Year 3

Lex Eugene Peregrino

The Cluetrain Manifesto, Web 2.0 and
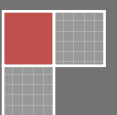
This paper is all about my reaction paper and book review in vertical market solution under Mr. Paul Pajo

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Year3

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VERTICAL

Market

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Reader

by

Lex Eugene Peregrino

Dedication

I dedicate this thesis to my parents, friends, and God, without their patience, understanding, support, and most of all love. The completion of this work would not have been possible.

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Cluetrain Manifesto

Reaction Paper

Reaction # 1: Reflection Paper: "Markets are Conversation"

Market is one of the very important factors in business because of conversation it is the source of the actual and potential buyer for the business.   And also you're in personal sides and web sides it is like with ambient awareness because everyone is are of what you do and what is the rhythm of your friend. It helps a lot because you can track all conversation of every people like in your customer, friend and business partners. It has a lot of advantages now in our age advantage in retailing industry, business industry, and other business form. Conversation in web makes less effort easy to understand, less use of time and friendly user. Web conversation in also where you can gain your friend in the other country, gain customer and even love one. But there is also a disadvantage in conversation in web because of new technology conversation the privacy and security is lessen, like in putting your words and doings in web, because of you put some important things there you should maximize the security of the account because some hackers abuse their ability to do something bad in the web like stealing a money, doing something bad.   So that in order to lessen that tries to maximize the security. Market conversation can do a lot of things because in conversation in you can tell everyone in the web what's happening in the business and in your personal status in quickly and lesser time because of the web. They said that this web conversation can change the world by enhancing the business purposes. Some people that these tools are control us but for me I think that this web marketing conversation is not the one who control us but we are the one who control this because we enhance this tools to make a better world and to make a faster conversation.

Reaction # 2: Reaction Paper: Market consist of human beings, not demographics sectors.

First Market is not pure business in order to become more responsive it will need tool to run and to evolve these are called human being which is the one who are responsible in the market, because they are the one who run the market, sometimes the people control the different stuff in the market, they control conversation, they also know what is the secret in better market so that these people are the one important thing in market, they are also the buyer and seller of product in the business. The human being is considering the key in the business because the human being is responsible in making money. It is not considering the demographic sector because the people are everywhere meaning you can see people everywhere in the world wherever you go. So that there is no specific demographics in the people that you can specify where market it is. So every market in the world has people so it consist every human being that will boost your needs and business. And to continue the life and the flow of everything in the world the need of the people and the need of the market matches with everything. It is like the coffee and sugar in order to become taste great and delicious you need to stir it in hot water. It is like market, when there is a market they have also human being to catch the market and there is also technology to enhance everything in the world.

Reaction # 3: Reaction Paper: Conversation among Human Being Sound Human. They are conducted in human voice.

Conversation in human being sound human because there is idea to sense when human being are making conversation, there is a lot of conversation, conversation with the business talks which include the plan, business selling, and other business stuff this is the topic when human being make conversation in human being but the most important it should sound human being and to do that they should talk in personal with sound because some human are get in touch with the use of technology and it did not show a human being conversation because they used computer to talk to each other they used blogs, mailing, and other web purposes. And when they make conversation in computer it appears that there is no voice output so it appears that the conversation is not in human form because of that but actually most of the conversation now in our day in the 21st century is form in not human because there is no voice output because the conversation now happens in the web, specially in blogs and mail, this Is how market speaks now and in this saying in the web help a lot the company and other business to enhance the business because of hearing the voice of all market all over the world. And when they see the saying of different people all over the world they will enhance their product with a better one example if some person react in the web that this product is low quality and not durable so it is disadvantage to the company at the same time advantage because they will know what the market wants and need and to achieve and catch the market they will make a better product and minimize the defect product.

Reaction # 4: Reaction Paper: Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural uncontrived.

For me every human being has their own ideology that guides an individual, social movement, institution, class, or large group. And it means that it is sending information whether it is an opinion, perspectives, dissenting argument or humorous asides. An to explain that where people / human being are saying something about their opinion they trying to explain it in their own way because every human being have different way to express their idea, some are nice and well explain some are not in descent way but whatever explanation or delivering information is that that is the way how human being express their idea, explanation with human voice and combination of nice explanation. And in short where you are trying to explain something by yourself the most important is try to deliver your idea with a clear meaning, easy to understand and not so long to bore the listener, and also try to deliver it with a clear human voice and what is in your side express it without any doubt. In that way we feel that we are comfortable because we release our thought. But before expressing your opinion you should know if you are hurting people in your idea try to think of that before saying bad because it may lead to fighting and other bad circumstances. In the business side's people are the one who express idea and it will help the company to produce a better output if they monitoring the idea of the people and try to figure out what the better to the customer is.

Reaction # 5: People recognize each other as such form this sound of this voice.

People recognize each other as long as there is a conversation and this conversation conducted in voice because in communicating people we used our voice to determine that we are human being and talking a normal person.

They recognize everything like tangible, intangible thing as people we have this ability to recognize everything in our community especially in term of communication. Because if we communicate with other people if this people are normal human being the output of this conversation should have a sound, sound that will goes in our ears and deliver message when this things happen between the conversation these people are consider a human being, a normal human being communicating with other people.

But in this era the 21st century people recognize each other without the sound of voice because of our technology they recognize each other with the used of web, because in web even people communicate without the used of voice they recognize what happen to the person and they recognize this person. This is what you call the web 2.0 features, the mailing, blogging and other form of communication in term of web. This is new technology apply in this era even with or without the sound of voice you recognize people.

Reaction # 6: The internet is enabling conversation among human beings that were not simple possible in the era of mass media.

In this saying it tells that internet can activate conversation and make conversation among human being, anyplace, anywhere as long as you have the technology to support it. But in the era of mass media where people, sound of the voice, are most important in the conversation this are the one prioritize in the era of mass media. Because in that era they don't have technology to communicate in the people around the world example in the newspaper if the author post a news and someone who don't agree in that news and have a feedback the person who don't agree in the news

Keep his idea in his/her self or saying it to his friends. But if there's an internet you can say your feedback anywhere whether in your home if you have the personal computer either in computer shop around your country, this will help the news paper company to analyze what are the customers' ideas. Theirs is advantage and disadvantage in that era in internet era the advantage of that is you can share your idea in the net and blogs, while the disadvantage of that is expect different opinion maybe it is bad or good opinion. But the most important is you can make conversation among human being inside your house anywhere, and everywhere.

In mass media era the advantage of that is they can express their idea without the feedback of bad person who can harm their business and destroy it, the disadvantage is they cannot see what are the good expression of the people which can help the business to improve it.

Reaction # 7: Hyperlinks Subvert Hierarchy

The computer has different interface one of those interface is the hyperlinks it is a reference or navigation element in a document to another section of the same document or to another document that may be on or part of a (different) domain.

Where if you click on that you will see the affiliate of that site, example in the website you see underlined or bold text and when you click that another page will appear and redirect you to other site instantly without any typing in the browser, but what is the connection of that discussion, example you have a company and your business run in a web application program and accidentally you have a bad service in your customer and that customer are blogger so he or she may blog what she / he experience in your company so if she blog this and they link it to the other site many people see he/she's blog and this is the one of the advantage of web blogging.

Whether you are in the top of the company in the hierarchy level you are in the top in few days if many people and customer's blog and make conversation about your poor and bad service in them. You company will go down or subvert and it may affect your business to go down. This are the possible scenario that will happen in the web and hyperlinks are responsible in sharing good and bad expression.

Reaction # 8 : Reaction Paper: In both internet worked market and among intranetworked employees, people are speaking to each other in powerful new way.

In this sentence it means that every employee in intranet and internet people are speaking in powerful new way because of the new technology called web in application to that internet people speak in the web what are their feeling, insights and other argument about the business and in the company where they work, not only in the business world internet people can speak in powerful way in the government because whatever they want to say they can post it in the internet, like blogs, email, forums and etc.

But intranet people can also speak in powerful way now because of new technology like media, cellular phone, newspaper, strike and other stuff, but there is a advantage because in the intranet world they are allowed to speak limited only because in the intranet world if they speak that who can hurt the receiver there's a possibility that he/she can be a become a labeler. So that you have a limitation to speak unlike in the internet world you are allowed to post whatever you want in the net, bad emotion, good emotion and anything you want to post.

So that in generalization every people in the world can say everything that is powerful but not all what they want to say because all of us have limitation that will block our message because if we are hurt every people in the world because of our hatred feeling in the company or in the government this world become a chaotic life for us.

Reaction # 9: Reaction Paper: These Network conversation enabling powerful new form of social organization and knowledge exchange to merge.

Correct that this new form of conversation is powerful to make a new form organization which have idea about the new technology and other stuff in the web and computer. They are also business minded that they can form a business through with it. It can also a organization which against the government and against in their company.

They form also a organization with knowledge in different thing which helps each other in the organization to have a better life and satisfy their needs. All network conversation have different impact to us some are good some are bad but the most dominant effect in the people of the network conversation is the merging of everybody to come up with a new idea which help and lead us to a better human being and in thebusiness side it will lead in better company, some are merging company use this strategy to comply what are insuficient stuff in their company in that knowledge and conversation again in generalization it will help human being to form a better world in the future and in present time.

This network conversation serves human being to be succesful in their life in the future there is a disadvatange to that but it is minimal for us because I think now I can see that most of all people benefit in that organization and network conversation.

Reaction # 10:   Reaction Paper: As a result, market are getting smarter, more informed, more organized, participation in a networked market change people fundamentally.

Time has pass and technology evolve which means its helps also the people or market to become smarter different way, like getting some knowledge on the internet because now in our era the library is second option only because now many people around the world prefer to have a computer and internet which is click you can search what you want and have an answers. In the internet you can get a lot of information, in the web in the people using it and in the blog site which many people make conversation. Participation in the network change the market because now you are informed what is happening in the market because of conversation they are link together so they share ideas, though and other stuff related to the business and personal feelings. In comparison people now are like a chain because there are connected to each other and if there are united to each other make a powerful market which leads to a better community. Buy of course if they are united they need to be peaceful and organize because if they not peaceful these kind of educated market can lead it to bad community. For me it is helpful and I agreed what is happening now because for me it helps the country and world to become organized.

Reaction # 11: Reaction Paper: 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.

This slide tells what the difference among normal vendors and networked people. Because now the network people or market are the one who are high in knowledge because they gain new knowledge every time they are in touch with the web, because they see different insights of different people about the reaction of customers, so this networked people have the idea to enhance their products because different people made a reaction and expression in the web. But in the vendors it is the same people who reacts in their product and it is not around the world but it is the same location.

So this is the advantage of the networked market people among the vendors. They are so rhetoric in adding value to commoditize their products because they want to change their product or service into a better one and they enhance it through the help of other people and market.

Reaction # 12: Reaction Paper: There are no secrets. The networked market knows more than the companies' do about their own products. And whether the news is good or bad, they tell everyone.

This Sentence show what the networked market do in the company and in the people and to elaborate that first is the there are no secret which means there are no secret in the networked market in the web and in the market conversation because it mans that you may post whatever you want whether it is bad or it is good to you and in business side.

The second sentence says that the networked market knows more than the company which means they know what are the best one to enhance the product of the company because they are the one who see the reaction of every people in the web and they saw the feeling which make the product very good for the customers because of network conversation and market conversation. Because the companies are not in touch in the network market so they don't know what is the feeling of the different comment of their client posting it to the web. Because what matters most to the company is to do their work and task they didn't mind the company's reaction and feeling about the product.

And in the third sentence it tells that whether the news is good or bad they tell everyone. Because it is the heart of the market conversation they tell frankly what they want to say because it is the way of their conversation, what they want to share to the public or web they share it without any hesitation.

Reaction # 13: Reaction Paper: What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing two.

The sentence talks about the what's happening to the market and to begin with I will elaborate what is on my side, What's happening in the market also happen among employees of the company at it is a comparison between the people in the market and in the employee so to begin with this it is like the same voice, the human voice either inhuman voice because they have the same insights, feeling or emotion in the company or in the public.

Because what is happening in the market are like expressing the emotion of what they feel, they express it without any doubt whether it is good or bad. But in the employee they also share their feeling to the company but it is only limited and they cannot say bad thing among the company, they can express their idea but they need to gather and make some meeting in personal but in the market you need to post and mail to your friend or make some website regarding this. The metaphysical called company is the only thing standing those two because it is run by the same called company but this company has different intention on this people.

Reaction # 14: Reaction Paper: Corporation does not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, and literally inhuman.

To begin my reaction to this sentence it says that the corporation are not fascinating in this kind of audience whore are commenting in their company without any doubt. Because it implies that this conversation is not powerful to destroy their company so they snub it, it says that these corporations speak in human voice, normal and without the use of technology.

For me this is bias because they are want to speak the market in human voice and I think these corporation do this because of old strategies but for me I think they do what the networked conversation are to in touch with this people, people of their company, customer of their company because if they do what the networked market do they are making such a big thing in their company, because they hear the market voice,

The employee voice and other feeling and reaction might help them to improve or enhance the company to make more useful and competitive. I think they intend no to speak in network market because they want to escape what are the bad possibilities might be encounter in the network market so that they want a old version of communication. Thing are helpful If they do the modern conversation and hear the opinion of different people hear the market conversation.

Reaction # 15: Reaction Paper: 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.

According to the given words of Cluetrain Manifesto which said that "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 sentence that in more years to come, these different voice of people in the market or networked made will becomePowerful, different or artificial, in means that they want to conquer people and rule them. What offer in the market is not trustworthy and not true the business will no longer attach with their code,in example their goal is some do favor to the people will give a successful product and give satisfaction, this goal is stay for a limited years because as time goes by this statement will ignore and not effective in the business what is aiming for, because in the future the competition in the market become the effect to conquer the customer to become the main stream in the market.

This is the main Topic here now for me I think are they focusing in the bigger amount of profit and to become a number one company in the market. They forget the quality assurance and quality control of their product they are not align with their goal of the business.

Reaction # 16: Reaction Paper: Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.
According to the statement "Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone."

This statement tells us that it tells that the old company who uses a old style of approach to talk and communicate to the people are not effect they said it is no longer speaking to anyone, they said this because now in our time most people are want to network and web. Few people are in the dog and pony show attractive because they want a different one which many people are using they want an easy and effective style.

To attach with this new technology the effect in the old company and company who uses old approach is they are not in line with the voice of the market which is important to them because they are the one who make they customer satisfy and the tendency of this is the busting down of the company they will find difficulties with customer relation and what is the advantage of this.

For me, this is both useful whether in time and place you use it you should align what you are going to do in different way, maybe you should do the same approach the dog and pony show and the robotics approach. Which help the company better.

Reaction # 17: Reaction Paper: Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.

According to the Statement which "Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves."

It tells that online market are the same with television because of many people are aware and in touch with this new type of technology every people, family, kids, and adults are in touch with this new type of technology, everyday now in the web are making in touch because of online email, chatting web browsing so that it is the same ads but the price is different because in the television ads are more high value to paid while the web ads are cheaper and it is easy to do, in the web there is a media to use like in the television in web they use people in commercial, and other animation, it is detailed unlike in the television. So that in accordance to that I think web ads is more valuable to use in the advertisement because of new technology and cheaper cost.

We should apply the technology and advertising skill in both online and television because if we do the same we assure that our product has a big customer involvement, because a lot of people browsing the web while the other in the television. Boom its like a super advertisement.

Reaction # 18: Reaction Paper: 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.

According the Statement Clue train Manifesto "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." Which tells that company are not aware what are the markets now in the newly era and technology because of their old approach they didn't realize that their market now are connected to each other not in person but in networked, it is getting smarter which they have the different idea to provoke and down the product of the company, some are good idea some are bad.

Deeply conversation are missing in their opportunity because it means that these market have the deeply conversation which can affect the company in good way and bad but the most important is get in touch with this and take advantage of what technology is.

For me the best thing is if you are the businesses who are in touch with the customer you should follow the flow of business together with the technology in order for you to gian more knowlede and assist your business with the right way and the right time.

Reaction # 19: Reaction Paper: Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

The Clue train Manifesto said this statement "Companies can now communicate with their markets directly. If they blow it, it could be their last chance." And for me it means that company are able to communicate with their costumer with the use of market conversation, and if they are willing to talk to their costumer because if they do that it is advantage to them, because costumer knows a lot of their product and what are the best thing to do in their product. That is business they need a customer relation management approach but in order to in line of the technology with the combination of technology you will gain a better result of customer relation management because of the web market conversation. It could be their last chance and if they not do this I think their company will end whether you are the best company in the world because it is the main important thing in market now the market conversation.

For me my reaction to this and my own opinion company should talk or communicate to the customer because it is not bad and in the same time you can gain more costumers while you communicate with your customer.

Reaction # 20: Reaction Paper: Companies need to realize their markets are often laughing. At them.

The Cluetrain Manifesto said in this stament "Companies need to realize their markets are often laughing. At them." And it typically means that company should realize what are the feedback of the customer to them because if they output a better product the markets are going to applause them and if they output a bad product with poor quality, not durable and other factor might customer didn't accept their product, the customer will typically laugh at them and get mad though the use of market conversation and the company is not realizing that this happen in the web so they need to realize what are the thing to do to eliminate the bad apearance of their company to the market and I think the one solution to this is the market conversation, they need to communicate to the customer and ask what are the suggestion to level up their product. They need to use technology to realize why are the customer are laughing at them.

For me the best solution to this kind of problem and my opinion to this statement is companies should talk to the customer because they not realize what are the effect of this to the company maybe this is the one thing that company might fall so as soon as posible get in touch with the market and customer.

Reaction # 21: Reaction Paper: Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

According to the statement of the clue train manifesto "Companies need to lighten up and take themselves less seriously. They need to get a sense of humor." I think this topic tells that company should think accurately to enlighten the company, this is a simple problem to solve and this is easy to do to communicate with the market is easy to do, gaining more customer and get some suggestion and feedback is not a serious problem. They need to get a sense of humor in order to analyze this simply thing because if you have sense of humor you will realize that this things needed in your company in order to become a successful company. They should line with the humor thing to get in touch with the customer.

For my own opinion and insight I think this are the step to make the company better to the customer conversation and relation because you need this skills in order to lighten up the company. This are the main point in order to communicate to the customer.

Reaction # 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.

  According to the clue train manifesto "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." Which means that every sense of humor is a big thing, like big velues, modesty, straight talk and geniune point of view this are some reflection that may affect the sense of humor in the corporate website, meaning you should have this kind of sense of humor thing in your website example you are a corporate website and you put a sense of humor in you website saying a joke and the output is getting some value to the company it is a joke that impress the person and at the same time getting some relationship or good thing in the company.

  And also it give humility which tells us that even a corporate web site this tells that you are not a very high class person, website and other than that you are a humble, because you and you customer building up a relationship in the sense of humor thing because it makes us happy and comportable.

  It is a straight talk because you can use sense of humor in your customer or viewer in some kind of selling your product because it make them famillar and easy to understand. For me it is effective to do this in your site it helps a lot in building relationships with your viewer and it become more friendly site.

Reaction Paper: #23   Companies attempting to "position" themselves need to *take* a position. Optimally, it should relate to something their market actually cares about.

According to the Cluetrain Manifesto the statement says "Companies attempting to "position" themselves need to *take* a position. Optimally, it should relate to something their market actually cares about."

Which typically means that every company wants to have a position, a better one that make their company known and best but before you get that achievement you should pass all the trial and obstacle, you should have a better planning strategies and most of all you should have good understanding in the market and also have relationship with them. It should relate to something their market cares about and it tells that you should relate to market also in gaining position because they are the one knows the best and what is the better for the company in other words they are the "key to success".

For my personal opinion for this statement I think the best thing to do is to have relationship, communication with the market because it is the key to success and you will achieve the position you want if you attach with them.

Reaction Paper: #24 Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position.

In the statement of cluetrain manifesto is said that "Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position."

And to interpret that it typically means that according to my understanding is there is a powerful company that leads in the market and they didn't want to fall down because their lead in the market, it tells that they are the provider of xyz and had a lot of difficulties in this statement I think this is the market they are the provider of the better output, product, and a lot of stuff to become a better company it is a powerful strategies that conquer the market they want to become leading all the way.

But if you have a company and if you want to pursue you goal you should have ignore this type of company you will "Embrace you Dream" and if you that you will achieve what you want but in the help of technology now of our era this is the best strategy for me to do because if you are deserving, and giving your best I think there is a reward for that.

Reaction Paper: #25 Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.

According to the cluetrain manifesto statement "Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships."

And to elaborate this statement I think this is a going down in t their strong companies because they compare their companies with a strong substance which is ivory and in order to relate to the topic they have a better tower a strong tower, which they can also to this in the market which means is building a better, strong relationship with the market and people behind this. It said come down and let talk to the people communicates to the people.

For my personal opinion to this the cluetrain manifest point to us every statement is building a strong and better relationship to the market and I think this is a better way to a have a better relationship the communication, and I think the market is key to success. This are the people which make your company better if you

Reaction Paper: #26 Public Relations does not relate to the public. Companies are deeply afraid of their markets.

According to the cluetrain manifesto statement "Public Relations does not relate to the public. Companies are deeply afraid of their markets."

It is typically means that public relation is not related to the public which is the market which is the practice of managing the flow of information between an organization and its publics. I think the public relation in the cluetrain is the individual person which involve in the product among the world, the market in the human form and in human voice.

But the clutrain manifesto didn't recognize the because they said that companies are deeply afraid of their market and to elaborate this there is a hidden meaning of that they are afraid no in the ghost but in the people in the market which can say everything bad in the company because the market have the authority to have feedback in the company and the company are afraid because maybe it is a bad feedback which one factor to fall down the company. And if this happens the company is the one who liable in the bad product.

For me different people have a different ideology in different thing and they have different interpretation but if they think this idea gives an better output they should continue and if the idea gives a bad output they should stop and think a different one.

Reaction Paper: #27 by speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.

According to the cluetrain manifesto statement "By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay."

My interpretation to this is by speaking in language that is arrogant meaning it is not the exact way to communicate according to this statement, because you as a internet user speaking in same language is the best and language that easy to understand and have a sense of humor, there's a lot of people who speaks in language because they are practicing this since childhood time but in the presence of technology the web becomes popular and there's a people speaking in not arrogant language way.

Because if you do the arrogant way of speaking in language I think this produce a bad output because it says that they build walls to keep markets at bay, and for me I think this the walls are the arrogant way of speaking and the bay is the location where the market people are located. I think the best way is to keep the nice way of speaking and this wall will set aside and your market to the located where they are comfortable and not in the bay.

And if you do that you have a better output of communicating an understandable and not arrogant way, because people need to talk in a nice way and they need respect.

Reaction Paper: #28 most marketing programs are based on the fear that the market might see what's really going on inside the company.

According to the cluetrain manifesto statement "Most marketing programs are based on the fear that the market might see what's really going on inside the company. "

And to interpret that sentence my personal interpretation in that sentence is it all about marketing and how to endorse the product in the world or in the market. And to start it tells that most of the company doing the marketing program in fear and I think they do this because of they don't want to see that bad thing or something bad in the company because they want to hide the fact that they commit wrong and some defects in the company,

They do best marketing program they spend a lot of time and money to do that, they hire a specialist to make a better marketing program but in fact while they do marketing they have the nervous that the market will discover some bad product and some bad feedback that why it said based on fear marketing program.

For me that best marketing program is communicating in market and in the people who use your product make an example of some feedback of the pro person in your company without editing and the real interview in that case your marketing program will not have a fear factor that might the company experience.

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

According to the clue train manifesto statement Elvis said it best: "We can't go on together with suspicious minds."

I think it shows what are the credentials of different people in the world that we are people and we should think wrong and we should think right, sometimes people are encounter thing that they think it is normal and this is the thing called suspicious mind, why we think about these mind, I think these is connected to the retailing business, because suspicious mind is we able to see all the things in our community and we interpret these things in a harmful thing that may hit us. Sometimes these things make as very energetic we are alert and we are interpreting beyond our limitation, because different people in this world are unique they have different abilities that may others don't have,

And I think for my own opinion having a suspicious mind will leads us to good things and bad things first in good thing because it will have an output that will helps us getting things better and to discover thing, it is like in the retailing you will discover things or product that will boom to the market because the other people can't see it and you're the only one to recognize that item.

For me having a suspicious mind is not complicated sometimes it will lead us to good that will use to the business and make your business appropriate to that thinking.

Reaction Paper: #30 Brands 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.

According to the clue train manifesto statement 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.

I think that this statement emphasize the meaning of loyalty in the business because if you are loyal in your business and you are loyal to everything including the customer, production and other credential in your business, it will lead to a better business which is stable.

It also said that the break up is inevitable, which means is there are smart markets linked together to pursue your dreams and sometimes to break your market, they are networked to each other producing a very huge power that will make your business down, they are smart they can renegotiate in relation with blinding speed meaning they can contact different people in such a blink of eyes and it typically means they have the technology that will output of efficient and speed.

And for me to do this I will combine the loyalty brand and the smart technology of market in order to have no breakup and to have a super stable market that will lead my business to a better stability, until I reach my goal and to delighting my customer to a better product and output.

Reaction Paper: #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?"

According to the clue train manifesto statement 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?"

For me it means that networked market can change their supplier anytime if they think you can provide sufficient product because the more product the supplier have the more networked market are attracted to this. It is like if you are the supplier and you produce different product every week so I think I choose you instead of supplier that produce a produce every month.

And the second sentence networked knowledge workers can change employers over lunch, I think this is like the knowledge bird if they think that they don't want to serve their group they will become independent and to interpret in the networked knowledge workers they can easily change their path if they want because of they knowledge.

And in the end your personal emotion your downsizing initiatives are make the networked market to forget the loyalty in a specific brand or supplier or business. They ask themselves what loyalty is and what the benefit to them, I think they forget loyalty in a way that they have less opportunity to work in the business.

Reaction Paper: #32 Smart markets will find suppliers who speak their own language.

According to the clue train manifesto statement Smart markets will find suppliers who speak their own language.

For me and to elaborate that sentence it is like the smart person want a smart supplier it means that they can understand each other in a way that business run, what products are and what are the products need to be successful, it is like a same smart human being talking to each other they can understand the own needs and wants of each other.

This affect each other buyer if the smart market can find a supplier speaks in their own language because I think the effect of this is bad, sooner or later the smart market will change supplier and find a better supplier that will speak in same language and understand each other.

Every human being has their own like and dislike, they have different abilities, they have unique want and need, so in order to interpret this kind of thing you should find a better supplier or smart market that will entertain and meet your language and in the end the smart market will satisfy of what they want and what are they need.

For my personal reaction, in order to become a better supplier you should analyze what are the smart market, what they want and what they need in order to meet the goal and to understand each other.

Reaction Paper: #33 learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

According to the clue train manifesto statement Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

For me and to elaborate that sentence it is like learning the true form of communication in human voice is not easy as eating food you need to study the communication and you need to study who are the person who are going to talk. These are some type of analytical progress that you need to experience and you need to apply.

They said it can't be picked up in the conference in short it is not that easy to achieve it is not easy to have a voice with human voice, because I think you need to get in touch with the market in order to have a human voice, because market get all the experience and they are the one who know a lot about the product and output of the business, because they are the niche market with unique wants and in order to interpret that you need to become more analytical and understand what the niche market are,

For me having a human voice in market are one of the best strategy and these will leads up to your business to go up because this is the key to success in vertical market solution.

Reaction Paper: #34 to speak with a human voice, companies must share the concerns of their communities.

According to the clue train manifesto statement to speak with a human voice, companies must share the concerns of their communities.

For me and to elaborate that sentence it is like the old sentence of clue train manifesto you should have a Human voice when speaking in the market and it hard to achieve, it also says that company should share their different concern of their communities in this sharing the company will gain a lot of market affair because many feedback will come to them. In this way the company will become aware what are the true human voice of the market what are the true need and wants of the market because they open they share and concern of their community.

It is like taking care of your community, and this is one way to speak in human voice it is like taking care of the market and share the concern of the communities. For me my personal opinion to this all company should mush share the concern of the communities because this is not bad and in fact this will help them to get in touch in the market, I think this is the true human voice that is not literally voice this is the voice that will help the market and company to understand what are the true sharing of concern of the company.

Reaction Paper: #35 But first, they must belong to a community.

According to the clue train manifesto statement But first, they must belong to a community. It is like joining and same as the people in one community, it order to have a market conversation, speak in human voice. You should belong in one community, a community with understanding with each other they understand the flow of everyone and what can help them is understanding.

The company are trying to do everything in order to them to become one of the community but not enough to do to become in the community it all the effort and deserving company should fit in the community that they want.

The companies doing these kind of stuff to become good in public and to have a better goodwill, some company are sincere and some are not because they do this to have a name in the public, a name that will become famous and gather customer. I think the technique in this situation is letting your company give your sincerity and concern with true emotion, let them understand you and eventually you will connected to each other and have a better community. In that way you will earn your willingness to belong in the community, because you do the what you think is better for your company and this is the best way.

Reaction Paper: #36 Companies must ask themselves where their corporate cultures end.

According to the clue train manifesto statement Companies must ask themselves where their corporate cultures end. It like asking the company if the company continue the old act and strategies implement in the company. If it is an manual culture in the company I think this is hard for the company to compete in the battle ground and in the company who uses technology like web technology, it, and other information system that support the company. As to see those company they lead the corporate industry, company who have apply the technology and ignore their old culture.

And as a old culture one of the disadvantage of it is not get in touch with the customer, market and other people in the world, because you need their voice, you need them to see what are the possibilities may happen in your company, maybe they are the one who discover new product and you apply it to your company.

For me having a bad culture, is not helping the company it is like destroying the company will, and they should ask themselves what is the end of the old culture and the new culture, when they change it and when they need it. Because knowing the culture of the company is the most important because these are the tactics and strategies that the company uses in the long run so it may affect the company if it is bad or good.

Reaction Paper: #37 if their cultures end before the community begins, they will have no market.

According to the clue train manifesto statement if their cultures end before the community begins, they will have no market.   For my personal reaction on this statement it is like before you notice that your culture in the companies are not working and this culture bring a trouble in your company and you will change it because of the situation,

I think they have no market because the community begins the opinion sharing of thoughts and knowledge of what is the company and what are the company distributing in the community, and also if you change your culture maybe other company get that customer of your and your market also because you are late, because if you do this in such a specific date earlier and before the company is in trouble I think you will able to get the customer and have the market even if the cultures end before the community begin in the battle ground.

For me this is a lesson for some company who didn't change their culture earlier, they change the culture if they notice some bad and if it is not working. But if you change this and follow the trend of the technology apply some hybrid culture an old and new culture I think your company will end up in good and have the market in the community.

Reaction Paper: #38 Human communities are based on discourse—on human speech about human concerns.

According to the clue train manifesto statement Human communities are based on discourse—on human speech about human concerns. I think this line focus on human communities' different dialogue that link each other and communicate each other according to their need and wants, and different feedback on each other sometimes this communication are lead in good and in bad way because sometimes communication are the one who fall down the company because of the feedback of different people using their voice in the community.

These human speech is also connected on each other on how human concern are tackle and share in this community because of the new technology even in the web can form a human community without a real voice, it is like communication in human voice because they use the web technology to apply their opinion, need and other stuff. So they are involve in the community and they know each other so that there is an appearance of human concern.

In favor to my concern it is advantage for the people because they share different thought and maybe they can help each other and the company helps them so that it is an advantage for both side in the business and in the human side it is like sharing and giving some information to each other to help and cooperate.

Reaction Paper: #39 The community of discourse *is* the market.

According to the clue train manifesto statement The community of discourse *is* the market. For me and for my interpretation on this statement it is like the community serves as a playground of communication of the market, it is like these are the major communication of the market that happen in the major community. Meaning the voice of all people in the world merge together with a powerful output that may change the company's future and also the business world.

It is the human voice that others may not recognize because of deppeness and opinionated approach. Some market are aggressive because they communicate hardly without any doubt, some of the people talk and communicate in a soft way. To but the most improtant is understand the market for you to have a better relatioship with them this is the most important thing. Because community of commincation lies on the market, they are the customer that you need to become successful.

For me all you need to do is communicate to them understand them and let them share what are their feeling what are their insights. Because it may help your company to improve your product, tactics and most of all your company. These are the key to become successful.

Reaction Paper: #40 Companies that do not belong to a community of discourse will die.

      According to the clue train manifesto statement Companies that do not belong to a community of discourse will die. According to my opinion and personal reaction its like a ant that when you are in group you will live and gather a lot of food for your helath and if you are alone you are free to death because you have no information what and where are you goin to find food for your self and the point in this is communication is very important for the and to live and to compare in the business world,

      if your company is not in touch with the community with a better conversation your business will become weak and later on your miss information in the community, what are the oppurtunity for the company to become a better company will loss and after that your company will die, this is for my personal reaction. The cluetrain point to us that there is a small maybe large community with a better conversation, communication with each other that might help that company to get a better improvement not only improvement but to give a better information that serves as a key for the company to become succesfull.

      So in order to impliment that become a part of community because this is not forbidden maybe you will not encounter bad and also good if you join and get in touch with the community.

Reaction Paper: #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.

According to the clue train manifesto statement 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. They said that company make a religion security and to interpret that it is like they have a own community meaning they are like a cult which they have they own beliefs because they not join the market community where there is a light and a knowledgeable conversation. This can help them and improve the company.

They protecting both but less in the competitors because they think thy have the own religion and beliefs unlike the market and workforce they put a little weight protecting these people because they are the one who help the company and maybe this are the people of the company maybe consumer or enemy. But in the end they are in the same path that will follow the trail of the company and combination of each other.

For me connect all these people and have a one religion so that you have your own faith your faith bind together and have a powerful, delightful output to the people and in the company in this movement no one become a enemy and so that unity of conversation leads the religion.

Reaction Paper: #42 as with networked markets, people is also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines.

According to the clue train manifesto statement 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. It means that as a networked market they have different connection that help them to communicate and express their opinion to the company because they have human voice and feelings that they want to share, these are not the rules and regulation it   is for them to express their ideas what are they feeling for the company maybe this is bad or maybe this is good so that for the company in order to catch all the people they should not imply what are the needs of the company they should think what are the need of the people in the company and people in the market.

If the people in the company and market bind together called as workforce they are powerful thing that can breakdown one business company because they have a unity of ideas that the company don't have. For me this is the best way for the company hear the voices of market and hear the voices of employee because they want to hear their voice for them to think and contribute a better opinion.

Cluetrain Manifesto #43

Reaction Paper: Such conversations are taking place today on corporate intranets. But only when the conditions are right.

According to the cluetrain manifesto statement it says that Such conversations are taking place today on corporate intranets. But only when the conditions are right.

For my own interpretation on this slide I think this is some conversation are going to be a part of the corporate intranet which means intranet are within the company and it it's the power if conversation it is intranet where all people in the company are able to access the information and this is some kind of important or not so important data.

In the sentence it says that if the condition are right meaning there are some circumstances that there is a condition that maybe security and not accessible and this is some kind of a hidden communication and private intranets which means that there is some information that might be private. For me this indication that some information in the conversation can actually pass and have a possibility to take place in the corporate world which gives information to change the corporate world and there is a reason that this corporate world that the corporate world might begin to adopt the changes and expression of the market. For some reason there is a conversation that is not intended to pass and to take place on the corporate internet and because of the powerful conversation this thing take place on the corporate world. For me there is a reason for the corporate intranet to adopt that there is a possibility that this conversation helps the people, company and the market to share a lot of conversation.

Cluetrain Manifesto #44

Reaction Paper: Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.

According to the cluetrain manifesto statement it says that Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.

It says that company are going to install the intranet for them to get rid of different policies around the company and these intranet are the key to do that and these are some advantage for the employee and other people. This intranet gives the HR to think different idea and strategies for them to make and remove some policies that make the company more competitive. Sometime this HR policy are the one who make the employee to resign in the company because of the policies that is not favor to them and give difficulties for them.

It shows that other corporate information that workers are doing good for the corporation giving their best for the company and doing a recommendable works but sometimes they have to do a best action this is a ignoring the company information they ignore the company information because the workers are not favor for some company information and policies. Because sometimes worker know what is the best for the company and they don't have a power to speak and communicate to the powerful people in the company. If they have idea and if they have argued in the company what they do is to ignore this information and have a silent voice. For me the thing to do is to here the voice of all people because there is a possibility that this is the key to success and these people are in behind of us they very near to us that we need to accept their information and to adopt what they want.. These people don't have guts to speak but in behalf of that they find a way to speak and these are their playground that they can express that different opinion this is the Market conversation work.

Cluetrain Manifesto #4 5

Reaction Paper: Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranet worked corporate conversation.

According to the cluetrain manifesto statement it says that   Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranet worked corporate conversation. It means that intranet are the some kind of information that may have a link to other networked in the corporate world and in other company around the world.

it is worked by corporate conversation which means for that there is a different conversation and this corporate conversation talks about the policies and what should be do in the company with letting the other people thoughts but for the people conversation and in the market conversation they have the linked on the intranet that might help the corporate world because this are the naturally trend route, these best built bottom up are product of the people that constructing bye different people which they do a very valuable thing because of the different thoughts for the company.

For me this is the best thing to do to do some buttom-up by different people find this people because these are the key that might help the company and the people around the market. These acts are the best conversation and they need to share this and listen to this conversation this is one of the factor of doing the valuable thing and valuable corporate conversation

Cluetrain Manifesto #4 6

Reaction Paper: A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.

According to the cluetrain manifesto statement it says that a healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union. It shows that if you preserve that intranet of the market and conversation of the market around the world it shows different things and a lot of different meaning sometimes this meaning affects the company and the people in a way that these company get information that is good for them and this is advantages for them some information are make the company to improve what are the ugly things in the company which may remove by the high people of the company there is also information that might get in the intranet that is bad for the company this is the reaction of the people that encounter different thing or bad thing in the company.

Its affect more radical than the agenda of union because this information are the raw facts and these are the evidence that the company producing and company works, otherwise the agenda is not usable with this because it is not a raw facts because this maybe a theory and this is the possibilities to happen in the company unlike the healthy intranet how organize the workers it means that they found a radical change that may the company implement for them to make more comfortable.

For me preserve the healthy internet because this organize the workers which give a lot of things to the company and gives different idea with the different meaning for the company. They have few words but this word s may have different meaning for them to interpret. This might be a honorable thing for the worker that they contribute a lot of thing in terms of communication or conversation among each other.

Cluetrain Manifesto #47

Reaction Paper: 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.

According to the cluetrain manifesto statement it says that 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. For me it shows that this company are scared in the pointless thing because they think these are the nonsense information to entertain by the company, but some company this are the valuable information that may kill the company or fall down the company I think this is the reason why the company are scared. They also depend on the open intranets because of sharing the critical knowledge because of the open intranet it helps the company to share and this are the good thing about the intranet. They want to resist the urge to improve to control these networked conversation because this network conversation are the powerful thing that may the company first enemy or sometimes this are the key to success if they enhance this or make this a bullet for the war.

For me in order to control these market they need to hear their voice and try to cooperate to the market because there is a high possibility that these market did good thing for you if you hear their voice and become a part of them have the same conversation, share of knowledge and experience, sharing of insight even if good or bad and make a human conversation and being a company try to become a representative of these market in this movement I think you might control the networked conversation and you will improve your company.

Cluetrain Manifesto #48

Reaction Paper: 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.

According to the cluetrain manifesto statement it says that 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. It shows that if the corporate intranet are not limited for the fear and other legalistic rules the effect of this is a same conversation that the market conversation it is like the conversation of the networked market which they don't have boundaries, limitation and legal rules which means what they want to share is allowed and that they want to share is valid because this is the networked market conversation, you can share your argument, ideas, and opinion without any doubt without thinking that the other people make mad at you. This is the way how market conversation flow.

But the corporate intranet are limited for some information or sharing of ideas because they have the rules that you should follow maybe rules that make the you should not communicate or make a conversation which have a bad impact to the company and this are the limitation that you should avoid, in this type on¥f conversation your feeling is like you are in the box and you cannot express all your thoughts and your are not feeling free because of this limitation for me in able to communicate like the market for your workers to have a delightful feeling you should remove this type of conversation remove the limitation and remove all the legalistic rules in this way your workers can allow to talk what they want and feel free for the intranet conversation.

Reaction Paper: #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.

According to the clue train manifesto statement 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. It shows that org chart is a very old tool that run in an old company or economy because it is run by hierarchy with different people and these high people manage the lower ranked people in the company, in the org chart you can see full who is the top person in detailed because of the text and words attach on the chart. And if you can see the logic behind that, the person in the top manage the business sometimes he manage the rules and regulation in the company even the people   so there is a possibility that he cannon speak with the people in the company.

For me which is more important is even your in the top level you should communicate with the employee and hear their need, because they are the one who will become your enemy at the end if you manage them like a toy. It is like communicating with the market you should always here their voice in order for you to understand what is the real meaning of communication.

Reaction Paper: #50 today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.

According to the clue train manifesto statement today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority. I think this statement make a artifact that even they have organizational chart in their company, it means that they are people who are in your upper, in this statement it shows that even the organizational chart exist there must be a hyperlinked where every person are connected to each other, with respect to each other by giving their need and favor for everyone, respect to their opinion even it is good or bad for them. Basically it means that now in our era are domination of communication among each other so that all of them are connected to each other maybe they have common relationship or something in the same idea, this happens because of new technology that catch the people, the new technology of Web and the market conversation.

For me this will serve as a guide for the people who are in the company, because it shows that even you are janitor or low class employee you are there to respect your idea and what ever you want to do as long that idea is harmless and that idea is something new to them that will help them and also the company.

Reaction Paper: #51 Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.

According to the clue train manifesto statement Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia. It shows that this is a different things about command and control management which it says that it both derive form and reinforce state government meaning this is a government type of movement which has a rule you need to follow, we are controlled by different people which have power to manipulate the people in the market or in the company. It shows that in the Filipino culture this is one of the bad thing powers tripping that to something bad to the employee which make them bad and manipulate to their end. Overall culture of paranoia which means to them that it is like a chaotic world that you can do anything you want, thinking bad thing to the other and make them mad, this is happening to the culture of diffident country that we cannot tolerate because of unequal balance between people because of not expressing their correct beliefs and communication of people.

For my personal reaction to this statement to reduce the Command and Control Management which dominates the people from making pathetic I think they should have the rights to talk and express their idea around the market and in the public.

Reaction Paper: #52 Paranoia kills conversation. That's its point. But lack of open conversation kills companies.

According to the clue train manifesto statement Paranoia kills conversation. That's its point. But lack of open conversation kills companies. It shows that paranoia is like a poison that kill every person who take it and to elaborate this sentence it is like when two person communicate to each other and they have different thoughts that did not each other they think this person is a bad person that will make different thing to harm or to do bad things. For the people that is the effect for some reason of the conversation, not understand of each, conversation make other people down by giving incorrect information.

But in the company I think this is one of the key to success, it is the light to the dark that they need to achieve in order to have a better company and to make more competitive advantage. Because some company are not able to communicate to each other in people of the company and in the market, which is important because there is some circumstances that the information you will get to these people may help the company, by communicating on the market and have a violent reaction to them to improve your performance in the company and also your product, just like in the people in the company they need to communicate in the company for some reason like expressing their thoughts, to improve the relationship among employee and company.

Reaction Paper: #53 there are two conversations going on. One inside the company. One with the market..

According to the clue train manifesto statement there are two conversations going on. One inside the company. One with the market. And to elaborate this statement it is like in the statement in number 52 that if you don't have communication to each other in the company and in the market your business is down just like you don't gain competitive advantage to the other company. And in this statement the first conversation mention is the conversation between company and the people in the company this is the type of conversation that will make the company more stronger in a way that these people contribute their ideas, share their thoughts to improve the company to have a company that will have a bonding to each other.

The second communication with the market, it is like if you want to have a better life you will make and a happy life without regret to yourself you need to have a friends that will protect, friends that you can have communication with them and make a better bonding, it is like company that communicate with the market these are that people that will lead your company to the edge of success because there's some information you will get in the market if you communication to them, information that is not usual to the employee, it is advantage to have some relationship between market and people in the company because communication solves everything.

Reaction Paper: #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

According to the clue train manifesto statement 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 for my personal interpretation for this statement is not there is a communication but not in all cases even conversation are not making sense and have a difficulties to understand, almost habitually the causes of bad thing in the company are the bureaucracy that is run by command and control, meaning even you have communication in the company and in the market but if the command and control system are running, the power of tripping and other insult thing run in the organization or company it will causes failure again and again, because there's a people do thing like manipulating people and controlling them like a pet and this is not a good idea to run the company we should treat them like a family having a better conversation and relationship.

For me not all in cases happen this things because if they have conversation I think there is a higher possibility that the relationship between each other become more tight and not to insult each other by means of power.

Reaction Paper: #55 as policy, these notions is poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.

According to the clue train manifesto statement as policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets. In this statement my interpretation is they said that the ideas of different people are poison that will kill the company and the people.

They think that it is a nonsense tool that it not working because it is broken, they said that this control and command system are not friendly to use in that like of situation and system, because it is like harming your people in the company, it will generate disrespect and no trust on each other in the company it will like you are in the prison and you don't trust everyone because they are bad people but not all people in the prison are bad so there is a possibility that there's a good person come to you and become you alliance. And continuing this act make a terrible thing to the market because they are also affect in a way they have no trust to the company who use this kind of system.

Reaction Paper: #56 these two conversations want to talk to *each other.* They are speaking the same language. They recognize each other's voices.

According to the clue train manifesto statement these two conversations want to talk to *each other.* They are speaking the same language. They recognize each other's voices. To elaborate this sentence it is like the two conversations are in the same path that they want to talk to each other because they want to share their different thoughts that might help themselves. Because they understand each other likes communication of the market or two different people. They speak the same language that they can understand the true flow of the conversation without any argument to each other, because they recognize each of their voices that they want the same thoughts the same and meaning they want the same idea to come true and be granted,

For me this is some kind of two person didn't find themselves in the same place because they are like in the cage that they cannot share their feeling and become free, because if they get connected to each other I think this is the best thing that happen in the same person because they understand each other in the same voices,

Reaction Paper: #57 Smart companies will get out of the way and help the inevitable to happen sooner.

According to the clue train manifesto statement Smart companies will get out of the way and help the inevitable to happen sooner. it is not clear for me but to explain this on my own perception it is like if you are smart company you will out of the way with the issue about the company issue with the voice of market that will never be stop because it is unavoidable to do because of some reason there are circumstances that we need to understand, meaning if you are the company and you are smart you will get out of the news and help the it to inevitable to happen sooner because you are the one who will stop the abominable thing you should cooperate with the market like giving them some importance and if you do that you will evade the bad things happening in your company sooner or later,

For me it is better to be smart rather than endure all the darkness that may happen in the company like pretending that you are strongly enough to face the entire problem but in reality you are like the pawn in the stage acting that you are strong but you cannot solve the problem. So that in order to become smart gain more compliment, gain more friend in the market   in smart way because sometimes playing with these people lead you into success.

Reaction Paper: #58 if willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

According to the clue train manifesto statement if willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up. This is not also clear for me and I don't know what the author want to explain of this and for base on my personal reaction on this statement is if the you the basis and the measurement is on the I.Q of the company and there is no other way to measure that, they said that few company will become clever company because in the sentence it means that in the Philippines few company are smart enough to do the smart way of evading all the problem because they are not focusing the market voices,

they are not aware who are these people and what is the reason why these people are so important to them. Because here in our country which more important is money, gain money more money that will give support to the company that is the way they think how to have a last longer company and if they have the money they will rule the company and do whatever they want.

Reaction Paper: #59 however subliminally at the moment, millions of people now online perceives companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.

According to the clue train manifesto statement 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. For my personal reaction that there is some circumstances that unintentional moment that more people in the world are now in the net and in touch with the web. So they recognize the companies that is little more that attractive. Because sometimes these online tools provide the company to be more pretty to the customer and people in the web. These legal fiction are the one who prevent the conversation from intersecting and it means that there is some old fashioned way but legal to do that maybe there are some company doing that action but there is a good and bad effect on this first is when you prevent these conversation there is some important information that you will miss and let the other company use that information as a weapon to you. And the second one is you not prevent the conversation there is some circumstances that this is a bad information that will lead the company to fall down and become enemy of the market.

Reaction Paper: #60 this is suicidal. Markets *want* to talk to companies.

According to the clue train manifesto statement this is suicidal. Markets *want* to talk to companies. For me to elaborate this sentence it is like they think this is suicidal because market wants to communicate with the companies that may lead in the different scenario and reason, why then they want to know what the effect of this sometimes communicating with these people may have a multiple effect on the market and in the company and these effect are different maybe advantage or disadvantage. Advantage in a way that if they communicate with the market they get different reaction and information that will help the company to pursue their goal and this is one way to achieve victory.

Because some information with these people are valuable and making conversation with them means a lot because you are acting like a smart company because they are the one who dominates the ground because of this they are able to talk to each other because they have the same voices and if you communicate with the same voices you are now declaring friendship with them but not in all communication lead in a friendship because sometimes it is dangerous that why they call it suicidal because some of the company are not able to understand the thoughts of the market and they want to be alone with their information without the help of market so it leads into war.

Reaction Paper: #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.

According to the clue train manifesto statement 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. For me to elaborate the sentence it is like the there is a part in the company that a network market is want to talk because is like in the old statement that all companies should have understanding different way of methodology but the same way because the sentence want to share to us that understanding is the best thing and if you understand and communicate each other you will get and result of a big effect on each other specifically the company. There is a language that ring false and this is the bad thing happen to both of them because it is like having a misunderstanding between the people in the company and the network market meaning these are the possible thing that may happen if they not understand each other and this will result to battle like lion and eagle that bite each other and leave them a bloody scars.

Reaction Paper: #62 Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

According to the clue train manifesto statement Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall. This is the elaboration of this statement and basically they said that people in the market are not able to communicate with the informal way of communicating because they want a formal way of talking each other they want with dignity and peaceful way because if you talk in informal way and not hearing the same language you are like having a battle and not representing a descent conversation because if you are the one who make the communicating with the descent way you are trustworthy to think because of that attitude but if you communicate with the company who are in anger and not in the good attitude it is like you violate the way of Market conversation, they want to participate in the conversation going on behind corporate firewall meaning they want a descent one with the cooperation of all people involve in the company and they want safety with each other they want it like a conference where everybody can speak and express they own ideas.

Reaction Paper: #63 De-cloaking, getting personal: We *are* those markets. We want to talk to *you.*

        According to the clue train manifesto statement, De-cloaking, getting personal: We *are* those markets. We want to talk to *you.*   For me the meaning of these statement is different because they ware cloaking it means that they are hiding from somewhere but they following you wherever you go it is like they are the one who are bet because they hold more information about you and your company they can manipulate the flow of information if they want. If they want to get it to personal they will do this without hesitation because these are the way that this thing will be effective. And they introduce themselves like this that they think that there are more powerful than the company around the community because they are the key of all company to become successful, the market want the company meaning they want the company not to harm them but they want a descent and formal communication which tackles all the very important details why they want to talk and what are the reason why they do this. Because for me I think they only want one thing and this is called the Market Conversation with the Company and combination of those will become a powerful thing in the retail industry in business and in all over the world.

Reaction Paper: #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.

According to the clue train manifesto statement, 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. For my personal reaction on this statement is it means that they want some various information that tackles the different agenda of the company so that they know what's going on in the company and this is the best way to know what the real opinion of the company maybe they want to know this because they want to express their idea and offer it to the company. They will not settle with the minimal substance because they are focusing on the big side meaning they are the one who make differences thaw will become famous to the other people so that they will help each other, it is like the web that is compose of different agenda but one goal and the goal is to assist the needs of the different people in the world.

Reaction Paper: #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.

According to the clue train manifesto statement, 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. For my personal reaction on this statement it is like a the animal on the farm in the old style of farming they need the "carabao" to have a better farm land and harvest, these animal are the one who responsible in making a good harvest and make the business improve. And it is like in the company that the employee are the one who make the company go, they are the one who make the success in the company, because with their talents, responsibility, and other skills they have they share it to the company to become more successful. So that they want to the customer in real voices and in the same voices they can communicate with the same language so that they are responsible in making change and they propose it to the company for some reason, they want changes, changes that will provide care, equality and some respect on their side, this is my idea and this is my interpretation on this statement.

Reaction Paper: #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?

According to the clue train manifesto statement, 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? For my personal reaction it means that for the same people for the workers and market they are tired to manipulate by some greedy people because they want to become free they want a work that they are not control meaning they are worker and follow orders but they are not robot to manipulate by these bad people, in market they are not also remote control to manipulate also by the company because they are the key to become a company successful, so that they need respect they are not toys they have feelings and most of all they are the important people in our society to make our society more successful. The different documents are not valuable to know the people in the market and in the company because the communication provides that, which the statement said and for me both are important the document and communication because if they combine that I think it is like combination of two powerful strategy.

Reaction Paper: #67 as markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.

According to the clue train manifesto statement, as markets, as workers, we wonder why you're not listening. You seem to be speaking a different language. For my personal reaction it means that they communicating in the company and other people but they not understand by these people because it seems that they are speaking in different language, so that the market and workers are the two people who understand each other so they need to communicate each other and they share thoughts different opinion, and for me the company must educate themselves to understand the language so that they can hear each other voice and if that happen no one are angry to each other, we may have a peaceful and coordinated community, they do this in some kind of action, if the web provide communication, maybe the company can learn how this things work and if they figure out what is the meaning of this I think they light will come and the truth will reveal. It is like combination of all powerful people in the community producing different and innovative ideas; this is the truth of all communication, Better ideas, equality, and peaceful community for other people.

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

According to the clue train manifesto statement, The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?   For my personal reaction it means that there is a extravagant person or like you that throw around the different places and see what are you doing in the different aspects in the meeting in the, conference and everywhere that is descent meetings but they are not their if the meeting is not descent, what is the meaning of this agenda and why they following the people who are in the job, maybe they want information that will catch the customer and then eventually they will explode the information around the market that will support their business or product   to evolve, and the main idea of this is communication all the information in the communication counted in all aspect including the confirmation of information, communication with the same language and getting some information that will help the company to the success and to minimize the error and some bad thoughts,

Reaction Paper: #69 Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.

According to the clue train manifesto statement, Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us. For my personal reaction it means that they hate the methodology of the company in sharing the idea and how they communicate with the descent people because they do this in a different language that the market and workers did not understand, they communicate with the descent meeting which attended by the different business people, they conduct meeting in the company which attended by descent people but how they conduct the meeting and methodology in making conversation with other people is not suitable with the workers because they have different language to express and the workers and the people in the market cant understand that language so that they are not impress for what the company do, because the company express their thoughts in different way like expressing the thoughts but they are not sincere they are doing this because of formality in the business, unlike the conversation in the market they share true and sincere thoughts that will have a good idea and this idea can be use by the people around the   world so that they can use it without fee and this information is better because it is really happening in the world today.

Reaction Paper: #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.

According to the clue train manifesto statement, 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. For my personal reaction it means that if the company don't impress the media and the market they will take the investor and let them go, meaning the investor are going to other company because they did a bad conversation to the market and media. If they understand what are the risk of doing that attitude they will communicate in a good way with a idea, thoughts and different aspect of human conversation, because if they do that the investor will impress because investors are like market, and workers they want clear conversation with human voice, respect and not using the communication to control people to their personal needs, so that in that way many people with benefit and take the communication as a source of knowledge, investors also will impress and will do their best to supply the company from their needs. All they want is a good communication or conversation that will attract the people including the three major categories workers, market and investors.

Reaction Paper: #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're already elsewhere.

According to the clue train manifesto statement, Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere. And to start with this simple reaction paper this is like sharing the thoughts of the writer that we are people and we have our own philosophy in life, different idea that combine our strength and weaknesses at the same time, but our tired idea in the market make ourselves to become strong these idea will bloom and after blooming we don't recognize that we as market we make differences among each other that we know that we are already elsewhere and we found each other to determine our true form. We vibes ourselves that we make a decision that will produce different thing and this will have bigger effect at the community that will change the atmosphere of the market and this will become the true essence of the market that the idea of haggardness will become shiny and will explode at the real community of the world which determine the true meaning of communication, market, business and other factors affect the conversation of the market and corporate world.

Reaction Paper: #72 We like this new marketplace much better. In fact, we are creating it. According to the clue train manifesto statement, We like this new marketplace much better. In fact, we are creating it. This is a reaction paper for cluetrain number 71 and to start my reaction first is the people in the market like the new way of methodology of each conversation, way of communicating and other thing that affects the life of the market people. They like the new marketplace which serves as the battleground at the same time the heaven from them, but sometimes this marketplace will become hell if the market people didn't understand each other from their different decision. And this will become the greatest fear on the marketplace. They create the marketplace which serves as a home from them because they create it with their sincere idea, and different thoughts. They create this to have the balance in difference community for them to protect their dignity, and for them to save the bad image relationship between the corporate world and in the market world. This are the main reason that why they creating the marketplace for the same people with the same language and with the same ideology. For me this is the best thing that they do because this will become peaceful and no one make the worst case scenario to each other. All things done in the same action communication make the relationship better.

Reaction Paper: #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!

According to the clue train manifesto statement, 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! For this statement I think they want to invite us as their guess and they want to join them to become as one of their friend and for their business. They invite us to become part of them in their small world but in order to enter their simple world. Because they want humble people that will help them in different way by understand what they say, what they want and the feeling of this people, as long as you serve as a friend from them you are welcome to their community this is my personal opinion.

They said that if you want to make transaction with them you need to go directly to them and make a conversation you are welcome as long as you get down off in the camel because this camel symbolize as you as a high person and what they want is to become equal in making trade they not think that you are a high person as long as you are in their world because in their world all people are equal.

Reaction Paper: #74 We are immune to advertising. Just forget it.

According to the clue train manifesto statement, We are immune to advertising. Just forget it. To start this paper, frankly to say I don't know what are they trying to say because they said that they are immune in advertising meaning in thinking out of the box they are tackle the corporate company which make this advertisement, which this ads is not basically true because they are not releasing the real product and they are not talking in the same language. Even the company make a lot of ads the market are not interested on this way of communication because they want the real product which they can express their ideas and they can say whatever they want, because in the ads like in the television these are not tangible product that you can see if the product is valid and they make a effect out of the product to become the product more beautiful.

For me this is not a effect way of communication with the market, they are not interested in kind of strategy and they want the real communication, they want also the technology attach with them because they are the millennium market and they want technology which they can talk also. These technology is serve as a ads for them.

Reaction Paper: #75 If you want us to talk to you, tell us something. Make it something interesting for a change.

According to the clue train manifesto statement, If you want us to talk to you, tell us something. Make it something interesting for a change. For this statement my personal reaction is if you want to talk to someone, even if he or she is simple, elegant, arrogant and rich person you should tell something about yourself for them to know who are you and if you do this they will feel happy because they think you are sincere when you're talking because you share your personal profile to them. So in market people they want also this way before making a conversation they want to talk to you if you tell something about yourself, who are you, what are doing in their place and what is your objective why you came to talk to them. They also want that if you share something this is interesting and unique for them to experience change because they feel that if you tell something in their old way they are not interested because they did not see the change and they are not talking in different methodology. In order for you to talk to them follow the rule and follow the different way of communication.

Reaction Paper: #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?

According to the clue train manifesto statement, 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? For this statement my personal reaction this sentence is some indication that they are talking to the customer and they are selling something that will help the community, I think the man who is selling the product is the one who make the rules on the last statement and there are the one who are in the same world. I think they allowed the visitor to enter their world to make a trade and better deal, they understand each other and the man who get off in the camel show some respect for these people because these people are kind we are welcome to their store. They give better service, better product, as long as we are willing to pay and willing to buy the product. For me the main purpose of the statement is for us to know that if we coordinate with the people like them they are willing to give us a better service, better relationship and a better product.

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

According to the clue train manifesto statement, You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe. For my personal reaction on this statement is, this statement show that the person in the statement is super busy with his/her work and they are not interested in the other customer or people who want to talk to him/her. They are not answering any question, in technology and in manual way maybe they are prioritizing the most important person so that the other or simple person are on the side waiting for the answer. I think this is not right even if you are busy with your paper work you should talk to different people who need you help, talk to them with no favoritism but talk to them in equal and fair. These are the main reason that's why our business not booming because of that methodology. These people are so busy I hope they are busy in a way that they are communicating with all the customer need their help. Because if you talk to them with all powers. Without favoritism, unequal thing you and your business will become successful.

Reaction Paper: #78 You want us to pay? We want you to pay attention.

According to the clue train manifesto statement, You want us to pay? We want you to pay attention. For me in order to gain money you should cooperate with your buyer, you should gives some respect and give some incentives for you to catch the buyers heart. Because if you show to them the bad attitude that will make them angry I think your customer will get angry to you and in reaction to that they will not pay you a exact amount of what is the deal is. As a seller or business man you need to pay attention on what you customer says, what ever they want, and any reason and feedback they tell you should understand and listen to them because if you do that you will retain your customer and gain more customer from different country. As long as your attitude is good you will earn money and earn more customer, the most important thing keeping you customer in your side is the understanding, trust, respect on each other if you do that will have a never ending business but of course in back up your business will be a presentable for the customer willing to pay in your product.

Reaction Paper: #79 We want you to drop your trip, come out of your neurotic self-involvement, join the party.

According to the clue train manifesto statement, we want you to drop your trip, come out of your neurotic self-involvement, join the party. This statement show an invitation to you which means that in order for you to join the party you should remove your trip, you selfless behavior and all of the bad attitude in your personality which makes them angry, because if you want to join you should become phobic, a personality with a fearful effect in your mind that will make you a simple person. This is the hardest part in every person joining the party because they want you to show a new attitude and new trip in order to become one of them. I think the best one joining the party is come out with your real attitude, and remove the bad attitude of yours because if you do that your real attitude make yourself happy because you show your true emotion not the fake one pretending that you are one of them and releasing the neurotic self-involvement of yours. Being a natural person the best thing you do is to become a real person and remove the bad attitude of your self I think that is the best thing you could do joining their party.

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

According to the clue train manifesto statement, Don't worry, you can still make money. That is, as long as it's not the only thing on your mind. It shows that you can still make money out your different strategy. Like you will make a innovative product that will boom in the market not just a retailing but e-tail meaning you will sell in the market, in the web which make the product and ordering system unique, because not all of the company now in our age can sell over the web. So this will make you money so don't worry and there is a other chance making money. And one important thing making money is not thinking money, but thinking how to satisfy your customer because of you do that that is a chain effect which means that if your customer satisfy and delightful automatic you will earn money and your business will run according to your plan. money is not the only think of who are the customer, how the satisfy in your product and hear their voices so that you will have a better business at the same time gaining customer with money.

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

According to the clue train manifesto statement, Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about? For me I notice that money is one dimensional because money can bring you happiness but not joy, money can bring you companions but not real friend meaning money can buy everything but not the real one because all people in the world needs money. That is the boring one in money. Can we think about trustworthy business with a trustworthy customer, which means you have an understanding between each other, relationship that will run by conversation, a better communication with expressing of different idea but not money? For me that money is a thing that will make person different, people run by money corporate world are thinking of money not the understanding between customer and corporate world because they have different thoughts that will effect bad to the people. People are the best creature in the world but if they are not connected to each other this will become nonsense because they are not expressing their different ideas which make a better community, community with a peaceful place, no greed people and money are not the very important thing but understanding.

Reaction Paper: #82 Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?

According to the clue train manifesto statement, Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in? I think this sentence is a result of being a selfish attitude because of that attitude your customer insult you and communicate with your CEO to consult if your corporate strategy is the best. They want to say that even if your are the one with the level of educated person but you have no art and heart to appreciate what are the customer needs and want, I think your product will become broken and your business will go down. Just like the greedy people because all they want is money not the conversation and understanding between customer and corporate world. The effect of that in your personal attitude is very high because you will encounter lack of feeling between people and other creature in the world.

Reaction Paper: #83 We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal.*

According to the clue train manifesto statement, We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal.* I think this sentence show to us what is happening in the real world that they want to take 50 million people to have a better corporate world which means if they do this they will become part of them and they will have understanding to each other because they accept each of them. Because if you take one person this means that you are a selfish person or company because you take only one person and this is not fair for them because they want you to take them in a way that you will represent as a very important thing to them because if the corporate world take us they will find the real communication between people and other company. The effect of this is very large because they are the one dominating in the world the people are the one who make the corporate world successful in a way that they found money in the people and they used is as their instrument to become successful so that if they not take the 50 million people I think that is the worst case scenario I ever seen in my life because they are so greedy if they do that.

Reaction Paper: #84 We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

According to the clue train manifesto statement, We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play? The statement want to talk and play with the people in the company who knows technology and have an idea in web technology because, the people in the company not all of them are straight business man, there are some people in the company that handle the technology part and these people are the one who handle the web application and web services, so that the people outside the company want to talk to the techi people in the company because they understand each other and they have the same language same as the web language because these techi people in the company know the different thoughts of the outside people. And I think the reason why the outside people wants to talk the techi people in the company because they want to force them to talk to the higher people in the company and share the what are they ideas. Because for the outside people these techi people are the key to access the higher rank people in the company because they have connection.

Reaction Paper: #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.

According to the clue train manifesto statement, 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. I think for my personal reaction on this statement is when you are asking something to other person whether it is a question or a favor, we ask different people to get the answer and find the real answer for that question, because many things that we are expected to happen when we are asking a question and to support that we should talk to a person who are sincere to you because if you talk to people who are not sincere to you, your question you will ask to him or her is like throwing a bubblegum in the trashcan because you don't get a real answer because of not tight friendship and understanding on each other, maybe someday you will know who the person to answer your question honestly and direct to the point whether he know the answer or not these are the people who are sincere to you.

Reaction Paper: #86 When we're not busy being your "target market," many of us *are* your people. We'd 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.

According to the clue train manifesto statement, When we're not busy being your "target market," many of us *are* your people. We'd 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. It says that when the people in the market are not busy for their personal or different agenda and most of all being a target market the company owe this people to support them and to brought high standards to the company, the market are choose to talk, and make conversation with their friend online rather that talking to a company who want only is the support of the market while ignoring the market voices. And according to them speaking in the market is one of the marketing job because they access the need and wants of the market they talk to the market but they not hear the voices of the market and with that situation it shows how the different people react to each other, how the relationship bond to each other with the moral issue of man and company.

Reaction Paper: #87 We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.

According to the clue train manifesto statement, We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath. I think the person or the people will become happy if the person they pointing in the statement got the real answer and got what's happening in the other world because these world is so invulnerable so that the people cannot touch this, so they are happy if you figure out what is the truth behind the bad thing and the good things so that they are contented and they are happy to know that, but its is a big mistake that they are holding their breath because of the indulgence of the greedy people they are scared, they are not aware what is happening behind the scene so that in order to have contentment they want to know what is the agenda of these people to have the real answer and to have a great opportunity to pursue what they want.

Reaction Paper: #88 We have better things to do than worry about whether you'll 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?

According to the clue train manifesto statement, We have better things to do than worry about whether you'll 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? I think this statement show ignoring different useless people, if you are a person having a different agenda and mission in life you are busy on that thing and you improve yourself doing that agenda, because they have different thing to do business is not the primary purpose and that is not the reason why they are living in the world. Because they will ignore that whether it change or not, it seems that the other people they consider as they life and primary goal why they are living, they want us to think that these business people is useless and not so important to them because these are greedy people, someday they will turn to the market and the business people will change and the market dominates the business that what I think.

Reaction Paper: #89 We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

According to the clue train manifesto statement, We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with. For my personal reaction this person they think that he owe the power because they have different abilities that is more interesting and to compare this to that business world, I think these people is the came from the market because the market have the idea of the people and if they combine that idea, they will become powerful because they can create a different and innovative thing that will catch the market. They said that if the business people didn't see the light these business people will go to the ground and lose because there are some people that will change the cycle of the business because of what strategy and power they have, they can implement this as long as they want and they will achieve the real business.

Reaction Paper: #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've been seeing.

According to the clue train manifesto statement, 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've been seeing. For this statement I think they implicates that their conversation is more valuable than any other thing in the media and any other conversation thing. They say this because their conversation tackles a lot, including trading, new product, innovation of different things, feedback and suggestion of the market, friendship among each other and most of all social networking between same people using the same language, these people are true to their selves because they have the determination, they have unity to show and most of all they have the same language that understand each other that form as their bond from each other, these abilities creates these people to become powerful in terms of conversation so that these people most important people in terms of business and conversation aspect.

Reaction Paper: #91 Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.

According to the clue train manifesto statement, Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future. I think this shows the loyalty of every person, it says that the loyalty is on yourself only and your allies and link is the infighting friends, it   shows that if you run a company that is no loyalty with the people, and didn't get loyalty from their employee I think this is a not good for them because they run a business with no one trust to them, this is one factor that the company will go down because if they are like this they also have no future to achieve their goal because loyalty is one thing that changes that people mind, changes that company employee attitude and this is one thing that you have gain because the allegiance is one of the thing that makes the other company to become successful and that effect a better company. Many people in the world have their loyalty in different things but to get their loyalty this is the hard part, you need to find their favor to get their loyalty.

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

According to the clue train manifesto statement, Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher. These company spending their money in millennium era what is the reason of this, I think they do this because of the technology because they want to achieve their goal with the help of technology. But even they have the technology they didn't use this because they are greedy because all they want is money. They can't hear the market, the market is the one who knows that solution to avoid that spending billions of dollars. The stakes are even higher it is the effect of that spending of money with the inappropriate function because they use the money with the wrong decision and wrong aspect. For them in order to lessen the cost is hear the market and get their opinion what is the best, what fits the market and get it after that because the only one can help the company is the market so they should entertain the market.

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

According to the clue train manifesto statement, We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down. In this situation they compare the boundary of the conversation to a wall, wall that is a powerful and hard to destroy, but these people have their determination to break that wall and get the right justice. They want conversation small thing that produce mass effect and disturbance to the people. If the company allowed their need I think there are no need to worry and no more war. Because they are like ghost that need a justice, ghost that no one can here and the language is different to that no one can here. These people is like a ghost so that in order to stop the disturbance they should hear these ghost what are they want, what are they opinion because for them whatever happens they can endure all the suffering, fight the wall and they have full forces to do this.

Reaction Paper: #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.

According to the clue train manifesto statement, 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. In the old corporation the network conversation is confusing because they are not in touch with the technology; they are ignorant people because this network technology is new. The traditional corporation uses conversation with personal so that the networked conversation is something different to them. But to them they are fast; they have different ideas because they talk to people outside their world. That's why they can easily implement new thing because they have no rules to slow them. For me this is a good company but they are in touch with the market via personal, if they know that network conversation I think this corporation will entertain the market at the same time the combination of traditional and modern way of communication with the market. With these I think the future of this company is good because they can catch the market loyalty because they make conversation with the market.

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

According to the clue train manifesto statement, We are waking up and linking to each other. We are watching. But we are not waiting. We are like in the same path; we are linked to each other like network topologies, linked in a way that we have the same communication that allow us to become market, talking the same language with understanding each other. We found the company we saw the thing that they done to the market and they are not willing to wait in the changes that may happen because they want as urgent as they want. They are the people in the market want dignity, and care because they think the companies ignore the market because they have different language they ignore these people. For me conversation is the best thing that can relieve the other burden so that I think this is the best way to have peace on each other. These people are many in terms of conversation but the company is ignoring them the company don't know what is the effect if they ignore the market people.

Web 2.0 heroes interviews with 20 web 2.0 influences And Long Tail

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Lex Eugene Peregrino

Book Review – Mac Mancini: Ebay

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - "you blur the lines between desktop and experience web experience, and that really where everything is headed."

I chose this line signify that web is technology that can be diminish the software and after that a new application comes out and make the new application better and ahead at the old application. You blur the lines I think it shows that you forget the experience between the web and desktop but there is a new outcome that will appear later on and you we will appreciate this new application.

Learning Expectations:

Obviously the title is Ebay and Mancini and I expect a lot of history features of ebay and how it is work, how the process work what are the advantage and disadvantage of this in the web history. I also expect who is Mac Mancini and what is the relevance of ebay with him.

Review:

To start the review first the review tell us about the ebay what is ebay and what are the features of ebay, and to elaborate that ebay is one of the best and known online auction in the world, they have a online bidding, transaction, selling and other features regarding selling.

Ebay is a business that focusing in the business buyer and seller because they are the centered on bringing the buyer and seller together it means they are the playground of the two character involve in the web.

They also introduce who is Mac mancini who is this person and what is the relevance of this person in the ebay and to elaborate who is Mac this is the Senior Directory of disruptive innovation at ebay, and he leads 70 programmers at ebay, amazing isn't it.

The ebay have a different team that is involving ebay to become more famous and successful and this is the platform and disruptive Innovative platform. The platform team is involve in the enabling innovation they want that the company is accelerating commerce around ebay, can access by the different person including third party developers.

What is needed to evolve is the monetization otherwise a lot of companies get of the business. I think this is the need of the company to evolve because a lot of web application and business in the web is not capable of monetizing some application, and in this case the company will lose in the fight of technology because they need to do it in order to maintain the power of the web.

What I've learned: I learn what are the needed in making a business in the web, what are the online transaction all about, how it is process and who are the people involve in the ebay website, the factors that will affect the ebay, what are the strategies they used in order to boom their business.

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Lex Eugene Peregrino

Book Review – Alan Meckler: Internet.com

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - "Going back in the 1990's, I belive that there realy were Web 2.0 properties; its just that nobody knew to call them that, in fact they were mocked ."

   I chose this line because it shows that in the old days web 2.0 is there that they didn't recognize it and did not know about it whether it is a web 2.0 or not. Because in web 2.0 the old internet days have the capabalities to communicate to other people. Web 2.0 add some new features and graphics so I think they call it web 2.0, but in generalization I think

Learning Expectations:

        In this chapter I expect a lot of things regarding internet and how it is form in the late 1990's because as of now the internet is one the biggest technology in the world. And I also expect who is the person behind the internet, how the internet works and how it is build, who are the people who made it and how long did they do the internet.

Review:

        To start the review it is all about what is the internet.com is typically it is a site that explaining what is the meaning of the internet, in the old days it is easy to understand and remember. And according to the book it is alo the channel to go in the jupitermedia, and jupiter media is a provide of image, information and other stuff and to compare jupitermedia now in our age it is like photobucket, friendster and yahoo it is like the source of entertainment in the web. In the internet.com there is a impresive list of the site that you can see.

        According to the developer he is a phd graduate with publishing business, have a phd Degree,"the internet was going to have a greater impact, perhaps, than the

computer and it was going   to be all encompassing" and for my interpretation the author say this because they see that internet is most popular and when it compare to computer it is like a main purpose of it, they ignore the computer and confuse on the internet.

In that age the important website is the most very very specific which tackles all the important details of the site and what is all about. And also vertical that could cover the topic very well which means elaborate the site in according to the genre and what is the true meaning.

In addition to the pioneer of the internet.com he is the one who make the first web acquisition in the world called list.com, they say that in web 2.0 there is a many properties and they said that this is not very improtant because it very few will ever be profitable which means even if it is few but improtant details attach and information compatible to the website he think this is the most important.

What I've learned: I learn what are the things you should make in order to have a better website, and I learned who is the pioneer of the web 2.0 and the maker of internet.com what is the internet and the history of the web in the year 1990's.

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Lex Eugene Peregrino

Book Review – Eric Engleman: BlogLines

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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."

In this quotation it show how web 2.0 works and how easy to use the new web browser, it is like when making a blog site you don't need a hardcore programmer to do that because in web 2.0 they provide a friendly user interface, a easy code application that will allow you to make a blog site less than a minute, unlike in the old days the web in the old day is very hard because you need a web developer to do a blog site because you can't do that in your own because of the system and application is very hard to understand.

Learning Expectations:

In this chapter Blog lines i expect what is the origin of the blog who is the founder of maker of the blog, where it is came from and why people blog, it is like what the main function of the blog are and how it is done.

Review:

To begin my review in web 2.0 BlogLines is one of the famous list in the site industry, Blog line is created by Mark Flether 2003, the site provide different service, you can search, Feeds, blogs and share services without understanding you the technology because it is easy to use, web 2.0 and bloglines provide this service this is why they are popular.

They talk about it really about the end user, maybe it is really about end user not the programmer because the end user they are the one who use your program, the company aim to give delightful satisfaction to the user in order to have a good feedback,

end user must not encounter difficulties in surfing in your website, and one of the most important you should take care of your end user because they are the customer of your business where your profit comes from.

People need to be talking to customer base, constantly innovating and coming up new ideas, the quotes have a send, if you think out of the box the quotes indicates that if you are communicating with your customer and allow them to speak on their own free will, in the future sooner or later you will come up with a good ideas, new to the public because if you merge all the ideas of the people you will come up with very delightful application.

The user now in control where in the past they are not in control, to elaborate that quotation it means that now in web 2.0 it means that you can create your own blog in less than hour so you are the one responsible to configure that, update and edit the application so you are the one who control your application unlike in the old web the programmer are the one who control the application, and now even the end user may control the application.

What I've learned:

What I've learned on this chapter is how the web 2.0 mange by the people,   the end user control it own its own when they like to manage it, and how you create a web application by communication of other people, share their ideas and come up with innovating product. I learned what are the features of Bloglines what are the function of Bloglines and who are the creator of that site.

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Lex Eugene Peregrino

Book Review – Gina Bianchini: Ning

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - "I think the freedom that is enabling by the internet and what people are doing with it today is just really profound"

This is some kind of the of the essentials and beauty of the internet and how people react on it is like how thoughtful the internet is and what are the different philosophy of the people on what way they attach themselves in the internet world. The people what are they doing today is their insight that is really true.

Learning Expectations:

I want to know about the ning what is this and what are the features of this site, if they are community, online community that serves as a playground to see and talk each other, I want to know what is the origin of this site and how the site form by single person.

Review:

At first it specifies the website, what are the essential features of the site, what are the capabilities of the site in web 2.0 and to start this is the one of the most dynamic, user driven social networking site called ning.com it is started by two people and a man and a woman named Marc Andreessen and Gina Gina Bianchini way back in 2004.

It tells that web 2.0 just means a lot of different things to a lot of different people and this means that all people in the web 2.0 can actually make a bond and to be connected to each other which allocate themselves to a one big community which shares different opinion, expression, feeling and different idea. It meets different people and match to other people and this community makes a better role in connecting different people with different attitude.

The best, most innovative ideas, we haven't even come close to seeing yet. It is like there are so many ideas that we can express and say to other people because of lack in communication lack of medium to do that and no particular attention to listen of that ideas. But they do the ground that all the ideas beautiful ideas can preserve and make it in reality.

It so global and it so cool which means that the global are so wonderful to make different things which can actually transform to a cool ideas, cool website and other cool thing so we people which preserve this things and this are the main function of the people in the world to make it more cool/

What I've learned:

What I've learned on this chapter is how the people interconnected to each other, which you can express your idea to different people and how the people make a real bonding in the web world. I also learned who are creator of the site and when they create this site.

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Lex Eugene Peregrino

Book Review – Dorion Carroll: Technorati

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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."

It shows that web 2.0 is capable of different things that might other web didn't have. And these things in web 2.0 are powered by different people ideas and people capabilities to implement it to the web. Social web are also part of it and make the web more beautiful.

Learning Expectations:

I want to know about the Technorati what is this and what are the features of this site, I want to know if these site are the most cool website in web 2.0 where they actually begins and what are the effect of this in different people, I want to know what is the origin of this site and how the site form by single person.

Review:

This is the first site that tract over a lot of bloggers in the world which serves as a help to the people. They are business site tracking because according to the technorati website there are more 175,000 blogs every day and they are here to track each of the blog cool isn't it.

There is quotation in the technoratti page that says "'What are people saying about me?' …It turned out that [David Sifry] wasn't the only person asking that question." It means that what are people saying about him it means many people asking the same question and they are there to provide the answer for that question.

Blogging back in 2004 was not a common word, for me and for my interpretation

for that when blogging in 2004 it is not the same word because you have different ideas that share on that day and if you blog in 2004 you might encounter difficulties in making a blog because of hard integrated software unlike now there are new software that provide us to manipulate and personalize are blog site.

It is no longer the one way web according to them because now there are many ways to do different things in the web even on your own, because web 2.0 now are the most easy, reliable application now you can create a page site, blog site on your own without coding on it.

One person can now communicate with a mass audience, most of whom they'll never encounter it means that you can talk in other people because of the web and new feature of it the blog you can talk to the other people in the world. You can share your ideas to the world and make a extravagant expression.

What I've learned:

What I've learned on this chapter is how the blog is so important and how to find the blog the technorati provides that features. And also the essential of communicating the people around the world with sharing of your ideas and insights.

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Lex Eugene Peregrino

Book Review – Raju Begensa: Zoho

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - "Enterprise have some complex workflows, and I don't think online application…are ready fit into the complex workflows in enterprises yet. They'll get there someday through."

I chose this line because it emphasizes the different workflow of the different company around the world including automated and manual, and it says that all enterprises have different complex workflows meaning they have different flow of business that they conduct within the business what are the process of the business. And what he or she think is the online application are not fit with the complex workflows because online application are easy to apply because these are the automated thing integrated in our computer that will enhance the feature of the computer and make our life easier so this is not fit into complex workflows. But in the future they think that this online application will become complex

Learning Expectations:

Basically this is not familiar site to so I want to know about the site, who are the developer of the site and when they develop the site. Because for us the user we want to know what are the site capabilities what are the things that can contribute to the market and most of all what it makes different with the other web 2.0 application.

Review:

There such a thing in the web Google, Yahoo and Microsoft live these are the biggest and famous search engine in the web and we don't know that there's a lot of search and collaboration engine in the web 2.0 and one of this is the Zoho. Zoho provide a number of tool in the web including, Spreadsheet, online presentation tool, online

conferencing tool, online notebooks, scheduling and planning tool, project management software tool, and most of all email tool. There are the features of Zoho site and these are the tool that makes them more different from another site.

Basically Zoho is not a company but it is a division. It is a brand within a larger organization called adventNet, this is a private company founded in 1996. Very profitable without raising any venture money. It is a private company. They said that wikis are going going to die and merge with online word processor, what is the deep meaning of this quote and for me I think they will provide a much bigger that wiki with the combination of word processor that will make it more valuable because you can write and you can post in the same time. *"*Security and offline are important aspects...they will be addressed in the next six months to a year." It means that security is the most important aspect to protect the customer loyalty because if your companies don't have much security you will loose your customer. Even they are offline you should provide a offline tool that will attach to the security of the customer.

What I've learned: I learn what are the needed in making a business in the web, what is Zoho and what are the   features that it makes more different to the other web 2.0 website specially the tools that they used and how they provide a better security to the customer.

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Lex Eugene Peregrino

Book Review – Richchard Macmanus: Read/WriteWeb and Web 2.0 Group.

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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."

I chose this line because it shows that the last era of the people are some kind of techi people who publish their works in the web not anymore in some kind of tangible material like news paper, book or in magazine. This is some kind of automated thing uses technology to publish our own works. It shows that with our era now anyone can be a author, not in the book but author of different thoughts, because they can easily access the web and post their work, they can write, edit and launch any application on the web.

Learning Expectations:

First my Learning expectations on this subject or chapter is all about web 2.0, how it is important to the people, how they can express their thoughts without any hesitation, and according to the title Read/Write web and I expect a lot of idea regarding the new way of publishing their writing in the web. And last is the who is first the person publish his work on the internet.

Review:

This Read/Write web found by one person name Richard Macmanus in September 2005, he is the also founder and started the group called web 2.0 group. Read/WriteWeb this is typically one of the popular weblog that focuses on different technology in the web like Web Tech new, review, and analysis. And the rank of this blog site is one of the top 20 in the world.

To elaborate what is the Read/WriteWeb it is a blog site about web technology and it tackles about new and analysis. They have analysis that elaboration what is the latest trend around web 2.0.   They created the group in early 2005 or 2006 these are the people who talks about web 2.0. "It is very hard to technically define it [Web 2.0]." they had a hard time defining the web 2.0 is because of they have different interpretation like, web 2.0 is all about posting our expression on the net while these are new era of e-commerce. "Because everyone can contribute content, it is hard to focus on the best content." It shows that every people now in our era can post their content and insights and to see all the works it is hard to choose who is the best one because of the number of post.

AJAX made web sites a lot more interactive. It is web 2.0 and the cool features of web 2.0 are the Ajax that adds effect to the web. This is some kind of flash but in flash you don't need to code and design a lot because all you need is to apply the code and it will run smoothly there's a lot of effect that you need to apply to your site this will add more cool and interactive.

What I've learned: I learn what are the blog site and how you react on it being in web 2.0 era you should know how to post in the blogsite and make a publish that will make it a good content. I learned who are the founder of Read/WriteWeb how they attach to the web 2.0

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Lex Eugene Peregrino

Book Review – Tj Kang: Think Free.

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

I chose this line because it shows that the process of using software and distributing software is want to change by some reason because of faster and efficiency, because they don't want a big file of software to use they want a   small and faster thing that will allow everyone to catch the software easily.

Learning Expectations:

First my Learning expectations on chapter is so deep because of the title Think free I think this is some kind of website that guides you in that right path which in making a real web 2.0. I want to know also who Tj kang is and what the relevance of Tj on this chapter is.

Review:

It shows that online applications are not only focus on popularity but also in the Functionality of the website because it shows that in order to gain popularity your site must be presentable and functioning well. It is important in any web application because it is for the customer wants and needs.

And to elaborate what is ThinkFree it is a site where you can create a number of different types of documents, including Word-processing documents, presentation, and spreadsheets. And one thing make this site more cooler is you can edit your work example you make a old Spreadsheet you can edit your work and convert it to a 2007 docx files. In addition to that site there is an also a sister site where it is like a groups where you

can share your created document to them. Example you need a invoice document or other example of document all you need to do is search the site and after that you can download the file to serve as your guide.

And let we know who is Tj Kand he is the CEO of the website ThinkFree, and he runs the website by leading the strategic direction of the company. And he work with ThinkFree since 1999. He graduated from UC or University in Canada. He grew up in Korea, "Competing against Microsoft, which…I've been doing all my life, was becoming more and more difficult." He said this line because he is an old Apple Employee, and now he want to prove that even you are not in the big company you can be number one as long you have determination to do that.

"Your own system administrator might sell the customer data." This is other way of selling your product to the different passion. Meaning because in any company there is a error that we accept. It says that even you are the system admin you can make a mistake and you can do bad thing so you need to find a better, trustworthy and loyal person when you run a company according to him,

What I've learned: I learn what are things you need to understand when you are running big business, they say that Great Power, Great Responsibilities and these are the thing you need to retain in your mind that every application, system you run is you need to focus and give all your skill to protect that application.

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Lex Eugene Peregrino

Book Review – Patrick Crane: LinkedIn.

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

I chose this line because it means that web 2.0 is the answer for all the mistakes on the old web version, it tells that the website social fabric are here again and you can express the ideas of yours on the web everything you want to share about yourself, everyday task, political situation and other social information can share in the web 2.0 and it said that it is not your own individual perception which means your information is inside of you but now it is outside yourself and knowing that your feeling are express to the web is happiness for some people.

Learning Expectations:

There's different expectation about book review and first I am confused what is the meaning of LinkedIn, I want to know what are the meaning behind it and how to link people together what are the features of the site and who the developers of the site are. And last is where this site originated and what is the ideas of the developer why they build a collaboration site.

Review:

First to discuss is what is LinkedIn what is the first thing comes into our mind when we think Linked, it is like you are connected to other thing or maybe connected to the other people, and basically LinkedIn website is a professional networking website. It is exclusive website for connecting professionals. And the effect of that connection help

them in a way that they are enable to accomplish their task, get information to the other people about the market and guide them to their strategy about the market.

There is a quotation says that "Web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of media." It means that this is the arrival of the new publisher individual publisher meaning even you are in your house you can publish things your work and other stuff regarding your work. Start of group consumption meaning conversation of groups among the web so the media involve also because they are the one who interpret this message and there is a Linked effect of this.

This chapter talks that this is a new technology that solve the entire problem back in the old days. Which this keeps the human relationship, they said that there is an ability that is Mix and Remix which means for that this is the old type of technology and you will mix it to the new one and you will have a new outcome that start a new and powerful website according to them not only a website but powerful application.

What I've learned: I learn what are the thing you need to know where you are connecting to the other people and even you are alone you will connect to the people wherever you are and whenever you want, you can also a publisher of your own expression so on this chapter I learned how to communicate with other people with your own though and expression.

VERTSOL

Lex Eugene Peregrino

Book Review – Shaun Walker: DotNetNuke.

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

I chose this line because it means web 2.0 is not a useless thing it is the technology that appreciate by the people because every people are using internet not only for their personal need but also in business, communication, and a lot of stuff including sharing your expression to the other people that you are connected to them. It is a innovative product of technology because it is new to the people who are not familiar with that kind of technology so that it implicates that the web are very useful to the people around the world.

Learning Expectations:

For this site my first expectation according to the title of the site first thing come into my mind is it is like a platform on the web which is free and you can use to your application and work. Who are the developers of the site and why they make a site like this what is the reason and what are the explanation, when they created the site who motivates to creates the site.

Review:

This website is a platform for the people who use technology application, this platform can used to build different project, such as commercial website, personal website regarding to you and your business, portals, and last is the vertical application that will analyze the thought of the market around the world. This website is available for free only and there is a site providing vertical application but few so this website helps a lot many people and business people. You can used them because this application is

licensed as a open source agreement where people are allow to do whatever they want with the platform/

Lately this is form into a company in late 2006, the company called DotNetNuke Corporation; they build this because of the right management, and to provide a better foundation for the future support.

What is more important about DNN in regard to this book is the number of sites that have been created using DNN as their foundation. Such sites include YouthRoots.com, EarSinus.com, WineAustralia.com, Q107.com, Franchise .LittleCaesars.com, Shop.volleyball.com, SnapForSeniors.com, Nuvision.com, AirfareWatchdog.com, HomeFree.com, Can-Trace.org, NYSEData.com, WildVoice.com, NRL.com, TrueLawyers.com, and thousands more.

The person involve on this site is Shaun Walker, and he is the president of the DotNetNuke Corporation, he is the creator of DNN and he released this site last December 24, 2002. Open Source web application framework and it runs on the Microsoft technology. And to enhance the application This DNn is capable of doing things like building a large community website.

What I've learned:

What I've learned on this chapter is who are the developer and creator of DotNetNuke website, and now I know that even in the web you can use the different framework and platform that you can use in your application. I learned when the site release and who is Mr. Shaun Walker.

VERTSOL

Lex Eugene Peregrino

Book Review – Biz Stone: Twitter.

Book – Web 2.0 heroes interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

I chose this line because it means that web is like a cancer that if its on your side you will never erase it and it will spread around your body and to elaborate it is like spreading on the world that no one can stop because it is the conversation among people are the one responsible spreading the use of the internet because they use the communication to know what are new and use of this. People are using the web to communicate with another every people in the world are using it for the personal and business used.

Learning Expectations:

For this chapter my learning expectation is I want learn about the conversation among the web what are the effect of this on the people who are involve on this thing and also what are the thing that people see on the internet that is interesting that they are attach to it. Who are the creator of social conversation in the web and what are the factors affecting the web to create and improve this kind of site.

Review:

To introduce the website it is like social community in the web where you can talk, share, and communicate with other people around the world as long they have internet and web. It is consider world wide communities where different member collaborate send updates about what are they are doing, thinking at any given moment it is like sharing

information about yourself in your daily living. These updates are sent via text message form the Twitter site or form a mobile phone, or via instant message from the Twitter site or from a mobile phone, or via instant messages (IM) from Jabber, AIM, LiveJournal, or Gtalk.

And the second one is the creator of the community site, he is Biz Stone and he create different website including twitter, he create website where the genre is conversation and community among different people. He also helps with sites such as Xanga, Blogger, Odeo and Obvious. He has shared his insights offline as well in books such as Blogging: Genius Strategies for Instant Web Content and Who Let the Blogs Out? A Hyper connected Peak at the World of Weblogs.Peak at the World of Weblogs.

And this is one of the quotations that I saw on the chapter. "Suddenly, you're having a more meaningful [event] occur because of a seemingly valueless update. It's kind of like…turning lead into gold." For my expression if you have meaningful events make value of it and write it in the paper in the old way. But now write it on the web and you have it until you are old and it is like a valuable thing to you so it is turning to gold like a treasure.

What I've learned:

What I've learned on this chapter is who are the developer and creator of Twitter website, and even in the website you can share your everyday events it is like diary of your self blogging, conversation, community site these are the thing cool in web 2.0.

VERTSOL

Lex Eugene Peregrino

Book Review – Seth Sternberg: Meebo

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"If you don't [innovate], then you'll lose market share and*

You'll wish you did."

        I chose this line because it means that if you innovate and you as a person knew that you are creative person, the effect of this is you will create a new application, product to attract the customer, and this is one of the way to lead you as a competitive company because you are the creator of new application, and to make it short don't stop creating new thing that will attract the customer, because if you stay on the trend and not to follow the flow you will stack and fall down.

Learning Expectations:

        For this chapter I expect to learn about what is Meebo website what is the function of this site on web 2.0 what are the different features, that make Meebo on the list of the cool website of 2.0 and also I want to know who the creator of the Meebo website is.

Review:

        This website is like a social networking website, you can communicate with other people thru the use of internet, but in Meebo even you don't have the application in your Pc you can chat your friend online with the web it is like Online Messenger, the primary purpose of the Meebo is means of Communicating. The software that provide by Meebo in their website are AIM AOL's, Yahoo, Google Talk, and even Microsoft's MSN IM,

        Meebo provides a single interface that can be used to connect to all of the different IM networks. And the next feature is you don't need to install the software into your pc this

are the primary features of Meebo. Instead you will log in on the web and enjoy the communication. In terms of social networking meebo is one of the best because it records a Six Million unique people sign into Meebo every 30 days and the avertage person spends two and a half hours per day on Meebo.

There are three creator and founder of the website Meebo they are Elaine Wherry, Sandy Jen and Seth Sternberg, he is one of the cofounder He was an undergrad at Yale before working with IBM. He then attended Stanford business school.

On this website they create the website to have a conversation on the web and not only ordinary conversation but easy and free conversation among people who want to share the thing about their life and different idea to help the other people. And one of the effect of this is for some people this will serve as a advertisement to the other and many people are rely on this website they get benefits form each other the creator and the user.

What I've learned:

What I've learned on this chapter is who are the developer and creator of Meebo website, and even in the website you can share your everyday events, communication is one way of making yourself happy and the effect of this in your personal attitude is good because you will create a new emotion that will boost you as a human, conversation, community site these are the thing cool in web 2.0.

VERTSOL

Lex Eugene Peregrino

Book Review – Joshua Schachter: del.icio.us

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"We find ourselves in a world where we have unfathomable*

riches of which we've only scratched the surface.

If computer technology stopped advancing for a few years

right here, we probably wouldn't be in terrible shape."

I chose this line because it means that as a human being we encounter difficulties and when we encounter that we find ourselves we find that we are exist in the world with different task. And if shows that if the computer stop and the technology stopped this will big issue and will affect the trend of the market, the economic issue, and other thing including all happenings on the world and the most affected is the conversation of all people.

Learning Expectations:

For this chapter I expect to learn about what is del.icio.us website what is the function of this site on web 2.0 what are the different features, that make del.icio.us on the list of the cool website of 2.0 and also I want to know who the creator of the Meebo website is. Why this is so popular on the web what it makes popular.

Review:

To describe what is this site this is like a bookmark on the browser but now this web serve as a storage of bookmark what ever you want to store on this site, they provide a storage and interactive that you have an account and you will store your bookmark or

make a bookmark for you self and this bookmark arrange for what arrangement you want, this is easy and reliable because you will bookmark your favorite website pages at the same time you will saw the other people favorite and it will serve as a guide what is the popular website on the web 2.0. Cool isn't it?

The creator of this website is Joshua Schachter is the founder and t he one who makes the cool website and the website entitled del.icio. Yahoo! acquired del.icio.us in 2005, Joshua has continued as the director of engineering for del.icio.us. His experience with del.icio.us provides great insight into Web 2.0. He founded the website in late 2003,

"The cost of implementation and the cost of failure are so low that we're able to prototype and try

Lots and lots of things, very, very quickly." It means that in the web the cost of failure and success are so low meaning this are the thing that easy to obtain because we are able to run a application in easy way and we earn money a soon as we run that application of yours, and the cost of failure are minimal also because if you are aware how to fix that error it is not hard and it will cost low.

What I've learned:

What I've learned on this chapter is who are the developer and creator of del.icio.us website; you will see what the importance of the site is because you will easy remember what is your favorite site, where do you usually visit the website and what are the website you usually visit. This will serve as a guide for me and this is the lesson for me.

VERTSOL

Lex Eugene Peregrino

Book Review – Ranjith Kumaran: YouSendIt

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"That's where Web 2.0 started; it was to help people*

more easily get into services like ours, which are braindead

simple to use. So, it has allowed people to have

conversations that they wouldn't necessarily have been

able to have."

I chose this line because it means that it shows what is the main purpose of the web 2.0 and it says that this thing build and created by the people who are capable in different technological aspect, and the reason why they create this web 2.0 website because to help the people around the world to make a easy access to the services of the different company like their website. And the people are allowed to communicate now that they wouldn't automatically have been able to have.

Learning Expectations:

For this chapter I expect to learn about what is YouSendIt website what is the function of this site on web 2.0 what are the different features, that make YouSendIt the list of the cool website of 2.0 and also I want to know who the creator of the Meebo website is. Why this is so popular on the web what it makes popular.

Review:

To start this chapter shows that the website are social networking capabilities, this is like a youtube style where you will upload a video file bigger file but this website, provide a large storage which serve as your web hard disk because they can accommodate 100mb size of your file, you will upload the file and send it to your account, email or whatever community site you may have, this like a larger version of yahoo mail. And this is one factor that this site is popular and useful to other people, because of free storage upload and usage capability.

The primary focus of the site is transferring of information and files to others. In the old way this transfer occurred in the FTP software like filezilla and now you can now use the web to transfer big files, including Web2.0, one of the co-founders of YouSendIt, Ranjith Kumaran, has some experience to share.

And the second to introduce is the creator of the website and he is Ranjith is a founder of YouSendIt, where he's currently responsible for product management and corporate marketing. His experiences prior to YouSendIt include Verisity Design (which was acquired by Cadence in 2005), as well as Red Hat, where he architected Open Source software. To elaborate this is a intelligent person and responsible person who discover this site and to share it to people.

He want to allow the data to transfer into different place even if small or big there is a way to transfer that and the big file is no need to eliminate because there is a way and that is the used of the yousendit these file are important they will be use in different purpose, good or bad as long as he help people.

What I've learned:

What I've learned on this chapter is who are the developer and creator of YouSendIt website; when the website created and what are the function of the website, because now we need to transfer a file and as people of new era the web is demand so that you don't need a device to transfer to other place there is a website form into that action and the yousendit provide that.

VERTSOL

Lex Eugene Peregrino

Book Review – Garett Camp: Stumble Upon

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"Web 2.0 is really about the user experience and not the*

Underlying technologies"

I chose this line because it means that the web 2.0 is not relying on the new technology, new features to use and everything relevant to the technology that will become popular, but what is important in Web 2.0 is the user experience, how they used the application, how easy for them to able to learn and attach the application with their mind, the user satisfaction is the most important factor in web 2.0 because the users are the one who judge your project, or application.

Learning Expectations:

For this chapter I expect to learn about what is StumbleUpon website what are the functionalities of this site on web 2.0 what are the different features, if they used different effect like ajax that make StumbleUpon the list of the cool website of 2.0 and also I want to know who the creator of the StumbleUpon website is. Why this is so popular on the web what it makes popular.

Review:

To begin discussing this website first it is a different website, with different features for the customer to use. It has features that allow us to share different interesting sites, this website help us to discover new website from different usage. Sometimes this will have a different feedback negative and positive. This is like a community site discussing the different website with tagging categorization. You can quickly find sites that others thought worthy of recommending on any given topic.

This website helps us to communicate and Search this function is very useful for the people who need important website and at the same time they find friend to talk. And who is the person develop the website Garrett Camp is the founder and chief product officer for StumbleUpon. It was developing late 2001; he said that it is all about the user experience not in the relying technology.

The StumbleUpon Accommodate more that 4 million resisted user and its central purposed is enabling personalized content discovery. What are they trying to do is to show people interesting thing on the web, interesting recommendation. And they are not trying to replace the search engine but instead be a discovery that is the idea of Mr. Garrett.

"If it wasn't for Open Source, it would have been much harder to get started." This is one of the quotes in the web 2.0 book review, and it means that all people share the technology, all people enhance the technology and this is the help of open source community so that if open source is not there the evolution of technology is much harder to get a startup.

What I've learned:

What I've learned on this chapter is who are the developer and creator of StumbleUpon website; when the website created and what are the function of the website, why they creates the website and what is the real purpose to the people who used that website. Discovery is the word that they said in making the website.

VERTSOL

Lex Eugene Peregrino

Book Review – Rodrigo Madanes: Skype

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"The most important thing is that even though we felt in*

the '90s that the Internet was having a big impact in

people's lives, we're seeing in this *decade that it's reconstructing*

a lot of industries and shifting a lot of value

around while improving people's lives."

I chose this quote because it means that these web applications, the internet the new technology serves as a new part of life in every people around the world which means this internet affect all the people around the world. Having a big impact in a way that they improve the human life by creating website for communication even two nation in different country can talk two each other as long as there is an internet, for ads this is like a media advertisement because you can add your ads on different website it is like media ads because many people now uses computer so many people are aware in your ads.

Learning Expectations:

For this chapter I expect to learn about what is Skype website what are the functionalities of this site on web 2.0, what are the different features, if they used different effect like ajax that make Skype include in the list of the 20 cool website of 2.0 and also I want to know who the are creator of the Skype website is. And why this is so popular on the web what it makes popular.

Review:

To start my review first let me introduce to you what is Skype, this is a application that is considered a web 2.0 site and company. This is an application to make phone calls to other people around the world with the use of peer-to-peer technology. This is a free call but you can use it if both of you are member of Skype this is a free membership. You can also pay small fees to call other people who use regular or mobile phones. This is a cool application in web 2.0 because anywhere in the world you can call and make conversation with your love one.

This is an application that require us to download a program and install it to our desktop, this are program similar to the other messenger application like yahoo messenger. This is also use for chatting and video. You need to install the application to make a phone call and to use the chat features. There are two founders of Skype back in 2003, Niklas Zennstrom and Janus Friis. And other people joined the team, among them is Rodrigo Madanes, he is the one who responsible in product strategy at Skype, while he could talk to you about user-centered design, virility, disruption, and a variety of other topics.

One of the sayings on the page is *"Telecommunications is at the beginning of what will be a longer transformation."* It means that telecommunication is the one of the key in a big transformation of the world into a one community. Because this serve as a medium to begin a everlasting evolution of technology and gives advantage to the people who use this technology.

What I've learned:

What I've learned on this chapter is who are the developer and creator of Skype application; what is the main purpose of the Telecommunication around the people and the effect in the world. When the Application form and created, and what are the functionalities of the website, why they creates the website and what are the real purpose to the people who used that website.

VERTSOL

Lex Eugene Peregrino

Book Review – Rod Smith: IBM Corporation

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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."

This quotes typically means that this web 2.0 show how the business evolve and make it effective In a way that it helps people and make life easier. This application creates and unlocked the people ability to create new product not just a simple product but a innovative product with creativity that will catch the user and other people to use the application.

Learning Expectations:

The same as the old chapter, For this chapter I expect to learn about what is IBM Corporation website, what are the functionalities of this site on web 2.0, what are the different features of IBM Corporation, if they used different effect like ajax and other new effect in web 2.0, what are the factor that make IBM Corporation included in the list of the cool website of 2.0 and also I want to know who the creator of the IBM Corporation website is. Why this is so popular on the web what it makes popular.

Review:

To start my book review first what is IBM Corporation and to introduce to you IBM

stands for **International Business Machines, this is a one of the oldest name in the computer industry so that the reputation of this company is very high. And in trivia IBM incorporated nearly a century ago, in 1911.**

This corporation focuses on different field including product and services they are versatile in making product and services. This is one the best corporation late in 90's and until now they are the one of the top 10 company in the computer industry. They provide a big proponent of Open Source, Linux and Many More.

By the way let me discuss who is the main person behind the IBM Corp. he is Rod Smith, Vice president, Internet Technology initiatives. He led at IBM since 1995 he is responsible on that position. He is also a Java CTO and they are the one of are very involve in Open source community.

As IBM Corporation they are Innovative corporation and to start. *"Some innovations will be successful business-wise and some will fail. And that's a good thing."* this is one of the quotes in the chapter and this will show that even if you develop innovative product there is a possibilities that this will failed if your strategy not suits for the customer. Because of you develop an innovative product with the combination of wise strategy of business I think this will boom in the market and this is the way that IBM deploys their product in the industry.

What I've learned:

And for this chapter what I've learned on this chapter is who are the developer and creator of IBM Corporation; when the website created, how long the website run and until now IBM Corporation is on the mainstream, what are the functionalities of the website what are the factor that this business stay in the computer industry in such a decade, why they creates the website.

VERTSOL

Lex Eugene Peregrino

Book Review – Tim Harris: Microsoft Corporation

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

Quote - *"*Microsoft is showing itself as a big player in the Web 2.0 market. As a tool

maker, they have developed some of the key tools people are using to develop

Web 2.0 web sites. This includes their ASP.NET AJAX Control Toolkit and

ASP.NET AJAX Extensions. A newer tool provided by Microsoft also can be

considered a Web 2.0 site. This is Popfly (www.popfly.com). On Popfly, you can

use an interactive web site to develop your own site or to create a mashup

using building blocks created from other sites. More important, you can interact

with others and share your creations."

I think this quotation show how the Microsoft affects the web 2.0 now in our ages because they contributed a lot of thing to become the web 2.0 become beautiful and great, and aside from that these quotation show that Microsoft is one of the software developer in the whole world so that they can easy manipulate all of the things regarding software, hardware and even the web, so that I think that is the best corporation now in terms of technological aspect.

Learning Expectations:

Just like the old chapter or the same as the old chapter, For this chapter I expect to learn about what is Microsoft Corporation what is their website, what are the functionalities of this site on web 2.0, what are the different features of Microsoft Corporation, if they used different effect like ajax and other new effect in web 2.0,if they are the creator of ajax effects, what are the factor that make Microsoft Corporation

included in the list of the cool website of 2.0 and also I want to know who the creator of the Microsoft Corporation website is.

Review:

To start my book review let me introduce first who is the Microsoft Corporation; they are the top company dominating the application regarding web 2.0 and computers. They are the number one creator in terms of web browser, application, and software application and last but not the least the famous Microsoft windows application and operating system.

Microsoft company is one of the big contributor in the web, because they are the software engineer, because the create website, they create tools that can be used in the web 2.0 so that the web 2.0 now is very useful in the market they lead the market because of the help of the Microsoft company. And these are the tools that they created and the reason why the web 2.0 is famous now, the ajax application and the asp.net ajax extension

And to finalize the Microsoft helps a lot the business web 2.0 and the people because the web 2.0 helps the people because these technologies are open source model and to run in your platform so that these application hold by the Microsoft all you need to do is to call the code and the software will provide by the company to run in your desktop and in the net.

What I've learned:

And for this chapter what I've learned on this chapter is who are the developer and creator of Microsoft Corporation; what is the used of the website in the web 2.0 and what are the contribution of Microsoft in web 2.0, what are the functionalities of the website.

VERTSOL

Lex Eugene Peregrino

Book Review –Bob Brewin and Tim Bray: Sun Microsystems

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

I think this quotation indicated that every mankind in the world have a good idea to share and to express in the world, that is acceptable even you are a low or high profile, a educated or not because as long as that idea relevant to the web and can help the web for enhancement purpose I think that is a acceptable idea without any regret because if you are a person having that idea and you implement that in your web site or web application you will retain that application and become famous in making a good application because your idea is there and you implement it.

Learning Expectations:

For these chapter this is also interesting just like the Microsoft because this is one of the big company run in technology industry and this is absolutely good platform so Just like the old chapter. For this chapter I expect to learn about what is Sun Microsystems what is their website, what are the functionalities of this site on web 2.0, what are the different features of Sun Microsystems, if they used different effect like ajax and other new effect in web 2.0, what are the factor that make Sun Microsystems included in the list of the cool website of 2.0.

Review:

Let me first introduce what is Sun Microsystems, this is a platform that is s a multinational vendor of computers, computer components, computer software, and

information technology services, founded on 24 February 1982.

And the second paragraph is all about the creator of sun, Robert Brewin he is a engineer and chief technology officer for software Microsystems, he is the one responsible in developing java software in their company different software like enterprise software, business software, and most of all he is the chief architect for sun's developer tools portfolio super big time isn't it.

One of the quotes in the chapter is *"One of the important defining characteristics of the new-style web*

applications is 'time to market.'" I think this statement shows what is the importance of the market, and to relate that you should make a application that the market try to go back in your web site because the characteristics of new style is all about the market if you want to become a successful web developer you emphasize your market in making web site.

What I've learned:

For this chapter I learned different things, including who are the creators of Sun Microsystems, what are their capabilities in making different software, and most of all what is the importance of the market in making a good application such as software and web application.

VERTSOL

Lex Eugene Peregrino

Book Review –Michelle Turner: Adobe Systems Incorporated

Book – Web 2.0 heroes' interviews with 20 web 2.0 influences

Library Reference – n/a

Amazon Reference – n/a

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

For my personal reaction on this quotation, I think this is it shows that the web 2.0 is more on users control because now you can now control all of your accounts, you can customize it and do whatever effect you want to add on that page. And also it shows that the web 1.0 has a connection with the flow of the web 2.0 now in our era so in accordance to that two version, all of them are important so that they are the one who dominate the web application.

Learning Expectations:

This is the last chapter and the last chapter of the web 2.0 talk and for this chapter this is also interesting just like the Sun's, For this chapter I expect to learn about what is Adobe Systems Incorporated what is their website, what are the functionalities of this site on web 2.0, what are the different features of Adobe Systems Incorporated, if they used different effect like ajax,fancy box, lightviews and other new effect in web 2.0, what are the factor that make Adobe Systems Incorporated included in the list of the cool website of 2.0.

Review:

First of all let me introduce what is adobe and what are the capabilities, and history of adobe, and to begin. It is a application just like flash, but it is more complicated. They

have different product release that dominates that whole world using their product for different strategy. And these are the example of their products adobe Coldfusion, Dreamweaver, Flex, Indesign, Photoshop, Premiere, Director, Robohelp and many many more. The products cover the different kind of categories this is a large scope for a company making this kind of application.

Adobe is one of the most famous applications in the web world, so this is consider as a one of the major player in the web, because of what they contribute. By the way to introduce the person behind the adobe she is Michelle Tuner she is an executive from adobe. Michele has worked at Netflix, where she was

a vice president fro product marketing and design. She worked at AOL as a senior vice president of marketing. At Excite@Home she was a senior vicep resident as well as the general manager for development. With that kind of experience in different big company this is one reason why she interesting in Web 2.0 she wants to contribute some good things in web 2.0 and that is the most important thing in being a IT people.

What I've learned:

And for the last chapter this is the last book review I made for this term and I hope next term the book review is more easy and for this chapter I learned different things including who are the creators of Sun Microsystems, what are their capabilities in making different software, and last is the why the Adobe Systems Incorported creates different application because it is for the user and for the sake of technology.

Long Tail

Peregrino, Lex Eugene

VERTSOL

Book Review –

Book – The Long Tail by Chris Anderson

Library Reference – n/a

Amazon Reference -
http://www.amazon.com/Long-Tail-Future-Business-Selling/dp/1401302378

Quote - "When consumers are offered infinite choice, the true shape of demand is revealed. And it turns out to be less hit-centric than we thought. People gravitate towards niches because the satisfy narrow interests better, and in one aspect of our life or another we all have some narrow interest (whether we think of it that way or not)."

I chose this line because as buyer when there is a lot of choices of product than we can buy, I think the essence of the buyer is the uniqueness and have the rareness of the product and if you are a niche buyer you want a rare product and this is the time when the product is important to you.

Learning Expectations:

Based on the title "The Long Tail" I expect to learn about the strategy of long tail, and it said the long tail I think this is a long story with a long and futuristic relation want to know how it is done in the business and how it is work. When to apply the strategy discuss in the Long tail.

Review:

And to begin with typically the authors tells about how the retailing industry are rapidly change and how it is change, it indicates that the people are aware what are the changes in the retailing and how it is connected to each other. It tells that If you have a

business of retailing you should have the business with extreme product and complete products in the market.

It tells that how the business looks like when they do different strategies and implement the old retailing strategy. And it tells that when you are in the retailing business it is hard and challenging role in your life because most of your competitors are using different strategy, having a bunch of product bigger than your product, so it is so serious business need to focus on.

It also talks the different company that busy in their business that they come in the situation that they are not aware and they ignore some extraordinary thing and product that might give more profit to them. Because they are busy in the business which they focus on specific product. They make a product that will hit because they think it will get a big money but in a better way of thinking using the long tail methodology see the extraordinary product, rare product, and product that you ignore at first and in the end this product might bring luck to you.

The author also said that we are in the modernization and we need to follow the path, and to do that we should apply the new technology and these are the retailing in the web. Because the combination of nice concept and automated product are nice and get impact to the retailing business.

Dropping the prize in half and lower the prize it is strategy that attracting your customer to buy and to get their attention to see your product.

What I've learned:

The retailing business today is very hard to do because you have a lot of competitors and in order to become more completive and to gain more competitive advantage you should apply the technology of the web. The author emphasize that having a larger number of product gives advantage to you because the ignore product might bring money to you in the future.

Lex Eugene Peregrino

Book Review – Chapter 1

Book – Retailing Fifth Edition

Library Reference – LRC Extension

Author: Patrick M. Dunne and Robert F Lusch

Quote - "It has often been said that the three keys to success in retailing are location, location, and location

     I Choose this Sentence because it said and tells what are the importance of Retailing and location what are the connection on each other and how they act within the same barrier, because I think in targeting a market segment you should analyze what are the location and people in those target market because it may help the Retailing process in that kind of thinking.

Learning Expectation:

What I expect in this chapter is all about Retailing what are the different strategies in making up a better and a high quality retail approach, I expect also to elaborate what is the meaning of retailing and what are the different methods and practicing retailing.

Book Review

     This chapter seeks to explain the reader with the nature of retailing and what is the scope, by telling us the different retailer, impact to the economy and prerequisites for success. First in this chapter as I expect they talks about what is retailing and to elaborate retailing this is a final activities consist of the different steps needed in the different place in the benefits of the consumer and to provide a satisfaction and services to the costumer.

     It also talks why is retailing undergoing so much change, because retailing is not stable because it change in different product all the time   because they follow the trend of the costumer and it is a an exiting business sector because of combing of every individual

skills to make a profit and with the help of the environment. They said that some retailers are successful because of adapting to this changing environment but some are not because of unwillingness of adapting them changing of the environment.

They also tackle the various methods used to categorized retailers. Retailer can classify in a variety of way different way that is a one goal and this goal is to gain profit, these are the scheme of naics code, number of outlets, and margin versus turnover, location and size.

They also talks about what is involved in a retailing career, it tells that in the long period of time a retailing career can offer a better salary higher than the other career and this with the help of retailing company in order to get a better salary. In addition to that retailing career it incorporates the knowledge and use of all business activities or disciples specially accounting, marketing, finance, personnel, economics, and even fashion.

What I've learned:

What I've learned is in order to become a better retailer you should have a better understanding in that aspect or career. Because the requisites for success in retailing besides hard work it also include analytical skills, creativity, decisiveness, flexibility, initiative, leadership, risk taking, stress, tolerance, perseverance and enthusiasm. As many as you can and I think if you have this skills I bet a lot of dollar for your company because It will boom up in the future.

Lex Eugene Peregrino

Book Review – Chapter 2

Book – Retailing Fifth Edition

Library Reference – LRC Extension

Author: Patrick M. Dunne and Robert F Lusch

Quote - "The retailer that aims only for an average profit often finds itself confronting a rather sobering financial performance.

I choose this Sentence because it said and tells what are the retailers should focus on and what are the financial activities they should do if they want average, maximum and minimal profit it tells on what are the financial aspect and performance is more important.

Learning Expectation:

What I expect in this chapter is all about retailing what are the different strategic planning and how it helps the retailing industries, what is the retailing operation, the different strategy mix how the retailing company make a success with their business.

Book Review

This chapter explains the important and different use of planning what is the effect of these in the retail management, Decision making and different line with the planning and management activities.

It tells that the planning and financial status and performance are very important in the retailer company. It said that having a high profit is not a important thing and what is more important is having a careful planning nice and efficient. It said that not all retailers can be a leader or a leader of a retailer business; it's on how you plan and manage the business carefully with glamour idea that is the basis of a good retailer. It tackles the component of strategic planning and it tells that strategic planning include developing a statement of purpose or mission for the firm, which include the goals and objective for the

firm, identifying the strengths, weaknesses, opportunities, and threats.

It said that in planning there is a different task retailer must involve in two types the managerial task and the strategic planning and operation management. For strategic planning is involves the mission and vision of the business and also the swot of the business. They also tell the retail market strategy, which is the target market, location, retail mix. In the operation manager they focus on the planning the efficient use of available resources in order to manage and sustain the day to day transaction and operation.

What I've learned:

What I've learned in this chapter is how to manage and plan very well in a serious business which is retailing. In order to have a better retailing company you should able to do such different strategy which need a perfect skill to have a successful business.

I also learn that every retail industry should have a different person who handle different thing which is important to the retailing business and these are the person is the retailing operation manager, and also the person one make strategy, decision and other planning stuff in the company. For me I gain tips in this chapter on how you handle the business carefully what you need to do and what are the things to do.

Chapter 1 Clue Train Manifesto

Internet Apocalypso

Lex Eugene Peregrino

Amazon   Reference   -

Learning Expectations:

   As I first sight my learning expectation in the book (The Cluetrain Manifesto) is what the overview of the book is, the introduction of what the internet it is, what the used, different fundamental is and how the people used it. At least in the title of the first chapter of the book I wanted it to be more exiting and educational in terms of internet history,

Review

        The chapter one talked about what is the important of life; it said the existence of death is inevitable we can easily change our decision in works, friendship, studies and everything about our surroundings. Sometimes life is short because there is a existence of death in this chapter they talked about importance of our love one, friend, family what is the real purpose of this mankind in our life and whether they exist to become an inspiration or the exist to become our bad destiny. It tells that the man exist with a purpose and each other human being have a purpose that can help our and change the world to a better one. It show here in the chapter 1 that some company did not want human being because there is a limitation of it what they want is money that can pursue their goal and everything what can money buy.

        The Second important thing that the authors tell us is the existence of the very powerful advertising technology what you called "Internet" it tells the used of the internet in the market and what is the advantage of using internet and advertising, marketing the product of the company. In the old days before the internet are not so popular the people who are capable of surfing and using the internet are the people who are nerd, "techi" people and people who have background in computer. They tell the evolution of internet back in the day where internet are not so popular and taken granted who are literate to used this and now in our era for the people who used internet for business, personal need and wants.

Now in our are era the internet cannot stop from growing up and spreading the service in all people in the world, now internet used by people to make a conversation , chat , socialize and used for tracking person. It is very useful but it is more efficient in the company who are make money they took advantage if the highly technology because they used internet not for conversation and chatting people but for advertisement and selling their products for them internet is not for conversation it is a tool to gain profit.

When the internet are release they have also mistake in using this the different approaches of what you do in applying in your company because some company use centralize decision making it affects the company because when the company intend to implement new software and system the company affected by this. There is also disadvantage of using internet by the company who make money because in conversation they used inhuman form of conversation and they talked technically which the user might be confuse of what they said. Because some customer wants personal conversation because of some technicalities, the company uses internet conversation because it is cheaper and less effort.

People uses internet not only in the mean of work in their company, it is also use to find out what is the knowledge of the whole mankind meaning they want to explore and to find different things maybe important , educational and interesting topics. Because if your employee and people of the company aware what's happening in the customer what are the comments and feedbacks it is easy to solve problem and it will help the company to lessen or minimize the cost in problem solving.

In the end of the chapter he mentioned us who uses internet now in our day he said how the internet useful in our life what is the used in our life and it helps a lot in gaining knowledge about what is happening in the community he also said that it can help in our lives to live fully and Smart because the internet give what information what we are needed whether in good or bad but the important is the used of internet in our life.

What I've learned:

What I've learned in this chapter in what is the era of the market and type of people in the old days and what the change of internet is now in our age, it gives me idea when I form my business what are the disadvantage and disadvantage of internet. When will I used this and when I'm not, for me the best thing that I knew is the internet is not the key to success, the most important in life and in making business more effective are the determination, kindness and work smarter whether you achieve your business successfully or not it is not the end or death but it is the start that you need to fight the trials of course the internet help a lot but do not rely on it the most important is rely on

your own what you think is the best.

I learned also the history about the creation of internet where it comes what is the used in old era and new era I learned also that internet is not for making money but for making friends for conversation that will make you happy because of your long lost friend learned also selling in the internet through the used of conversation in the internet but the most important media in this technology is the people who manipulate and enhance the internet because we are the one who use it.

Chapter 2: CLuetrain Manifesto

The Longing

Lex Eugene Peregrino

Amazon   Reference   -
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Learning Expectation:

      When you said longing it means "Strong" so first that comes to my mind that this topics show how the web is so powerful when it comes to different area specially conversation, business purposes and etc. I expected in this subject to tackle more about web concept that will help people or user. I expect also to gain knowledge what web works in dealing people and gain additional knowledge in this topic. I expect also different fundamentals in the web which empowered the business in the Philippines because I want to help the people of the Philippines to use our technology.

Review:

      At first this topic is easier to understand and easy to read because this topic does not give many example and comparison it is straight to the point what the true meaning of what he said is. It tells that what web is for, being manage, how to hate a job, our voice and the longing.

      To begin my review it talks what is web for the author said that everything has a purpose like telephone for conversation, television for watching movies but what are web? It is for conversation also but not in human form technically speaks it is inhuman form of conversation among people the longing simplify that there is a missing substance in the web which is very important in human conversation this is called our voice.

      The second topic is Being Manage and in this topics it tell many people manage their different activities, how to manage their life in different perspective but in further to that there is something managed us and control us without noticing what it is. This idea that we can manage the world and there is advantage in believing that the risk avoidance, smoothness, Fairness, and discretionary power.

The third topic is how to hate a job, and in this topic it tells that managing environment requires ourselves and accept the fact is unavoidable first how we manage business that you should be professional it said being professional you should be in descent attire. It is hard for the other but most of all people want to achieve this level they feel in this topic what professional is and how intense it is they are the superior who manage thing they think they are the one who know what is the best. And in generalization how many you earn in your job whether you hate this or you enjoy it web is something like that.

In relation to that web is powerful, because web evolves without any hesitation and to accept that I think web is one of the faster technology in our day. We don't know what is the effect of web in the people it is advantage or disadvantage to us, but in fact the web help many people we don't know if it help to change the world in the future to have a better world.

But the bad things that can happen are the web control people in their different perspective. People do this web not to managed us but to take advantage of the technology and how to use it properly as of now web is the most useful tool for me and I don't want to come that the web manage us and control us.

And in related to that some of the companies sell software how to build a web application in five minutes, and it this topic web consider as a virus worm virus, airborne virus where whoever in touch with it may affect the substance so when people are in contact with the web. So that now email are not to reliable they said that email is dead, they want that company transacts through the web and not knowing to break the web chart of the company and having a clear voice of what the company it is.

There is a lot of advantage in the web because it is smart enough to go in different people and business. People are ruled to follow different rule in which affects their job it is the rule in the web that's why some people hate their job in the web because of this hassle stuff. But there is an advantage of this because or this some people become more responsible in the web. And in the business it is advantage to that because of completive advantage.

People need to work so they still need to follow corporate business agenda when they are on their work. They still need to act like a responsible human being because they still have responsibilities in this world and web business. They will need to follow their

bosses and higher rank in order to come up with a good business company that how the business in web running.

What I've learned:

I learned a lot in this chapter on how to control ourselves not to manage by the web and technology we are the one to manage these technology we are the one who need to enhance this in order to change the world to a better one and to more useful thing. I learned also the web is inevitable substance that will used to do a lot of things because web is consider as one of the world famous tool in technology. How faster it is transact conversation in a minute, transfer data through a kilometer distance and to quickly change our live to a better one. For me it is the angel and devil angel because it helps us to find our family devil because it might bring some trouble to us in the future. I hope this will help me a lot in making a business through web.

Chapter 3 Clue Train Manifesto

The End of Business as Usual

Lex Eugene Peregrino

Amazon   Reference   -
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Learning Expectations:

The third chapter The End of Business as Usual, first when I read the title I expect that this is the end of the concept of all marketing, conversation, web technology   and other things related to the web. I expect that this is the final conclusion of the author on what is the web it is and the true purpose of it. And also "The Cheap" title based on the title of the chapter I thinks it tells how the easy to run a business in web and how easy to deal with it. And last is I expect to learn more why it says cheap and its said that this topic is cheap I hope this is easy to understand and to learn about different stuff in web world..

Review:

To begin with the first paragraph tell what the authors feeling and how to fight the trails in life, the experience in the past which guides us in the future to face all the trials in your life this the important thing.

The first topic is the person who uses technology and how to apply it in their own life to improve the standard of human being and to improve the quality of life. They said that some people consider the technology as one of the passion and art. The author also said why the company uses the web for their business, to become more competitive and gain more money.

The second topic talks about technology making conversation among other people all over the world and make connection to each other connected to a better and smarter people. It tells also that today in our era there is a web and we can express our feeling in the web through the use of chatting, blogging because in less than a minute you can express and encode what is in your heart and post it into the web sometimes it serves as a bridge to everyone and love one.

It shows that this tool while we are here in the world and still living we need to use it and participate to the flow of technology. There are a lot of features of web and one of the most important features is the mailing where you can chat to people all over that world in an easy and one click. It is where you mail your friend and have conversation to his/her. Conversation is everywhere so it show how easy to connect to people and conversation with them anywhere in the world because of mailing.

There is also topic talks about groups, wiki this type of feature allow groups of people to share their feeling in one website. Telling each other what's happening in their life they can also update these groups anytime. This feature is so nice because when you have friend and you have to say something important but you can't say tomorrow personally this groups allow you to tell your friend and post your message to your friend quickly. It will helps us to determine new thing is less effort and time. When it comes to business use when something happen in the employee and you cannot communicate to them but now there is a groups where these employee can post news about him and this groups serve as a channel to them.

The most important thing in this chapter is the web page. This webpage is considering one of the most powerful features in the computer. Because a lot of thing you can do in the web, number one important thing you can do is chatting where every people in the world is possible for to chat. There is also a web hosting that you can upload photos, music and video and even sharing your personal information.

web page is considering an art from others because they are the one who design the effects and themes of the website. Image, Music, and Video in the web are one of the main item because for the company these are consider the ace cards for them to make money. But for the user this is some kind of fun.

It is advantage to the business corporation who run a business in the web because in this era there's a lot of people using web even kids are involve in the web so that the web is the most abundant thing in this era the technology era. Web's help a lot of people different people, like in the sad emotion he or she can be happy in the web because he can express his emotion in the web so that it will lessen the burden in his/her heart so that it helps normal people but in the business side who are responsible in making and web hosting.

What I've learned:

I learned a lot in this chapter because its gives me an idea what the web is and what is the meaning behind the web why people attract to it. It helps me fully understand each features of the web what is the advantage and disadvantage to us. In business I realize that the web help a lot in business it makes faster in conversation, in transaction and in other things.

Lex Eugene Peregrino

Book Review – Chapter 4

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 - "When a conversation is required, or even just desired, being able to count upon a rich range of corporate spokespeople is crucial. That's the only way a growing business can satisfy the market's demand for conversation..." (The Cluetrain Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html)

I choose this line because most of the topic here is the market and conversation among people and so that it show how conversation is so important to us.
Learning Expectation:

In this chapter it makes me wonder if the topic is all about web but I expect also that this is all about business, and the word conversation I expect how the world expand in this matter, new technology and efficient way of communicating people.

After reading a lot of this chapter it has a lot of things stock in my mind about human and market combine together, conversation and other web stuff. And to begin with first it tell me on how the market communication during in the new era, the era of technology and how it to apply to people in communicating each other. He said that "When you think of the Internet, don't think of Mack trucks full of widgets destined for distributorships, whizzing by countless billboards." (The Cluetrain Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html) it literally means that when you think of internet it is some kind of powerful application that will allow human being to enhance their abilities in the market what are the needs and wants of the people. So that internet provide a very important thing to us it help us to endorse our product and help us to express our opinions.

In this chapter it tells how the pass era is going on especially the industrial era which runs by a mechanical technology. In this era the mechanical things are much need by the people because it helps them to do fast thing. It time has pass the technology appear in the present day the combination of the technology and machine are lead us to the faster phase in the business.

"For thousands of years, we knew exactly what markets were: conversations between people who sought out others who shared the same interests. Buyers had as much to say as sellers. They spoke directly to each other without the filter of media, the artifice of positioning statements, the arrogance of advertising, or the shading of public relations." ." (The Cluetrain Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html) in other words in the old era there is thing called market and eventually time has change and things come smoothly to us because we make and enhance the market, because it means that there is a conversation in the old era that will help them to their business.

In the old day market are using conversation but in different way, the communicating in person which they talk to the people with restriction and limitation. But now market start using the internet and any people can get in touch with it. It is a tool which for us to tell to anyone without limitation because we can say thing that we can't express while we are in the personal conversation.

The chapter indicate also that there is such company to communication in different people bu they have a tendency to do it in the wrong approach. The company are doing well in communicating the buyers and people in the web, but the doing it in wrong approach because they add ads in the some website which is irritating to the user. Because it distracts the user form doing thing it is not wrong but people want it to do in the good one like putting it into the hyperlink text not in pop up menu. The important thing which the chapter says that we have to act as we are as natural and talk as natural person because this will leads us to be more considerate to what they would say in their opinions.

What I've learned:

This chapter helps me to realize what the market is during the present day and in the old day the advantage/disadvantage of that market. He also give me an idea if there is no technology what is happening in the market and how it evolves until now in the technology era.

I learned what is the right thing to do, on how you converse with the people and what is the right thing to do. I learned how the different company act as human, communicated as human because if you are conversing people you should be the voice of human being. And I learned a lot of things what are the techniques in better way of communicating customer in the web and in the internet age.

Lex Eugene Peregrino

Book Review – Chapter 5

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 - "Beneath the formalities of business -- the committees, the schedules, the payroll checks, the spray of assignments falling from above -- there's a buzz, no, the sound of twigs breaking underfoot as paths are trod on the way to human connection. The most amazing thing: you can tell who's talking by listening to the voice." (The Clue train Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html)

I choose this paragraph because it shows that every human being are connected to each other some are connected by a conversation that will allow us to fulfill our dream and let us be happy to what we are these are the conversation of human being help each other by listening in the human voice.
Learning Expectation:

I expect more information about web conversation, connection and everything about the web what is the advantage and disadvantage of web in human being. And also I expect a better explanation in conversation in the market and what it deals with the people in the I.t people and non I.t people. And last the title of the chapter I expect more about Hyperlinked Organization.
Review:

As a human being, we are normal, in my childhood days I like to play with my friends but now in my second semester I encounter a lot of thing a lot of paper works, project that must be submitted in time this task will test my human being or test my strength but I'm a human being and I'm not a machine that runs by a electricity or gasoline.

This chapter show how human show beyond their limitation now because now

you can have a multi tasking agenda while you are in work you can do other stuff, it show the human ability not it show that these are the place where no limitation and no hierarchy.

I'm a normal person and as a normal person I cant express my voice in the environment but this topic tells a different way, whether you are normal person or dignified person the author want to tell that we are now in the time that we realize that as a human being or anything we are in time that we value our voice the market value our voice, it gives freedoms to us because there is no hierarchy which we express ourselves and our feeling without any doubt, I want this to become real and I want a place where there is no limitation of what our opinion is, I want that every human being has a guts to say what is write and what is wrong in the market.

Hyperlink shows that this is a battle ground or maybe playground for us that we meet friend in our conversation we meet different people, we learned about our mistakes and we learned about what is right and what is wrong for us, and for our country. Because in this organization no one is perfect there such people committing mistake but with the help of organization voice there mistakes lead us to the better and peaceful world.

What I have learned:

In this chapter I learned different things like mistakes is not the problem because we are human being and not a perfect person sometimes this mistakes are lead us to a better one and become a trial to us to have a better community. I also learned that this chapter shows a lot of lesson to me because being free is what the word really tells us.

I learned that even in the business there is a big plan that every employees should tells what are their feeling, emotions and other stuff around themselves because if they are wrong there is a way to correct it there is a chance of change with the help of hyperlinked organization.

Lex Eugene Peregrino

Book Review – Chapter 6

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 - "From the furthest historical reaches of Jump Street, markets have been conversations. Craft and voice were joined at the hip -- what you made was how you spoke. But then it turned out that the world was round, there were other places across that Big Blue Wet Thing, and trade routes got longer, natch. Producers became further removed from markets. (The Clue train Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html)

       I choose this paragraph because it will show that how ever far it is don't hesitate to pursue it will show the courage and to get your answer in your question in life and what ever you want. Don't lose hope.

Learning Expectation:

       The title "EZ answers" first thing comes into my mind is the answer in all problem in the web, on how we can do it and how we can survive this problem. I expect that typically means that there is a solution in the problem, solution that is very useful and easy to help the world to change and to become a better new one with the help of this sayings.

       To begin with this chapter again and again they encourages us to tell many people and to use our voice in web and in conversation. After reading a lot of chapter and in the end it keeps telling us to use the power of voice for personal and for business use.

       These technology is the answer for us this is the answer for the problem of the world, because literally means it makes fast and efficient in making things but there is a

logic behind this it is the answer for all of us because if we make conversation among other people we share thought that enhance the business and country,

we share problem that helps ourselves to solve that specially personal problem and most of all we share knowledge which determined what is the best and what is the right thing to do to have a better future. For me it is the answer that the chapter tells us.

This chapter gives a beautiful internet accomplishment because it is a simple thing but you can do a lot and better thing behind this. And we didn't realize that this simple thing can change the world and have a better future. In this book it open my eyes and realize that in simple thing you can do a bigger effect and a good effect on it, it means that even how the thing is you should not look in the physical appearance you should look what's behind this thing and what this things can do to our selves and in the world.

What I've learned:

I've learned that things are simple but this simplicity can make a better one and become a bigger one, which you can do a lot of thing even this is simple, you can also change you wrong act in the new one because not all people are doing the right thing there is a solution to that and internet make us realized what are the wrong act we did it before. This thing is simple but this thing maybe an easy answer for our problems,

Lex Eugene Peregrino

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/thesearlsgroup

Quote - "We will strive to listen in new ways -- to the voices of quiet anguish, to voices that speak without words, the voices of the heart, to the injured voices, and the anxious voices, and the voices that have despaired of being heard." (The Clue train Manifesto: The End of Business as Usual, http://cluetrain.com/book/markets.html)

I choose this paragraph because it shows the voices value because the voices has a very important meaning to us and this is the main focus of our person, voices that hear by the other people to share ideas and other thoughts.

Learning Expectation:

I expect to learn more about the book what is the true meaning of conversation, voices and other web technologies I think this topic talks about the voices of the people and how we value this in the people beliefs.

Book Review

This chapter talks about the voice of different person in the world, it tells that internet communication did not create a mentality that will harm the people but, it said that this is the way to give expression, unheard voices and voices give meaning to the world.

They talks about what is the meaning of ignorance and it said that ignorance is not a value you, because when you ignore some people and they feel hatred because you don't value them but they have two different reaction in this according to the book they begin to ignore you at the same time. They said also that ignorance is power, which typically ignoring the business because the net ignore the business. Because some business are not interested on the topic in the internet but sad to say media market is behind this

internet.

They also talk about the meaning of invisibility, it typically means that invisible means no one can see you and not can follow you but behind of this there is a meaning of this in the clue train manifesto book it tells that in networking and in web you can because you can show thing and share thing you could never say so this is the meaning of invisibility is freedom, freedom to say anything even your not around.

In this book they talks also about radical change that talking in different place provide by the internet, but it said that in the people who uses internet or web everyday they didn't feel it is radical change but for the people who did not uses and even don't what is internet is this is a radical change. So these are the change in the future and in the world that clue train shares the possibilities to us.

What I've learned:

I've learned what are the different used of voice, the value the meaning and what can share to the people of though and emotion. I learned also the meaning of invisibility in the web and how can you react into it. What is radical change to the people who use internet and people who did not uses internet.

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:
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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.

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*

TROPICOOLERS

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 <u>oven</u>-baked, flat, generally round <u>bread</u>

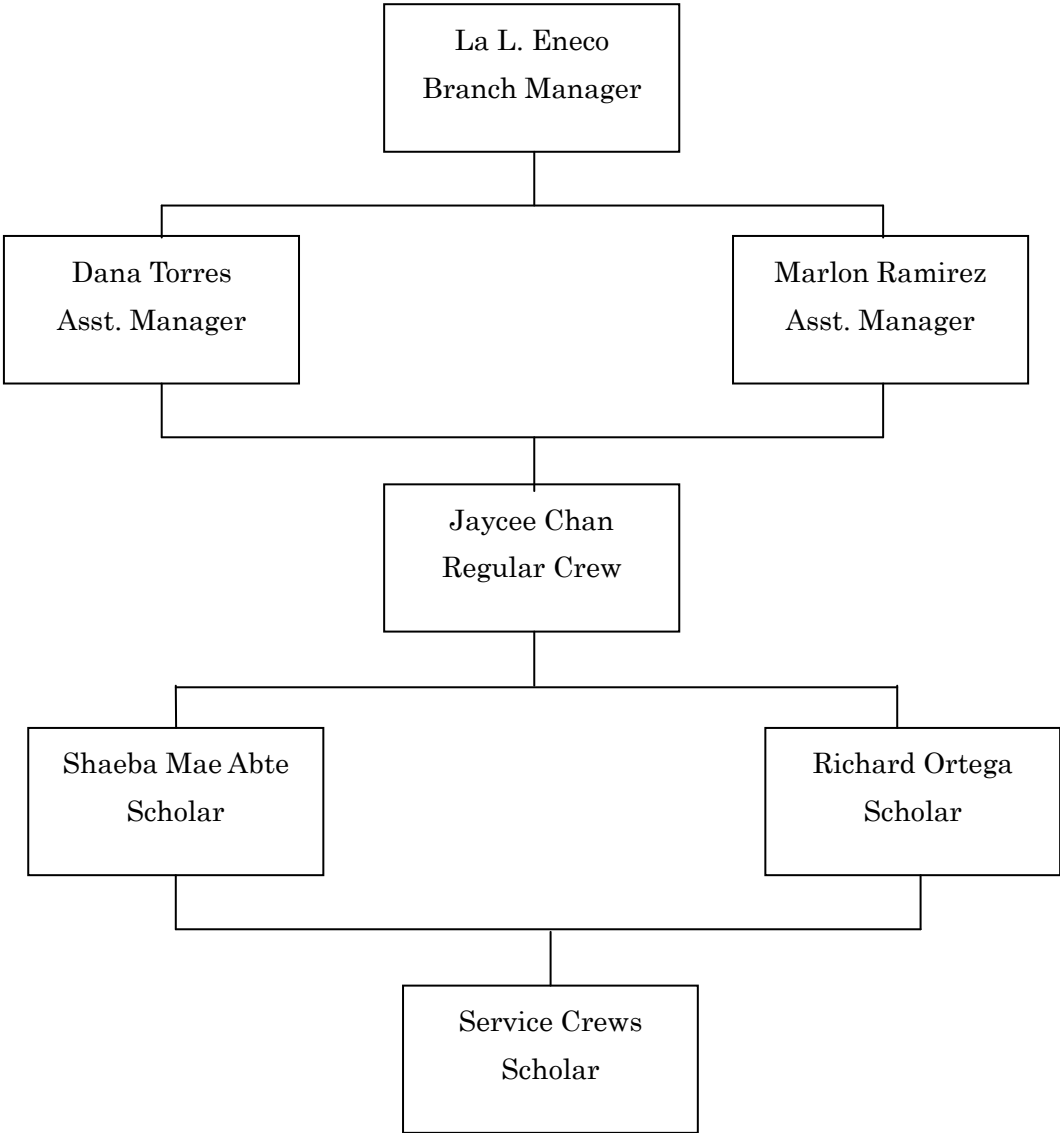that is covered with tomatoes or a tomato-based sauce and <u>mozzarella</u>

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)

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                    ┌─────────────────────┐
                    │    La L. Eneco      │
                    │   Branch Manager    │
                    └─────────────────────┘
           ┌──────────────────┴──────────────────┐
  ┌─────────────────┐                    ┌─────────────────┐
  │   Dana Torres   │                    │ Marlon Ramirez  │
  │  Asst. Manager  │                    │  Asst. Manager  │
  └─────────────────┘                    └─────────────────┘
           └──────────────────┬──────────────────┘
                    ┌─────────────────────┐
                    │    Jaycee Chan      │
                    │    Regular Crew     │
                    └─────────────────────┘
           ┌──────────────────┴──────────────────┐
  ┌─────────────────┐                    ┌─────────────────┐
  │ Shaeba Mae Abte │                    │ Richard Ortega  │
  │     Scholar     │                    │     Scholar     │
  └─────────────────┘                    └─────────────────┘
           └──────────────────┬──────────────────┘
                    ┌─────────────────────┐
                    │   Service Crews     │
                    │      Scholar        │
                    └─────────────────────┘
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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 loosing 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.
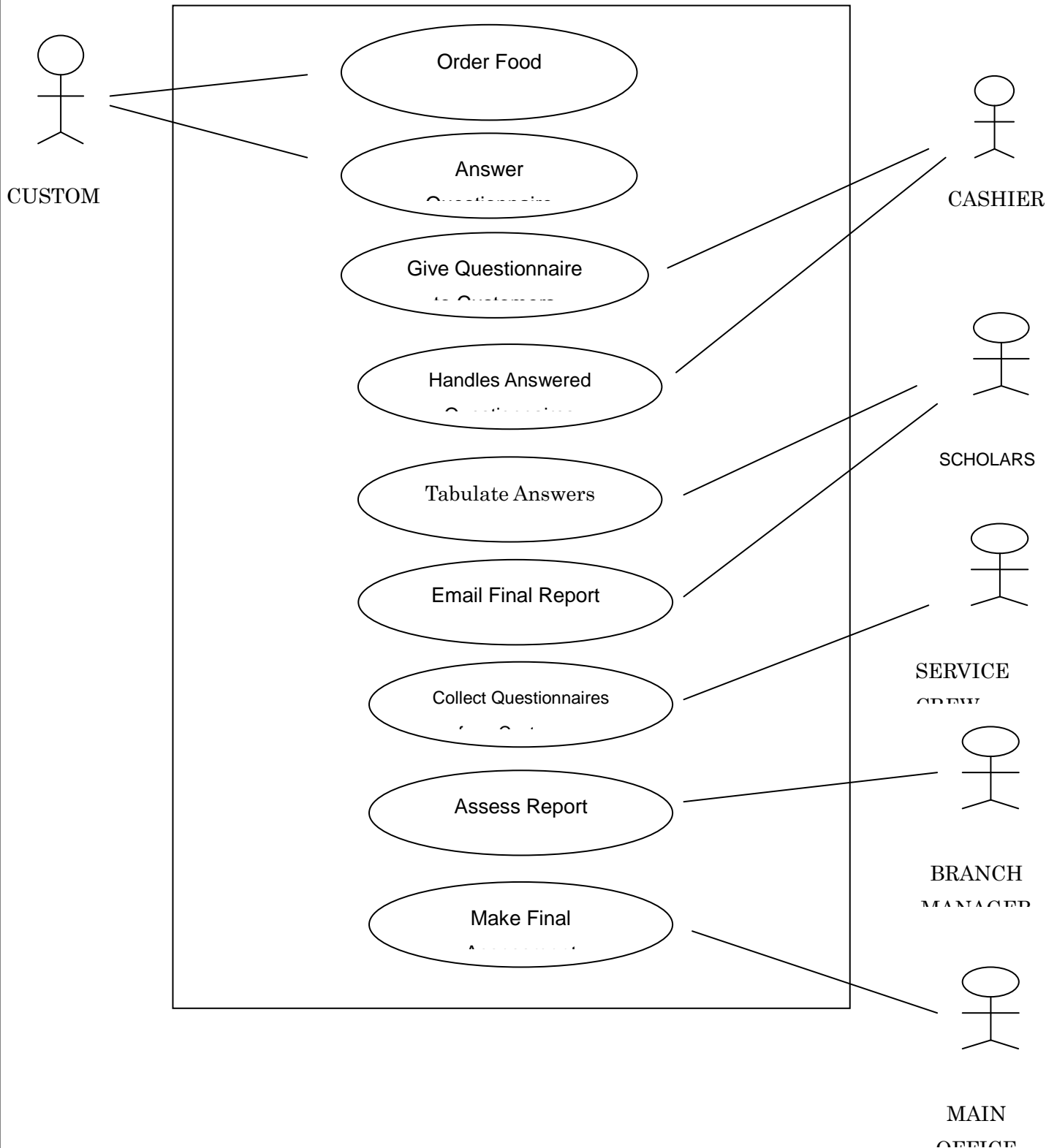
c.) **Give Questionnaire to Customers** - Cashiers give out questionnaires to a group of people every 1 hour therefore not all customers were given these questionnaires.

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

Order Food

Answer
Questionnaire

Give Questionnaire
to Customers

Handles Answered
Questionnaire

Tabulate Answers

Email Final Report

Collect Questionnaires
from Customers

Assess Report

Make Final
Assessment

CUSTOM

CASHIER

SCHOLARS

SERVICE
CREW

BRANCH
MANAGER

MAIN
OFFICE

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	

Others

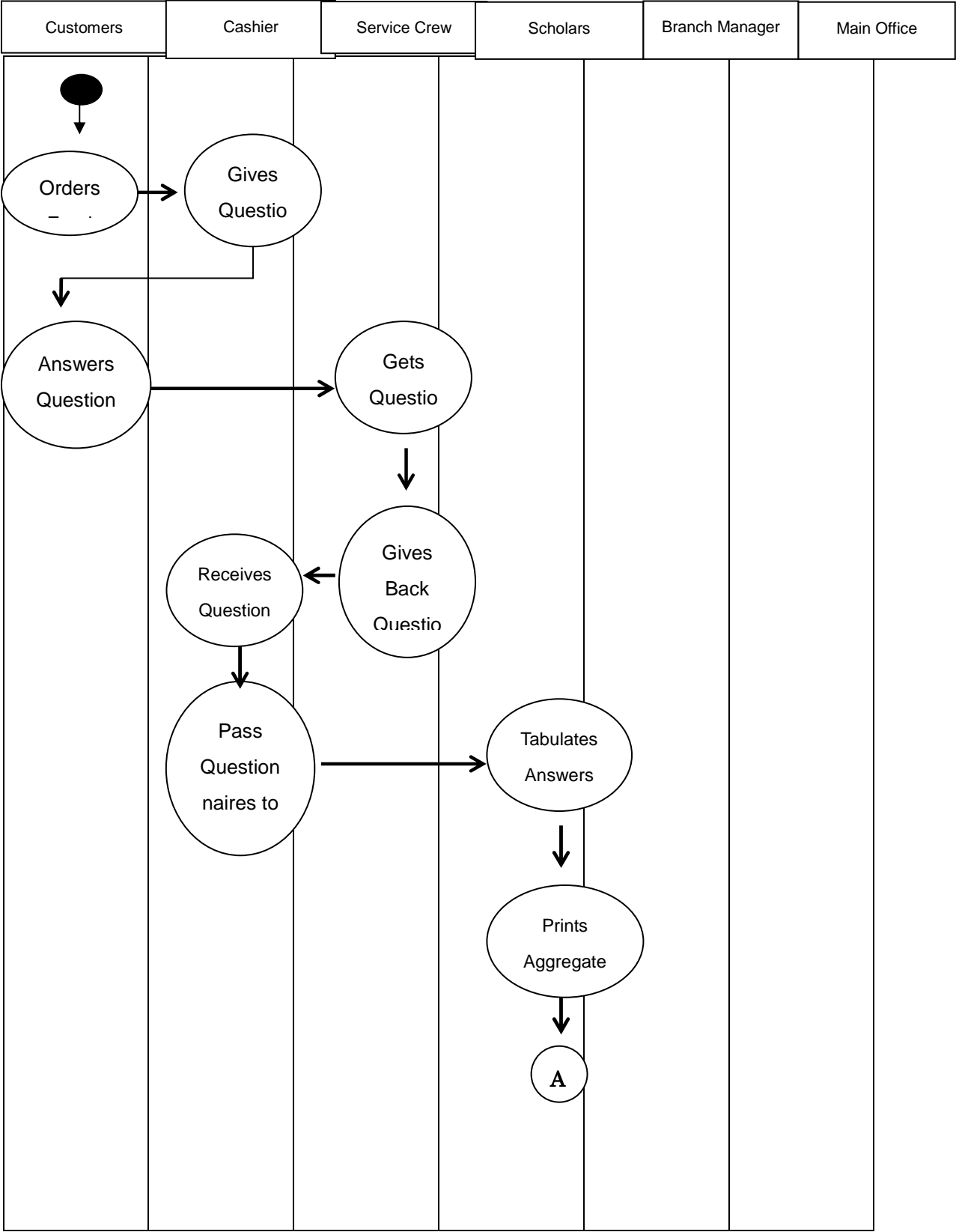**2.3 Activity Diagram of Greenwich's Current CRM System**

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.
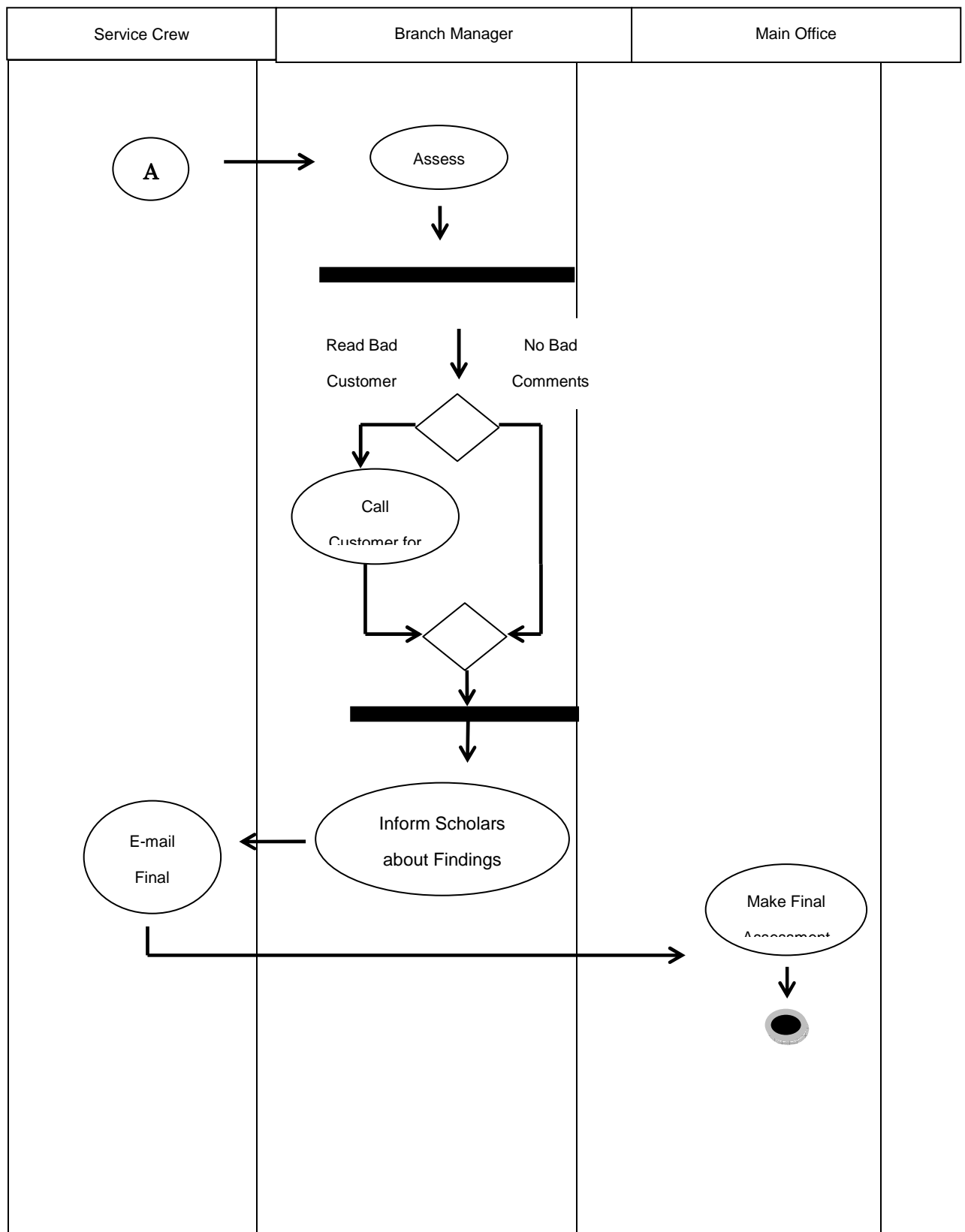
g.) **Get Questionnaires from Customers** - Service crews monitor the survey questionnaires. After each customers done eating and leaves the place, they'd quickly get the papers and return it to the cashier station.

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 cahier 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 fro 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

Customers	Cashier	Service Crew	Scholars	Branch Manager	Main Office

Orders

Gives Questio

Answers Question

Gets Questio

Gives Back Questio

Receives Question

Pass Question naires to

Tabulates Answers

Prints Aggregate

A

Service Crew	Branch Manager	Main Office

A → Assess

Read Bad Customer / No Bad Comments

Call Customer for

Inform Scholars about Findings → E-mail Final

Make Final Assessment

2.4 Process time vs. Cycle Time (Approximate)

Activity	Target Time	Actual Time
1.Approach Field Supervisor	1 min.	2 min.
2.Confirm Login	083 min. / 5 sec.	5 sec.
3.Record Time-in of All Employee	5 sec.	5 sec.
4.Call Administration Secretary for Employee Time-in Verification	5 min.	10 min.
5.Record Field Employee Time-In in Logbook	5 min.	10 min.
6.Approach Field Supervisor once done with work	2 min.	2 min.
7.Confirm Logout	5 sec.	5 sec.
8.Record Time-out of Employee	5 sec.	5 sec.
9.Call Administration Secretary for Employee Time-out Verification	10 min.	15 min.
10.Record Field Employee Time-out in Logbook	10 min.	15 min.
11.Summarize Field Employee Attendance Report	8 min.	30 min.

12.Put Summarized Attendance Report on Individual DTR.	35 min.	1 hour

Chapter 3 – System Design

3.1 Table of Recommendations

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.

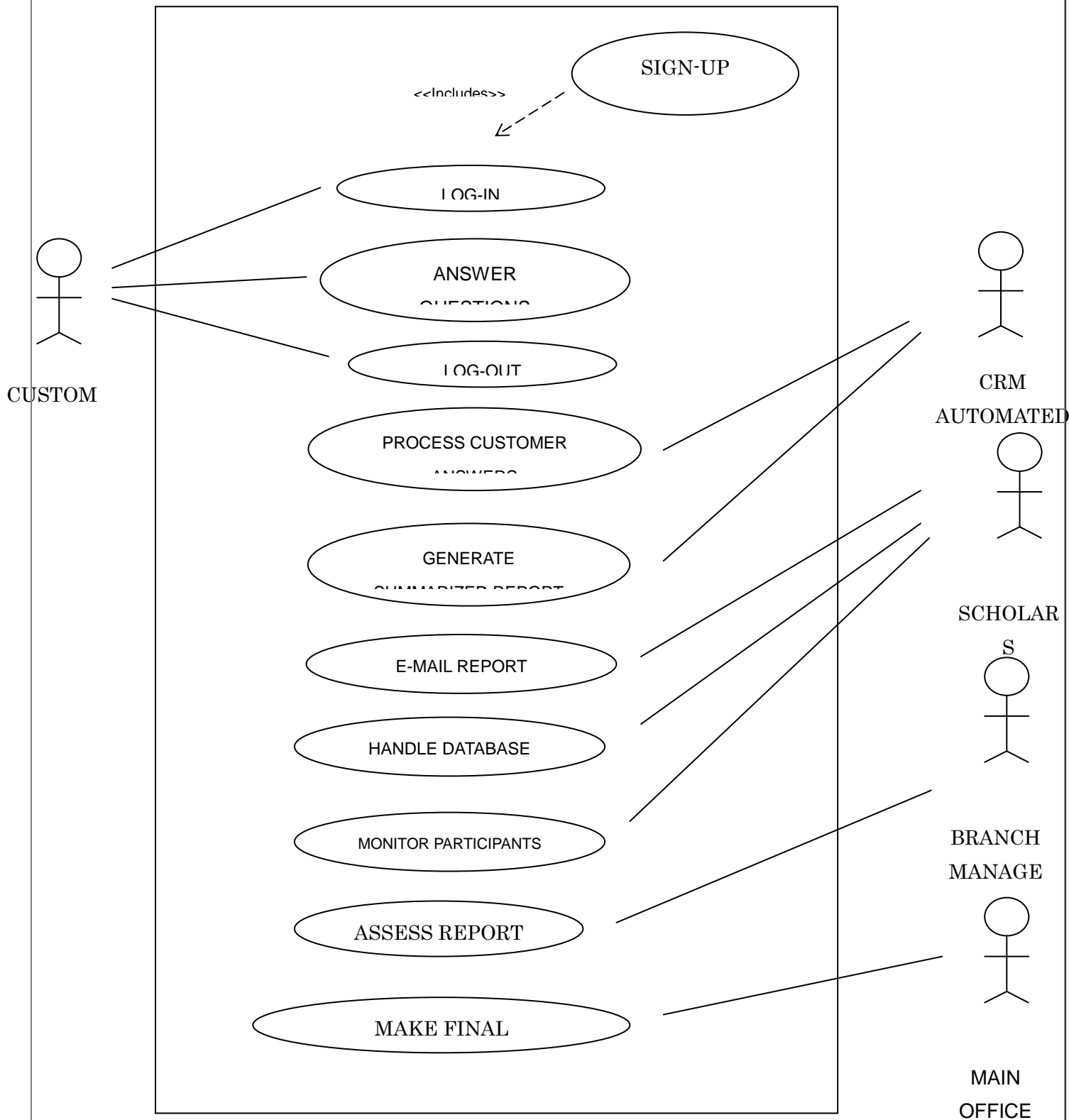Handles Database – The scholars track down whether there are any

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

SIGN-UP

<<Includes>>

LOG-IN

ANSWER
QUESTIONS

LOG-OUT

PROCESS CUSTOMER
ANSWERS

GENERATE
SUMMARIZED REPORT

E-MAIL REPORT

HANDLE DATABASE

MONITOR PARTICIPANTS

ASSESS REPORT

MAKE FINAL

CUSTOM

CRM
AUTOMATED

SCHOLAR
S

BRANCH
MANAGE

MAIN
OFFICE

3.3 Activity Diagram of the Proposed System

a.) **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.

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 exits 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** - Costumers 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
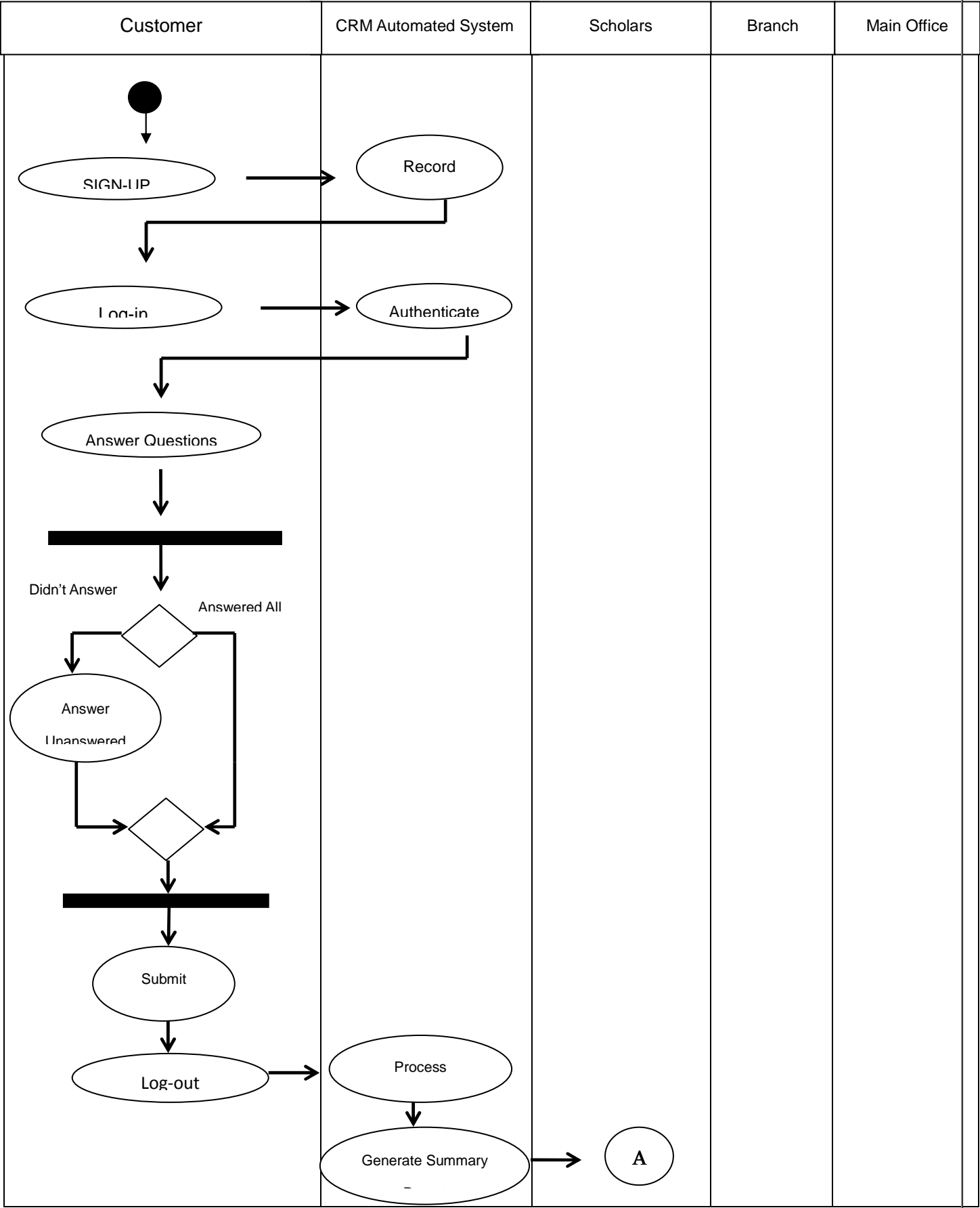
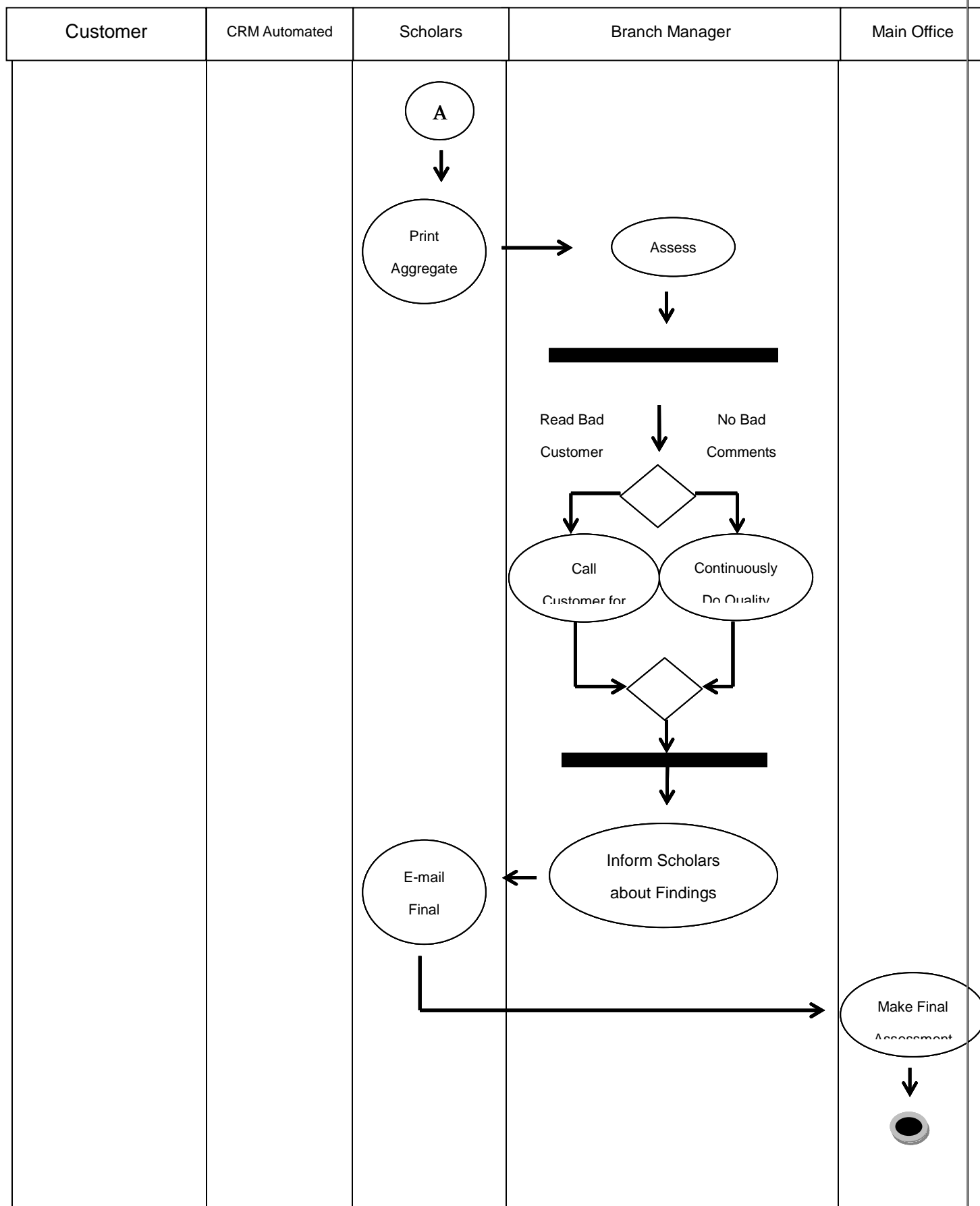everything to fully help in the assessment of their products, services, and such for quality control.

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 fro 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.**

Customer	CRM Automated System	Scholars	Branch	Main Office

SIGN-UP

Record

Log-in

Authenticate

Answer Questions

Didn't Answer

Answered All

Answer Unanswered

Submit

Log-out

Process

Generate Summary

A

Customer	CRM Automated	Scholars	Branch Manager	Main Office

A

Print Aggregate → Assess

Read Bad Customer / No Bad Comments

Call Customer for / Continuously Do Quality

Inform Scholars about Findings → E-mail Final

Make Final Assessment

3.4 Benchmarking

Pizza Hut, home to the country's Pinaka – pizza, was 1958 by two enterprising college students, Frank & Dan Carney, in their hometown in Wichita, Kansas. Since then it has become the largest & most popular pizza chain with over 12,000 restaurants in 90 countries around the globe in 2004.

Pizza Hut is now more than just a pizza place. It offers a unique casual dining experience that is different from the usual fast-food environment. The casual dining restaurant now has an expanded pizza menu, appetizers such as ribs and a new line of desserts, soup options, smoothies, a variety of pasta dishes and a whole lot more. Veering away from plastic and tiles typical of fast-food joints of old, Pizza Hut now has a very classy, casual-dining feel with sleek wooden furniture, warm, ambient lighting, and a touch of whimsy dominating the whole interior. With the new ambience come more customer interaction and service that is made doubly fast and extra friendly.

Philippine Pizza Inc., the franchise owner and operator of Pizza Hut, has over 140 restaurants, here in the Philippines since it began in 1984. Its locations are strategically located from Baguio to Mindanao & are now the country's most popular pizza restaurant, with its dine-in restaurants, delivery units and express counters. For the more discerning food enthusiast, there's Pizza Hut Bistro. A breakthrough concept in dining, Pizza Hut Bistro concept offers the best of casual dining, giving you the chance to enjoy the best Italian-American, along with classy ambience and first class service.

3.5 Streamlining

- **Standardization**

    Instead of just getting the feedbacks from the people who eat in their stores before 3 pm, now people who eat anytime of the day could participate in the activity and this is to ensure that the services or the food being served anytime of the day are of best quality as well as the store's environment and its employees behavior could be well assessed and monitored.

- **Automation**

    CRM is such a very vital part of business. Businesses need to find ways on how to improve theirs. The current CRM system of Greenwich does not generate much information as expected. They only get the opinions of the people who eat before 3 pm. And the group's main concern is *how about the service, environment, and food served after that?* For sure there would be a difference between those times and the group wants them to capture everything and that may only be done much efficiently and much faster through automation because Greenwich only gets the opinions of the people before 3 pm so they could give time for their scholars to summarize the survey activity, tabulate it, print it then pass it to their manager then the manager would give his assessment, then they would e-mail his assessment to their main office daily.

- **Simplification**

    Instead of doing the usual process of tabulating then coming up a summarized report based on the tabulated information, now the proposed system would do the storing of data into a secured database, come up with a report ,and tabulate the data for them. Now the scholars who usually perform the tabulating, storing, and presenting the survey results could do a much more productive stuff like engage more with their customers and offer help in the kitchen. This way, they could be more exposed to the real operations of the store. Experience matters the most and the more you gain one, the more you become competitive and that is what the store needs (reliable people).

END