statement of Cluetrain Manifesto which is “Companies need to lighten up and take themselves less seriously”, and my opinion for this is that most companies become too serious about to what they are doing, they tend to forget on how to relax and enjoy. If the company knows how to take it slowly but surely to what they are doing, I can say this company will have a better future for their business.

The company must maximize its resources, like for an example; a company uses a website for them to post their latest advertisements, this virtual thing will help them to communicate with their customers effectively, but of course when they advertise something of their products/ latest products, it should portray something that will catch the interest of their valued customers for them to maximize as what I have mentioned earlier. Having a so much serious advertisement makes it boring to the eyes of the customers, so in return these customers will just ignore it that is why I recommend to the companies that avoid too much seriousness regarding to their processes which has an involvement to their valued customers

Companies should try new things that will improve the quality and image of their businesses. When they undergo conversation with their valued customers, they must open to new ideas that will help them to communicate effectively, like giving a promotions to their products or let say they could also use funny advertisements, these will help them to catch the interest of their valued customers.

22 “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.”

Based on the given statement of Cluetrain Manifesto which is “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” my opinion for this statement is that to have a sense of humor, it does not mean you need to become a joker, wherein your goal is to make people laugh at what are you saying and to what are you doing, same thing in creating a company’s web site, you don’t have to put some jokes or anything that will make the customers laugh, all you need is to post something that has a value for the customers, it must be truly humble and directly pointing out your motives, in this manner the customers will realize that the company is not just advertising their products and services, but rather these customers will appreciate the value that the company is giving in.

Genuinely is one good thing that the company must have. If the company is real, meaning the company would not mislead their customers in buying this and buying that of their listed products. The company must give value to their customers so that the customers will give back the same value that the company is giving to them. Being too much proud of the company is not good, because they can not serve their customers well. The company tends to forget the reason why their business exists.

23 “Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about.”

Based on the given statement of Cluetrain Manifesto which is “Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about. ” my opinion for this statement is that if the company wants to have a position in the market, this company must position itself in a correct area, meaning the company should penetrate the market according to what they offer. For an example, a company who is selling cellular phones must gain position only in cellphone industry not in other industry. Positioning in a desired market is not easy for the part of the company, because the company should do everything for them to be identified and noticed by their target customers. The company must do something that will attract their target customers, like giving good advertisements, promotional activities, any activity that can penetrate the minds of their customers.

The interest of the customers is not very easy to attain, because at one point the customers have different interests, but if the company can identify the interest of the majority of the customers, this will help them to take in the position inside the market, and in this case the company will have a larger share when it comes to having a numerous customers. It is a good idea to have a position inside the market where the company is creating into. Because if the company will have a position inside the market, it means the company has its regular customers.

24“Bombastic boasts — “We are positioned to become the preeminent provider of XYZ“ —do not constitute a position”.

Based on the given statement of Cluetrain Manifesto which “Bombastic boasts — “We are positioned to become the preeminent provider of XYZ“—d o not constitute a position”, my opinion for this statement is that it directly pointing out the market itself, because the market are the ones who provides the products and services for the customers.

Relating this statement everyone knows that the activities happen inside the market premises, so whatever products or services we need are all in the market, so that is the reason why it is called a preeminent provider. Company established its position inside the market for them to keep in touch with their target customers, but that is what company thinks , they taught they are the one who positioned themselves, but the real fact is that the customers are the one who put them in positioned within the market premises.

We are in the place where smart people live. People know how criticize things, that is why they have the power to point it out the companies who will be left in the market, and those companies that did not pass the criteria of the people will be gone, so my point for my statement is that, the people or let us say the customer has the authority to take the company to have a position inside the market area, but it will always be relied to the performance of every company. If the company could just serve the customers genuinely, I can say that the company could take the position but if the company does the bad thing, meaning they would mislead their customers, it would be harder for them to take into the position, and worst case may happen is that the company will close their business.

25 “Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships”.

Based on the given statement of Cluetrain Manifesto which “Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships”, my opinion for this statement is that the Ivory Towers that is mentioned in the statement symbolizes a place where companies reside every time they would want to create relationship with their customers. I really do agree with this statement, for the companies to be successful with their businesses they must create good relationship with their valued customers, because good relationship with your valued customer is the key for success of the business. To have a good relationship with the customers, the company must know how to listen with them. In the real market area, it is a place where exchanging of ideas or information happens. Some ideas may be the feedback of what the customers experienced in having the products or services of a certain company, for the company to maximize the role of the market, the company should use the market to listen and address any problems that the customers are experiencing in using the products or services of the company. If the company knows how to listen to these feedbacks and able to address it according to the expectations of the valued customers, it would be a competitive advantage for their competitors, but if the company does not know how to listen to their customers, they would just think of themselves without creating any good relationship with their customers, the company will not grow and survive.

26 “Public Relations does not relate to the public. Companies are deeply afraid of their markets”.

Based on the given statement of Cluetrain Manifesto which is “Public Relations does not relate to the public. Companies are deeply afraid of their markets”, before anything else, I would just define what Public Relations is all about, basically, public relations this is used by some companies as part of their promotions, it is their way to be known by the their customers. Sometimes these companies would either help an orphanage or would give something to any existing projects like Clean and Green programs, by being part on these activities, the name of the company will be heard and the company will have a good image in the mind of these customers.

Companies are deeply afraid of their markets; the company does not know how to catch the interests of their target customers, because every customer has its own kind of interest, so this is the major reason why the company is afraid to its market. It is very hard to figure out the main interest of the customers, but anything else the company should think what the major interest of every customer is, and try to produce it for them. Because if the company can produce it as what the customers expect from them, the company could easily generate revenues, and the good thing about it is that the company will have loyal customers who will patronize their products and services. Again, good relationship between the company and customers will always matter, the company should able to preserve for the company to have a good future.



27 “By speaking in language that is distant, inviting, arrogant, they build walls to keep markets at bay”.

Based on the given statement of Cluetrain Manifesto which is “By speaking in language that is distant, inviting, arrogant, they build walls to keep markets at bay”. Many companies use the web as part of their advertisements; it is a place where these companies sell their products to their target customers. The real purpose of the web is for conversation of different parties, it can be the customer and a company, company to company, and customer to customer. Every company has its own approach in conversing to their target customers, it can be a good invitation in inviting their target customers, but it can be also as arrogant. If the company is too arrogant, it is very hard for them to convince their target customers to buy their products and services, so the best thing that every company must do, is to have a humility approach, because in this way, their target customers will eventually appreciate the company, and the company will have loyal customers.

It is normal to each company to be arrogant, but the company must try to be nice as possible, because being nice to the target customer will generate revenue. The company must be real to their target market, so that the target customers will able to appreciate all the endeavors that the company is doing for the sake of their target customers. Having a right manner can influence people, as a company with a good manner can invite target customers to buy their products and services.

28 “Most marketing programs are based on the fear that the market might see what's really going on inside the company”.

Based on the given statement of Cluetrain Manifesto which is ““Most marketing programs are based on the fear that the market might see what's really going on inside the company”. The companies hide something about themselves; they would not tell everything in the market, they want still to preserve confidentiality about the processes involved inside the company. Each company has its own secrets, because if the company will reveal everything in the market area, everyone will know their identity, but sometimes hiding secrets is not good in the mind of the customers, because these customers will think that are not sincerely real to what the company is being offered to them. That’s why if the customer found out that a certain company is hiding something, this customer will create bad publicity that can destroy the image of the company, and definitely this bad publicity will lower the revenue and the worst thing may happen it will lead to bankruptcy of the company, so as much as possible the company should limit their secrets, and they must learn how to keep it within their organization, or else, this will create problems for the company.

Again having secrets will cause many problems, but we can not dictate each company to reveal their secrets, because it is the right of the organization. The companies should learn how to tell the truth, they must not mislead their target customers, and lastly the company must serve politely their target customers, for the company to create a good relationship between them, because it is their key for the company to be successful in their business.

29 "Elvis said it best: "We can't go on together with suspicious minds."

Based on the given statement of Cluetrain Manifesto which is Elvis said it best: "We can't go on together with suspicious minds." My opinion for this statement is that we all know that people are too suspicious; it is natural for people to have a very suspicious mind. But despite the fact that we are too suspicious, we should put in our mind that everyone is unique, we have different characteristics and we have also unlike capabilities. But these different capabilities of others, we tend to criticize and monitor to those people who have more talents compare with us. Our personality makes us differ to other people, it is our identity. Everybody is unique as everyone knows. We should also understand that is normal everytime we would make our talents, some people would watch over us and we become suspicious in the eyes of others, but it is not an excuse to be afraid of to show what we can do, as long as we do the right thing in the right manner, nothing to be ashamed. We should not be affected to what other people would say, again it is normal. Learn to face it and you should able to overcome all those criticisms by others, and eventually try to reverse to what other people say, meaning you should turn the bad notion of other people to you into praises.

We should use the suspicious minds of other people, to make us a better person. Defend yourself from all these devastations.

30 “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”.

Based on the given statement of Cluetrain Manifesto which is “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”. My opinion for this statement is that Companies must build a good relationship to its customers for them to able to establish their brands of their products being offered in the market, it is a proof if the customer’s can remember the brand names of a specific company, I can say that the company is stable, because the company creates a position in the minds of their valued customers. Having a brand name in the market does not mean that they would last long, that is they must assure to their valued customers that they will give their best to serve them very well, and if the company can do it very well, now I can say that they would last very long in the market. The company must build a very strong relationship to their valued customers for their assurance to last forever in the market, it is their main key.

Having advertisements for your products and services are not enough to establish a brand name in the mind of the customers, because not all target customers are easy to please to avail your products and services. Markets are getting wiser nowadays, because they are exposing to new ideas and information, so the company must give something that will catch the interest of their valued customers.

31 “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?"

Based on the given statement of Cluetrain Manifesto which is “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?" My opinion for this statement is that we have so much advance technologies nowadays, that in just one click we can get much ideas and information. You work with the market and you will get all the things you have ever wanted, but be careful because not all the things in the market are true, sometimes it will mislead you to your concerns. There are two things in using technologies, it can be to give help or the worst is it will destroy you as a person, so watch out, and learn how to handle it properly. Sometimes loyalty to something or your loyalty to someone will not last, because it can reverse it easily because of the information you may get in using the technology. Loyalty is just a temporary for most of us, because as what the statement says “Nothing lasts forever”, but again it will depend to every individual, if they can handle it for a lifetime well that’s good, but if not, that’s what it is.

Network can be useful for everyone, especially for companies, because it is their way to connect to their target customers. We as a customers, we must know how to balance everything we have gotten from these technologies, so that the use of good technologies will be maximized according to its main purpose.

32 “Smart markets will find suppliers who speak their own language”.

Based on the given statement of Cluetrain Manifesto which is “Smart markets will find suppliers who speak their own language”. My opinion for this statement is that most companies talk as if what ever they would say is all true, but in fact these are just artificial voice that are trying to attract their target customers. Some companies use an artificial voice to communicate with their target customers; it is their way of influencing us.

We as buyers, we think that all companies are all the same, but we are wrong, there are still companies who talk in human, but of course they are limited only.

It is better to ignore companies that are not real, but it is not easy to find out whom the companies who talk in human are, or just an artificial, so it is up on us, how we are going to discover the real ones from a fake voice.

As a market we must know the best supplier we could ever have, the main requirement needed is that if that supplier talks its own language, meaning the supplier talks in real. That is why the technology is invented, for us to find out the fake from real, it is up on us to criticize everything that is presented in front of us. The market becoming serious, to find a better supplier, having a good supplier will give you a better tandem in your business, because there is a mutual relationship, wherein there is a give and take process.

33 “Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

Based on the given statement of Cluetrain Manifesto which is “Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.”. My opinion for this statement is that if the companies would talk in human voice, it would be hard time for them to convince the market, because people are now immune with the talks of these companies. But if the companies could do it the right way, I guess they can get what they really want coming from their target customers. Companies should give what the customers want to hear but of course with the limit of their capabilities, so that the target customers will listen directly from them, unlike if their target customers will be dissatisfied to what they are doing, their target customers, will transfer to companies who give what the customer wants. The companies must take a lot of efforts for them to be identified by their target customers, because if the companies are not sincere to what they are doing, it is very hard for them to please their target customers. They must reveal what they really are, because if the company is true to themselves, it would be a right time and a break for them to be noticed by their target customers.

Forget the misleading advertisements, because these will make the company go down and weak, but rather think of ways that will catch the interests of target customers without fooling them.

34 “To speak with a human voice, companies must share the concerns of their communities”.

Based on the given statement of Cluetrain Manifesto which is “To speak with a human voice, companies must share the concerns of their communities.”. My opinion for this statement is that the companies must take a hand to their communities, instead of just concentrating within their organization, because for the company to be successful in the business, they must be concerned to their communities, meaning they offer something that will benefit the entire communities. Because if they will not do it, their existence in the market will be useless. Great things happen after doing the right thing especially for the entire communities. The staying of the companies will depend on how they make a relationship with their communities, whether it is bad relationship or good relationship. If the company will have a bad relationship with the community, I can surely say that this company would not last, and it’s a down fall for them, because no one will believe in them, because they take the community for granted, without knowing that their main key is within the community, and if the company will have a good relationship with the community, it will generate income for them, and the good things about having a greater income, the company can spread their business in different areas, they will have a competitive advantage over other competitors, and the most important thing that all companies want to achieve is that they will get the loyalty of their target customers, because if they can have these loyalty of target customers, they will last in the market.



35 “But first, they must belong to a community”.

Based on the given statement of Cluetrain Manifesto which is “But first, they must belong to a community.” My opinion for this statement is that before companies can achieve the loyalty of their target customers, they must work at it, by just simply being concerned with their communities. If the companies can do it effectively, they can now easily persuade their target customers to buy their products and services. As what I have mentioned in the earlier thesis, it’s just a matter of mutual relationship wherein there is a give and take process, one benefit from the other, and the other will also benefit from the other. If the company could master this kind of relationship, it is their edge over the other competitors, and the company doesn’t need to worry with the outcome of their sales, because of their good relationship with their target customers, these target customers will patronize your products and services. But attaining a good relationship with your target customers is not easy, because you have to earn it, it is not just a matter of one click then there is already a good relationship between the company and the target customers, it will always take time. Attaining a good relationship is possible, the company should only work for it, by being sincere to their target customers and also to the communities.

A good public relations is one good thing that the company is really concern with the community, by sponsoring a program that will feed the poor or it can be also by means of giving medical assistance to those who are less fortunate

36 “Companies must ask themselves where their corporate cultures end.”

Based on the given statement of Cluetrain Manifesto which is “Companies must ask themselves where their corporate cultures end.” My opinion for this statement is that companies must know within themselves their corporate cultures limit, because everything in this world has its boundary which will limit its coverage. Because, if the company will know the limit of their coverage, the company can easily serve well their target customers which belongs under their limit or coverage. It is one good strategy, to know first the coverage of your market, because if the companies will just sell their goods and services without knowing the coverage of their markets, it will be turning out useless, because the company can not just even define their scope, so how can these companies create a good quality of products and services, without focusing the limitations of their target customers.

Everything has its limitation; the company can not serve all over the world, because of some factors that will hinder them to do so. So instead of wishing that the company can serve all the customers all over the world, it is better that they must focus in a market which their company belongs to. Before starting a business, there are factors to consider, and of the factor that the company must define is know the scope and limitation area of your markets, whether the company will just focus in a single country, it can be also divided into a number of regions, and it can be also in a single region. But of course there are lots of factors aside from knowing the scope and limitation of the area.

37 “If their cultures end before the community begins, they will have no market”.

Based on the given statement of Cluetrain Manifesto which is “Companies must ask themselves where their corporate cultures end.” My opinion for this statement is that the company must established first against all other competitors, for them to have niche market, because if the company will be delayed to establish its position, the company will be left behind, and it is very hard for them to acquire a competitive advantage against all their competitors. It is just a matter who will be the first who can set up its culture before a community starts. The community in an area will definitely have an idea or information about the products and services which your company’s competitor, and surely I can say that because the community knows about the products and services of them being offered, they will buy or acquire that, instead of having your products and services, because at one point they establish it first against your company, so the people in the community will have trust with your competitors, and because your company has been late to establish a position, the customers will look suspicious the products and services you offered with them.

If the company will have no market, so how can this company able to survive in the world of business. The most important in the business is definitely the market, because it is the reason why the company is making business. The companies want to serve the market, and the reward that the company can get when they able to serve the market well, a higher profit.

38 “Human communities are based on discourse — on human speech about human concerns”.

Based on the given statement of Cluetrain Manifesto which is ““Human communities are based on discourse — on human speech about human concerns”. My opinion for this statement is that the communities all over the world need to make discourses to be able to understand the different perspectives of different people. Different kinds of people means different opinions are made, so as much as possible try to make discourses to other communities to be able to understand their opinions toward to a subject, because if you will avoid conversation with these different people, there will be a conflict happened between you and to other people. We all know that we have different perceptions to a something, so for you to be noticed and understood by these people, let your voice come out and tell them what is inside in you, because no one will help you to express your feelings toward something except you. It is nice to be heard your voice to other people, because they will feel your existence. In the real world, those people who have heard are those who take the position. So you must learn how to stand up the crowd and make something that will shock everybody, but of course in good deeds not in bad thing.

It is accepted in the real world, the different opinions of others towards you, because it is normal nowadays. It just a matter of how you are going to handle it and make use of these opinions to mold you to become a better person.

39 “The community of discourse is the market”.

Based on the given statement of Cluetrain Manifesto which is “The community of discourse is the market”. My opinion for this statement is that the company must figure out directly the conversation of their markets, because we all know from the first statement in this 95 theses of Cluetrain Manifesto that market is conversation, so the goal of the company is to know what is going on in the conversation of the market, so the company can improve and develop the products and services that the company can serve well with their target customers which also known as the company’s market. It is their weapon against their competitors, because the company knows what to do, and what to produce to catch the interests of their target customers, because the company has been penetrated the market where their target customers are having a conversation to each other. The company will have a competitive advantage against their competitors. The company must avoid bad conversation of their target customers, because this will destroy the image of their company, so the must take good care of actions for them to have good image in the eyes of their target customers as always.

There are ways to have a good image in the eyes of the company’s target customers, first the company must be sincere to what they are doing for their target customers, and then the company must produce a quality products and quality services, and lastly, which is important the company must know how to listen in the conversation of their market.

40 “Companies that do not belong to a community of discourse will die”.

Based on the given statement of Cluetrain Manifesto which is ““Companies that do not belong to a community of discourse will die”. My opinion for this statement is that the company who can not penetrate the conversation of their markets will definitely die, because the life of a business relies to the conversation of their target customers or to their markets. So the company’s mission is to plan on how they can be involved in the conversation of their target customers, and able to response properly according to what the conversation of their target customers is all about. The primarily concerns of the target customers, is definitely to attain the satisfaction from the products and services they acquire from a company. The company must reach the expectations of their target customers or else the company will lead to bankruptcy. We all know that the company will not able to reach the total satisfaction of the customers, because the satisfaction of the customers are evolving every time they would experience the services and from what they acquire from the products, but the companies must set at the back of their minds that whatever they offer to their respective target customers whether it can be products or services, must be above all to what their competitors are being offered to them, because in this case the company will have more loyal customers that will patronize the products and services that the company is being offered to its market. The company’s market is the heart of a business.

41 “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.”

Based on the given statement of Cluetrain Manifesto which is “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”. My opinion for this statement is that these companies should protect their businesses from their competitors or else they will be left behind. These companies should protect the most vital part of their business which is their people. What is wrong to some companies they tend to look everyone even their employees as a treat for the business, and which is not good, because again their employees is their vital resources that they could have. Sometimes it is good to look at things that way, but too much of it will cause them problem. The best thing that company can do is to have a good relationship with their employees, in this manner they will have the loyalties of their employees, and yet these employees will work whole heartedly for the company because of the good relationship that has been made. If the company will become strict to their employees, these employees will resign, so the question now is, who will work for the company? The answer is no one, so in result the company will lead to bankruptcy because the processes inside the company are already paralyzed.

The company must have a larger view for the future of the company, so that they can set up the things that they must do, for the company to attain the good future.

42 “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.”

Based on the given statement of Cluetrain Manifesto which is “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”. My opinion for this statement is that these companies put up or set up some rules and regulations for them to follow sets of standards especially for the people inside the company. Over controlling the people within the company is not good, because these people think that they are hold in their neck. But I am not saying that there should not have set rules and regulations, what I am trying to a say is that the set of rules and regulations should have the limits also. Because if the company has over rules and regulations, the tendency there is that their employees can not work properly because they are afraid of these bound of set rules and regulations, it is like there is a boundary between the company and to its employees. So how can a company attain a good relation between their employees if there is a boundary? The company must limit these rules and regulations as much as possible, for them to attain a good relationship with their employees.

Communication within the company is good, because there will be coordination between each employee, and it will result to a productive and efficient manner. The company must work as a whole to achieve their goal, it is like saying they must think as a family that has a goal in life, so that they will work for the common goal.



\43 “Such conversations are taking place today on corporate intranets. But only when the conditions are right.”

Based on the given statement of Cluetrain Manifesto which is “Such conversations are taking place today on corporate intranets. But only when the conditions are right”. My opinion for this statement is that we all know that the web is a place where all transactions or conversations are happening, because all of us can easily access the web as long as the user of it has the resources in using the internet. In the web or in the internet everyone can connect to each other without any restrictions, but it is up on the person to whom he or she will going to connect with. During the connection of the two or more people in the web, you as a part of that relationship, you can get some ideas or information that you may rely on your daily living, because facing the web will give you learning’s. It is good to hear for us a consumer of their products and services that these companies will talk to each other, that will directly pointing in the needs and wants of their target customers, so that it will benefit us in the present and in our future time. These companies must consider the expectations of their target customers, because if these companies will meet these expectations, it will give them a good relationship with their target customers, but of course it is not very easy for the part of the companies to attain quickly the good relationship to their target customers because there are still factors to consider.

44 “Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.”

Based on the given statement of Cluetrain Manifesto which is “Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore?” My opinion for this statement is that many companies are engaging with the intranets for them to distribute their HR policies under their premises, but this information that has been sent to their employees or workers are ignoring. Some employees or workers do not value the effort of their respective companies, because they do not know that having an intranet within the company will add up to the cost of the company. But some companies tried not to have an intranet in their company because they know that most of their employees will just ignore it, these companies don't want to sacrifice their resources. Having an intranet for the companies will become an asset for them, because using an intranet in the company will make everything to be coordinated to each activity that company is working for. One good example of using an intranet in the company is the distribution of the information in a faster pace, because the employee who is in charge in delivering the information from one building to another building under the company's premises, it would take minutes or an hour probably, but when the company has intranet, it would be very easy for them to sent information to another building, it would take not more than a minute I guess if the system is working 100%.

45 “Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.”

Based on the given statement of Cluetrain Manifesto which is “Intranets naturally tended to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.” My opinion for this statement is that we should maximize the uses of intranet, so that we can have the edge towards to others who does not have an intranet within their organization. Companies must consider the opinions or suggestions of their employees or workers because from these people they can generate ideas that will benefit not just the company but the entire entity who is involved in the company. Listening to what other says will make improve the companies to become more productive and efficiently utilizing all the resources that the companies have. Seeing the intranet in the company looks boring for those people who do not have any idea about its purpose, but for those people who find it very valuably, it is an asset that will give benefits for the company, it is the loss for the company if it does not have an intranet.

A change is one good thing to consider, I am referring to good changes and not bad changes. Companies may change their processes to attain a good quality for the sake of their respective companies. You change something because you think that the previous thing is not good to sustain with, so changing it will make it more valuable for the eyes of the beholder.

46 “A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.”

Based on the given statement of Cluetrain Manifesto which is “A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.” My opinion for this statement is that having a good intranet within the organization which the entities inside the organization are directly connected to each other to work as a team and for them to be able to attain the organizational goal. A good intranet means the employees within the organization can easily organized their respective works, because there will be coordination for each employee and the employees can also be productive, and efficient enough to work for the common goal. Having said these things, I will cite a good example that is applicable to my statements above, for an example , an employee who delivers a report to each department, if you will carefully analyzed, the employee needs to go up and down to the stairs just to deliver the report for each department, what if the company has fifty floors, and each department are scattered in the whole building, how can this employee deliver it efficiently without consuming much time, so it is not possible, but if the company has established a good intranet within their company, no need to consume much time in going up and going down from the stairs just for the sake of delivering reports in each department, the employee can just seat down facing his or her computer, then directly sending the reports to each department, in this case, the company will become more productive and efficient.

47 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that everyone knows that creating an intranet for the company will take a lot of efforts, and it is not just simply an effort, but it also add the cost for the company who wants to have an intranet within its premises. It is a fact that if we want something we should sacrifice something also, it is like saying that if you want to have an intranet for your respective company, you must sacrifice the cost of the company because it automatically increase your cost by simply buying all the requirements in building an intranet and it comprises the hardware and software needed for the intranet. But the benefit of having an intranet within the company is that all their works will be in coordinated accordingly, so in return the company becomes more productive and efficient.

But having an intranet will be classified according to big and small companies. Not all companies need to have an intranet, because at one point is the company has the resources to avail an intranet, or simply is the company can afford to have it. There are lots of factors to consider like, is the company really need this intranet, for small businesses, I can say that if they don’t really need intranet no need for them to avail it. And for larger businesses I can say they must have it for the improvement of their processes within their company.

48 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that if the company or such corporate will be afraid of intranet as part of their organization, the purpose of the existence of the intranet will become useless, and the worst part of it will just add up to the cost of the company, the company will just suffer to it without using this network for the benefit of the entire company. Putting an investment for having an intranet is good for the company only if this network will be used effectively, instead of just establishing it but do not use at all by the people or the employees inside in the company. The primary goal of the intranet is to connect each employee or worker within the company. Coordinating all the works of the employees will make the company become more productive and efficient, because there will be an immediate follow up of each work, so in case there is a deficiency in the work of a certain employee it will be directly point out and can find a solution right after. In a network marketplace, each person wants to receive and sends information by means of their voice or just simply by their gestures. Using a network, employees can show what they have in a faster pace.

49 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that organizational charts convey the hierarchy of people within the organization. Coming from the top is the highest authority to be able control the entire company, and going downward to the least entity within the company. The level of the hierarchy in which a certain position is being placed determines its power inside in the company. The organization charts are divided into three parts, and these are the “Top Level”, “Middle Level”, and the “Lower Level”. In the top level, these are the President, CIO, or CEO; these positions have the most powerful inside the company in which they have the authority to control the entire company. While the Middle level, these people are under the top level, but still they have the authority to supervise the lower level. In the Middle level these are the Supervisor, or Managers who controls or monitor the performance of the employees who belongs to lower level. And lastly the lower level, these people are just comprises of workers who are under the technical aspect, meaning they don’t belong to high level of decision making in helping to grow the company. These people don’t think much of the strategies that the company is going to used with, their primary concern is to work with repetitions, meaning, what they work for today will be their work for the entire staying in the company.

50 “Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority”.

Based on the given statement of Cluetrain Manifesto which is “Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority”. My opinion for this statement is that the org charts that has been mentioned in the statement serves as the standard of level or the hierarchy inside in the corporation, the org charts will determine the set of rules or restrictions that need to follow. The highest level in the org chart is the one who has the most powerful and has the authority to control the entire company. This person in the highest level is the one who has the final decision on what the company is planning to go through for the development of the company in the future. Authority makes it more difficult for the workers or employees to work effectively, because what is in the back of mind of each employee or worker is that whatever he/ she does that make him/her conscious because he /she is being monitored by these set of rules.

Companies want their employees or workers to have knowledge about the companies’ processes, because if the companies can preserve these employees or workers it will become their asset, and the companies can use it for their future. The company must take good care and respect the knowledge of each entity inside the company, because these employees or workers can contribute for the improvement and betterment of the company where these employees are working for.



51 “Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.”

Based on the given statement of Cluetrain Manifesto which is “Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.” My opinion for this statement is that the real business world, we all know that everything is being controlled by these businesses. The command and control of business management makes the business entity comply the requirements, despite the fact that this management disregards their employees’ feelings, because what the management wants is to ultimately achieve their goals.

Some companies don’t care with their employees or workers; all they want is to have a larger profit. Without knowing that the success of the business comes from their employees, if the company can treat their employees very well, these employees will serve the company in good terms, meaning they will work effectively just for helping that will benefit the entire company. A good thing that every company can do is to remember that the command and control that they are going to implement within their organization must have limitations for the sake of every individual inside in the company. Because if the company can limit this command and control management styles, the company will be able to avoid to abuse their employees.

Using Bureaucracy will set all the rules and regulations, meaning there will be set of standards to follow within the company’s premises, and it will be a good thing for the company. This Bureaucracy will set boundaries between employees or workers and the company itself.

52 “Paranoia kills conversation. That's its point. But lack of open conversation kills companies.”

Based on the given statement of Cluetrain Manifesto which is “Paranoia kills conversation. That's its point. But lack of open conversation kills companies.” My opinion for this statement is that the companies have the controlling power of all the things related to the company and they have the authority to monitor everything that is going on inside the company. People are always making conversation to each other, but when it comes to company's premises employees do not usually converse to each other, so in return there is a lack of conversation inside the company and it kills the company. One thing to attain successful business, the people inside the business should know how to converse to each other, so that whatever concerns may happen, they can easily inquire to each other. A good company should have a good conversation. The paranoia thing destructs and kills the conversation between each employee, because whatever each employee do might give a bad effect and this will affect the performance of the company. Having a good conversation makes the company in coordinated to any processes that are involved in the business.

Every person that is involved in business must practice a regular conversation, so that the company will enrich the identity of the business, it will become more productive and it will attain efficiency. Because of having a good conversation in each employee, there will be have a good relationship between the company and employees, and in return the company will benefit from it.

53 “There are two conversations going on. One inside the company. One with the market.”

Based on the given statement of Cluetrain Manifesto which is “There are two conversations going on. One inside the company. One with the market.” My opinion for this statement is that the companies must consider the two different conversations that are going on inside the company and also in the market. The conversation inside the company is much different from the conversation in the market. If the company could just grasp the conversation in the market and inside their company, I can surely say that the company will become successful. The conversations inside the company and with their target customers is very important for the company, one wrong move will suffer the entire company, so to avoid that they must know how to listen and eventually understood these conversations.

The conversations inside the company made by their employees must be monitored by the companies and put into a consideration that these conversations of their employees maybe a factor or become an asset that will help to improve and develop the business. These conversations of their employees will strengthen the relationship of the employees and the company itself. Comments, suggestions or any form of feedbacks whether coming from the employees or to their customers, the company must know how to response according to the concerns of their employees or to their customers. Turn these concerns into a productive one, meaning the company will address to it for the improvement and betterment of the company. The key is in the conversation of people involved in the company.

54 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that companies want to make conversations with their employees and to their customers, but having a conversation is not just a simple conversing without pointing the main reason why they are conversing with them, and it become useless whenever they do that thing. Because what makes conversation becomes healthy for the companies who are trying to make conversation with their employees and with their customers is that company must know how to listen with their conversations and able to response it accordingly to what everyone expects the outcome. We all know that communication is very important to everyone, it can be individual or an organization, because through communications where they settle everything. Imagine if there is no communication exists, how can people express what they want to tell? So communication is a vital for all living things, it is a way for us to express all our concerns.

Companies should always make it a point that they must have a good and healthy type of conversations for the companies to improve and develop new things that will reach the expectations of their valued customers. Giving commands are part in an organization, but too many commands that are being demanded inside the organization can be a caused to harm the business itself.

55 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that companies create their rules and regulations for their business, and these policies of the business really affects the processes involved within the company, it may give benefits for the company but it can also give a bad effect, it is up on the company on how they are going to manage these policies. The future of the company will depend on the people who are working on it.

The purpose of the policies in the company is to set up rules and regulations under the company’s premises. These policies of the company will be just limited within only their organization. Because of the company’s policies these will limit all the actions of their employees. It is good to have a policy inside an organization so that it can easily monitored all the activities inside the organization, and it will tell if these activities pass the company’s set of standards. Intranetworked is a good thing to have for the business, because there will be coordination between each entity inside the business, but there is lack more, the company must consider also having internetworked markets for them to have coordination outside their business. The companies policies, their command and control management will definitely not applicable in the market, because it is outside of the company’s authority.

56 “These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices.”

Based on the given statement of Cluetrain Manifesto which is “These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices.” My opinion for this statement is that the voice of the businesses and the voice in the market must talk to each other because aside from having the same language used, they must talk for them to have a better understanding in which these businesses want to offer in the market. We all know that the primary goal of each company is to have a larger profit, in which they will attain in the market, only if the business could give the needs and wants of their customers. For the companies to know what are the needs and wants of their customers, they must coordinate in the conversation of the market, because from the market, the company will know what are the things they need to offer in the market, so that their target customers will appreciate and eventually buy what the company is being offered for their customers.

The business and the market have the same goal; they want to help each other for the sake of the customers. They are working hand in hand in achieving that goal. The people inside the business must work on, on how they are going to influence these people inside the market, because if the people inside the company can do the right thing by being involved in the market, the company will have a greater profit, and the loyalty of these people with the company will become solid, because it meets what they expect from the company.

57 “Smart companies will get out of the way and help the inevitable to happen sooner.”

Based on the given statement of Cluetrain Manifesto which is ““a Smart company will get out of the way and help the inevitable to happen sooner.” My opinion for this statement is that the companies like what is going on with their businesses in a way that they think that they do the right thing. Every company wants to target a greater profit that’s why each of them is working hard to achieve that goal. Sometimes because of that eager to have a larger profit, companies tend to forget the people inside and outside of their business. In achieving a greater value of profit, the company must be effective and productive in such a way that all things are on their direction, so that every detail of their processes must be inline to their standards.

Companies will gain good image to the eyes of the people outside and inside the business, if they know how to handle them properly, meaning there is a care involved, there is no selfishness behind, and their aim is to give satisfaction to their customers. Changes are inevitable, it will just arrive sooner or later, so the company must expect for that.

Smart companies know how to move properly, every decision they made will benefit the entire company but not just the business itself, but also the customers or consumers of their products and services. These smart companies will change everything that will hinder them in having a good relationship with their customers and also having a greater profit.

58 “If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.”

Based on the given statement of Cluetrain Manifesto which is “ If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.” My opinion for this statement is that the companies are willing to make conversations for them to develop their entire business with the knowledge they would get in having a conversation with the market and also conversations within their company. One investment that will help the company to know the conversation inside their business is using intranet, because from it they will make all the processes in coordinate. Having a good intranet within the business is a competitive advantage among other competitors who do not have intranet at all. Connecting to these conversations will give the company new information about what they would offer in the market, because their key to success is in the conversations of their employees and their markets, it will also strengthen the relationship of the company to its employees and also employee to employee. The good relationship that can give to each employee will result to a productive and effective work.

The two important things that companies must consider; first a company must know how to listen in the conversations of the markets and with the conversations within their employees, and second would be after knowing that conversations, a company should create a good relationship with them, so that everything will turn into their plans. Conversation is one important activity that every company must do.



59 “However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.”

Based on the given statement of Cluetrain Manifesto which is “ If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.” My opinion for this statement is that the real world is full of doubtfulness, because information that revolves around us is very deceit. We don’t know what are real to misleading ones, so that is why we must be careful to criticize these information, because as what our purpose from these information is to give benefits to us, but these information will also lead us to experience bad things which we do not like to happen. People may think that companies are not sincere to them, because people know that all they want is to get and influence people to buy their products and acquire their services that they offered in the market.

Most companies used the web to communicate with their customers, for them to advertise their products and services, and also it will generate revenue for them. When it comes to legal concern, it prevents the companies to have conversations freely, because maybe for some regions, the conversations between the company and the customers are not accepted, because of the different cultures for every region. If the company will be afraid of these legal issues, it will just made them unproductive, but I am not saying that they don’t need to obey these laws, what I am trying to say, they must think ways that will not disobey the legal matters.

60 “This is suicidal. Markets want to talk to companies.”

Based on the given statement of Cluetrain Manifesto which is ““This is suicidal. Markets want to talk to companies.” My opinion for this statement is that many companies are trying to converse with the market, without knowing that the markets want to make a conversation also. If the company will just be open for conversation with the markets, it won't give them a hard time figuring it out what is the best they could give for their target customers, because from that conversation the company will know the needs and wants of their customers. Again the success of a company will rely in the conversations of parties, the company and the markets. Markets want to know what is going on with your company, how are things going on, and anything that is related with the company. Companies must focus in the willingness of markets to keep in touch with them, because sometimes company ignores it, and they tend not to listen because they think that these markets want to destroy the image of the company, but it is not good idea to ignore the markets, because the company's success relies on it.

On the other hand, there are companies who are willing to talk with the markets, but these markets won't listen to these companies, because the markets think that these companies talk inhuman voice, meaning it is not real, these companies would just think on themselves, they fool the markets, their voice are not accepted by their markets because it sounds unusual.

61 “Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false — and often is.”

Based on the given statement of Cluetrain Manifesto which is ““This is suicidal. Markets want to talk to companies.” My opinion for this statement is that the conversations of the markets do not reach the companies, because of the boundaries between the markets and the companies. The boundaries hinder the companies to interact effectively with the market that is why some companies take the markets for granted. Not taking it into consideration will bring unexpected and bad things that will really affect the performance of the companies. Companies must see to it that the market is really important in their business, it is where they sell their goods and services, and without markets how these companies acquire customers. Everything must be in a good strategy so that the company will grow and be productive in such a way that the goal of every company is being reached and eventually accomplished.

One thing that companies must learn, they should know how to listen with the markets, because everything will depend on it. The stability of a certain company will determine in its performance and also on how they would listen with their markets. The barriers between the companies and the markets must limit, so that the companies or the markets can penetrate to each other, and work as whole so that everybody will acquire benefits. They must work hand in hand, and it is a matter of give and take. You give something and time will come you will receive, but it will depends on what you gave, if you gave something that is good, you will then received what you have been expecting.

62 “Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.”

Based on the given statement of Cluetrain Manifesto which is “Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.” My opinion for this statement is that most companies block the public to participate in the conversations that is happening within their company. Companies must be open, and they should let their markets to participate in the conversations, so that in this case, the company will know their status in the market, if they are in the top or in a critical level, because everything will depend on their markets. Companies will know the needs and wants of their customers, if they will allow the markets to have or make a conversation with them, because it is a matter of give and take. Markets give information about what they really want, but they want also to know what is going on with your company. They want to know if the company is really sincere to what they are doing, and if this company will give them security. Information coming from their markets will give them an idea to develop new products and services or improve their existing products and services for the company to become competitive in the real world and it will also help them to expand their business.

To attain success in the business, the company and its employees together their markets must work together in one direction, so that everybody will benefit from it.

63 “De-cloaking, getting personal: We are those markets. We want to talk to you.”

Based on the given statement of Cluetrain Manifesto which is “De-cloaking, getting personal: We are those markets. We want to talk to you.” My opinion for this statement is that most companies are trying to converse with their markets, but what they want to be discussed is about the business itself and not their personal lives of the people involved in the company. In the real world what matters most is the personal matters, markets are interested to the people who are working in the company, which companies don’t want to be discussed, because again it is too personal. It is good that companies could create attachments with their customers, but with the limit, for them to work in professional. What company really want is a good relationship between the company and its customers, because in this case, the company will able to serve their customers very well, in a such a way that their customers will be delighted to what they received or buy to their preferred companies. Companies must take it into consideration that they will listen to the apprehensions of their target customers, so that the company will know the concerns of their customers, and if the company can figure it out , it would be easy for them to serve and offer something to their target customers that will reach the expectations and the customers will be delighted eventually.

But most companies don’t know how to listen; they don’t care about their markets say, they would just only rely to themselves, because they think that what they offer in the market is accepted by their customers.

64 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that some companies think that through their advertisements they can easily persuade the markets to buy their products and acquire their services that they offered, but it is definitely not true, because now the market is becoming intelligent. The market won't believe right away about with the advertisements that are presented to them, the people now know how to criticize these advertisements if what they are saying is really true. But I am not saying that companies should stop their advertisements, what I am trying to say is that companies should not only rely with their advertisements to attract the markets, they should think some strategies on how they can attract markets, like for example, the companies must participate the public relations, so that the people will remember the good deeds of the companies.

One thing that I will add with the markets nowadays, markets get bored with the advertisements that don't have the impact to them, meaning the advertisements don't have the power to tickle the market. Sometimes advertisements are nonsense, to the point that what they portray is irrelevant to its subject, so the people don't figure out what the advertisements want to impart to them.

65.” 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.”

Based on the given statement of Cluetrain Manifesto which is ” 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.” My opinion for this statement is that it directly pointing the employees or workers in a company. Workers or employees want to be part in the conversations of the customers and the company, because according to the statement, employees or workers are the vital part of the companies, without them, how companies can run it businesses? That is why these employees or workers want to participate in the activities of the company to its customers. Workers or employees are not be treated as a machine, because from them the future of the companies rely on them. The voices of the companies’ employees must be considered also, because through them the companies will know how to improve the business itself, and from them the companies can get ideas on how to establish connection with the market. The voices of the employees and markets must combine for the company to be able to come up good strategies and eventually implement and so that the companies can reach or meet the expectations of their markets.

But because of the rules and regulations of the companies, it limits the employees to speak out and reveal all their concerns regarding to the companies activities, in return the voices of their workers or employees will not be heard by these companies.

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66 “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?”

Based on the given statement of Cluetrain Manifesto which is “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?” My opinion for this statement is that markets want to know the companies without using researches; reports about the companies, the market want to know the real company, meaning they don't want to believe right a way with what these companies are talking about. Companies inform their markets about their products and services through the use of advertisements, but these advertisements are lack of information about the companies, what it portrays is just about the products and services, that is why markets don't feel the sincerity of these companies who have only their advertisements.

What markets want is to reveal the real identity of these companies for them to be able to understand fully the existence of the companies, because if these companies will just advertise about their products and services without giving an information about the company, it would look unreal to the eyes of the people, because they would think that they only advertise for their products and services, and not for their company itself. The companies must give information about their business/ company, like for example, by giving an information about their existence, they must tell their purpose in their advertisements so that the markets will sort of get an idea about them.



67 “As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.”

Based on the given statement of Cluetrain Manifesto which is “As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.” My opinion for this statement is that it refers to the voices of the markets and the workers of a company, why these companies are ignoring these said voices, without thinking that the success of a business will rely to the voices of these important entities, the markets and the workers. The companies must know how to listen to all the concerns or voices of these two entities, because if not, the business will not grow, and it would also die. Markets and workers of the companies are trying to please these companies to listen to their voices, but still these companies won't listen, and they just ignore. The companies must be open to any suggestions, comments or any feedback coming from their employees and their markets, because from these feedbacks of their markets and workers, it will help the company to grow and improve its business, but be sure the companies must know how to listen, because if not it will be useless. For an example, a company has a CRM or also known as Customers Relation Management, wherein they have these suggestions or comments form that the customers will fill up, having this CRM without taking it action, it will be useless as what I have mentioned earlier. For every thing the company must put it into action, meaning the suggestions or comments of their customers must be considered, the companies must address to these concerns.

68 “The inflated self-important jargon you sling around — in the press, at your conferences — what's that got to do with us? “

Based on the given statement of Cluetrain Manifesto which is “The inflated self-important jargon you sling around — in the press, at your conferences — what's that got to do with us? “ My opinion for this statement is that most companies are trying to use the press to promote their products and services, because they think that the press people will make them popular in the market, and we all know that press people are very powerful entity in which they can influence people immediately as they make an article to the subject matter. It is good that some companies use the press to establish position in the market, because companies must consider to have a position in the market first before doing something else, because if not it will give them a hard time in competing with their competitors who has established a position already in the market where they competing for.

It is good that companies should have press conference where they will introduce their new products and services, so that before it will launch in the market, there will be write ups according to their products and services, in this case the markets will be aware to what the company is going to offer. During the press conference, companies would talk as if they are only people in the conference, which is not good; because they have their audiences who are willing to listen, and eventually understand to what the company is want to tell to the public.

69 “Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.”

Based on the given statement of Cluetrain Manifesto which is “Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.” My opinion for this statement is that it can relate to all politician nowadays in our country, because these politicians do everything they could just to impress the people. They talk as if they can really do everything in just a short span of time, anything that can impress the people; politicians are always on the go. For every election in a country, we notice that politicians talk all their projects if they will be elected in a certain position in the government, no ending talking about this, about that, and anything that would catch the interest of the people, because if they can impress the people, surely they could acquire position in the market, but these politicians don't know that they can not easily impress the people, because people now are immune with all of these, same thing with the company, companies talk too much about their products and services that they offer in the market, these companies think that their target customers will believe them in easy way, by just giving them information about their products and services that they offer, but they are wrong, as I have mentioned in my example in the case of politicians, the markets or their target customers are already used to these talks, so in result these markets or customers will not be impressed and believed easily to what these companies are talking about.

70 “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.”

Based on the given statement of Cluetrain Manifesto which is “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.” My opinion for this statement is that there are companies who are still disregarding and decide not to listen to their markets and to their workers, which sometimes their workers result to sign a resignation. Because the companies don't know how to consider the voices of their markets and to their employees it will give them a hard time in creating a good relationship with them, because how can these companies attain a good relationship with the markets while in fact they could not even have a good relationship with their employees. If the investors of a certain company will know about this kind of behavior that the company is doing, I can say that these investors will pull out all their investments for that company, because at one point the company do not know how to value a relationship to their markets and to their employees, so it is very hard for the company to attain a successful business.

If the company will continue this kind of behavior, it will definitely affect their performance in the market, because their customer's trust will deteriorate, so in result no one will buy their products and services that will lead to bankruptcy. This is the time the investors must take an action, so that whatever problems in the company will be fixed.

71 “Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we are already elsewhere.”

Based on the given statement of Cluetrain Manifesto which is ““Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we are already elsewhere.” My opinion for this statement is that it refers to the people whose eyes are glaze over everytime they would hear companies’ ideas about on how these companies’ would market their business, having the feeling of being left behind because people are not part of what these companies would project in the future. Most companies would tell the real them, the reason of their existence, we are like this, and we want all of these to achieve in the future, but these things are just part of their advertisement for them to have a good image in the eyes of their customers. These things would definitely affect their performance in the market, if companies could just attract customers effectively, it will be very easy for them to stay in the business, and achieve a greater profit, because people will patronize their services and products that they are offering in the market. Sometimes, these companies are just misleading the people, they would say their products could do this and do that, but it is not true, all they concern is on how they are going to market their products, but not on the satisfaction that their products could give to their customers, same thing with the services, they would say after having their services, customers will experience satisfaction.

72 “We like this new marketplace much better. In fact, we are creating it.”

Based on the given statement of Cluetrain Manifesto which is “We like this new marketplace much better. In fact, we are creating it.” My opinion for this statement is that people like this new marketplace much better. The markets now have the freedom to access in the net, anywhere and anytime they would want to access it. The web gives a so much impact to the companies and also to the people, because it is where all conversations happen. It is a place where all information is being shared to each other. This information is the preferences and interests who are participating in the market. Every individual has the freedom on what he or she would put on his or her sites; it will depend of what kind of a person is he/she. Because of the internet, markets can build community depending on the interests and preferences of the people who belongs to a certain market. It is good because people now interacts to each other, and it will create a relationship, it can be either good or bad type of relationship, it will rely on how these people would handle it. Community surrounded with conversations is a good thing, because for every conversation we could get

Spreading of information is just a matter of one click, and it will directly send to the receiver as fast as it could, but it would be depend if there is no system down, because if that error will occur, definitely it would not reach to the recipient.

73 “You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!”

Based on the given statement of Cluetrain Manifesto which is “You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!” My opinion for this statement is that markets or the customers of the companies should create a community where all their conversations are being in tacked to target the same goal. Market is a place where everything you want to do, you can do. No limitations would tell you not to do this or do that. It is good because everyone has the freedom to speak out and heard their voices, because if people will be given boundaries in the market, everything would look synthetic, meaning the people will not be true to themselves. A connection between the company and the market is very important, because the company could get an information about the customers in the market, so if the company will have an idea about the customers, they can create something that will meet the needs and wants of their customers, if the company could give the needs and wants of their customers, customers will be delighted, but of course companies can not reach the expectations of their customers, because the expectations of the customers are evolving right then and then, as time goes by, a new expectations of the customers will appear. The company must put at the back of their minds that they must try to reach that expectations of their customers as much as possible, for them to become effective enough in giving a service or offering products to their customers.

74 “We are immune to advertising. Just forget it.”

Based on the given statement of Cluetrain Manifesto which is “We are immune to advertising. Just forget it.” My opinion for this statement is that these markets are already immune or used with the type of advertisements that companies are making into. The market has already noticed that these companies doing almost the same kind of advertisements, it is like the advertisements are repeating and repeating. Companies are fronting all their brands and products and not the company itself. These companies do not know that the markets that they are working on with their advertisements know about the strategies they do, and these markets do not believe it easily, because as I have said the markets are used to it. Companies must think something and likely different with their usual advertisements, If they could just create something that is new to the eyes and ears of their markets, it will make them more productive and efficient. Getting the attention of the markets is not easy to achieve, because markets now know how to criticize everything that is being delivered in the markets.

In the real world companies are competing for the best, so most of them rely on their advertisements which are not good, because there are lots of factors to consider. But I’m not saying that they should not work for their advertisements, what I am trying to say is that companies must still work on the other factors, like on how they handle their customers’ relation. If the company knows how to handle it properly, I can surely say that they have the edge compare to its competitors.



75 “If you want us to talk to you, tell us something. Make it something interesting for a change.”

Based on the given statement of Cluetrain Manifesto which is “If you want us to talk to you, tell us something. Make it something interesting for a change.” My opinion for this statement is that there are some companies who talks more on their products and services, it is true that they must promote their products and services, but they must also promote the entire company, for the markets to know something about their companies, because markets now don’t believe right a way to what they have talked in the markets. Markets rely to what they see, but rather to what they heard, meaning markets do not consider that what they saw in the advertisements are all true, because they think that these are just part of their promotions and it may deceive them, so they wont believe , unlike if they would hear it, for example, a company is participating and helping a program in a government, like feeding the street children program, people would talk about it, and it will pass from one person to another and it will reach the markets, so if it reaches the market, people will believe it somehow, because it is being talked or part of the subject in a conversation.

Markets are becoming wiser compare to the past, as time goes by markets are being used with lots of information that they received, so in that case, the markets or the people know how to criticize all the information that they received.

76 “We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?”

Based on the given statement of Cluetrain Manifesto which is “We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?” My opinion for this statement is that the markets are willing to make a conversation with the companies, they are willing to help them for the company to become effective in such a way that what they would offer in the markets are something that the markets wants and needs. We all know that it is a matter of give and take; a mutual relationship will be created if these two entities would help each other. These markets or their target customers are willing to share all their ideas, thoughts, suggestions or comments for the improvement and betterment of the company, somehow it will be advantage for such company who knows how to listen with their markets, because no one will give them ideas to what the their customers really wants and needs aside from their markets. All these things will give benefits for the company. Companies must give a lot of efforts in rendering their time to make a conversation with their markets, because if the company can do that, it will make them more productive compare with their competitors who do not know how to make conversations with their markets.

Companies need to know how to penetrate the markets, so that the companies could get information they need for their processes in giving what their markets need and want.

77 “You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.”

Based on the given statement of Cluetrain Manifesto which is “You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.” My opinion for this statement is that not all companies are willing to make replies with messages that they received from the markets or to their target customers. Sometimes, they would just ignore it, and it is their mistakes, pity on them. Messages, comments, suggestions, or any form of feedback coming from their customers are very important, because it will serve as their guide in creating something that will reach the expectations of their customers, it may be part of their needs or wants, but whatever it is, the company must still consider all of these things if they really want to generate more profit, and to have a good quality image in the eyes of the markets or to their customers. Companies must see to it they give importance to their markets so that they will become more productive in such a way they are leading in their industry where the company belongs to. Markets play a vital role for all the companies, because the markets are the consumers or the customers of the company, without them no one will buy or consume all their products and services that the companies are offering in the market. Companies must take it to consider what the markets can give them, it is not just simple information or ideas, but rather it is something that will help the company to become productive and efficient.

78 "You want us to pay? We want you to pay attention. "

Based on the given statement of Cluetrain Manifesto which is "You want us to pay? We want you to pay attention. "My opinion for this statement is that the markets or the target customers of every company wanted to make a condition wherein there is a give and take process, stating that if the companies want their customers or their markets to pay with what the companies being offered to them, be sure that these companies could catch the attentions of their markets or their customers, because if the companies can not catch the interests of the markets how can these markets buy something if they are not interested by the way, so it would be a lost for the companies who do not know how to do it. The companies must know how to introduce their products and services well to their markets, so that markets somehow will be impressed on how these companies would present their products and services. I believe to the statement of "First Impression Lasts", so for the companies to have a good quality image to the eyes of their markets, they must introduce their companies in such a way that it has a huge good impact for their customers or to their markets, so that it will barely in the minds of their markets. Then, now is the time that companies and customers or the markets will create a good relationship that will benefit the two of them, so that in return the mutual relationship will be established.

79 “We want you to drop your trip, come out of your neurotic self-involvement, join the party.”

Based on the given statement of Cluetrain Manifesto which is “We want you to drop your trip, come out of your neurotic self-involvement, join the party.” My opinion for this statement is that we as the customers of such company, we want to convince the companies to be part of the markets, wherein there is a conversation between the company and the people inside the market. In the real world, some companies don't have the willingness to mingle or to be part of their companies, because they think they are superior and for them no reason to make conversations with their markets or to their customers, which is a bad notion, because no one will help them to have successful business except their markets or their customers, that is why companies take good care of their customers and markets. Companies who are distance with their markets are companies who do not have future in the business. The companies must give importance to their markets or to their customers, so that the company could create a good relationship that will have a mutual relationship, meaning there is a give and take process, two of them are benefiting to each other. It is good to know that two entities are working to each other for the same goal. Companies must sound human so that the markets or their customers could relate, and eventually come up conversations that will discuss the concerns of each, so that any suggestions or comments of each will be addressed to be able to avoid the conflicts that may happen during the process of their conversations.

80 “Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.”

Based on the given statement of Cluetrain Manifesto which is “Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.” My opinion for this statement is that we can make money without much focusing on it, because if you much focus on the money, you tend to forget to work 100 percent of your best, because what you want is to have money, which is not good. Let me relate it to the companies, companies who focus much on money are companies who have less earning on it, because as I have said earlier, you tend to do what you supposed to do, because you are focusing on something else. Companies must not have only one goal and that is earning money, they must still some important goals that will reason out of their existence. One major goal that companies must have is to pursue in helping the community to attain their needs and wants, because in this case the companies are not just being benefited but also the entire community. If the companies and the community will work as a team, I can surely say that the economic status will grow, and they can minimize the inflation rate that will give a burden for every individual and also to the companies. In a country, who doesn't have cooperation between the companies and to markets or the people, the economic status of that company will go down, and this will result to inflation that will give burden to each entity who is belong to that country.

81 “Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?”

Based on the given statement of Cluetrain Manifesto which is “Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?” My opinion for this statement is that it is true that if we focus only about earning money, it looks boring, because you tend to forget to do something else that is important than money. Let say too much focus on earning money, sometimes you forgot the lessons or values that you may get for a scenario, and you may not noticed that because of your eagerness to have lots of money, you break the values, and you became bad. But if you will let things do their own way, or open your mind freely without violating the rules of humankind, you will be happy , and the blessings will come right a way. Every hardship there is always a price in return. That is why I am emphasizing that companies must think other things rather than focusing on just one thing and that is how earn money. If companies will do something else, the markets or their customers will be attracted, and they will find interesting about your company, because they will think that this company who is not just simply focus money is not boring to work with. Companies must try several activities that will catch the interests of their markets or their customers, to be able to capture them right a way, in return their markets will believe them and patronize their products and services that they offer in the markets.

**82 “Your product broke. Why? We would like to ask the guy who made it. Your corporate strategy makes no sense. We would like to have a chat with your CEO. What do you mean she is not in?”**

Based on the given statement of Cluetrain Manifesto which is **“Your product broke. Why? We would like to ask the guy who made it. Your corporate strategy makes no sense. We would like to have a chat with your CEO. What do you mean she is not in?”** My opinion for this statement is that companies who experienced this are companies who don't have a good selling strategy for their products and services, maybe because they don't have good advertisements or probably their products and service are not really good. There are things that companies must consider, they must know how to listen to the problems, concerns, or suggestions of their markets, so that they can address it immediately into action, so in return the markets or their customers will be glad. All these things will depend on how companies approach on their strategies, if they will have a good approach that is approved by their markets or their customers, definitely this will be successful, and if not, the markets will get angry and they will not ignore your company, it is like saying that your company is not existing in the industry, sounds hurtful, but it is true, that is why before you make your own move, be sure that everything is well planned, and within the direction of the goals of the company. The strategies of every company must be aligned with the mission and vision of such company. Companies now must work hard to achieve their goals



83 “We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.”

Based on the given statement of Cluetrain Manifesto which is “We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.” My opinion for this statement is that the companies’ markets are likely demanding for the seriousness of the companies to them, with the same treatment to the press on how the companies use them as the instruments in introducing their products and services. Companies use the media for them to be identified and to able to create an image in the markets, because their public image will serve them on how they are effective in the markets, it can be good or bad image, it will depend on how they brought their company in the eyes of their markets or to their customers. The company’s advertisements will serve as their ladder to penetrate the markets, because without their advertisements, the company will have a hard time of establishing a position in the market, in which it will hinder them achieve a successful business. The company must show some respect and seriousness to their customers, because the effectiveness of their company will rely on them on how their customers will react to what they offer to the markets. We all know the comments, suggestions or any form of feedbacks coming from their customers will serve as the basis of the companies to improve and develop a products or services that will meet the needs and wants of their valued customers.

84 “We know some people from your company. They are pretty cool online. Do you have any more like that you are hiding? Can they come out and play?”

Based on the given statement of Cluetrain Manifesto which is “We know some people from your company. They are pretty cool online. Do you have any more like that you are hiding? Can they come out and play?” My opinion for this statement is that few people or employees inside your company know what the market really needs and the wants, these employees or people must be heard and participate with the communication between the company and the markets, because they can contribute for the improvement and betterment of the company. These people will help the company, so they must come out and play an important role in the conversations between them and the markets. They know how to respond and talk to the markets, because they understood each other. These people inside the company are trying to talk to the markets, but sometimes the company is limiting them to access the markets, because they think that these people won't really help, but the company is wrong without knowing that they missed their best asset. The markets, customers, clients, people are the main target of the customers to have conversations to them, so that the company will be in a good track, and their process will be in direction to their goal. The people inside the company have the same language with their markets, so they have the capability to understand each other. So the company must believe to their people that their people get information in their markets, that they can use for the improvement of their products and services that they offer in the markets.

85 “When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.”

Based on the given statement of Cluetrain Manifesto which is “When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to. My opinion for this statement is that the markets rely on the answers of each other. We all know that many companies don't interact or make a communication with their markets, because they rely and believe on themselves, which is wrong, ignoring your markets is a lost for the companies, because from their markets where companies get an information for the improvement, betterment, and development of their products and services, not just that but also the entire company. Sometimes, companies ignore their markets, because probably they are not aware that their markets are trying to connect with them or want to make a conversation. Some companies are busy doing nothing; they don't render time to response with the feedback of their markets. The concerns of their markets are very important for the companies, because it is their basis to create or come up something that will benefit their customers, but also to meet the needs and wants of their target markets. The companies who have strict implementation of their rules and regulations under their premises affect much their employees or their workers, because these people will no longer have the guts to make conversations with their markets, without the companies knowing that these people will be their asst in their business.

86 “When we are not busy being your "target market," many of us *are* your people. We would rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.”

Based on the given statement of Cluetrain Manifesto which is When we are not busy being your "target market," many of us *are* your people. We would rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job. “My opinion for this statement is that some companies treat their markets as something that will give them lot of money, somehow it is true, because their markets will buy their products and services that they offer in the market, but the companies must also think that their markets is the reason why their business or their company exists, and their purpose is to give a great services and provide what their markets needs and wants, for them to become a company who is worth in the eyes of their markets.

The companies must not consider the markets as their people, because at one point it is not their employees or their workers, so they don't have the right to call them as their people. Companies Mislead their markets, telling that having their products and services will give them delight and contented, but some companies don't give what their markets or their customers expects them to give. Controlling their markets will give them problems, because they don't need to hold the neck of their markets, because these people in their markets will give them the benefits they have wanted, so they must treat them well to avoid conflicts between the markets and the companies.

87 “We would like it if you got what is going on here. That would be real nice. But it would be a big mistake to think we are holding our breath.”

Based on the given statement of Cluetrain Manifesto which is “We would like it if you got what is going on here. That would be real nice. But it would be a big mistake to think we are holding our breath.” My opinion for this statement is that there are some companies who think that their markets are under in their control that whatever they want them to say or do will be accepted by their markets, but they are wrong. Companies must render much effort in giving service to their markets, so that their markets will patronize their products and their services that they offer in the markets, because we all know that patience pays a lot. It is matter of who will survive in the long run, so companies must have a concrete foundation so that they will not be left behind, and they can able to compete with their competitors well. It is good if the companies know how to consider and address the concerns or any form of feedback of their markets or their customers, so that they can create a good creation with their markets or with their target customers. One thing that companies must have is a customer’s relation management, wherein whatever the concerns of their customers will be addressed according to the capacity of the companies to give and find a solution for the concerns of their customers. Markets will be thankful if the companies know how to consider their feelings, and concerns.

88 “We have better things to do than worry about whether you will change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?”

Based on the given statement of Cluetrain Manifesto which is We have better things to do than worry about whether you will change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom? “My opinion for this statement is that the markets are already tired in understanding the companies who do not know how to consider them. Because some companies will only think on their own good, they don’t care with their markets, but this is a wrong move for the companies who do this thing, because the important people that they must consider in their business is their markets, so if the companies will not think in this way, goodluck to them, and they must be prepared for the worst thing scenario that may happen with their company or to their business. Companies must limit their distance to their markets, so that if the markets want to talk to them, they are reachable, because if not, the markets will think that theses companies are not serious on giving services and selling their products to them, in this case will give a big problem for the companies who are also doing the same thing. Companies must talk with the same language that their markets are using, so that they will understand each no matter what their discussions or concerns are all about. The companies must in their minds that they really need the markets.

89 “We have real power and we know it. If you do not quite see the light, some other outfit will come along that is more attentive, more interesting, more fun to play with.”

Based on the given statement of Cluetrain Manifesto which is “We have real power and we know it. If you do not quite see the light, some other outfit will come along that is more attentive, more interesting, more fun to play with.” My opinion for this statement is that the markets are very important factor for the companies or businesses, because it plays the role of becoming the consumer or the customers of the products and services that companies offer in the market. Companies need their markets for them to survive and compete with their competitors wherein they are competing for the position in the industry where these companies belong to. Some companies think that their markets are not playing an important role in their businesses, but these companies are wrong, as I have said earlier, I mentioned that their markets are very important for the companies, because it serves as the most important entity for their businesses. Companies must be aware that the competition in the industry is going high, so companies must work very hard for them to compete, and able to survive with all the obstructions or up side down of their companies, because if they don't have the capability to absorbed everything that is going on in the industry, sorry to tell, but they don't have the right to be there in the markets. So for the companies to grow in the industry, they must know how to listen , and work with their markets, for them to have a greater future for their business.

90 “Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true to life than the corporate web sites we have been seeing.”

Based on the given statement of Cluetrain Manifesto which is “Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true to life than the corporate web sites we have been seeing.” My opinion for this statement is that the markets are really conversationalists; they want to make conversations with companies. Conversations between different entities are very important, because it is the exchanging of ideas or information, so that whatever concerns of both different parties will be then accommodated. Companies must participate with their markets, so that they will ideas on how they are going to serve their customers very well. They should find ways on how they are going to penetrate the markets, so that the company will have the chance to interact with them. The information that the companies can get in the markets are very important, because this information will be used to develop, or improve new products and services that the companies are going to offer in the markets. We all know the statement of “An early bird catches an early worm”, it is true, if the company established first a position in the market, means they have more the advantage that their products and services will be first to be noticed by the markets. Having the position in the markets will determine how long the company will survive in the industry where they are competing for, because the larger the position they will get is the more markets they will have to patronize their products or services that they offer in the industry.



92 “Companies are spending billions of dollars on Y2K. Why can not they hear this market time bomb ticking? The stakes are even higher.”

Based on the given statement of Cluetrain Manifesto which is “Companies are spending billions of dollars on Y2K. Why can not they hear this market time bomb ticking? The stakes are even higher.” My opinion for this statement is that companies who are spending billion of dollars for their investments, probably for their technologies, well in fact, that best move that these companies can do is that they must know how to listen, interact, and create a good relationship with their markets. These three things; listen, interact, and creating a good relationship with their markets, do not need much money, it only needs effort and patience to do everything to get the trust of their markets, unlike of spending much of the technologies who do not really needed for their customers relation management. The markets are the main reason why the companies are existing, because without the markets, who will buy their products, or who will acquire their services? So the companies must place in the back of their minds, that they must work together with their markets to be able to stay in the game of business, because if the company will just ignore the markets, sorry for them, but they don't have the right to stay with their business.

The first thing that companies must prioritize is their markets, then after doing that so, it is about time for the companies to invest in their technologies, for them to be able to serve their markets very well. The reason why companies must prioritize their markets first is that the markets are the one who will buy their products and acquire services that they offer in the industry.

93 “We are both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they are really just an annoyance. We know they are coming down. We are going to work from both sides to *take* them down.”

Based on the given statement of Cluetrain Manifesto which is “We are both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they are really just an annoyance. We know they are coming down. We are going to work from both sides to *take* them down.” My opinion for this statement is that the markets are willing to make some actions to catch the interests of the companies, because some companies don’t want to go down in their tower or simply means that the companies are not willing to make a conversation with the markets, so the markets are the one who make the first move. The markets want to cooperate with the companies, because they want to experience a great feeling of being served by these companies, they want to have their needs and wants that the companies are going to provide for them. Markets want to have a customer relationship coming from the companies, so that whatever the concerns they have will be sent to the companies, and eventually be addressed. The distance between the markets and the companies must be limit, so that they can both reach easily, because if the companies and markets are separated with boundaries that limit them to talk, it will give a hard time for both parties to understand each other. I am not saying that the companies must not distant with the markets, what am I trying to say is that somehow these companies must still make a conversation or interact with the markets despite of the boundaries.

94 “To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.”

Based on the given statement of Cluetrain Manifesto which is “To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.” My opinion for this statement is that some companies who still believe in the traditional way of holding a business, they are not open to a change, meaning they wont use some technologies or they are not practicing the innovations for their companies, they only stick to what they believing in. In this case these said companies will not survive in the game of business, or these companies will be left behind with the other companies who are open for new technologies and willing to create innovations for their company, for them to serve the markets well. If all companies could do these things, the markets will be happy and also the companies, because they are achieved what they supposed to achieve, their businesses now become worth. I hope all companies are open to changes, willing to accept the latest technologies as part of their companies, because these things will really a help for the companies. The changes in the industry now are very abrupt, so if the companies are not aware or not willing to accept the changes that may happen in their businesses, it will be a problem for them that they will bring till the end. It is very hard for these companies to compete in the industry if they are not willing or not aware of the changes in the latest technologies or trends that they may use for their businesses to attain the development and betterment of their companies.

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

Based on the given statement of Cluetrain Manifesto which is “We are waking up and linking to each other. We are watching. But we are not waiting. “My opinion for this statement is that we as the markets, we are watching with all the activities of the companies, but we are not waiting them to come with us and listen to what they want to tell us, because some of what they would say is not true, and their only purpose is to convince us and mislead us to buy their products and acquire their services that they offer in the market. We all know that markets are always linking to each other to be able to understand the information that they have shared to each other, and because of this activity the markets are growing. Markets use some social networking applications like Facebook, Friendster, Multiply, and other sites who are involved in the activity of social networking. It is good that the markets are involved in this kind of activity, so that they will be aware of the changes that happened or might happen in our community or in our society. This social networking sites where markets used to exchange some information or let say feedback from what they have experienced after buying the products or services that these companies being offered to us.

Markets are tired of waiting the companies to approach them, because some companies hide something to the markets, because they would think that it will affect their performance in the industry I the markets would know their secrets.

**A Vertical Solutions Study on the  
Customer Relations Management  
of Greenwich Pizza Corporation**

Presented to the  
Information Management Program  
School of Management and Information Technology  
De La Salle – College of Saint Benilde

In Partial fulfillment of the  
Requirements of the subject  
Vertical Solutions

Submitted By:  
Bato, Randee Ceasar T.  
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Joaquin, Mary Regine Christa N.  
Peregrino, Eugene

Vertical Solutions, O0B  
September, 2008

Submitted To:  
Sir Paul Pajo

## Chapter 1 – Organizing for Improvement

### 1.1 COMPANY BACKGROUND

#### 1.1.1 Company Overview

Official Name: Greenwich SM Valenzuela Branch

Address: G/F SM Super Center, Karuhatan Valenzuela

Headquarters: Pasig City, Philippines

Type: Subsidiary of Jollibee Foods Corporation

Line of Business of the Company: Restaurants

Logo:



#### 1.1.2 History

Greenwich Pizza is one true Filipino pizza chain – a small entrepreneurship that made an extraordinary leap to the big league. What started out as a small over-the-counter pizza store in the Greenhills Commercial Center in 1971, is now the Philippines' biggest pizza chain.

The initial steady growth of its business is credited to the entrepreneurial

spirit of Mrs. Cresida Tueres. By 1994, her store counter grew to 50 branches. It was then that fast food giant Jollibee Foods Corporation saw the great potential in venturing into the growing market of pizza and decisively obtained a deal, acquiring 80% of Greenwich shareholding. The new company became known as Greenwich Pizza Corporation and went through exciting rapid developments with the mobilization of experienced marketing and operations teams.

Successive innovations happened for the company immediately after the acquisition. In September 8, 1994, Greenwich opened its first store at Ever Gotesco Commonwealth Shopping Mall, sporting the new and vibrant image of Greenwich. New packaging designs were introduced in June 1995 and 7 different pizza flavors were launched in July of the same year. The Greenwich Special Pizza, with 7 toppings, became the classic favorite of customers.

In October 1995, the Greenwich marketing campaign went into full swing. With the young and the young-at-heart as the target market, a tri-media campaign was launched to reveal Greenwich's new image. By year-end, Greenwich had more than doubled the previous year's sales from Php100 million to Php200 million with a base of only 53 stores.

The ensuing years saw a remarkable boom in Greenwich's operations and revenues. In 1996, launching local actor and personality Rico Yan as the image model proved to be a successful campaign strategy. By the end of that year, the number of stores had grown to 80 and sales rose to nearly Php500 million.

In September 1997, Greenwich opened its 100th store in Fairview Regalado – that's twice the number of outlets in just three years! By year-

end, 20 more stores were added and sales doubled to Php1 billion.

To support the expected growth in 1999, Greenwich acquired new pizza equipment in late 1998 and complemented its state-of-the-art pizza crust production line in the Pasig commissary. This automated system produces consistently high quality pizza crust to ensure customer satisfaction and meet operational efficiencies.

In August 1999, Greenwich made a significant improvement by loading all pizza flavors with more toppings of choice meat and vegetables without increasing its selling price. Within the same year, new appetizing Pasta Supreme dishes were launched: So Meaty Spaghetti, Lasagna Supreme, and Baked Chicken Macaroni.

Today, Greenwich is present from as far north as Tuguegarao to General Santos City down south. With over 240 stores and sales of more than 3 billion as of end of 2005, Greenwich continues to write business history by consistently improving its product offering and quality through research and development, as well as continuous expansion of its stores nationwide.

### **1.1.3 Mission**

To serve great tasting food, bringing the joy of eating to everyone.

### **1.1.4 Vision**

We are the best tasting QSR. The most endearing brand that has ever been. We will lead in product taste at all times. We will provide FSC excellence in every encounter. Happiness in every moment.

Vertical Market Solutions for Retail Reader -160  
2<sup>nd</sup> term S.Y 2008-2009  
By: Rande Ceasar T. Bato



### 1.1.5 Values

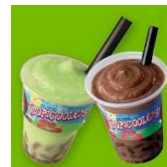
- Customer Focus
- Excellence
- Respect for the Individual
- Teamwork
- Spirit of Family and Fun
- Humility to Listen and Learn
- Honesty and Integrity
- Frugality

### 1.1.6 Products and Services (as of September 2008)

Here are some of Greenwich's great tasting products:

➤ *Beverage*

#### TROPICCOOLERS



Surfs up with the tropical fusion of sunny Strawberry & Dalandan delight or breeze through your thirst with the native flavors of Buko Pandan! Summer-sweet combinations mixed with chewy nata strips in cool crushed ice for that satisfying island sensation!

#### CREAM FROST



Slide down the creamy milk chocolate slopes and savor the taste of chilled chocolate shake topped with whipped cream and candy sprinkles. Or drift

across the clouds of blended strawberry bently kissed by a drizzle of sweet syrup dreams that begin with a layer of whipped cream and end with wintry crushed ice. Fulfill your frosted fantasies in each cup.

➤ *Pasta*

**ALL-NEW LASAGNA SUPREME**



You've got to taste the All-New Greenwich Lasagna Supreme! It's now meatier! So there's more delicious beefy taste to savor in every bite. Every layer is filled with richer, more flavorful sauce made from high-grade premium tomatoes. Run your fork through it, and its delightful, tasty goodness will come oozing out.

**CHEESY BEEF CANNLLONI**



Rolled pasta stuffed with healthy beef filling and covered with a blanket of cream sauce, cheese over a bed of tangy salsa.

➤ *Chicken*

**GREAT 8 CHICKEN PACK**



Eight large pieces of lip-smacking Greenwich Crispy Fried Chicken which come in a handy box.

**CRISPY FRIED CHICKEN**



Your choice of 1pc. or 2pcs. crunchy, juicy Crispy Fried Chicken with rice.

➤ *Desserts*

**CINNAMON APPLE DAPPLE ALA MODE**



A luscious dessert of apple cinnamon, grated cheese, and rich custard, topped with a generous scoop of vanilla ice cream, all drizzled with caramel syrup.

**BROWNIE MAGIC**



Luscious vanilla ice cream on top of a soft warm brownie your sweet tooth won't forget.

➤ *Pizza*

**PIZZA OVERLOAD**



A popular dish made with an oven-baked, flat, generally round bread that is covered with tomatoes or a tomato-based sauce and mozzarella cheese.

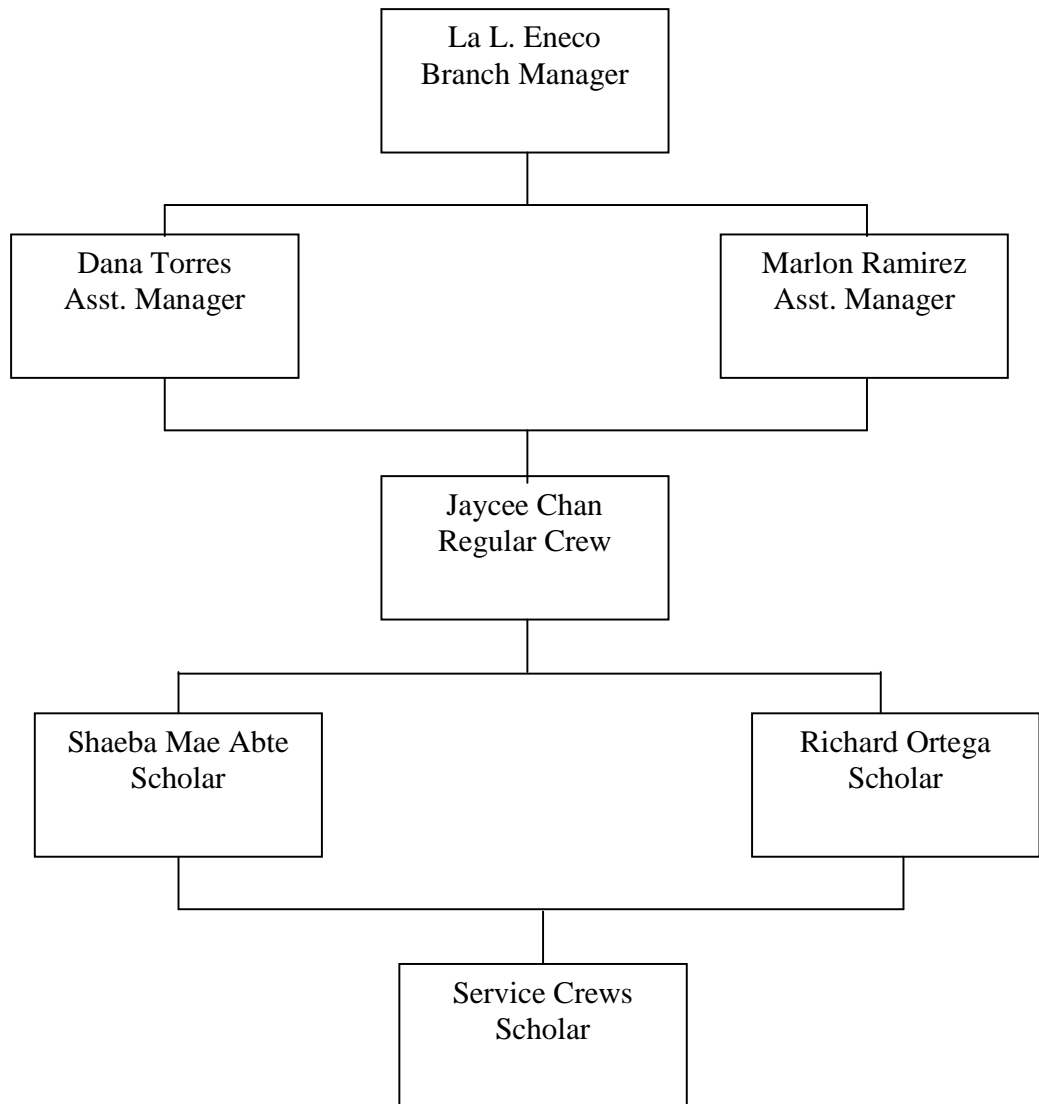
**ROLLED- EDGE THICK**



Pizza with an Italian sausage, beef pepperoni, salami strips, parmesan cheese, bacon, and mozzarella cheese.

### 1.1.7 Organizational Chart

Greenwich S.M Valenzuela  
Branch (as of September of  
2008)



## **1.2 STATEMENT OF THE PROBLEM**

The critical business process of Greenwich Pizza Corporation is their manual customer relations management system. They get the feedbacks of their customers manually. They do it every hour but only up to 3 pm because the scholars need to tabulate or summarize the whole survey done by the customers and produce one tabulated report and that was needed by the branch's manager before their working-hours end and they are asked to do it everyday. The whole process was done in a slow manner and very tedious. The question is, what about the feedbacks of the customers beyond that time? What if the service let us say, differ before 3 pm and after 3 pm? How would they know? And also the answered questionnaires were handled by the cashier/s up until the scholars get it from them around 3 pm and that means that those answered questionnaires are at high-risk of getting lost and a lost of just one is also like a waste of information resources. The following are the specific problems that have been occurring:

- Feedbacks beyond 3 pm are not honored.

It is already a routine everyday for Greenwich's scholars to get the surveys from the cashier station every 3 pm because they have to tally it and then summarize the tallied information and come up with a report regarding that. The group's main concern is what about the feedbacks after that said time? What if the service provided after and before 3 pm differs maybe because their employees may be tired already by 6 pm let us say? What if the people who works during the mornings performs differently from the ones working on the night shift? Customers won't know that the service is great during the mornings but not during the evenings so once they get this bad impression about the company's food or service then that could be a big blow for Greenwich.

- Answered questionnaires are at high risk of getting lost.

There are many people involved in handling the surveys if it could only be done at least by one person. Cashiers would give the surveys upon ordering then it would be the service crew's responsibility to ensure that their customers answered it and at the same time safely return the answered surveys back to the cashier station. At around 3 pm the scholars would get it from the cashiers. The group observed especially during peak hours the service crews do a lot of stuff and that they sometimes forget to encourage or at least get the feedbacks back to the cashier station and that means waste of resources... paper and information and if that would happen a lot (and if they allow that to happen most of the time) then what is now the use of doing the activity in the first place? Just to get 2 or 3 people's feedback? That would be a poor basis.

- Arriving at an aggregate report based on the survey results eats a lot of time than needed.

After the scholars received the surveys then they would be tabulating the survey and come up with a report based on that. After, they will present it to their branch's manager and wait for his comment, feedback, or opinion then they would have to produce another report based on their manager's thoughts and suggestion then they would e-mail it to their head office. After that, they would print the files to be kept in a special storage. The group's main concern about this is that the scholars are trained by Greenwich themselves to be the next managers of the store. If they would just keep on doing these things over and over again instead of doing some other things, then how would they be more productive and more competent? The group wants them to be more exposed in relating to their customers and with the activities in the front end and back end of the store and not just spend a lot of time in doing this activities if in fact these activities can already be made automatically. For the group, it's okay if they continue doing these activities if there is really no means for them to make things much faster but with

our technology today it made possible that the reports could be generated in a matter of minutes or seconds.

- Their current system's slow and ineffective processes affect decision making of the company regarding quality control.

One of the main reasons why the company does this survey is to ensure that they are in line with their customer's expectations and to know if whether they are providing the best quality service and products for them. Quality control should be well regulated around their stores and this would be done if they would change their current system.

### **1.3 OBJECTIVES OF THE SYSTEM**

The goal of the study is to optimize the time spent on getting the feedbacks of their customers regarding their products, environment, and services. This also aims to reduce the risk of losing a questionnaire that has been answered therefore reduces the probability of wasting information resources, minimizes the time spent on tabulating the survey results (as it is supposed to be), and to make their whole CRM process quicker to make efficient decisions for quality control. This could be done by changing Greenwich's current CRM system by automating it.

- Improved Resource Control

The proposed system ensures that the results and reports are safely kept on a database by limiting the access and exposure of the results to only 2-3 people. Now they have a much more grip of these resources and could be retrieved in a timely and orderly manner.

- To Reduce Human Errors In Tallying Surveys

Reduce human errors by providing firm foundation or metrics of the system that assures security of the feedbacks or answers (not hackable or be manipulated) of the customers and efficiency in processing the results and in coming up with an accurate aggregate report.

- Information Processing Efficiency and Increase Speed Of Reports

To increase the speed in tallying the survey results and coming up with a tabulated report which are manually done by changing their current system through automating it, providing a much more efficient and faster accumulation and tallying of results and generating a much reliable tabulated report.

- To Increase Speed Of CRM Activities And Increased Accuracy In Clerical Operations

To increase the speed in coming up with a report based on the tabulated report therefore affecting the speed of time it needs to be submitted to the branch manager for final assessment and the time it'll be submitted back to them up to the point where they need to submit the final reports to the main office and the time spent in accumulating, tallying, and tabulating the survey results by changing their current system, which is manual, and automating it providing a much more reliable and faster results.

- Improvement Of Management Planning And Control

The proposed system will ensure improvement in management planning and control because it brings with it the benefits and the promise of a much faster



and efficient generation of results needed for analysis, assessment, and for decision-making. Now, the heads of the store could be rest assured that they are assessing and analyzing the accurate results, free from the typical human errors such as miscalculation of the tallied reports and the likes.

- **Faster Decision-Making**

Faster decision-making by improving and speeding the tallying and tabulating of the survey results therefore scholars can now present to the branch manager the report in a much earlier time. The branch manager could also react to it much faster therefore enabling the scholars to submit final report to the main office much earlier. The main office now could also react to the survey result much faster.

- **To Improve Asset Utilization**

The proposed system will do the works done tediously by the scholars. Now, these scholars can have more time relating and exposing themselves in the works in the front end and back end of the store enabling them to be more aware of the things happening inside. Those experiences will help them grow, think, and react as future managers of the store.

#### **1.4 SIGNIFICANCE OF THE STUDY**

One of the significance of this study is to improve the performance of the company by changing their current CRM system and automating it. This would reduce the time spent on tabulating the survey results, more efficiently and quicker than with what they have now. Now, customers who wish to participate in the survey, either customers who eat in the mornings or those of the evenings or anytime of the day, can do

it so because with their current system only people who eats or buys in their establishment before 3 pm can participate in the activity so only the feedbacks of what kind of service, food, environment they have during mornings or before 3 pm can be assessed. How about after 3 pm's service, environment, food? How would they know if the same service, cleanliness, and food were offered to its customer all throughout the day? Now, customers who eat anytime of the day can actively participate because their feedbacks matter A LOT.

Greenwich now can train and expose their scholars to the work they are supposed to manage and not just the tabulating part. They would have more people to attend to their customers needs because the scholars don't have to do the tabulating part anymore, instead the automated system would do it for them. Greenwich can now have faster and more efficient report as a basis for their monthly assessment for each of their branches nationwide.

Customers wouldn't find the whole activity boring. The system proposed would make sure that the survey activity would be fun, very interactive, relating, and simple to do. Now, customers who wish to be heard by the management can actively participate in the activity. Because of this, they could expect a much improvement on the areas they want improvement in the first place. Now, there is this higher possibility and assurance that their comments and suggestions be heard.

For the group, this study may be used as a reference or as a solution to purge common problem/s in the future.

### **1.5 SCOPE AND LIMITATIONS**

The boundary of our study is limited only to the Customer Relations Management of the Valenzuela branch. We only focus on the manual survey process of the store which includes the time when the cashier/s give questionnaires to customers, the time when service crews gets the answered questionnaires and return it back to the cashier station, the time when the scholars would get it from the cashiers then tabulates the survey results daily, the time the scholars send a hardcopy of the tabulated report to the branch's manager (everyday) up to the time when they'd e-mail it to the main office.

## **Chapter 2 – System Analysis**

### **2.1 Use Case Diagram of Greenwich's Current CRM System**

#### **2.1.1 Primary Actors**

- a.) Customer - People who buys and eats in the establishment and participates in the activity (survey to get their feedbacks about Greenwich's food, services, and such to ensure quality of the said elements).
- b.) Cashier/s - A person who handles the money transactions of the establishment. He/she is also the one who gives questionnaires to its customers, upon ordering. She/ he gives out questionnaires to a sample of customers every one hour.
- c.) Scholars - People who are literally scholars of the store. The company pays for their tuition fees, in some selected universities, to take up business administration. They educate and train them to be the next managers of one of Greenwich's Stores. Scholars get the answered questionnaires everyday around 3 pm from the cashier/s then tabulates it in Microsoft Word and e-mails it to the main office every end of the month.
- d.) Service Crew - Employees who serve the ordered food, clean the tables, surroundings, and such.
- e.) Branch Manager - Every branch has its own managers. Branch managers are the ones responsible for the assessment of the surveys. Managers, everyday, assess and examines the feedbacks of the people and when she/he have read bad comments, she/he quickly or as soon as possible contacts their customers to clarify things.

- f.) Main Office - A certain department from the main office handles the tabulated report from the branch's office. They make final assessment of the situation and decides what to do next to improve more their products and services.

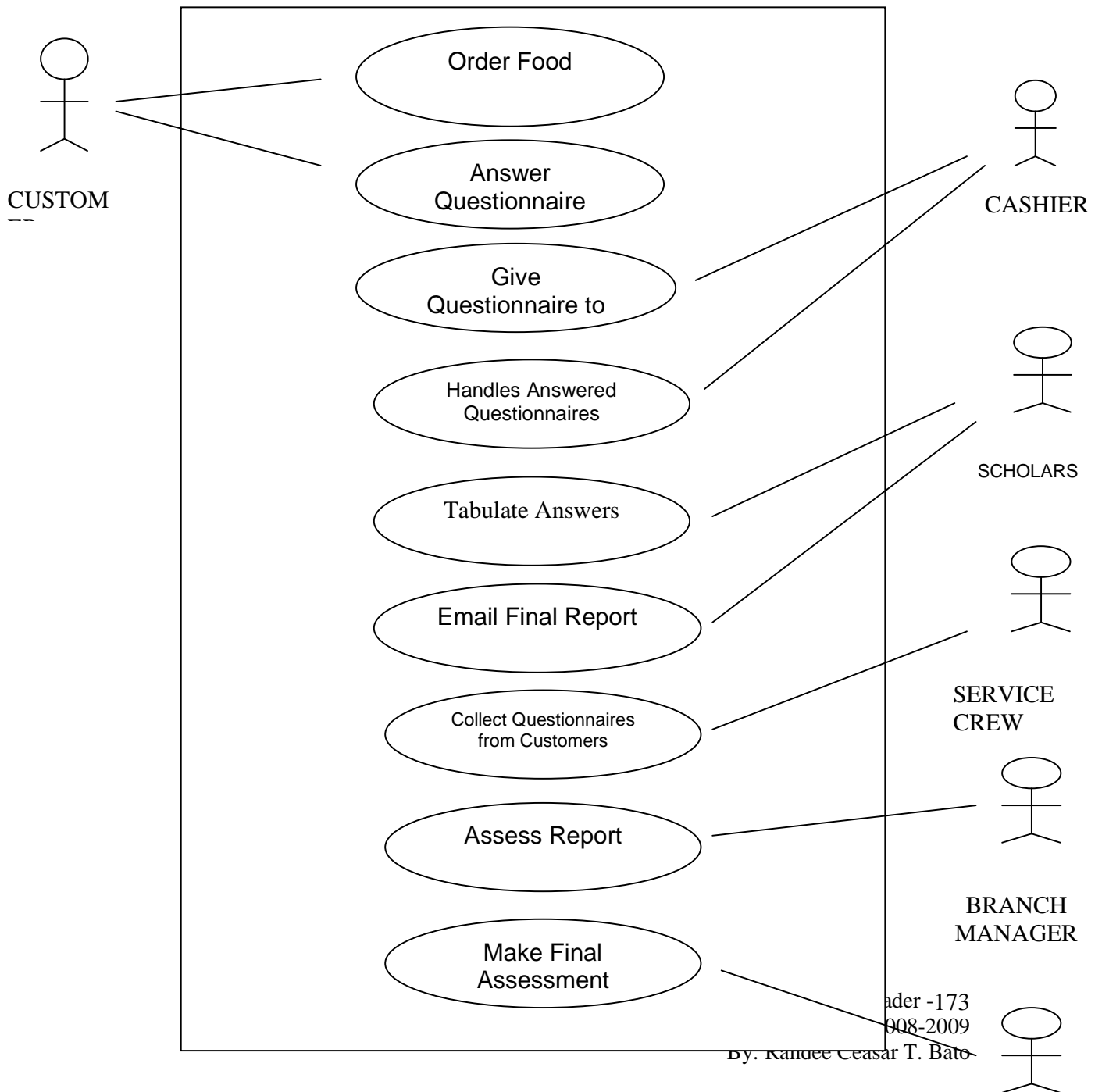
### **2.1.2 Use Cases**

- a.) Order Food - People who wish to eat some of the great tasting food only offered in Greenwich orders food, directly in the cashier station.
- b.) Answer Questionnaire - Customers who were given by the cashier a questionnaire are asked to answer questions related to customer satisfactory about the store's service, products, environment, and etc. Not all customers were given questionnaires, only a sample of the whole population of the people who ate or bought something in the store were given.
- c.) Give Questionnaire to Customers - Cashiers give out questionnaires to a group of people every 1 hour therefore not all customers were given these questionnaires.
- d.) Handle Answered Questionnaires - Cashiers keep the answered questionnaires and wait for the scholars to get it from them to tabulate it. Usually, scholars get it from them around 3 pm.
- e.) Tabulate Answers - Scholars summarize the feedbacks or answers given out by their customers. They place it in a Microsoft Word document and save it in a folder.
- f.) Email Final Report - Every end of the month, the scholars send all the tabulated files for the month in the main office via e-mail.
- g.) Collect Questionnaires from Customers - Service crews monitor the survey questionnaires. After each customers done eating and leaves the place, they'd quickly get the papers and return it to the cashier station.
- h.) Assess Report - The branch manager of the store handles all the tabulated surveys. He/she monitors it daily to ensure their product's,

service's and etc. quality and also to respond and clarify quickly to the bad comments provided by their customer/s.

- i.) Make Final Assessment - The main office then makes the final call. They assess the surveys and makes final decision of what to do next.

### Greenwich's Customer Relations Management System



ader -173  
008-2009

By. Kanuee Cesar T. Bato

## 2.2 Process Walkthrough (Use Case Diagram with pictures)

1.	Order Food	
2.	Give Questionnaire to Customers	
3.	Answer Questionnaire	
4.	Handle Answered Questionnaires	
5.	Collect Questionnaires from Customers	
6.	Tabulate Answers	
7.	Assess Report	
8.	Email Final Report	
9.	Make Final	

### 2.3 Activity Diagram of Greenwich's Current CRM System

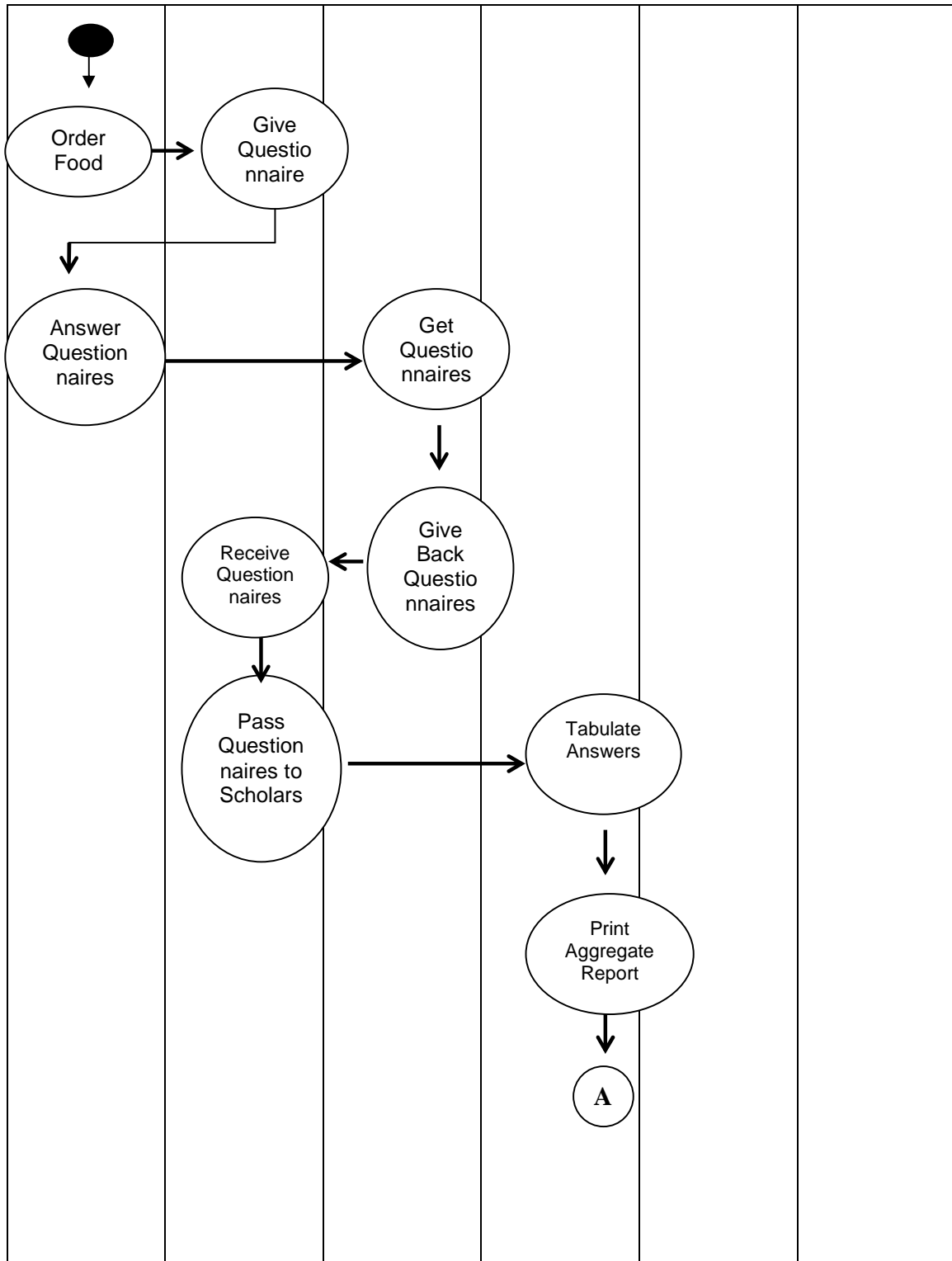
- a.) Order Food - People who wish to eat some of the great tasting food only offered in Greenwich orders food, directly in the cashier station. Their system is Pay-As-You-Order unlike in *Bario Fiesta* where they have this buffet style.
- b.) Answer Questionnaire - Customers who were given by the cashier a questionnaire are asked to answer questions related to customer satisfactory about the store's service, products, environment, and etc. Not all customers were given questionnaires, only a sample of the whole population of the people who ate or bought something in the store.
- c.) Give Questionnaires to Customers - Cashiers give out questionnaires to a group of people every 1 hour therefore not all customers were given these questionnaires.
- d.) Receive Questionnaires from Service Crews - Cashiers keep the answered questionnaires and wait for the scholars to get it from them to tabulate it. Usually, scholars get it from them around 3 pm.
- e.) Tabulate Answers - Scholars summarize the feedbacks or answers given out by their customers. They place it in a Microsoft Word document and saves it in a folder.
- f.) Email Tabulated Answers - Every end of the month, the scholars send all the tabulated files for the month in the main office via e-mail.
- g.) Get Questionnaires from Customers - Service crews monitor the survey questionnaires. After each customers done eating and leaves the place, they'd quickly get the papers and return it to the cashier station.
- h.) Assess Report - The branch manager of the store handles all the tabulated surveys. He/she monitors it daily to ensure their product's, service's and etc. quality and also to respond and clarify quickly to the bad comments provided by their customer/s.
- i.) Make Final Assessment - The main office then makes the final call. They assess the surveys and makes final decision of what to do next.

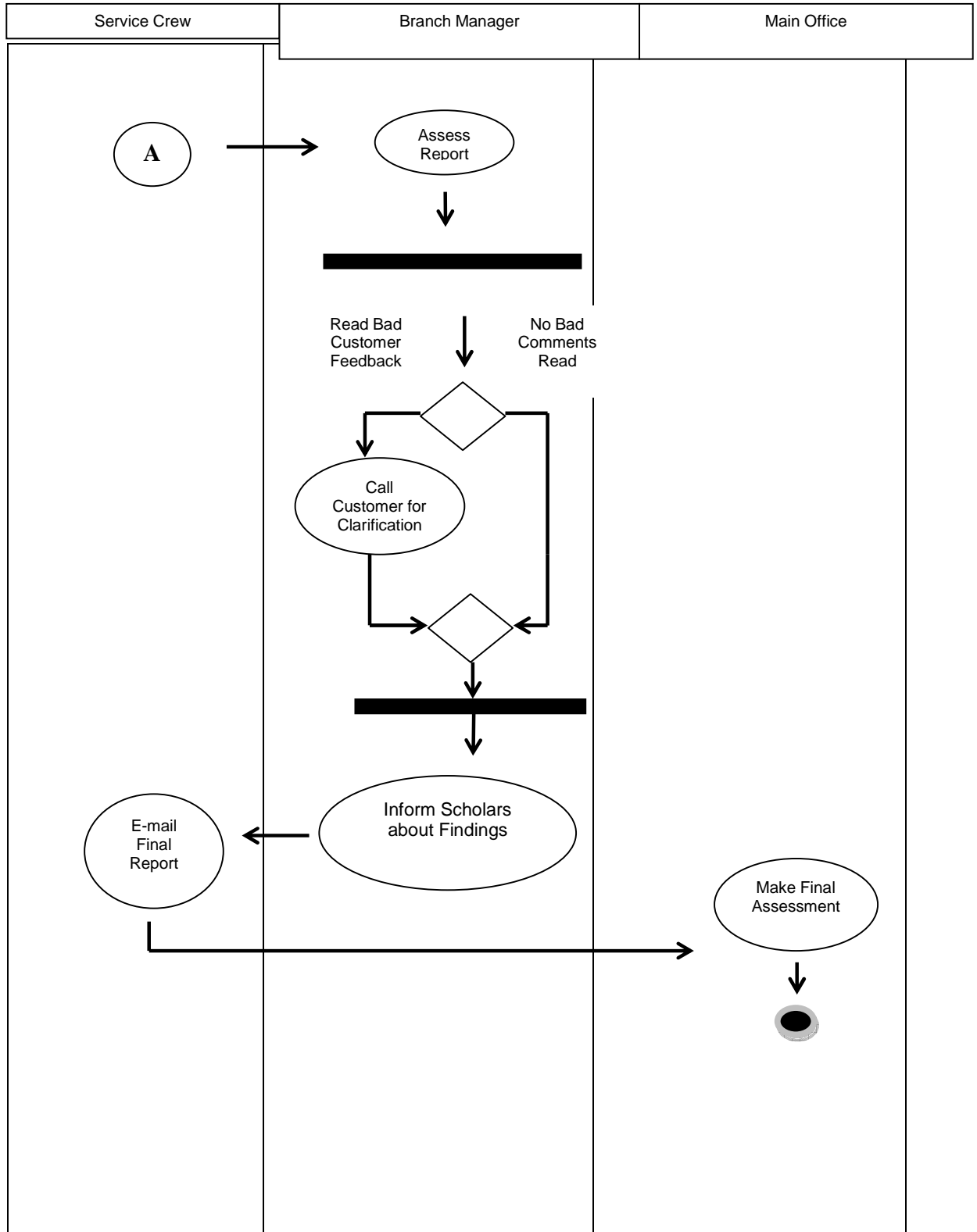
- j.) Give Back Questionnaires to Cashier/s- After the customers have left, service crews would return answered questionnaires back to the cashier station for safekeeping.
- k.) Pass Questionnaires to Scholars – At around 3 pm, the scholars would get the answered surveys and would start tabulating those because by the end of the shift they have to ready for an aggregate report which will be given to the branch's manager for assessment.
- l.) Print Aggregate Report – The scholars must be ready by the end of their working shifts a summarized report containing the frequently answered questions, feedbacks or comments, and etc.
- m.) Call Customer for Clarification - Managers, everyday, assess and examines the feedbacks of the people and when she/he finds bad comments, she/he quickly or as soon as possible contacts their customers to clarify things and to assure them that they'd do anything to improve or mitigate their concerns.
- n.) Continuously Do Quality Control- Even if there weren't bad comments that the customers provided, the management must still not stop from continuously improving some areas in their business as well as quality control.
- o.) E-Mail Final Report - Every end of the month, the scholars send all the aggregate reports for the month in the main office via e-mail as well as the branch's manager report.
- p.) Inform Scholars about Findings – Branch managers informs the scholars what he/she has found out or learned about the survey's results, suggestions for improvement, customers' bad comment (if any) so the scholars could include this branch manager's report to those files that the scholars would be sending in the main office via e-mail.



### Greenwich's Current CRM System



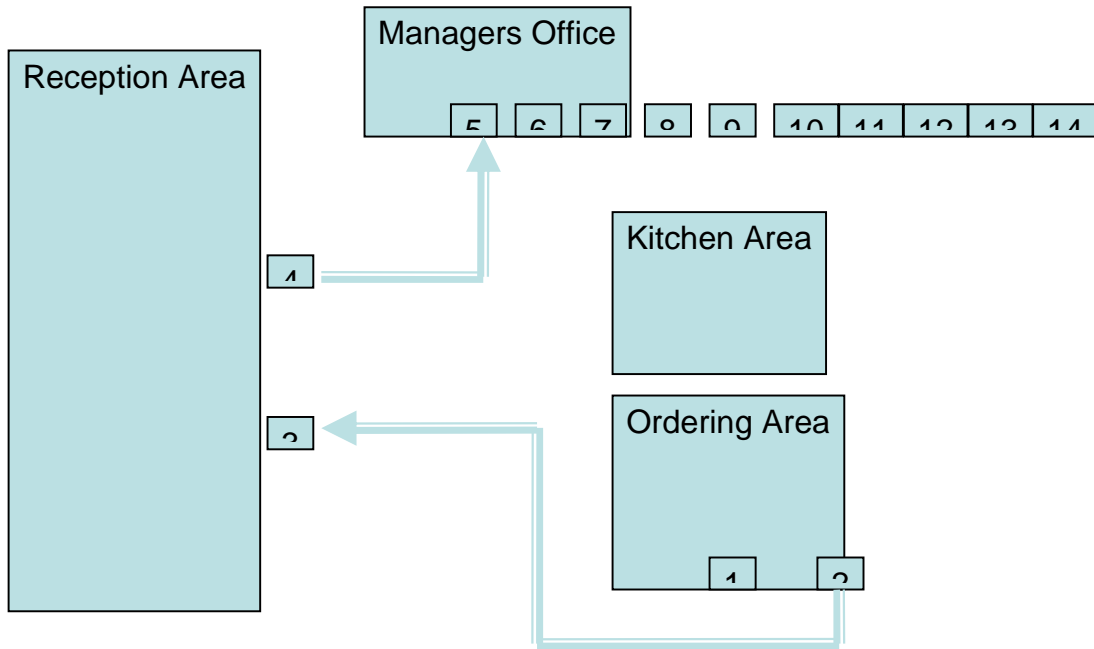




## 2.4 Process time vs. Cycle Time (Approximate - MAXIMUM)

Activity	Target Time	Actual Time
<b>1. Order Food</b>	3 Min.	6 min.
<b>2. Give Questionnaire</b>	5 sec.	5 sec. or NEVER
<b>3. Answer Questionnaires</b>	3 min.	30 min.
<b>4. Get Questionnaires</b>	5 sec.	5 sec. or NEVER
<b>5. Give Back Questionnaires</b>	5 sec.	5 sec. or NEVER
<b>6. Receive Questionnaires</b>	5 sec.	5 sec. or NEVER
<b>7. Pass Questionnaires to Scholars</b>	5 sec.	5 sec. or NEVER
<b>8. Tabulate Answers</b>	20 min.	45 min.
<b>9. Print Aggregate Report</b>	20 min.	45 min.
<b>10. Assess Report</b>	30 min.	45 min.
<b>11. Call Customer for Clarification</b>	20 min.	20 min.
<b>12. Inform Scholars about Findings</b>	20 min.	20 min.
<b>13. E-mail Final Report</b>	20 min.	60 min.
<b>14. Make Final Assessment</b>	-	-
<b>TOTAL</b>	<b>136 min. 25 sec.</b>	<b>271 min. and 25 sec.</b>

## 2.5 Geographic flowchart (Activity Diagram mapping)



## Chapter 3 – System Design

### 3.1 Table of Recommendations

<b>Problem</b>	<b>Recommendation</b>	<b>Affected Activities</b>
1. Feedbacks beyond 3 pm are not honored.	-Make an automated system that could accommodate the survey activity any time of the day (working hours).	<ul style="list-style-type: none"> <li>- Give Questionnaire</li> <li>- Receive Questionnaires</li> <li>- Pass Questionnaires to Scholars</li> <li>- Tabulate Answers</li> <li>- Print Aggregate Report</li> <li>- Assess Report</li> <li>- Call Customer for Clarification</li> <li>- Inform Scholars about Findings</li> <li>- E-mail Final Report</li> <li>- Make Final Assessment</li> </ul>
2. Answered questionnaires are at high risk of getting lost.	-Make an automated system that could efficiently backup, handle, and store the survey results into a secured database.	<ul style="list-style-type: none"> <li>- Receive Questionnaires</li> <li>- Pass Questionnaires to Scholars</li> <li>- Tabulate Answers</li> <li>- Print Aggregate Report</li> <li>- Assess Report</li> <li>- Call Customer for Clarification</li> <li>- Inform Scholars about Findings</li> <li>- E-mail Final Report</li> <li>- Make Final Assessment</li> </ul>
3. Arriving at an aggregate report based on the survey results eats a lot of time than needed.	-Make an automated system that could replace the scholars in tabulating the survey results, store it in a database, and generate helpful summary of the survey results in a matter of minutes. This system could	<ul style="list-style-type: none"> <li>- Tabulate Answers</li> <li>- Print Aggregate Report</li> <li>- Assess Report</li> <li>- Call Customer for Clarification</li> <li>- Inform Scholars about Findings</li> <li>- E-mail Final Report</li> <li>- Make Final Assessment</li> </ul>

<p>4. Their current system's slow and ineffective processes affect decision making of the company regarding quality control.</p>	<p>work 3x much faster than Greenwich's current system.</p> <p>-Make an automated system that ensures efficient processing of information. This would lessen the probability of human errors such as errors in miscalculating the survey results and etc. This system would also run with lots of security measures to prevent members from inputting lack of information that could prevent the company come up with better decisions.</p>	<ul style="list-style-type: none"> <li>- Assess Report</li> <li>- Inform Scholars about Findings</li> <li>- E-mail Final Report</li> <li>- Make Final Assessment</li> </ul>
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## **3.2 Use Case Diagram of the Proposed System**

### **3.2.1 Primary Actors**

Customer - People who buys and eats in the establishment and participates in the activity (survey to get their feedbacks about their food, services, and such to ensure quality of the said elements).

Branch Manager – Every branch has its own managers. Branch managers are the one responsible for the assessment of the surveys. Managers, everyday, assess and examines the feedbacks of the people and when she/he finds bad comments, she/he quickly or as soon as possible contacts their customers to clarify things and to assure them that they'd do anything to improve or mitigate their concerns.

Scholars – Who tracks the log-in and log-out database, who e-mails the summarized report generated by the CRM Automated System to the main office with the branch's manager report, who handles and maintains the databases (customer's details, log-in and out, and customers' feedbacks), and who gives a hardcopy of the report to the branch's manager.

CRM Automated System – A system that is responsible for tracking down the identities of the people who enter the site. The system wouldn't allow an account to enter the site more than once in a day and beyond the branch's working hours. It records, in a separate database, the customers' records and their feedbacks. It also authenticates whether your username is legal and matched your given password.

Main Office - A certain department from the main office handles the tabulated report from the branch's office. They make final assessment of the situation and decides what to do next to improve more their products and services.



### 3.2.2 Use Cases

Sign Up – A person must first sign up before she/he could participate. The signing up process would be simple and is done only once (not every time they wish to participate in another survey at a different time and place). They will be asked to input their full names, address, contact numbers, gender, birthday, username, and password.

Log-In – Before a customer could participate in the activity, he/ she is supposed to be logged in first so that the person's identity who'll be answering the questions could be known by the management. The time they gave logged in would be saved in a database.

Answers Questions – Customers would be asked to answer simple questions. They would only pick out the answers provided for them (more like a multiple choice questionnaire: good, better, best, satisfactory, etc).

Log-Out – After answering the questions, they will be asked to log-out and that ends the session. The time they have logged out would be saved in a database.

Process Customer Answers – CRM Automated System would record, in a database, the answers of the customers. The system would assure that there would be no unanswered questions left.

Generate Summarized Report - Everyday, it will generate a report about the answers or feedbacks of its customers. The aggregate result would then be stored in a database and the scholars could easily click *print* to print out a hardcopy of the report which will be submitted to the branch's manager for assessment. With the new system, the scholars don't have to spend hours just tabulating the result, instead, the system does it for them. The proposed system must use an SQL database, an SQL database has this CRYSTAL REPORT that already does the tabulating for them. They can simply ask the database to print them a hardcopy for this day's survey

results or even all the surveys done the whole month. The aggregate report now will be used by the branch's manager.

E-Mails Report - Every end of the month, the scholars send all the aggregate reports for the month in the main office via e-mail as well as the branch's manager report.

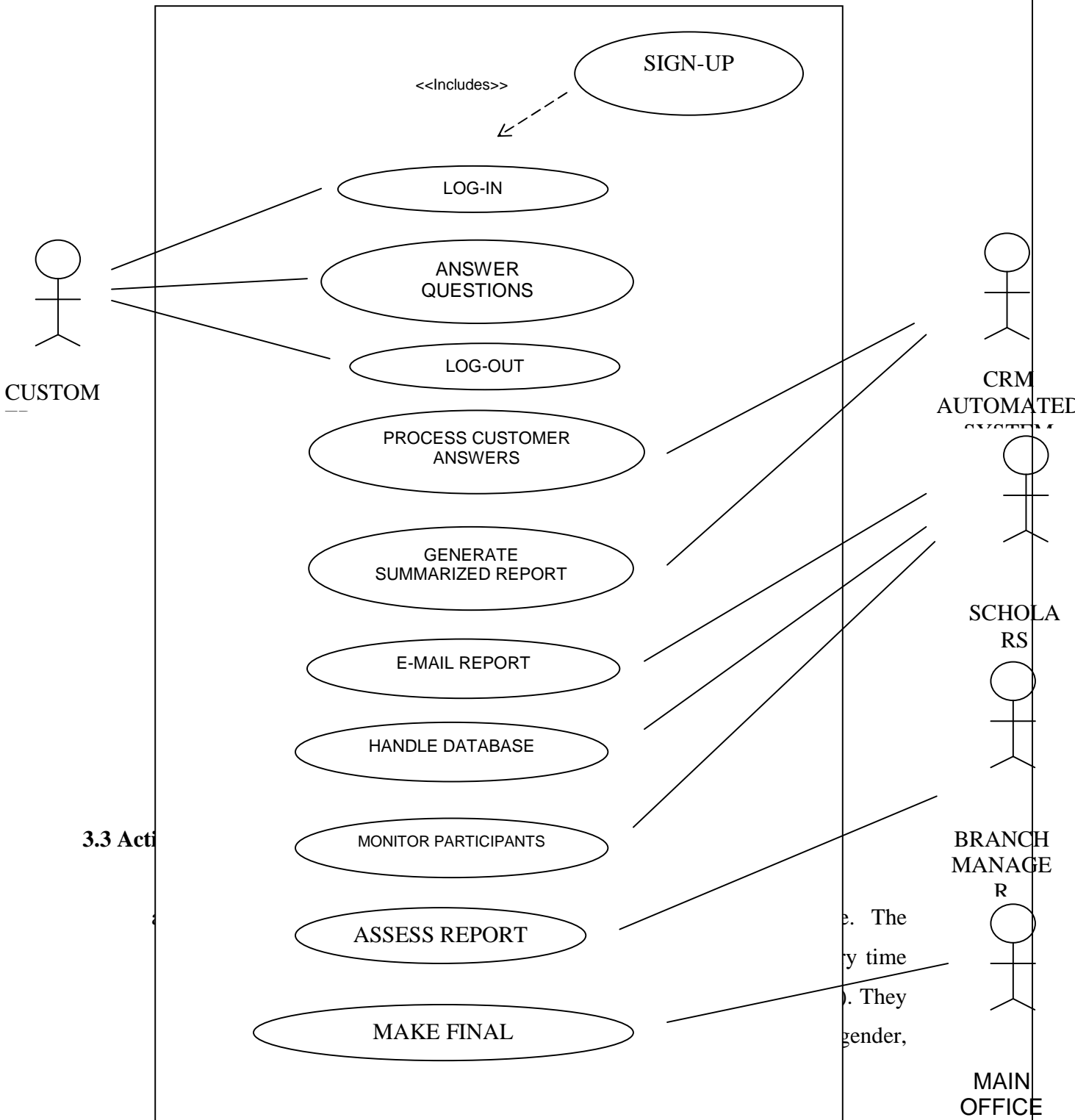
Handles Database – The scholars track down whether there are any problems in one of the databases example: an account was able to participate in the survey twice at the same Greenwich branch (which is not allowed) then certainly there's something wrong with the system or such.

Monitors Participants – The scholars also track down the people who have participated in the survey. If there would be an account that is just making fun or saying none-sense stuff and did it more than twice then the scholars can ban or terminate the account.

Assess Report – The branch manager of the store handles all the tabulated surveys. He/she monitors it daily to ensure their products', service's and etc. quality and also to respond and clarify quickly to the bad comments provided by their customer/s.

Makes Final Assessment - The main office then makes the final call. They assess the surveys and makes final decision of what to do next.

Proposed Customer Relations Management System



3.3 Acti

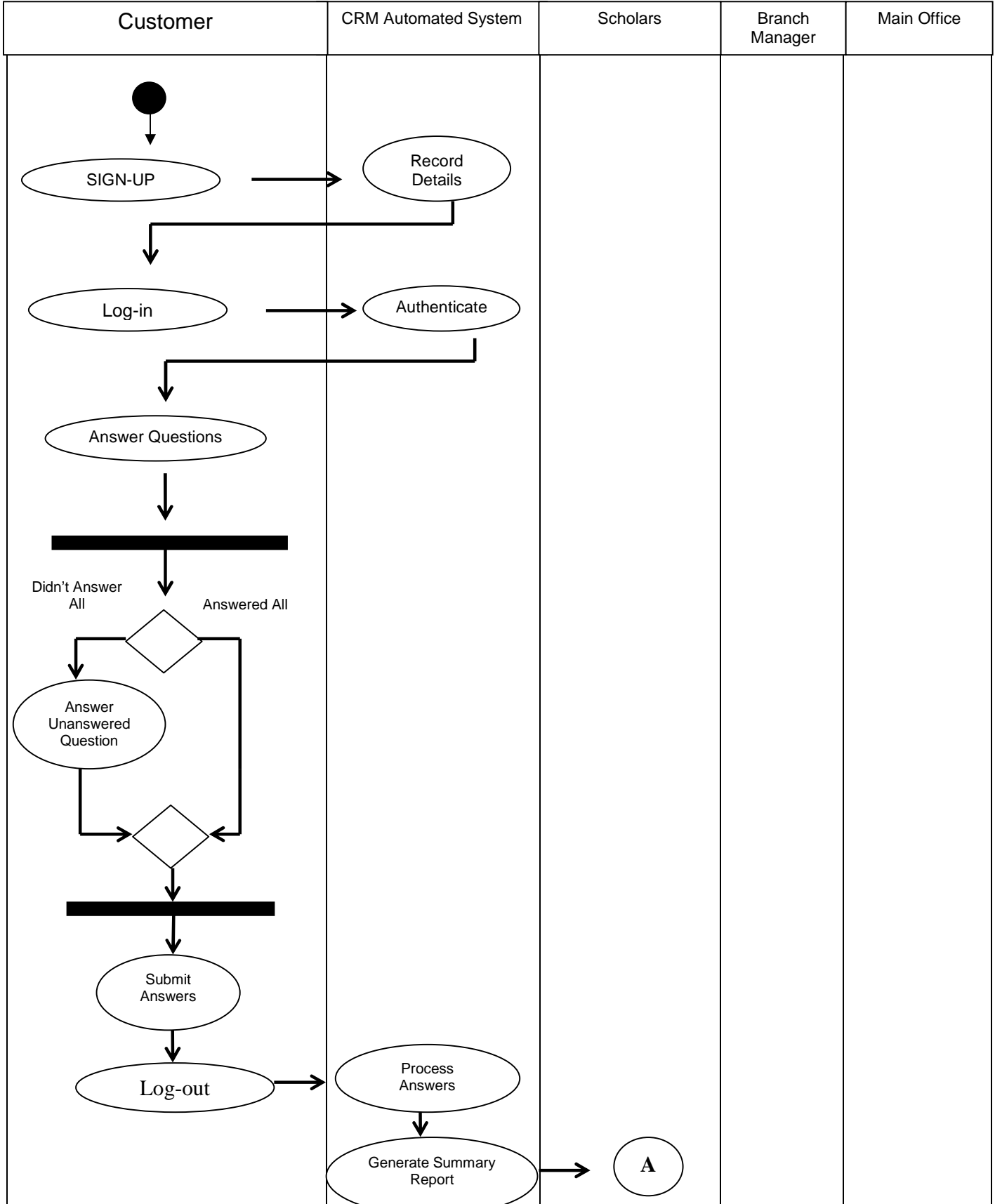
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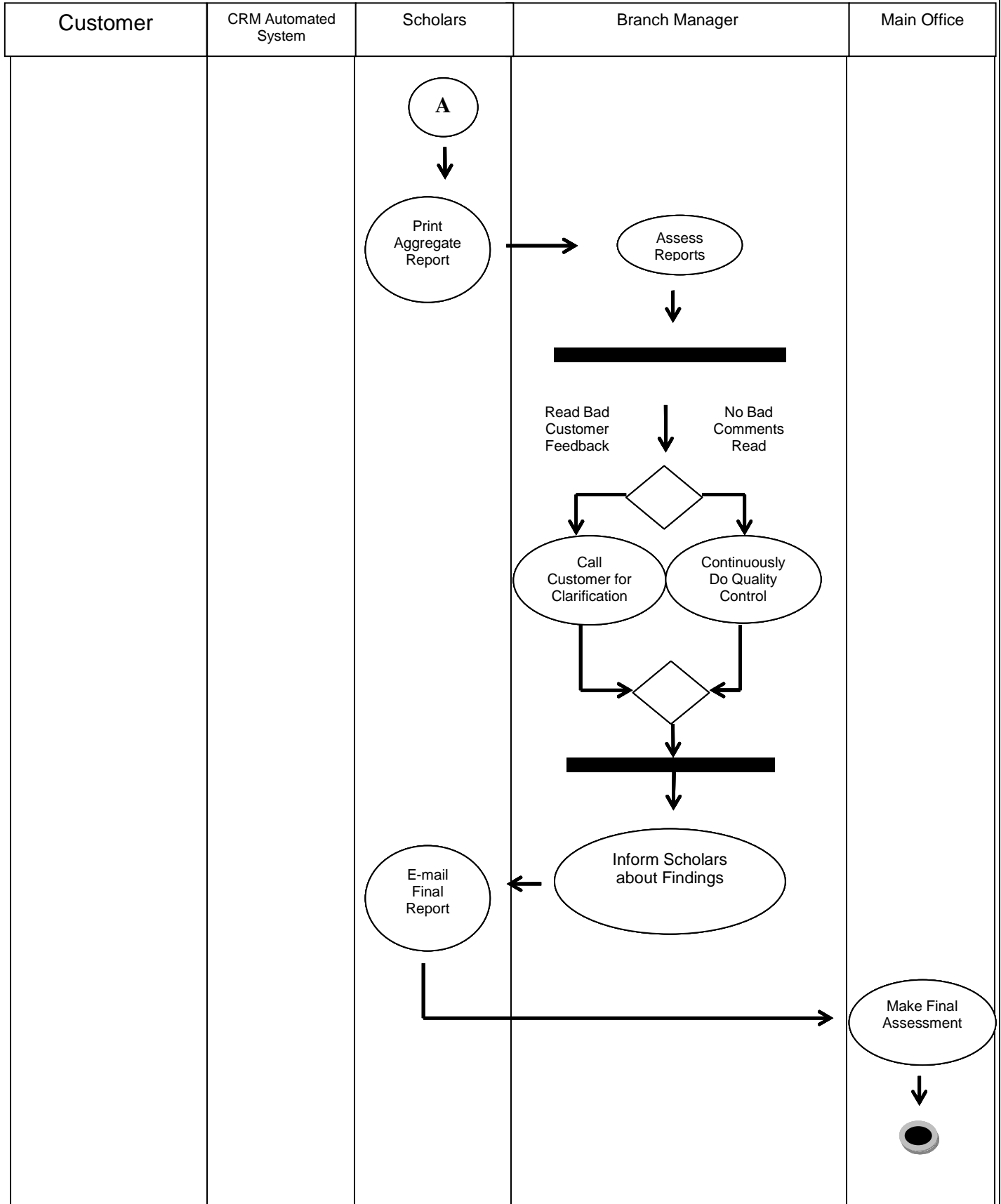
- b.) Record Details – Once the customer finished signing up, the CRM Automated System would allow record the customer’s details in the customer records database.
- c.) Log-in – Once you have an account, you may now log-in just key in your username and the password provided by the management. The log-in time will be saved to the database.
- d.) Authenticate -The CRM automated system would set if the username exists and if the password is correct. It will also ensure that users could only log-in not more than once at the same day, and at the same branch.
- e.) Answer Questions - Customers can now answer questions by keying their feedbacks. The questionnaire would be more like a multiple choice questionnaire.
- f.) Answer Unanswered Question – The system won’t allow you to submit your answers if the customer has left a question unanswered. The purpose of the survey is to know the opinions of the store’s customers so as much as possible the management would require them to answer everything to fully help in the assessment of their products, services, and such for quality control.
- g.) Submit Answers – All the questions must be filled out, if not the server won’t allow you to submit the answers, otherwise it will (saved/send?) the answers to the database where all answers of the customers were saved.
- h.) Log-Out – Once done, the customer will be prompted to log-out that ends the session and the time he/she logged out will be saved to the database.
- i.) Process Automated Answers – The CRM Automated system will now save into the systems database the answers provided by the customer.
- j.) Assess Reports - The branch manager of the store handles all the tabulated surveys. He/she monitors it daily to ensure their products’, service's and etc. quality and also to respond and clarify quickly to the bad comments provided by their customer/s.
- k.) Call Customer for Clarification - Managers, everyday, assess and examines the feedbacks of the people and when she/he finds bad comments, she/he

quickly or as soon as possible contacts their customers to clarify things and to assure them that they'd do anything to improve or mitigate their concerns.

- l.) Continuously Do Quality Control- Even if there weren't bad comments that the customers provided, the management must still not stop from continuously improving some areas in their business as well as quality control.
- m.) Inform Scholars about Findings – Branch managers informs the scholars what he/she has found out or learned about the survey's results, suggestions for improvement, customers' bad comment (if any) so the scholars could include this branch manager's report to those files that the scholars would be sending in the main office via e-mail.
- n.) Generate Summarized Report - Everyday, it will generate a report about the answers or feedbacks of its customers. The aggregate result would then be stored in a database and the scholars could easily click *print* to print out a hardcopy of the report which will be submitted to the branch's manager for assessment. With the new system, the scholars don't have to spend hours just tabulating the result, instead, the system does it for them. The proposed system must use an SQL database, an SQL database has this CRYSTAL REPORT that already does the tabulating for them. They can simply ask the database to print them a hardcopy for this day's survey results or even all the surveys done the whole month. The aggregate report now will be used by the branch's manager.
- o.) Print Aggregate Report – With the new system, the scholars don't have to spend hours just tabulating the result, instead, the system does it for them. The proposed system must use an SQL database, an SQL database has this CRYSTAL REPORT that already does the tabulating for them. They can simply ask the database to print them a hardcopy for this day's survey results or even all the surveys done the whole month. The aggregate report now will be used by the branch's manager.

p.) E-Mail Final Report - Every end of the month, the scholars send all the aggregate reports for the month in the main office via e-mail as well as the branch's manager report.







### **3.4 Streamlining**

- Standardization
- Automation

The group

- Simplification

## **APPENDICES**

- Interview Transcript
- Existing Forms