

The CLUETRAIN MANIFESTO Reader 10 Years after

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Dedication

I dedicate this book mainly to Mr. Paul Amerigo Pajo. This book is composed of all my thoughts, perspectives, comments and suggestions about the book Cluetrain Manifesto. I also would like to dedicate this book to my parents, my brother, to all my friends and to my girlfriend. And of course, I especially dedicate this book to God.

Preface

The creation of this book was very tough and hard for me. It was hard because there were many requirements. We need to do 95 thesis and 7 chapters of book review with a limited time. It was limited because we have a lot of work to do also in many subjects. Aside from VERTSOL, we also do documentations in IT-DOCU and INFORES. We also have two programming class which are PROGAP2 and IS-EBIZ.

With all of those subjects, definitely it is really hard to finish a book. What I did to solve the problem is that I balanced my time very well. I set specific dates on which subjects will I prioritize first. Thank God it was successful. I enjoyed creating this book with all of my sincerity and dedication. Thank you to Mr. Paul Pajo for giving me the opportunity to annotate writings. It gave me reasons on how to accept the life in the real world when I graduate.

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1. Markets are conversations

When we say markets, it is defined as any one of a variety of different systems, institutions, procedures, social relations and infrastructures whereby people trade, goods and services are exchanged, forming part of the economy. It is an arrangement that allows buyers and sellers to exchange things. Markets vary in size, range, geographic scale, location, types and variety of human communities, as well as the types of goods and services traded. Some examples include local farmers' markets held in town squares or parking lots, shopping centers and shopping malls, international currency and commodity markets, legally created markets such as for pollution permits, and illegal markets such as the market for illicit drugs. In the IT industry, we always need to market. We need to market for us to promote, advertise, sell our information systems. We need communication to our clients so that we can have a transaction. If we will not have any conversations, then we will be having problems in dealing with our clients. We will not be able to defend, sell what we have created. Even if we are not in the IT world, conversations or communications are needed. This reflects our personality. This reflects on the things that we know. Wherever we go, we should learn how to communicate, speak well not only to the clients, but to each and every people we meet every day. Having good communication skills affects our character. That thing can make or break our status as a person. We should speak well.

Integrative Questions:

1. What is a market?
2. Why is it important?
3. Why should people practice good conversation?

2. Markets consist of human beings, not demographic sectors

I do not understand this quote very well, but based from my understanding, markets are composed of people. In this quote the sector is being referred as one of several subdivisions in an economic system used for analysis and classification. I really do not know why they are not considered markets, although the people there literally are human beings. Another definition of sector is that it is a distinct subset of a market, society, industry, or economy, whose components share similar characteristics. Stocks are often grouped into different sectors depending upon the company's business Standard & Poor's breaks the market into 11 sectors. Two of these sectors, utilities and consumer staples, are said to be defensive sectors, while the rest tend to be more processed in nature. The other nine sectors are: transportation, technology, health care, financial, energy, consumer cyclicals, basic materials, capital goods, and communications services. Other groups break up the market into different sector categorizations, and sometimes break them down further into subsectors. All these sectors are important. They all need to have communication to each one, as said in the previous quote. A person cannot be successful if they do not know how to talk, transact, communicate and many more. To sum it all about markets, what these people need are support, motivation for them to speak up, transact and learn to defend their works. If they will not be motivated, then expect the worst out of them. Expect that they will be doing nightmare with regards to their work.

Integrative Questions:

1. What is a sector?
2. How is it related to markets?
3. Is it relevant?

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

When we say conversation, we mean an informal talk between two or more people. Literally, when we communicate, we use our voice to the ones that we are talking to. The human voice consists of sound made by a human being using the vocal folds for talking, singing, laughing, crying, screaming and many more. Human voice is specifically that part of human sound production in which the vocal folds, vocal cords are the primary sound source. The mechanism for generating the human voice can be subdivided into three parts; the lungs, the vocal folds within the larynx, and the articulators. The lung, the pump must produce adequate airflow and air pressure to vibrate vocal folds this air pressure is the fuel of the voice. The vocal folds are a vibrating valve that chops up the airflow from the lungs into audible pulses that form the laryngeal sound source. The muscles of the larynx adjust the length and tension of the vocal folds to fine tune pitch and tone. The articulators (the parts of the vocal tract above the larynx consisting of tongue, palate, cheek, lips) articulate and filter the sound emanating from the larynx and to some degree can interact with the laryngeal airflow to strengthen it or weaken it as a sound source. This human voice that we are talking to is deadly. It is deadly because the sound that you might hear may or may come from a positive or a negative side. It depends on who you are talking to. It depends on what topic are you talking. What I can say is that think first before you talk.

Integrative Questions:

- 1 How important is a good conversation?
- 2 Where it can lead through?
3. What is a human voice?

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

In this topic, whenever people receive a result, information, arguments, they always react. Why do they react? It is simply because they do not want to be disrespected, insulted, defeated and any other terms. The other reason is that they were happy of that particular data that they received. For me, I do not know what is the correct answer. It is because we people have different point of views. Some people like your ideas, some do not. Some are in favor, some are not. You can never tell. It is very hard to predict or read a persons mind. In this topic, when we say the human voice is open, it blows information on both sides respectively. It can be positive or negative. It is natural because that's the way it is. It is uncontrived because it is unforced. Whatever you want to throw, you can do it anytime, wherever you want and many more. A concrete example of this situation is when you are promoting. When you promote, you speak as if you are an attorney. You speak as if you are defending yourself. You speak loud and clear you speak words which you think you are right. You speak well because you do not want to hear anything redundant from your customer. The lesson here is that whatever topic we are talking, whether it is important or not, let us take into consideration the things that we are all saying to the receiver of our messages. This can make or break our relationship whether he or she is only a client or our friend.

Integrative Questions:

1. Why do we always argue?
2. What happens if we argue?
3. What do we mean by humurous?

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

The sound of each individual's voice is entirely unique not only because of the actual shape and size of an individual's vocal cords but also due to the size and shape of the rest of that person's body, especially the vocal tract, and the manner in which the speech sounds are naturally formed and articulated. Humans have vocal folds which can loosen, tighten, or change their thickness, and over which breath can be transferred at varying pressures. The shape of chest and neck, the position of the tongue, and the tightness of otherwise unrelated muscles can be altered. Any one of these actions results in a change in pitch, volume, timbre, or tone of the sound produced. Sound also resonates within different parts of the body, and an individual's size and bone structure can affect somewhat the sound produced by an individual. In this quotation, the people can recognize others human voice maybe because he or she have known that person for a long time. Since you and that person were talking, transacting for a long period of time, then there will really be a tendency for you to remember his or her voice. That is an advantage for us people if we could easily memorize a human voice. The reason is that our minds will no longer have difficulties in interpreting words that comes out of our minds. Due to memorization, it will be automatic. When we speak, it will be clear, direct and maybe fluent. That is a good thing.

Integrative Questions:

1. What is the importance of being fluent or natural?
2. Why is it good to be natural?
3. What is voice?

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

In this topic, before I start, I will first be defining the term internet. The internet, based from Wikipedia is a global system of interconnected computer networks that use the standardized Internet Protocol Suite, serving billions of users worldwide. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web and the infrastructure to support electronic mail. In addition it supports popular services such as online chat, file transfer and file sharing, gaming, commerce, social networking, publishing, video on demand, and teleconferencing and telecommunications. Voice over Internet Protocol application allow person-to-person communication via voice and video. In this topic, internet is said to be used not only by people who are into technology or into the media, but internet is used by every single type of person. The internet can be used by children, it can be used by teenagers, adults and even aged people. The internet is open to all. Whether you are rich or poor, still you can use the internet. The Internet is allowing greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections and web applications. The internet will truly ease conversations all over the world. It can be anywhere, as long as you have the proper connectivity requirements.

Integrative Questions:

1. What is the importance internet?
2. Is it flexible?
3. What is teleconferencing?

7. Hyperlinks subvert hierarchy.

A hyperlink is used to link web pages. It is link for it to be used as a reference for a particular work. Nowadays, plagiarism is occurred. Many sick people do this stuff unethically. For me, I think the reason why they do hyperlink is for a work to have its source. It will be very easy to trace on what is the source of your document. The term subvert means to disrupt, to overthrow, destruction and many more. A hierarchy for me is a ranking. A rank of a person or a thing. A concrete example of a hierarchy based from Wikipedia is Maslow's hierarchy of needs, which is a theory in psychology, proposed by Abraham Maslow in his 1943 paper A Theory of Human Motivation, which he subsequently extended to include his observations of humans' innate curiosity. Maslow studied what he called exemplary people such as Albert Einstein, Jane Addams, Eleanor Roosevelt and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy. Maslow also studied the healthiest one percent of the college student population. I really do not have any idea on what the quote is explaining. For me, they are not that connected. I have defined the terms in the quotations, but still I do not get what the statement is trying to say. It really is confusing for me.

Integrative Questions:

1. What is a hierarchy?
2. Is it really related to hyperlink?
3. In what way are they relevant?

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

An intranet is a private network that uses Internet protocols to securely share any part of an organization's information or operational systems with its employees. Sometimes the term refers only to the organization's internal website, but often it is a more extensive part of the organization's information technology infrastructure and private websites are an important component and focal point of internal communication and collaboration. Intranet is built from the same concepts and technologies used for the Internet, such as client-server computing and the Internet Protocol Suite. Any of the well known Internet protocols may be found in an intranet, such as HTTP, SMTP, and FTP. Internet technologies are often deployed to provide modern interfaces to legacy information systems hosting corporate data.

In this quotation, the internetworked markets are the organizations which are widely connected. The intranetworked people are the people who work inside the company. They speak in a powerful way because as stated above, they are widely spread. They are known all over the world that is for me, they are all powerful. Their power can be positive or negative depending on where they will be using it. I hope not for politics or some kind of "big-time" stuffs. If they will be using it on a negative point, then I think there will be a "big" chaos in this world. How do you see that? In the Philippines, many are corrupt, that is why we suffer. How can you imagine if even in the United States or Europe people or officials will also be corrupt the same as ours? I think we will die early due to hunger.

Integrative Questions:

1. What is an intranet?
2. How is it different from internet?
3. Can they work at the same time?

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

The people, combined with their markets, plus their communication will form a social organization. What is a social organization? Social organization or a social institution refers to a group of social positions, connected by social relations, performing a social role. It can also be defined in a narrower sense as any institution in a society that works to socialize the groups or people in it. Common examples include education, governments, families, economic systems, religions, and any people or groups that you have social interaction with. It is a major sphere of social life organized to meet some human needs. Social organizations can take many forms, depending on the social context. For example, for family context the corresponding social organization is the extended family. In the business context a social organization may be an enterprise, company, corporation and many more. In the educational context, it may be a school, university, etc. In the political context it may be a government, political party, etc. Commonly, experts officially recognize these five major social institutions that have been evident in some way in every civilization in history government, religion, education, economy, and family.

Our country can develop through the use of these “social organization.” How can we develop? If the markets plus the people itself are be able to work well, establish good relationship, then they can create programs, modules on how our state can get up from crises. We badly need them because we are now in a poverty scenario. Even rich countries now feel hunger, not only here, but to many. That is why they need to unite, replenish the things that makes our country suffer so that there will be peacefulness in every persons life.

Integrative Questions:

1. What is social organization?
2. Is it important?
3. How can a person be a part of it?

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

This quotation is likely related to the other quotations. They are all interconnected to forming social organizations. As stated, due to the combination of skilled people, plus their organizations or companies, they are all forming smarter, more informed and more organized business. These attributes will enable to change aspects of each and every class of people. Whether you are on the lower class, on the middle class or even on the upper class. This will change you a lot. This will change because we rely on them. Everything that we buy or purchase, the things we have or the things we use, it is they who manipulates them. I will give an example for this. My example is the LRT and the MRT. These organizations are one of the things that we rely on. Why do we rely on them? It is because they are the ones who maintain their operations. The LRT and MRT organizations. Even if we are riding the trains every day, we should not disregard those people working them. It is because without them, then we will not have any MRT or LRT. We should also be thankful to those people because figuratively they have changed our lives. They have changed our lives because without the LRT and the MRT, then there will be an enormous traffic on EDSA or even in the streets of Manila. With the help of these people, it gave us comfort on riding trains because it is fast, cheap and air conditioned.

Integrative Questions:

1. Why do organizations decline?
2. Can we benefit from them?
3. How do you form an organization?

11. People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.

In this quotation, the people who are in the organization gain more information rather than their customers or clients. One of the reason can be the use of internet, markets became more closer and closer with each other in the sense that markets now get to talk, interact, share thoughts, losses, gains, experiences with each other more than what they did in the past. Due to the dawn of the Internet, people or markets find more information regarding this other market, in turn that other market would also get to know information, tips, and many more regarding that other market that would help them improve their businesses.

From these information, they are much more comfortable relying on each other because they get to experience the same stuff, burden this kinds of problems that most vendors would never understand. They always experience the same problems, hardships, triumphs that no client or customer or any outsider might experience. An example of this is that when you are a project manager. You and you're teammates develops a project in a long span of time. That is where this quotation can be applied. The project manger and its members are more likely to gain more information rather than their client. It is because they know each other, they know what are their goals, what to do, how to do, how much to spend and many more. They all are to experience problems every day, they all are able to experience success whenever their project will be successful.

Integrative Questions:

1. What are examples of commoditized products?
2. What is rhetoric?
3. Do they have sufficient information?

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

A networked or interconnected market would mean that they are closely related together where information about a particular company is open to the eyes of those people observing their every move. They need to be aware of the things happening around them, to their surroundings so that their competitors would not leave them behind or even be outwitted by them, so in a world where competition exists, be sure to expect those rumors, even news that are true, and etc would surface somewhere in between. It could make or break your company. People do not care about you. They care about their welfare, their business. People is an important asset for the market. It is important because how can they reveal news whether it is good or bad if there are no people? How can they do that? When there are no people, there will be nothing. It is because people are the ones who do everything. A robot cannot do all the things that a person can do. The concept of personhood who is a person within a society is the fundamental component of any selective concept of people. It is important that there should be no secrets in the market world. Simply because it is from us where the people in the organizations get their money. Without us, the ordinary people, they will not earn money. Without us ordering, purchasing from them, how can they earn or transact? How can they earn profit? They need us badly, for them to survive and vice versa.

Integrative Questions:

1. What are examples of interconnected markets?
2. What do we mean by "secret" in this quote?
3. Why do they need to spread news that are good or bad?

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

In this quotation, metaphysical is defined as a branch of philosophy dealing with aspects of the ultimate nature of reality. The workers are a part of a company, whatever happens to them whenever good or bad, whatever affects it, also affects the people or employees working for that company. For example, the company is losing some of its major customers due to poor customer relationship management, or maybe because they are producing products that are becoming less reliable, defective, or because they are not producing products that fits their markets best their products are out of trend already so in turn, those customers maybe a lot of them were shifting to another company and buys or patronize its products instead of theirs, so obviously the company would gain losses from that and that could badly impacted the whole company.

People inside or within it are affected by that, since the company is not improving or even earning income compared before, the company might reduce the number of workers they have or maybe suppliers because they want to save up or doesn't want to continue doing this product because it is not generating income anymore and that certain supplier was the one supplying them the major materials they needed to make that product. That is why education is important really this generation. Today, when you were not able to finish college, you just tend to be a bystander. You cannot apply to a good company and find a good career that suits you. We need to study hard and smart!

Integrative Questions:

1. What is the company and its employees connected?
2. What is metaphysical?

3. What does a bystander do?
14. Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.

An organization or a company does not usually talk as normal people because they talk to the markets through the internet. They usually talk to the markets because they want to promote about their products by waiting, explaining and asking for comments and suggestions. In this scenario, companies do not really give importance to the internet because they if they give importance why do they still sound vague, flat and human? They just go into trends that they will not be left out but they think that they are still trying to absorb the internet because at some point they don't see how they will suffer if the internet will be gone. They can't see the importance of the net because the companies do not usually use the internet but the employees use it.

Workers or authority person within the organization are expected to sound, dress, and act in accordance to what the company has told them. It is a must for them in their profession or career. People within it are controlled by rules, rules that they must obey and is abide by all. Corporations or companies by nature try to conceal the real identity of those people. They cannot be themselves. Their voices are taken from them and that is what basically inhuman means. To be human, you have to be true to yourself. Being controlled that eventually keeps you from doing or saying things the way you wanted it will never happen. Corporations try to act and sound so serious to the point that they are not able to represent, communicate, and have this personal relationship with their customers.

Integrative Questions:

1. Why are organizations strict?
2. What is inhuman in this quote?
3. Is it significant?

15. In just a few more years, the current homogenized "voice" of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.

In this quotation, the homogenized voice of business means it is a diverted voice of business. This quotation tells that the future's voice of business will change into a different language and the contrived and artificial current language of today will soon be forgotten. It is how evolution of conversation affects the market and the business. As markets get smarter and more informed by the new ways and means of today's technologies and innovation, they now have the capacity to ignore the current language of business just because they don't want their way of speaking or conversing to their consumers. It is just the change that cannot be transformed by businesses and organization. For me, these things occurred due to the rapid change of trends in information technology.

During the 18th century, I will ask you, are those machines they use are automated? Are they fully featured? Are they dynamic or even flexible? I do not think so. That is why, for me, languages and conversations transform. That time is very different from this generation. In this generation, almost everything is found in the net. Almost all kinds of transactions can be modified or upgraded. Some or almost all of them can run through the web. That is how dynamic this generation is compared to the old ones. Language today is also dynamic. As information spreads by, it is easily absorbed by each and every person around the world. Now, that is what you call technology. It is very rampant.

Integrative Questions:

1. What are examples of homogenized voices?
2. What is the meaning of contrived?
3. How is 18th century related?

References:

- <http://tl.wikipedia.org/wiki/Internet>
- http://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs
- <http://en.wikipedia.org/wiki/Intranet>
- http://en.wikipedia.org/wiki/Social_organisation

Week 2
Theses 16-30

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

These companies that are communicating with the markets artificially because they are not person who can converse to us, writes to us, communicate with us. They are just an establishment that composes of human beings, machines and a lot more. As what I have observed most companies don't stop communicating to their markets especially now because we are already in the third generation or the computer generation. They can communicate to us through email, website, and a lot more with their latest product updates, services offered, new products and a lot more. In our generation, we have a faster communication even if they are abroad. Competition is heard everywhere because all of us are competing with each other. Some competes in the studies, some for the love of their loved ones; some are competing for the markets. Especially the companies they compete to get the marketers so in that sense they can earn more. They have many creative ideas on how to get the customer like they make some TV ads, radio ads, billboards, fliers and many more. Some of these convince the customers more.

Companies are very thankful because most people are now using internet and involved in the social networking sites. This means that they can easily advertise and communicate with the market. But sometimes the companies are not consulting to their markets if they are happy with the product and suggestions to improve their product and etc. Companies are not a good listener because they just hear the things that the customer wants but they don't do it or improve it.

Integrative questions:

1. What is dog-and-pony show?
2. What language does the company speaks?
3. What is the language of the pitch?

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

I think that some companies should not rely on the online markets because online markets and TV ads markets are consist of different people. The online markets more or less are of younger age like teenager, adult, and children while the TV ads markets are mostly in their late adulthood. Companies must realize how the internet is important to them because it serve as their tool to earn profit, communicate with their markets, and get some resources, information and stuffs. They sometimes think that internet is not important to them because they thought that it is just a tool for others to surf, chat, socialize they don't think that they could buy or sell some products and they can have a lot of advantage in using the internet. The most important thing that the internet has is communication we can have communication even if a person is out of the country. In communication you can exchange ideas, thoughts that can give you more knowledge. It is also where you can express your feelings, and give your ideas, thoughts. The companies don't give value to the internet because they thought that they know all about their products, what they need to do in order to improve their product and etc. in short they don't want to listen the opinion of the markets. For me, I think that they should prioritize the two markets so that they will gain more customers. This thesis tells us that online markets and TV ads market are different from each other because they somehow save money to advertise their product or services.

Integrative questions:

1. What is online market?
2. What is the difference between online markets and TV ad markets?
3. Why these companies assume that online markets and TV ad markets are the same?

18. Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.

The 18th theses state that “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.” My interpretation for these theses is that companies should not stick to just talking to their co- employees or co- workers. Just what other company employee does, they just care about the people in their environment. That's what they prioritize. With that kind of system they will never hear what their market needs. They will never feel the urge to do something better. It's because they don't care to the people that they are catering in the first place. Companies should know how to engage their selves in conversations towards their markets. It is right to hear from the co-employees or co-workers you can also get an idea on how to improve the company's products and services but it is best if they will also hear the idea of the markets because they are the one who buys the product. The markets know what to improve, what to modify and what product they want the company to have. One of the best opportunities is hearing or listening to the people inside the company like the employees and outside the company like the markets, consumers and customers. Hearing the two sides will really help the company in gaining profit and improving the company's trust to the market. If the company will not listen to the market they are losing the trust that market gives to them.

1. How their connected?
2. Is it relevant?
3. What is networked person to person?

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

The 19th thesis state that “Companies can now communicate with their markets directly. If they blow it, it could be their last chance.” What I have understood in this statement is that now day companies are happy that people are using the internet because they can easily communicate with their market because internet communication can be a minute or less. Company and market can communicate even if they are not in the establishments because they can communicate even if they are at home. They can still have business conversation comfortably. Especially if a person or your business contact is out of town or out of the country you can easily converse through webcam and chat. The business meeting will not delay with the use of internet. You can have business meeting anytime and anywhere. For me communication is very important because without communication I will be out of my mind because I have no one to share my experiences, feelings and many more. So companies must not take the communication process for granted because it can really help a company in improving their products and business. If they fail to do this it might be their last chance in proving to the market that they can improve something about their products and services. So if they did not do it this news can spread in the internet and it might destroy your company. If they will take it for granted it might be the last conversation with their markets because the markets will not communicate with the company’s anymore because they lose their trust because they don’t see the importance of the markets. Companies should ask for the opinions and suggestions of the markets about a certain product.

1. How do companies communicate with their markets?
2. What does “If they blow it, it could be their last chance” means?
3. Who are these markets?

20. Companies need to realize their markets are often laughing. At them.

This statement is really true because markets laugh at companies if they show disrespect, they are not famous and they have products that are not helpful to the customer and if the company fools the markets. If the market laughs at some companies because they know if that company would last, be more famous or get bankrupt. Market knows what the company has, what are their progress and etc. because some blogged about the companies right and wrong things that has been experienced by the company. Markets know this information through the internet because they are the networked markets. Sometimes the companies also make mistakes but sometimes the markets laugh at their mistakes. Online markets would surely know if the company has improvement or problems with regards to the business, products and services. So the markets laugh at companies because sometimes they don't use the resources that the internet has. Some of the marketers laugh at these companies because they are being ignored by these companies before. They ignored the markets but these markets are very important to these companies. So now they are facing this consequence that they have done. There are two things if why these markets laugh at these companies it is either they want to pull down the company or it is just that the company is useless or has/ have useless products. With these companies should really communicate with the markets so they would know if what are the needs of improvement to a certain product and they would know what the markets really want.

1. Why are the markets laughing?
2. Is this relevant?
3. Why do the markets often laugh at these companies?

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

We know that companies operate because they need to earn profit. They wanted to gain competitive advantage, they wanted us to see them and many more. Yes we know that. The problem is, companies and employees around that organization are very serious. I think they do not know what smile is. What they do is just work, work and work all day long. Well, I think it is not a right habit or attitude. As a person or human, you need to take a rest, or even take a break or nap. It cannot be work forever. All of us people need to rest even just for a while. For me, not just even rest, they should learn how to be cool. Cool being able to smile, have fun, enjoy and many more. They have to cope with people and be able to get our interest which is a very dangerous place to do so because of our environment. We talk as though freedom of everyone runs in the balance so we take the best of it. We talk and talk about anything and say whatever we want without any concern about the other's point of view or feelings, for me that is like nirvana but for business industry. It is torture to them. What I can say is that we should both give way. Give way in the sense that it is like a two-way relationship. We, as an ordinary people, will be doing our part, they, as an organization, should also do their part.

Integrative questions:

1. What is humor?
2. Why is there a need to balance?
3. Is it possible?

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.

This quotation is related to the earlier statement. This is related because it deals with humor. In this quote, the sense of humor being talked about for a company is like a genuine output of a company. It is not humor as a joke or fun but rather it deals with production. Companies should put a sense of humor so that they will gain credibility from us consumers. If they will be giving us genuine point of view, humility, straight talk, then we might as well transact with them. Credibility is important, because it is an attribute or it is like a make or break for a customer relationship with its client. Personally, I tell you, it is important. Next is communicating. It allows us to be aware, share and get information, create relationships and many more. That is what corporations should do.

They should throw away their guidelines and start building a more customer or client relationship environment. Doing that will make them like us, it will seem as though they are one of us and soon they will be. It is a process really that might take weeks or months but I swear, it will be worth the while because once the markets is satisfied by the products and the relationship they establish with the company, they will come back for better, they will promote and endorse those products themselves. This will lead to what as I said in the quote earlier, it is to gain competitive advantage.

Integrative questions:

1. What is genuine?
2. How is humor figuratively described?
3. What is credibility?

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

Prior to this statement, this means that if companies want to introduce themselves to the public, then they should pursue best so that they can get the attention of the masses. As stated, they need to "position". Position as defined in the dictionary is the manner in which a person or thing is placed or arranged. They need this thing because these companies have stiff competitors. Each and every company at any category has different styles in promoting or advertising their products or services. Once that a company breaks a certain strategy or guide, then for me, it may cause downfall for them, not only through its operation, but it might also affect the people around who works for that organization. Without intense interaction with their markets, they will lose it because it is tough creating something for someone without truly knowing what he/she really wants. Same goes to any corporation that focus on manufacturing, they have to get to know the market first if they really want to position themselves as the markets' eye for purchasing. They create a relationship first to really have the ideas they need. After creating that idea, then for me, it is a start of a cycle or a phase. After creating idea, then they start to plan. They have to have a certain goal or objective. After planning is the designing part, which should be meet customer requirements. After designing, it is the testing part or the implementation. After those cycles, then it is time for feedbacks or the post-mortem. These are important because this will determine the reliability and quality of your product.

Integrative questions:

1. What is position?
2. Why is there a need to design a product?
3. Does it help?

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

For me, if companies say these things or if this is their perspective or point of view, then they are bluffs. Why bluffs? It is because you are making your company number one despite the fact that you are not. You just say that you are number one because you want to catch and gain attention for people through the media, or through the internet. Well for me, that is a sick thing. As stated in the quote earlier, before you want to achieve something, you need to position yourself first. That is so annoying because they boost your excitement and make you want to watch out for them then you get disappointed. You always get upset because they lie to you and that is never what a market wants a company to do because once that was done. The companies will be left regretting their boasted glory without having it yet or done.

To boast is not what is needed and definitely not what we asked for companies to do, they should try to be as possible because that will make them one of us. Markets will learn to admire them and be able to share facts with them, converse with them, enabling more possibilities among company customer relationships. This relationship will become the foundation for something enormous. It will open doors to the trust of the markets and allow the companies who made them feel most comfortable and honest among all of them will be able to enter conversations. Credibility will also be a big part for the representation of a company.

Integrative questions:

1. What does boasting do?
2. Why is there a need for some to do that?
3. Does it contribute to them?

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

In this quotation, companies need to go down means that they should step down and be equal with us ordinary people. Going down from their “Ivory Towers” means going down the companies level of position in the normal environment to get into society itself. To go into society itself is literally nor is it as easy as counting from 1-10 or reciting the alphabet or reciting the Philippine National Anthem, it is actually challenging because companies already got used to the idea that they are superior, with all the power and influence, providing all the needs and all the wants of the society but what they do not know is that the community they are serving jokes at them because of their consistent mistakes and costly approach to get to the environment. Talking to the people or their markets is simple but challenging for companies because it involves eating their prides and actually relating with the human beings, people they ought to only serve, not converse with. Organizations have to create a relationship with us, the ordinary people, in order for them to earn a profit and trust which is true but that relationship will not be gained easily. It has to start with them, the organization. They should start communicating with us with a human voice so we won't neglect them easily. For me, the companies need us badly. They need us because if we are not available, then how can they operate? How can they survive? Can they stand on their own without us, people? I do not think so. What I can say is that everyone is important, everyone has a part.

Integrative questions:

1. Why do they need to step down?
2. Why balance?
3. Can everyone do their task?

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

What comes into my mind when I hear the word PR or public relations? Well for me, public relation is the ability to talk to the different classes of people. This is a very important attribute for a marketing person because he/she holds the image of the company he/she works for. He will be the one who will make or break it with its client. When each day comes, I always see advertisements who relates to a product or even the producer. For me, they do those things and make us want to purchase their product. Even though they pay very high for hiring smart and high influence officers, they fail in terms of managing with us, the ordinary people.

For me, based from my point of view, there is a very meaningful reason why they call it public relations. It might be the study of relating to the public. They should never be afraid of what they might find out and definitely should not be afraid of what the markets might think because they are just doing it for their markets, given those reason, markets will allow anything that involves lightening up their load every day allowing companies to discover new ways of satisfying their public. As I said earlier, one way to satisfy the public is for companies to go through a cycle or phase when developing a product. They need that because in that phase or cycle, are the lists of the requirements of the customers or the public. Every part of a cycle contributes a lot to the development of the product because it gives quality and performance.

Integrative questions:

1. What is quality?
2. Why is there a need to list client or customer requirements?
3. What is PR?

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

With the use of communication, it allows companies to interact, find, interpret, and to improve their existing ways of addressing customer needs and wants to meet up with their mission. For me, I think some companies do not understand that yet. They are so distant that people who want to connect with them cannot hear their voices. Why is that? For me it is due to the language. It must be observed and must be monitored by the companies. Sometimes, by keeping themselves behind or out of place makes them ignorant on what are the real conversations all about. Companies must learn to interact and say things that are real and common to people and markets. The problem is that most companies are still establishing the old way. They keep themselves unavailable resulting to misunderstanding with people. This practice or habit of the company avoids interaction on the conversations found in the society. They are wasting the opportunity of getting to know what are the real situations. They are just keeping themselves behind. They do not want changes. They do not want to be affected by someone else. They should work as one and be both united. They must be responsible on what they admire. They should be sincere on what they are saying. They must remember that their voices speak themselves, it represents who they are and what they are. If these parties will be able to change, then I think problems in the industry will definitely lessen. It will be a big boost for them society and to the organization.

Integrative questions:

1. What do you mean by markets at bay?
2. What is distant?
3. Is it possible for both parties to unite?

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

In Wikipedia, marketing is defined as an integrated communications-based process through which individuals and communities are informed or persuaded that existing and newly identified needs and wants may be satisfied by the products and services of others. Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management, the other being Operations. With the help of marketing, this allows them to forecast the big picture of finding ways to advertise or promote their products and services. Through legitimate activities, it allows them to develop ways to differentiate their products and services from their competitors. This may help them focus more on their customers, which would eventually give them that edge in gaining competitive advantage. Companies cannot reveal what is inside their organization. They are afraid to give too much information that may lead to their downfall because it might be a spot for their competitors. Knowing what is inside the company allows customer to develop trust. It helps them to understand more about the company and the product they are selling. When trust is to be developed, there is no way that companies will fall. A society with trust for one another is such a nice world to live in. No worries or anything that could stop companies to do their job. I hope that in the future, there will finally be a unity or at least balance between a company and its customer or client.

Integrative questions:

1. What is marketing?
2. Why do people do that?
3. Will it be positive or possible if people and organizations will unite?

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

Suspicious Minds is a song about being trapped in a mistrusting and dysfunctional relationship. Originally, and most notably, a hit for Elvis Presley in 1969, Suspicious Minds was widely regarded as the single that jump-started Presley's career after his successful '68 Comeback Special. It was his eighteenth and last number-one single in the United States. Rolling Stone later ranked it number 91 on their list of the 500 Greatest Songs of All Time. In the real world, working together is a very important task or job. For me, it is one of the basic rules when you are working with a team. Society had gone a long way due to wide spread of information with leads them and gives them appropriate knowledge. This will benefit or contribute a lot to all people, whether they are rich, middle or poor. It is because the dawn of the internet is all over and has begun. When it comes to the industry, companies and markets have a different perspective. The way both parties think are very different. For me, if it will still continue, company cannot lead the market nor cannot be ahead. It is because markets rapidly change. Can companies do that? Can they change very often? I do not think so. Those organizations rely on the market. In order for the companies to win their markets, they must understand that they must know how to handle their markets and be open about the company's situation. The companies must be vocal positioned themselves where in they will be able to have a good relationship with their consumers.

Integrative questions:

1. What is meant by being suspicious?
2. Why do both parties fight or argue?
3. What will happen if someone loses?

30. Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.

In the internet, the concept of loyalty is an important part of ethics. Plato originally said that only a man who is just can be loyal, and that loyalty is a condition of genuine philosophy. The philosopher Josiah Royce said it was the supreme moral good, and that one's devotion to an object mattered more than the merits of the object itself. Loyalty is a quality you look for in a friend .Loyalty for the company is very important because once you get used to the company, you will learn to love the company and you will be able to establish working relationship with that particular organization. It is also important because it is hard for the company to let go of clients because of the established relationship. In the industry, there are also little misconceptions that are happening. An example of this is the employee who does not do his or her job well. If an employee will separate from the company, then for me, both sides are to have their own downfalls. It is because of the connected relationships between them develops. This creates a bond between the employees. Because of the networked interaction, all of there will be greater communication that will gain between them. What I can say is that both parties are important. It is because both parties are dependent. One might work, but the other one might not work because the other is not functioning. That is the employee and his or hers organization. Definitely they need to rely on each other.

Integrative questions:

1. What is loyalty?
2. Is it different from brand loyalty?
3. Why is employee or company dependent?

References:

<http://www.yourdictionary.com/position>

<http://en.wikipedia.org/wiki/Marketing>

http://en.wikipedia.org/wiki/Suspicious_Minds

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Week 3

Theses 31-45

31. The 31st thesis tells us that *"Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"*" my interpretation for this thesis is that most of the companies are experiencing some problems with their suppliers and employees. But now a day we are already networked with each other which mean that we would not be having a hard time in finding a new employee or a new supplier. Now most of the companies are automated so if there are any changes it is easier to change because you don't need to change the whole process. Companies love to talk to their markets because it is one form of advertising their products. I won't be shocked if the company will change its supplier in just a snap or the customers won't support the product anymore because of the new technologies that are invented now a day. Loyalty and trust to ones product can change in an instance especially when we have found out something wrong in the internet. The information we get in the internet now a day can help the company to be at the top or can destroy the company's future. I can now tell you that we should really connect to people so that they will trust the company and being connected with the markets is also a form of advertising the company and product. The loyalty that the markets show can be temporary if they do not trust the company they will switch to another company easily so company must be connected to markets every now and then.

Integrative questions:

1. What is loyalty?
2. Is this a big attribute for a person?
3. Do companies have 100% loyalty on within their people?

32. I think that this thesis tells us that most of the companies are talking or speaking in an artificial language so that the markets will not know if what are their motives and what are they really trying to say. Sometimes they speak in an artificial language because they are afraid to be rejected by the markets. But if they will keep that way many marketers will really ignore them because we people love that others would treat us as a real human not just an artificial that is just a tool of a company's success or failure. We like that even though they are just a company but they are being true to us. Markets are smart enough because they use their techniques in handling some of the problems they encounter, and to improve their products. They also find a supplier who speak for their own language not literally the language that we use in having a conversation with other people but the language that they earn in like the information they have about the product, and their background. Most of the markets are looking for the best supplier which means that they offer good quality or raw materials at a reasonable price. They need to find a good quality and a reasonable price because they will be producing another product and sell it to the market. Many of us are afraid to be fooled by other people so the markets are also looking for a real supplier which means that they give the real or true information about the company, they don't have any case about fooling other people and the products they offer are of best or good quality.

Integrative questions:

1. What can they do in order to universally bond together?
2. Will it help or not?
3. What will happen if other suppliers, companies are not available?

33. The 33rd thesis tells us that “*Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.*” which means that most companies are trying to speak in a human voice not in an artificial voice because they know that if they will speak in a human voice the markets will love them because markets want that the companies are trying to see if they are happy with the product, listening to their suggestions, and studying and applying the comments of the markets. The markets will love to hear the achievements of the companies, updates about the company, updates about a product and etc. But they are just talking to the markets because they thought that they need to have a conversation with the markets but they are doing it in a wrong way because they are just having a conversation with the markets just to say that they are speaking in a human voice. Speaking in a human voice means that they are giving some importance to the markets by giving them what they need and by listening to their suggestion, complains, and comments about their products or services. They are somehow making efforts but for me they still need to show some efforts by being real to the markets. Companies can just tell the story behind their products or services instead of having a TV ads, radio ads and etc. companies must speak in a human voice before the markets will change their minds and change to another supplier.

Integrative questions:

1. What is a parlor trick?
2. What is its relation to the human voice?
3. Is it related to the society?

34. As what I see in most companies they don't share their concerns with the communities or the markets. Most of the companies are secretive they keep the problems of the company within themselves and when the time that markets confront to them they will say a lot of lies instead of telling the truth. For me, the markets should also know what the real score within the company is or what is happening in the company because they are also concern with what the company is facing. They can help the company in their own little way and they will understand the company if something goes wrong. One of the reasons why companies don't tell to the markets what is really going on to their company is that they are not trusting their markets because they thought that why are we going to tell these markets they are just the markets and they can't help if the company tells their problems. Companies must treat us as if we are also involved in the company so that they will gain the trust they want from the consumers, customers and markets. Companies should start building their relation to the markets because we are now in the 21st century and it will be for their own good. The first thing that the company should have is the trust to their customers because if they will not trust the customers or markets how would the markets trust them if they can see that the company is not trusting them. How will they trust the company's products and services? Trusting the customer can build a good working relationship with the company.

Integrative questions:

1. What is the relation of human voice to communities?
2. Is human voice natural?
3. What is/are its uses?

35. In this thesis it tells us about the company that should belong to the community because if a company does not belong to a community the market would not know if a company is really sincere with dealing with the markets. The markets would think that they are just after for the profit not the service they would give and I think that they should also donate some of their earnings to some victims of the calamities and give some food or shelter to the poor or needy people. They should be giving some concerns to the markets, needy and etc. because if the markets see that they are concern to the people they would trust the company more and they would also recommend it to their friends. Showing the real concern does not involve with any amount of money but the care that the company will give to their community. If the community will not accept the company it means that they still lack some effort in having the trust of the community. Some companies only show that they are very concern to the community because they just want to have that popularity. Some of the companies have a charity work or community work just to have that front so that they earn the trust of the community. Companies must have the sincerity in giving the charity or community work they should not complain if the community does not appreciate their work especially if they have not seen any sincerity with it. We also need to think this showing concern to the community is not just about money but the thought within it because money can easily be earned but the thought is difficult to give.

Integrative questions:

1. What is a community?
2. Why do companies need a partner?
3. Will it benefit?

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

In this statement, the organizations must be able to know the pros and cons about the nature of their business. They should be expert with regards to it because as stated, corporate cultures end. Those companies must be able to know or determine what to take or what their companies must do next in order for their operation to survive while trying to fill with the time, technology and most especially with how their clients absorb information and its sources as well. This statement pertains to those things that companies do or practice which do not entail much interaction between them and their customers giving their relationship with their markets an enormous distance. For me, this kind of corporate culture, that existed long before internets were created are just simply interference from really having this customer relationship and which also entails businesses to change some aspects of business. What I can say is that it is a time for change. This generation is very different from the past. This time is filled with all the technologies. In accordance to organizations, because of the technology today, companies or organizations should be able to adapt. They should adapt so that they may fit to what is/are the needs of the people. If they will not adapt, might as well be left by competitors all over the country. Companies should think, plan with regards to the strategy or long term plan that they will be establishing. From my perspective, it will be a hard competition among companies if they all have the same system to use for their operations with regards to their products and services.

Integrative questions:

1. What is the difference between the past age compared to the present?
2. Why do cultures end?
3. Can they adopt? How?

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

This statement based from my understanding means that if people will be gone, then what is the sense of their business? Why will they operate if there is/are no customers or clients. People are the most important asset for corporations. It is because they serve as the buyers of their products. In this quotation, companies must really know when to establish strategies for operations so that they can do it in the long run. They should know when to do things, at the right place and at the right time, proper timing. It is because there is no permanent thing in this world. In the early times, businesses tend to talk or interact with their customers or clients so they could sell their goods or services even for trading goods but something just happened and that was when businesses started to not prioritize their main associates, their suppliers and their customers, which is a very big mistake that they would do. The kind of fast pace society and might as well culture are invading the whole industry is the kind that entails owners to listen to what the customers have to say and what those customers need. Corporations need to listen to and they need it especially when they have demanded for it. People would not care about your brand anymore. Literally in the long run, they would look for other type or look for other company, which for me, might be a start of your downfall. Corporations need to step down, for them to meet people specifications.

Integrative questions:

1. Can companies survive without buyers?
2. Is it possible?
3. Can they figuratively step down?

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

I am confused on what is the definition of the word discourse. Based from my point of view, I think that everything is interconnected, or might as well related. I am referring to the community. Each type of people shares information for the welfare of the other. That is an example of interconnectivity. Again, based from my opinion, without communication, without conversation, or even contact, then there would not be an existence of a society. Do you think we can survive if we are all alone? If we will are not able to communicate? What will happen if there is no transaction from other people that we do or do not know? With the use communication, we live and we change. Communication really replenishes their lives and the whole community. Based from what I learned in ORALCOM, there is always a sender, and there is a receiver. That is what you call communication. A man cannot stand alone. For me, he/she will not survive without this. This goes the same for companies and the market. As I said in the past quotes, the company and the market are both dependent. They cannot live or operate functionally because one lacks the other. They need to establish bond in order to be successful. They need to give way to each party. They need to interact, converse and transact in order to communicate and at the same time do their tasks perfectly. With that, I can say that society is really interconnected or related.

Integrative questions:

1. What is discourse?
2. Why are we connected?
3. Is there a need to bond with the other party?

39. The community of discourse is the market.

Finally I have found out what is meant by the term discourse. Discourse means either written or spoken communication or debate or a formal discussion or debate. The term is often used in semantics and discourse analysis. In the work of Michel Foucault, and social theorists inspired by him, discourse has a special meaning. It is an entity of sequences of signs in that they are enouncements. An enouncement is not a unity of signs, but an abstract matter that enables signs to assign specific repeatable relations to objects, subjects and other enouncements. Thus, a discourse constitutes sequences of such relations to objects, subjects and other enouncements. A discursive formation is defined as the regularities that produce such discourses. Foucault used the concept of discursive formation in relation to his analysis of large bodies of knowledge, such as political economy and natural history. What I am trying to relate to are the companies who try to reach out to a place is actually trying to reach out to what they really want or even to their customers. In that environment, people within it certainly share some kind of knowledge, determination and many more, that is why they are closely linked together and that some kind of attributes are the one that some corporations or even most of the companies try to capture. They need information to feed their business. With these, are actually the ones that people in that community talk about or share to others, which for me, is really very important.

Integrative questions:

1. What attributes do they still need to develop?
2. Will it help?
3. Is it significant?

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

Information is a term with many meanings depending on context, but is as a rule closely related to such concepts as meaning, knowledge, instruction, communication, representation, and mental stimulus. Simply stated, information is a message received and understood. In terms of data, it can be defined as a collection of facts from which conclusions may be drawn. There are many other aspects of information since it is the knowledge acquired through study or experience or instruction. But overall, information is the result of processing, manipulating and organizing data in a way that adds to the knowledge of the person receiving it. Information is the state of a system of interest.

Message is the information materialized. An organization which does not like to associate with other companies or corporations for me, will not be successful. Information is an important asset in making a company pursue all successive trials that may come their way. Companies need other companies in order to operate, market, get new ideas, develop and many more. Companies who ignore their clients, customers, or even the society concerns really killed their biggest opportunity. As I have stated in the earlier thesis, organizations, markets and the people around it are all interconnected or related. Without the function of the other, I think it will not be complete. An organization cannot be successful without the clients and customers, nothing will happen to the market if there were no companies and buyers, nothing will happen to people if there were no organizations and markets. Basically so are the scenarios for me.

Integrative questions:

1. Why are everyone interconnected?
2. Is there any group who can be independent?
3. How is it possible?

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.

Security as a state or condition is resistance to harm. From an objective perspective, it is a structure's actual degree of resistance to harm. That condition derives from the structure's relationship to threats in its environment. From a subjective perspective, security is the perception or belief that a valued structure has sufficient objective security. The subjective meaning of security as freedom from anxiety or fear resonates in the origins of the word. Latin "Se-Cura", means literally without care as in carefree. In this quotation, corporations who have too much pride to change the face of their company provide great security that they overprotective about almost everything that they are capable of. They are being defensive about the information that their company is absorbing which they are focusing on keeping their employees from having an interaction, transaction and many more with the customers and the clients. They are not giving out much attention to their competitors but they are focusing much more on their employees and customers. They are too busy to handle their competitors because the information that their employees have about their company is much important than their competitors. They are worried much more about their employees rather than their competitors and consumers. For me, it is not a good habit because they are focusing too much about something that they should not worry about at all. They should pay more attention to their customers rather than protecting information and giving bluffs to the masses. How can a company be credible if they act like that? How can they gain customer relationship? If I were to talk, I would say that they should change. Change for good. Be professional, responsible.

Integrative questions:

1. Why can't they balance the people and their own organization?
2. What is security?
3. Can they change?

42. As with networked markets, people are also talking to each other directly inside the company—and not just about rules and regulations, boardroom directives, bottom lines.

In this quote, what they are trying to say is that in a business, it is not always pure work. Sometimes you need to relax, talk about some other stuff and most importantly, to smile. In this world, it is hard to live if you do not know how to relax or be happy. When you are inside the company, try to talk or think of something new or funny. It is not only rules, regulations, activities but some kind of stuff for you just to relax and have a little break. Believe me or not, this is how the businesses and their operations really functions. For me, most of the people are aware of this situation, but still we are not well informed about the conversations, interactions that are happening within them every day. The networked markets are treated to be the new activities in the present time. For me, it is very different for the usual market that we see. Networked markets can show efficiency in achieving what they want to say to the people. Information can now be done in a much easier way so to speak. Networked markets can now be started as be done because having these technologies enables us all to access to a much resourceful and technical world. What I can say is that it is really a different world today. It is different because everything changes very fast and very sudden. We need to cope up with the world and its market for us not to be left behind.

Integrative questions:

1. What are examples of networked market?
2. What can be things that people can be happy of?
3. Are they willing to cope up with the rapid change of technology?

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

An intranet is a private network that uses Internet protocols to securely share any part of an organization's information or operational systems within that organization. The term is used in contrast to internet - a network between organizations - and instead refers to a network within an organization. Sometimes the term refers only to the organization's internal website, but may be a more extensive part of the organization's information technology infrastructure. Talking about corporations, they really need to keep track of information using the intranet. They need the intranet for them to keep track of important messages, data and so forth. With intranet, you can gain access of private messages within the organizations depending on your network configuration. In this period, the conversations are very private compared to what happened in the probably because it concerns the business and the market we have in the environment. Networking tools are products of setting up the ideal community markets to connect to the people a business firm would want to showcase their products, goods and services. For me, without these tools, businesses might be unable to be successful due to the rapid pace of technology. Internet have just enable each and every one of us to have the opportunity and privilege to put up a simple business as it can be, rather than having a franchise or physical existence of your store to sell and informs your customers about you products, goods and services. These network tools are big help not only to corporations, but it is also a big contribution for us Filipinos.

Integrative questions:

1. What is an intranet function?
2. Do they have similarities with internet?
3. Can they be both used for the same purpose?

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

What I have understood in this situation is that intranets are made for HR people to be informed. In relation to the workers, what I can say is that intranets are not that needed for them. It is because information gathered there are strictly for top management. They have nothing to do with it. That is what I have understood in the statement workers are doing their best to ignore. Another reason is to include that they want to support and protect the organization in any of the possibilities that could lead the corporation to their downfall. Examples of those things are deception and piracy versus the privacy of the documents that they are holding in their databases. For me, I believe that it should not be the problem because that scenario is that of the top management are the one who can exclusively access the most important and significant documents because in both ways, in this situation, we can say that they are not the ones who are holding the data to their different systems, workers and employees are also a part. There should not have the level often times to the data and information they are sharing. The top management will not fix a problem if such interference happens. They really need to focus onto those things that might occur or happen. It is not a joke when a private data is to be given to the unauthorized person. It may or will be the start of the pitfall of the organization.

Integrative questions:

1. What is a top-down information?
2. Is it useful to management?
3. Why do they need privacy with some information?

45. In this statement, conversations within organizations must be done privately. It must be done secretly due to sensitive data that are gathering within the organization. Any of those data must not spread out. Company strengths and weaknesses are in there. The soul of the company relies on that private data I am talking to. That is why information must be on the intranet in order for people within can transact properly and correctly. For some users, they try to compare an intranet from the internet, so for me, what would be his or her choice of connection for his/her company? For me, if I were to choose, internet would be the best choice over the intranet. It is because in the internet your access of data and information are not within the organization only, hence it is viewable by the public, that is why allocation of information are much broader and in a large range. Companies should invest in the system that they are using in general. The problem is that privacy of data is our topic here. That is why companies cannot really use the internet as a network for transaction. As I have said, sensitive data must be in private, to protect company rights. If they were to use the internet, then competitors, for me, will take advantage of that. They will have all the access with regards to the information, detail by detail, of the company, which for me, may lead to your pitfall. Companies must think and do the right thing.

Integrative questions:

1. Which really is more efficient to use?
2. Which has the most disadvantages?
3. Are they both reliable network tools?

Refernce:

- <http://en.wikipedia.org/wiki/Intranet>
- <http://en.wikipedia.org/wiki/Information>
- <http://en.wikipedia.org/wiki/Discourse>
- http://en.wikipedia.org/wiki/Security#Computer_security

Week 4

Theses 46-60

46. An intranet is built from the same concepts and technologies used for the Internet, such as client-server computing and the Internet Protocol Suite. Any of the well known Internet protocols may be found in an intranet, such as HTTP, SMTP, and FTP. Internet technologies are often deployed to provide modern interfaces to legacy information systems hosting corporate data. An intranet can be understood as a private version of the Internet, or as a private extension of the Internet confined to an organization by a firewall. When such access is provided it is usually through a network gateway with a firewall, shielding the intranet from unauthorized external access. The gateway often also implements user authentication, encryption of messages, and often virtual private network connectivity for off-site employees to access company information, computing resources and internal communications. With its definition, I can say that intranets are not only for transactions between organizations hence it should give not just transaction, but good working relationships between the two of them. For me, it should not be pure working factors, they should know how to take a nap. They should know how to smile and have fun even in a short span of time. It does not look good when transactions are happening on a serious basis. People and organizations should mix it or blend with humor. Not only papers, they should include their smiles within those transactions, for them to have continuous good working relationships. Personally, I want that to continuously happen for market competitions so that everyone will be happy even if they compete.

Integrative questions:

1. What is a union?
2. Is it different from an organization?
3. How powerful is the intranet?

47. In this quotation, what I think of it is that there are workers in the company that are faithful to what they do. I also think that there are some who are the opposite. What I mean opposite is that some are only working for money, but the problem is, some information which happens within the intranet is being diverse or being thrown out by that worker. I am not sure, but that is what I think of this quotation. What I think of it, as a whole is that it can be the start of the downfall of the company if they will not be able to address the issue as soon as possible. Information of the company is being talked here. But what is ironic to this is that, companies do really see their intranets as a major tool wherein they could generate and share critical knowledge across their systems. Organizations greatly depend to this as well and because of that the urge to improve it is always visible but they must know when to improve it because there would be time for everything. They must know that improving it would not be the only option and they should consider whether it would be really advisable to improve it or should they just wait depending on how the competition is running. They should also need to resist the urge to control these networked conversations. What I think of the conversations is that it will be important for everyone. It could help companies or organizations build ideas on how to improve or develop strategies.

Integrative questions:

1. Why do they not trust each other?
2. How deep is it going result?
3. Can it be improved?

48. In this quotation, what I have understood is that among companies or organizations, there are restrictions. There are rules to be followed. My question is, what about the employees, the normal ones, how can they express themselves if there are rules or guidelines to be followed? For employees, what I can comment about their flows or function inside the company is that they are being dictated, they are being discriminated, they are being controlled and many more, in a way that they cannot do their individual work with the true basis of what they really stand for. If companies would allow their employees to converse with real human voices, they could reach out what is really needed to focus or to prioritize. They should let their employees have freedom to express and do things not only in the intranet, but for the entire organization. With this, companies are establishing and developing real and meaningful conversations to them. If companies will let their workers talk or express, then companies might experience improvements in their working flow. What is best is that they have instituted a healthy relationship to their employees because they already have the same common understanding or belief. What Intranet wants to develop is to create a healthy community for everyone to socialize with it. As I have said in the previous quote, it is better to work with fun, excitement and with a smile on your face, even if it is work that is being talked about. Being fun or happy can make a person relax even for a small period of time.

Integrative questions:

1. What is a networked marketplace?
2. What are the other restrictions?
3. What will happen if they reunite/bond?

49. An organizational chart is a diagram that shows the structure of an organization and the relationships and relative ranks of its parts and positions/jobs. The term is also used for similar diagrams, for example ones showing the different elements of a field of knowledge or a group of languages. The French Encyclopédie had one of the first organizational charts of knowledge in general. For me, a lot of companies tend to break the rules within the company, what I can comment is, I think that is an example of exercising of power. Based from what I hear, people from the executive part mostly do that in companies. A lot of companies utilize this kind of structure because of one thing, power and authority. For me, companies do organization charts because they want this kind of control over their employees, which makes hierarchal in formal in its finest. With this type of leadership, definitely it will make a statement for the rest of the workers. It might be some kind of discrimination factor for them. Organization charts is useful if and only if the management would direct their people properly. They must foresee in finding the right people for their company because having ineffective people inside their company would create a negative impact for them. That is why employers are responsible of what they are hiring for. They are accountable for everything that their employees will make. It is not all about that, they should take into consideration that people are human. They make mistakes. They do not have to be controlled or discriminated. Each and every one of us has perspectives in life

Integrative questions:

1. What is an org chart?
2. How is it different from the past time?
3. Is that past time org chart reusable?

50. To start up, let me define again hyperlink. Hyperlink is a reference in a document to an external or internal piece of information. The most common usage is in the Internet to browse through web pages some text in the current document is highlighted so that when clicked, the browser automatically displays another page or changes the current page to show the referenced content. The highlighted element is known as a hyperlink and makes a logical connection between two places in the same or different documents. Hyperlinks are the basic building block of hypertexts. In directed links the area from which the hyperlink can be activated is called its anchor, its target is what the link points to, which may be another location within the same page or document, another page or document, or a specific location within another page or document. Connecting to the statement, org charts is hyperlinked because each and every member inside the organization is connected. To be able to achieve success, each part must be done, whether it is the top management or just the ordinary employees. Hyperlinks meant by the connection of every individual inside the organization. If one fails to do the task, then the company will also be affected, resulting to defeat in competition. For me, this is better. It is better because there is a balance inside the company. Each one relies on the work of the other to be able to gain achievement. Even though it is the top management, they still need to do their parts, with that, for me there is already a bond, unity and balance within their organization.

Integrative questions:

1. What is meant by org chart to be hyperlinked?
2. What is a hyperlink?
3. Why not hierarchal?

51. Paranoia is a thought process characterized by excessive anxiety or fear, often to the point of irrationality and delusion. Paranoid thinking typically includes persecutory beliefs concerning a perceived threat towards oneself. In the original Greek, simply means madness. Historically, this characterization was used to describe any delusional state. Sometimes in common usage, the term paranoia is misused to describe a phobia. For example, a person may not want to fly out of fear the plane may crash. This does *not* in itself indicate paranoia, but rather a phobia. The lack of blame in this case usually points to the latter. An example of paranoia, however, would be fear that while watching an American Football game, the team huddle was talking about the person affected. An important feature of paranoid thinking is its centrality: that the paranoid person perceives themselves as central figures in an experienced scenario which may be either dangerous or self-exalting and interprets events which have no reference to them in reality as directed at or about them. Connecting to the statement, with the use of command and control management styles, companies are to experience paranoia. Why experience? It is because when you are on a command or control state, it means that there is only one ruler. As for the companies, there is only one leader as a whole, for me, resulting to chaos or paranoia. It is very hard because that particular person exercises power and authority very much. He/she can hold any personnel at any given time that he/she wants.

Integrative questions:

1. What is paranoia?
2. What is command and control?
3. Are they different? In what sense?

52. The questions that come into my mind when I saw this quotation are why does it kill conversations? Is this happening to some or to many? Basically those are the thoughts in my mind about that quote. As said earlier, command and control styles are related to bureaucracy. Bureaucracy is the collective organizational structure, procedures, protocols, and set of regulations in place to manage activity, usually in large organizations and government. As opposed to adhocracy, it is represented by standardized procedure (rule-following) that guides the execution of most or all processes within the body; formal division of powers; hierarchy; and relationships, intended to anticipate needs and improve efficiency. A bureaucracy traditionally does not create policy but, rather, enacts it. Law, policy, and regulation normally originate from a leadership, which creates the bureaucracy to put them into practice. In reality, the interpretation and execution of policy, etc. can lead to informal influence. In accordance to the statement, paranoia kills conversation because of its bureaucracy, which means that there is a standard procedure for everything that you do. As I have said, in a company, everyone should contribute, so that they will be or they can be on the top of the competition. Due to this thing called paranoia, or these command or control styles, how can it be possible? How can balance be prevailed? How can everyone be equal? These are the problems. In relation, also, if workers and executive people will not communicate accordingly, then it will be the start of their downfall. As stated, lack of conversation kills companies.

Integrative questions:

1. What will happen if paranoia occurred?
2. Can it be solved?
3. What will happen if not all members will contribute?

53. In this quotation, what I have understood is that in a company, communications do not only happen inside rather it also happens outside. It is not only for the markets, but also for the masses or for the ordinary people. The ones inside the company are usually the conversations between an employee and its co-worker, management and employees, executive management and suppliers, and the company and its alliances where they would most probably discuss their strategy on how to best serve their markets. Of course, there is a cycle for this. What I mean cycle is that there is a planning stage. You plan for your competitors. Plan the steps, procedures and people before deployment. After planning, then it is the designing time. If no design, then proceed to testing part. You need to test for product to be monitored or controlled. After the testing part, then it is time for the deployment part or the implementation part. In this part, this is the dry run of the product. After all of the process, there is what we call maintenance part. Maintenance is needed for product to be continuous. With these cycles, conversations are already happening. That is what conversation inside the company relates or talks about. Without those cycles, a company, for me, will not achieve success. Every part or cycle is critical because it makes or breaks the completion of the product. If it lacks one process, then say goodbye to competitive advantage. Goodbye top, hello down. Cycle is very critical.

Integrative questions:

1. What is/are the disadvantages of a cycle?
2. Is cycle necessary?
3. Does talking on a market have to have cycle?

54. Command and control refers more generally to the maintenance of authority with somewhat more distributed decision making. In these civilian contexts, the term command is unfashionable but the meaning is the same. Some management science theorists even hold that the idea is now obsolete. For instance, Dee Hock says that "Purpose and principle, clearly understood and articulated, and commonly shared, are the genetic code of any healthy organization. To the degree that you hold purpose and principles in common among you, you can dispense with command and control. People will know how to behave in accordance with them, and they'll do it in thousands of unimaginable, creative ways. The organization will become a vital, living set of beliefs." However, since purpose and principle notions generally involve linear, predictable systems, which would thus not require command and control. In the military, command and control has been applied by German armed forces since the 19th century as Auftragstaktik. In accordance to the quote, a company who do not coordinate within each other when working will be left behind. Why left behind? It is because of the command and control management style. That style for me is unnecessary. Only one has the power? Has the authority? No way. For me, I will never work for a company if they have that kind of standard. I studied because I gain knowledge, not to be commanded or controlled. A company will never be successful if they are to pursue that kind of rule. They should change for good.

Integrative questions:

1. What is obsolete?
2. Who made those standards?
3. Can it be changed or modified?

55. In this quote, what is meant by as policy is that when command and control are used as policy, then they are very dangerous. It is dangerous because of the power and authority held by that commander and controller. He or she can do whatever he or she wants. In that, you cannot tell whether he or she will be doing the right thing or the opposite. Well, what do you expect to a person in authority when you are here in the Philippines? For me, expect the unexpected. Some might be corrupt, some might be good and what so ever. The point is, we never know. That is why it is dangerous. What is meant by as tools is that command and control as a tool is broken because of the people behind it. What I want to say is that people who cannot tolerate the act of the person in authority breaks the rule, or breaks the law. It is because they feel that they are treated as robots. It is like the Scientific Management during the 1800's. In that time, people who work are treated as robots. For me it can be the same as to command and control as tools are broken. Like I said, people who work for the person in authority do not follow or breaks the law. With that, I think it is not a good working environment. You cannot work happily if that is the atmosphere you experience everyday when you go to work.

Integrative questions:

1. What is intranetworked knowledge?
2. Is it related to the command and control management?
3. Can this environment change for good?

56. In this quotation, let us have a recap of how conversation is defined. Conversation is communication between multiple people. It is a social skill that is not difficult for most individuals. Conversations are the ideal form of communication in some respects, since they allow people with different views on a topic to learn from each other. A speech, on the other hand, is an oral presentation by one person directed at a group. For a successful conversation, the partners must achieve a workable balance of contributions. A successful conversation includes mutually interesting connections between the speakers or things that the speakers know. For this to happen, those engaging in conversation must find a topic on which they both can relate to in some sense. Those engaging in conversation naturally tend to relate the other speaker's statements to themselves. They may insert aspects of their lives into their replies, to relate to the other person's opinions or points of conversation. Conversation is indispensable for the successful accomplishment of almost all activities between people, especially the coordination of work, the formation of friendship and for learning. Regarding this quotation, what I can comment out is that the two conversations being talked here are the organizations and the market. I said that because only those two are the protagonists of business. They are the only ones who are always being talked about. They are the ones who create and develop for the welfare of the universe. That is why they are also speaking the same language, at the same time, recognizes each other voices.

Integrative questions:

1. What is intranetworked knowledge?
2. Is it related to the command and control management?
3. Can this environment change for good?

57. In this quote, Inevitable refers to something that cannot be avoided. What I think of it is that companies who are on the role, or companies who are on the top will be planning things that we would never expect. They will plan and help the others. What I think of it is that they will be designing, planning systems or products which would be very critical or hard to conceptualize. These companies who are willing to invest their time and money into something that would change the course of web, something considered bizarre, extraordinary, and you know something that would change the things we know today. For me, this would be great. The problem is will it be useful? Will it be affordable? How can they guarantee reliability? How can they guarantee quality to us consumers? Basically those are the questions on my mind regarding this matter. I have asked those questions because in our world today, every people or almost are very practical. They are all saving money for the future or for their own need. That is why those companies who want to develop systems or products must think twice. They should think about their prices. Can the socialites afford it? If they are to balance their selling prices, then I think those companies again, after developing those critical systems or products, will now stay on top. They will stay because of what they have achieved. Competitors will definitely have a hard time to compete with those smart companies due to what have they reached.

Integrative questions:

1. What are these companies going to develop?
2. Why is it critical?
3. Can competitors level up with them?

59. In the 59th thesis it states that *“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.”* This for me means that most companies that are networked are trying to prevent online people or customers when the customers are trying to talk to them. They are preventing the markets because they don't want to hear any comments and feedbacks about their products, services and company. They use the network just to inform to the markets about the products and services that are being offered, updated, and revised and promote it. Some companies even tried putting up their own communities where they could bind their markets or the people interested in their product, services, or even in them. They also put up or started their communities to study their market's behavior on purchasing goods and services, latest trends and technologies, demand, and etc. Legalities are what make the business a little passive towards the market. If the legalities are making the conversations interrupted than it is right to have a positive and real mindset of the companies. The companies should realize that the legalistic fiction mindset ways of theirs are not right and should be change and after that we might see the real conversation. I think that companies must not be afraid to talk to the markets with regards to information about the company, products and services. If they communicate with the markets often the markets will love them and will purchase their products.

Integrative questions:

1. What will happen to companies if they do not legalize?
2. What is subliminally?
3. Why is there a need to legalize?

60. For me the 60th statement tells us that if companies continue not to talk to the markets they would probably lost most of their customers. Because most markets want to talk to their companies so that they would know what the company's stories, what are the comments of the markets about a certain product or service that a company offers, and etc. Most company gives a distance to their markets because they are afraid that their markets will be gone but if they continue that kind of attitude mostly the markets would really change to the other company where they communicate and share information with their markets. These markets may have some concerns or questions or otherwise but whatever that might be you have to give time to them, you have to make them as your number one priority that without them you are nothing and that companies must always remember to keep their relationship with their markets and if they do not have this so called connection, these companies should begin it as soon as possible, if they still want to be in the game. These conversations might as well the reasons why the world will change dramatically and it might cause into a better and greener world. Suicidal or not the efforts are there but the will to listen is lacking and we should let the companies today see that we are the voice that they need to survive and to continue to operate. Knowing those things is not the end of learning but rather it is just the vast knowledge waiting to be discovered. This is suicidal means that the company is taking a large risk if they continue not talking to their markets. The markets will not the company anymore. It is a big disadvantage to see that company is preventing the markets.

Integrative questions:

1. What and why suicidal?
2. What will happen to companies if there is no market?
3. Which is more dependent? Companies or markets?

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- [http://en.wikipedia.org/wiki/Command and control %28management%29](http://en.wikipedia.org/wiki/Command_and_control_%28management%29)
- <http://en.wikipedia.org/wiki/Intranet>
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- <http://en.wikipedia.org/wiki/Hyperlink>
- <http://en.wikipedia.org/wiki/Paranoia>

Week 5
Theses 61-75

61. The 61st thesis states that “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.” Which for me it means that most companies don’t want to listen to the markets and when they want to talk to the markets they don’t use they own voice but they use it in an artificial way. As I search for the definition of hucksterism this is what I found out “Hucksters know more and something different from what they are telling their potential buyers. Hucksters do great infomercials. Don King is a huckster. Managers for professional wrestlers, certain evangelical preachers, (Swaggart, Hagee, Haggard) are all hucksters. They sell hollow products by agitating false needs and cruelly exploiting genuine one.” As I understand the definition I found out that hucksterism is about knowing something new and being different from others which for me I think should be prioritized by the companies because if they will not do these they will lose a lot of customers or markets. I think that companies must invest in something that would make the company successful and before they can make it they should also consider the markets or customers presence because they should be the company’s inspiration. So they should prioritize and give importance to them. They should talk to them in a natural way not in an artificial way. I agree to this thesis because most companies have hidden agenda so that markets won’t know the happenings about the company. But they are definitely wrong.

1. What is smokescreen?
2. What is hucksterism?
3. What is hidden behind a smokescreen of hucksterism?

62. The 62nd thesis tells us that “Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.” This for me means that they don’t want to talk about the changes about the companies to the markets. They want to keep it within themselves. It is not proper for the markets and company to have a corporate firewall because you are not being sincere to them. These markets need genuine, open, and sincere conversations or interactions with entities that wish to have that owner-customer relationship with them and those that do not well those are the companies who miss their opportunity to earn money big time. These markets also want to be involved with the conversations happening inside the physical premises of the company. Markets nowadays are much wiser than the markets from the past maybe because of the fact that the net has enabled powerful means to spread knowledge among the markets, among communities. I think that most of us, markets want that our company is open to us, sincere and most especially gives some importance to us. Most of the companies now a day don’t show that kind of trait to their markets. If that is what the company treating us, markets they don’t really interact with us but they are just doing business with us. They don’t trust us. They should change and trust us, markets so that we will also trust them and support their business.

1. Why do markets don’t want to talk to flack?
2. Why do markets not talk to hucksters?
3. Who wants to participate in the conversations going on behind the corporate firewall?

63. For me “De-cloaking, getting personal: We are those markets. We want to talk to you.” This statement tells us that most of the markets, customers and consumers want the best in the product and services but before we attain that we should know what the company is really in to it. What are the history and a lot more? Markets really want to know about the company so they forcefully find a way to get to know them deeply especially we Filipinos we love to find a way to get to know about something. Most of the companies speak in an artificial way so that the markets, customers and consumers will not understand what they are talking about. For me it is a big mistake that they are doing because if they will be continuing that the markets will lose their trust and will not support the company anymore. In fact, markets are very powerful because they make a company live. Without the markets a company will be nothing so they should really prioritize their needs and most especially give more importance to them. They don't really open up or tell some fact about their company. They always hide from their markets. This is why markets are really finding a way to get to know them and know the history about a product, company and etc. They talk to the markets in a different language so that they would not understand it and I think it would be hard for the market to understand what they are trying to say.

1. What is De-cloaking?
2. Who are those markets?
3. Who wants to talk to you?

64. The 64th thesis states that “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.” This for me means that markets don’t just need information about the product and services they offered but also the information behind the product and services they offered. Most markets already know about the company’s product and services because they can see it in the TV ads, posters, tarpaulins, billboards, internet ads and hear them in the radio but they also need the company’s corporate information, to your plans and strategies, your best thinking, your genuine knowledge. Most of the markets are not contented about the advertisements, posters, tarpaulins and billboards that the company is giving to them but they also want to get to know with the company by getting to know them. Markets want to get to know with the companies and getting to know them by talking or communicating with the markets not in an artificial way but in a common way where all understand what they are talking about. Most companies think that if they will make their TV ads, radio ads, web ads and etc the markets will already have or gain full of their trust but they are absolutely wrong because if companies will depend on that markets will slowly lose their trust because markets think that the companies are not trusting their markets because they don’t give any information that the market wants that is not related to the products and services but it is related with the company’s information, their strategy and a lot more.

1. What is chock-a-block?
2. What is 4-color brochure?
3. Who wants to access the corporate information?

65. The 65th thesis tells us that “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” which for me means that the companies want that the customers complains, suggestions, comments should go directly to the person in charge and it should not be in a written format because it is in a slow process if they will have it in a written way. In this thesis they are now referring to their employees or workers and I think that employees and workers are also person that the company should treat properly and hear their comments, suggestions, concerns and a lot more. They should be treated well because they are helping the company especially in organizing some things about the product and services they offer, giving new ideas for their product to be improved and a lot more. Most companies treat their employees like robots but they should not treat them that way because employees also have heart and they also have their voice to speak out if they have some suggestions and comment about the product. The company should also listen to them and think whether the comments and suggestion of the employee is reasonable or not. I think that a company should also have bonding moments with their employees so that they will get to know them and a company should not have an employer and employee relation but they should treat them as one of their family member. In that case, the employees will really strive hard because they know that they belong to the community.

1. Why do they want to speak with customers with their own voices?
2. What are platitudes written into a script?
3. Who are these workers?

66. In this statement, what it is trying to say is that employees are sick and tired of following to all commands of their bosses. They are tired of following them to do discrimination. Well, that is the reality for me. If these workers or employees will not follow their directors or the top management, then what will they earn? What would these employees give to their family? Basically those are the thoughts rotating inside my mind. Employees or workers want freedom so desperately that some organizations do not take considerations of what these people are feeling. What I can say is that companies are killing their own assets, corporations are letting their own system down due to how they act and due to how they treat ordinary people. Employee's own human voices were hidden. With this scenario, how can we have balance if we, ourselves, cannot make balance within? How can we be profitable, how can we achieve our goal if within our own company there is/are abnormalities? How can we change the world if we ourselves act as antagonists? For me, if the company and the market itself will be able to join forces or will work as a team, then they can be able to achieve their individual goals. They can be able to help each other on its own problems. With that, if both can work professionally, then the discrimination that I said earlier in the statement will be removed. It will be removed because everyone can say what they want to. They are free of what they thought.

Integrative questions:

1. Can markets and companies bond together?
2. What would hinder them?
3. What would be its effect to the masses?

67. What I can comment out is that this statement is contrary to the previous quote. It is contrary because in the first statement, there is a possibility for markets and companies to bond, to get together, to work as a team and many more. The problem in this statement is that markets and companies are seemed to be enemies. They are enemies for me because they do not speak or communicate with each other. The companies are being ironic or sarcastic to their client or to their customers, as if they talk very shallow and insincere to the community. Yes we know that you speak and at the same time you can understand the medium of communication, but the fact of the matter is, real human voices cannot be heard. Companies may be good in enticing their products and services to people around them, however, there is/are still abnormalities or anomalies. That is why this statement raised a question for companies. Within this period or cycle, markets are being annoyed on what companies continue to work with. The fact is that some companies do really have a different language that is why they both have troubles and incompatibilities. When they have the chance or the time to communicate, they speak as if they are from different countries figuratively. They seem that even if they produce every day, they do not know each other. This world will be chaotic if this issue will be for long. Each type of people would be affected as of what they act.

Integrative questions:

1. How can they both work progressively?
2. Is it possible?
3. What attributes would they need in order to establish it?

68. In this quote, what I have understood in the inflated self-important jargon you sling around is that communications are only done within. What am I saying is that when communications are being done within the company, then that communication for them, should not be able to get out within the company. Those information that they have should be private. A jargon is something that people do not want to have or a thing that they do not want to occur. Those existing organizations are still continuing to develop kind of language that they have. For me, they do this to the external factors that affect their business processes. They can also do this to people or even the media. Well, if they will do this to the media, it is the worst thing that they will do. For me, after all of those acts by some organizations, the market is already beginning to question why these things are happening. Why do companies do that? Markets are starting to be confused of what companies really want to do with the industry. What really is their agenda? What do they want from us? Markets are being unsure to what companies really intend to do with their community. What companies should realize that markets do not need those things, what they want are companies who are willing to connect with them. What they want is a desired goal, the goal to satisfy the needs of the people, a goal that is to unite the people, the companies and its market.

Integrative questions:

1. What is a jargon?
2. How is it related to the market?
3. What are the pros and cons of jargon?

69. In this quote, I would like to start first on focusing to the investors. What this quote is trying to say is that when it comes to the investors, the companies' image seems to very bright. It is very bright for me because all and what they know is that the transactions they made are done well. What they know is that processes, products and services of the company are all brilliant. What they do not know is that they have a bad image already to the people outside and to the market itself. They may sound like as if they could convince people that what they are doing will go well in the future. They keep on advertising their products and services, fronting them to their investors. Next to focus is the Wall Street. What I can say about it is that companies may impress the Wall Street because of the large contribution it gets from them. Unfortunately it is going down, starting from the highest point they could ever get, and now they starting to deteriorate. Companies should learn to realize that they also have to impress the world. Investors may be proud of what they are doing, but what about for those people who will patronize their products and services? Before anything else, they should starting changing themselves. They need to see first their own mistakes, so that when they apply, they would be doing the correct and the right thing. They should not be ironic to the people, what they perform to their investors should also be the same on what they perform onto their clients or consumers.

Integrative questions:

1. What is Wall Street?
2. Why are they being ironic?
3. Can companies also impress us, consumers?

70. In this statement, if you don't impress us, your investors are going to take a bath means that if the investors are to know what the real behavior of the company is, then they would back out as investors for that said company. They would back out because what they want is satisfaction, not lies. What investors want is the desired goal of those people, not the talks of the company. Not their bluffs, but their unselfish service to all consumers. Markets are beginning to be concerned to what will happen next if investors will join forces to companies, whose ideologies are different from markets. They should be warned because more chaos is to come if they will merge with prospective which are incorrect. Markets know better because they are the ones who connect more with the people, they are the ones who always talk and promote to the people, these people absorbs all the information coming from the market, at the same time, from the companies. Markets are just wondering why investors are keeping themselves hooked up with the companies. What they do not realize is that they are taking a lot of risk joining with the companies. Investors should learn to think carefully before deciding contract with these organizations. It will also affect their image, because they are also connected to that particular company. That is why they should be sensitive enough and careful. It is their image which is at stake here. When something happens, it may or may not be their loss.

Integrative questions:

1. How can investors be warned?
2. Why do they stick to companies which are bad influence?
3. How big is their loss if anomaly would occur?

71. In this quote, I think that the statement your tired notions of "the market" make our eyes glaze over refers to the rivalry between the market and the company or the organization. I am not sure but that is the idea that comes into my mind when I read the statement. Though companies or a bit of corporations kept on telling those consumers that this is who we are and this is what we want to have or want to desire and we are available and ready to serve people, there may be some who find it very sarcastic, very untrue, or better yet very insincere. Their messages may seem very far from what they are actually showing. These companies should very well keep in mind that they have a much wiser markets today that in the past and that they should very well give importance into their relationship with their customers or market. For me, they can be successful even without the consent or the help of the organizations. I said that because as I have in the past, it is the market who reaches nearer to the consumers rather than those corporations. It is them who faces and talks or communicates to the people. Why worry about the companies? It is their loss, not the market. It is because the market is everywhere. It can survive at any given period. Unlike the company, when products are not in time, then that company cannot meet the requirement/s that they need for a period of time.

Integrative questions:

1. How can this rivalry end?
2. How can companies survive without the market?
3. Is this scenario possible?

72. In this statement, we like this new marketplace much better. In fact, we are creating it is referring to the World Wide Web, or simply the age or the dawn of the internet. Why internet is the market? It is because you can do a lot of things with the internet. As for companies, they can advertise or promote products or services onto the internet. That is why they call it the new market place. Another reason can be due to the rivalry of the company and the real market. That is why those corporations had developed their own sites for advertisement of their products or services. Companies could also self-personalize it giving them the opportunity to decorate it the way they want others to see it. Within this period, markets were able to develop a new society for them, a society surrounded by conversations regarding similar or related topics. People were able to exchange information as fast as the speed of light. They were able to fully get a hold of the kind of environment they wish companies gave them in the first place, a place where there is this called conversation among the owners and its customers. The internet can be very powerful tool for companies. The problem is that companies' abnormalities can also be applied onto the use of the internet. They can bluff information onto their websites, fooling people with their connotative languages and many more. People should be very careful about this situation, for them not to be fooled.

Integrative questions:

1. What is this new market?
2. Is it the same as to the old one?
3. How could people be aware of those abnormalities?

73. The 73rd thesis states that 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 means that those companies are declaring the internet as their new world. What they want is that if the old market wishes to join with them, then they should let go of their old industry, and come with them to join the age of the internet. It is a free place for everyone, a place that unites people especially those who have the same interest to meet up and interact. And because of this, these people have become more connected to each other, wiser and more aware of its surroundings therefore making them much wiser compared in the past. With this kind of communication happening in that place, these companies would want to take a hold of that. The kind of connectivity that these people or markets have made these companies flock into that place with the intention of none other than making business with them only with those markets rules and regulations. For me, what I want is the benefit of all the people who patronizes. Personally, I do not want them to be fooled. I do not want them to suffer with the bluffs and fools of the information coming out of the pretending organizations. What I want is for them to interact correctly. Interact accordingly. I do not want discriminations, what I want is equality and fairness.

Integrative questions:

1. What is/are the disadvantages of the internet?
2. What is/are the advantages of the internet?
3. Can internet be hacked?

74. In this quote, the statement we are immune to advertising just forget it is referring to the people it is also referring to the masses or consumers. For me, the market can also be included here. Why are they immune? Who are they immune with? The answer is the company. They are immune to all the bluffs that the company is/are saying. People are tired with what they hear every day with regards to the styles, with regards to the advertisements or promotions and many more. They are tired about the foolishness of what those companies are doing. They are already used to the fact that these companies only do is to make themselves and their products look enticing to their markets. Their markets hear that from them every single day, but what is wrong or what seems to be the problem in here is that these companies know how to make their products look good in the eyes of the public, but there were some companies who do not stick by their words. For me, it is very hard to know. Why is it that some people or most people do foolish acts for the sake of gaining profit? Why can't they think of a good way to serve people accordingly? Why do some people lie, and many more of those thoughts. I hope that those principles will end as soon as possible. It is difficult to live in a world full of lie, a world full of discrepancies. People will not attain success if the world is like that.

Integrative questions:

1. What can be other ways of promotion?
2. When can this foolishness end?
3. Who can make this happen?

75. What I have understood about the statement if you want us to talk to you, tell us something make it something interesting for a change is that if companies or corporations wants the market to accept their products, then those companies or those corporations must think of a product which is suitable for that particular season. It is for the benefit of the market and for the people itself. They need to create products very near to the situation. The market wants those for a change, not only products for a particular season, but a unique, creative and well designed product. If these companies are trying to make a move in them or if they want to talk to them then better be good better do something that is fresher and very now like they want interaction, they want to have this owner customer relationship, and they want to be heard especially when they demand for it so I advice that the companies do something about it. The problem is how can this said owner customer relation be fulfilled when some companies act foolish about the business? Where is the credibility there? How can they work accordingly if this people within the company do not act, do not work sincerely? I guess that is difficult stuff to handle. Those people working in the companies need to change for good. They need that so that transformation can happen as soon as possible. This said owner customer relationship will be applied correctly and accordingly, for us to have a happy ending.

Integrative questions:

1. What can be ways of changing?
2. Who needs to change? Market or company?
3. What is/are the effects of this to the people?

Week 6
Theses 76-95

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?

I think that the thesis statement for number 76 states that *"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?"* which means that calling those entities are not just there for companies to persuade or encourage to buy or even patronize their products but are there to also provide information, information that is not just vital for the company but to them, markets, as well. They are willing to dedicate a portion of their time to talk to those companies about it (their concerns or ideas) and it would be just up to those companies whether they would give them, their opinions or suggestions, importance and time. It will be a great opportunity for those companies to take advantage of those details provided by their markets because they could gain competitive advantage from it. Now, these companies have to make time and allot specific people and activities that would focus on getting information from the people or from their markets directly. I think that this thesis or statement tells us that the market is not satisfied with the products and services that are being offered. They want something that would be spending worth it. I think that companies need ideas that will help to improve the company, product and service that is being offered to the market. They should focus on that because most customers would think that if they are not modifying the product the company is so boring.

1. What are the new tools that they need?
2. What are those ideas?
3. Who are they referring to?

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

Maybe.

The 77th thesis states *"You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe."* which for me this statement means that most of the companies are busy in how they can make the company grow and have new products and services to be offered but when it comes to answering the email or call of the customers they are not answering it. The company lacks customer relationship with the markets or customers. This is not a good number and a good indication. This means that these companies are not really giving importance to *their markets* and for me these markets play a vital role in their success or maybe in their business endeavors. These markets really want attention especially when they demand for it. They should treat them (for me) like royalties as much as possible and they should not ignore them. I think that the thesis statement is very sarcastic because they are trying to escape from the concerns of the markets and they are not answering the comments, suggestions, and complaints. I think that most companies should really hear what the customers or markets really want to say. I think that companies should really treat the markets as if they are their own family because markets is where the company gets their profit and they should really listen to them at the same time apply what are the concerns of the markets. They should give importance to these markets or else they will really face a big consequence.

1. What is the business that is referring to?
2. Who are busy?
3. Who are busy to answer their email?

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

I think that the thesis statement for number 78 states that *“You want us to pay? We want you to pay attention.”* Which means that the markets want attention from the company? This means that they want the company gives some attention to the markets and listen to their concerns about the company’s product, service, complains, comments, and suggestions. They said that if they want the companies to make them buy or patronize their products then those companies first have to pay attention to them. Now the company’s markets are much wiser in buying nowadays and that companies must be aware that they are like that today and that they have to cope up with that and make ways on how they could fully get access to those information vital for them to survive or even progress in the future. They should make some activities available for them to fully get access of that information why? Their markets are willing to cooperate but first the companies have to make sure that they would give importance to every word they say. The company should be open to the public and should tell the markets about the company’s situation, new information, new modification, new product and a lot more. If the company will not give any attention to the markets, the markets will have sentiments to them and will now have a doubt that the company is not willing to listen to their ideas, comments and suggestions. The company should be open to the market and have a customer relationship.

1. Who wants to pay?
2. Who wants to pay attention?
3. Why do they want you to pay attention?

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

I think that the thesis statement for number 79 states that *“We want you to drop your trip, come out of your neurotic self-involvement, and join the party.”* which for me means that the companies' markets are trying to convince them to somehow loosen up and try to mingle with them. In reality, there are some companies who try to distance themselves with their markets and for their markets it is not a good thing. First, markets feel as if they were being ignored by the companies themselves if in fact the scenario should be the otherwise. Companies must give importance to their customers and for me giving importance means building an owner-customer relationship which can only be established once these companies try to interact with them. They should sound and act human for them to connect because if they don't then how on earth would this two are able to relate right? So in my own opinion, the markets are fully aware of this kind of scenario and they are at last doing something to alter this. I think that they want a change and they want that the company will make them markets feel that they do belong to the company and they are being heard by the company. Their markets are willing to cooperate but first the companies have to make sure that they would give importance to every word they say. The company should be open to the public and should tell the markets about the company's situation, new information, new modification, new product and a lot more.

1. What does to drop your trip means?
2. What is the self involvement?
3. What is neurotic self involvement?

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

I think that the thesis statement for number 80 states that *"Don't worry, you can still make money. That is, as long as it's not the only thing on your mind."* This for me means that the company should not worry because they can still resolve it by talking deeply to the people, market and a lot more. . That is not bad for as long as you grow your company as an economic entity, fulfill the needs of the community, help the community, and then earn money. They could also focus on community service. Greenwich Pizza Corporation does not just focus on generating money but they also give back to our community and that gesture is fully acknowledge by the people who have learned about it especially me. They should also contribute to the wellness of the community and factors that could help them gain higher market share and stuff like make more alliances or good relationship with other sectors or business entities, with your market, do several activities that would make your company grow and the likes they should focus on the activities that could make their company grow as an economic or business entity while fulfilling your company's goal of earning money. So as early as now they should already change so that the markets won't be mad at them and hate their products and services that are being offered. Even though the products or services are of best qualities but if the company is not listening to their comments, suggestions and etc. it will still be very useless.

1. Who can still make money?
2. Who are they referring to?
3. What is the not the only thing in their mind?

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

In mathematics and physics, the dimension of a space or object is informally defined as the minimum number of coordinates needed to specify each point within it. Thus a line has a dimension of one because only one coordinate is needed to specify a point on it. A surface such as a plane or the surface of a cylinder or sphere has a dimension of two because two coordinates are needed to specify a point on it. The inside of a cube is a cylinder or a sphere is three-dimensional because three co-ordinates are needed to locate a point within these spaces. The concept of dimension is not restricted to physical objects. High-dimensional spaces occur in mathematics and the sciences for many reasons, frequently as configuration spaces such as in Lagrangian or Hamiltonian mechanics; these are abstract spaces, independent of the physical space we live in. The state-space of quantum mechanics is an infinite-dimensional function space. Some physical theories are also by nature high-dimensional, such as the 4-dimensional general relativity and higher-dimensional string theories. Relating this to the thesis, I agree that money is boring and one-dimensional. It is because the companies do not care about it. The companies care about their image, the competition, their credibility and many more. Their profit is just secondary. For me what I can say is that it should be balanced so that things would be accordingly. Things would be neat. A company will be growing due to its competitive advantage at the same time, more profits earning.

Integrative questions:

1. What is money?
2. How is dimension related?
3. Is it significant?

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

These markets would realize that the organization or the company provides poor customer service and for me badly responding to your customers may just end them losing the touch for your products or even for your company. Take note of this, news travels as fast as the speed of light nowadays and those companies must better behave and do their best to retain and acquire customers. I have an example. The MRT. The MRT operates every day. It operates from morning till evening. It has millions of passengers a day. With that, surely that it will gain a big amount of profit, but there is a problem. Within the operating hours, they had defective trains. This defective trains causes a big loss to a lot, I mean a large amount of people with regards to their time. Why did they have such defective trains? It is because of they do not have maintenance often. That is why they are having problems with their units and at the same time, people are to get angry at them. How to relate the thesis? When defects are occurring, some of the management are very poor in assessing the people in what to do and how to handle the situation. That is why there are problems when there are delays. The management does not care about the people, but they do care about the broken or the defective train, which for me is stupid, an act of a stupid company. For me, they should balance.

Integrative questions:

1. What is a CEO?
2. Why are they in this situation?
3. Can they help?

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

The Wall Street Journal is an English-language international daily newspaper published by Dow Jones & Company, a division of News Corporation, in New York City, with Asian and European editions. As of 2007, it has a worldwide daily circulation of more than 2 million, with approximately 931,000 paying online subscribers.¹ It was the largest-circulation newspaper in the United States until November 2003, when it was surpassed by USA Today. It would later regain its number one position in the United States in October of 2009. Its main rival is the London-based Financial Times, which also publishes several international editions. The Journal newspaper primarily covers U.S. and international business and financial news and issues the paper's name comes from Wall Street, the street in New York City that is the heart of the financial district. It has been printed continuously since being founded on July 8, 1889, by Charles Dow, Edward Jones, and Charles Bergstresser. The newspaper has won the Pulitzer Prize thirty-three times, including 2007 prizes for its reporting on backdated stock options and the adverse effects of China's booming economy. Relating this to the statement, for me this means that those companies are desperate to gain competitive advantage in the market. They wanted to gain profit, image, credibility and many more. For me, that is very bad because you do this desperately which is a very unprofessional for a company or for a people to do. They need proper decorum for this. They need to organize themselves to gain all those things that I have mentioned.

Integrative questions:

1. How is Wall Street related?
2. Why 50 million?
3. Could companies work professionally?

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

The statement we know some people from your company. They are pretty cool online. Do you have any more like that you are hiding? Can they come out and play means that the market observes and analyzes the companies. With that, the said markets knew that some workers, some people are good enough, some are tough enough and some are capable. They are pretty cool online because it means that those workers, those employees know a lot about the internet. They know about what is happening and how to handle it. These entities from the company or these things from the organizations act human and talk the same language as these markets and so they relate to each other and they get to know and feel and have an idea of how these markets are being treated. These people know how to respond to them and how to talk to them and so there is this agreement between these entities that is why the markets are so fond of them because in my own opinion these markets think that these people are very well capable and at the same time they can be able to use these people for transaction or for business processes. To sum this all up, the market should not be using the people working for the corporations and at the same time, the corporations should not use the people in the market. They should both work fairly. They should work professionally for the benefit of the many.

Integrative questions:

1. Why are they hiding?
2. They are hiding from?
3. How could they work professionally?

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.

The 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 means that the market same as the companies or organizations rely information from each one. It is because they have the same backgrounds, they have the same knowledge on processes and transactions, they have the same skills in accordance to their careers and many more. An example could be a company who still has no intentions to interact with its markets through the web mainly because they are not really aware that there is something like this where which they could fully interact and know what to do to serve its people, it can be because of personal reasons, or maybe they are not aware that their markets are already connected online, or maybe they really wanted this to happen that is to have time to respond to their clients or customers needs or questions so whenever these people have concerns, issues or problems about this company's products or services or maybe certain issues, they usually turn to each other for help. It is only them who can help themselves. It is because as I have said, they know what is/are happening inside, so with that, they have access to all the doings. I am just hoping that what they say to the people are all credible. It is because it can have a big effect on their company image.

Integrative questions:

1. Who is "your people"?
2. What is credibility?
3. Why is this term important?

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

In this quote, the saying when we are not busy being your "target market," many of us are your people. We would rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job means that everything happening between the market and the corporations is mainly for money, or mainly for profit reasons. Why is that? It can be because of the competition itself and company position. With that, it can probably be these companies or these organizations treat their target markets as if they are their people, slaves or puppet. They trick or fool them into some kind of illusion to get them to buy their products or services and control them in a way. With that, they would say foolish words just to get them to buy those and for me it is like these companies are making them more like robots that once they have entered their traps then now these companies have much access on these people. Well, that is the world today. For me, the world is full of foolishness. We have to accept the fact of what is/are happening to us, to the people, to companies and to everyone else. What I can say is that in whatever we do, let us try to help others. Let us try to help in a way that it can affect their lives positively. It can be a good memory for them.

Integrative questions:

1. What are examples of target market?
2. What is marketing?
3. Is marketing related?

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

The statement we would like it if you got what is going on here. That would be real nice. But it would be a big mistake to think we are holding our breath means that it is okay for companies to patronize products from the market specially when you are a long time supplier or client of it. Wait. There is a problem. What is that problem? The problem is that it can never be always that you are to patronize a product. I am sure that it will push to the point that you will be or you would want to shift to another for a change. That seems to be the problem for me. An organizations 'markets would much appreciate it if they would somehow make an effort to reach out to them and that would really be nice example there is this company who started a website where they could personally attend to their markets needs or concerns like a newsgroup site, blogging site and many more. The website I am talking about is all about their markets interactive sites, more screenshots maybe of their products, dynamic activities, and question and answer area or something like that depending on what kind of markets they have. Again, to sum this all up, this is still conversations. It is the same as the thesis earlier. For us to achieve or gain what we want, we need to communicate. It will really be a big help for the image of our own corporations.

Integrative questions:

1. What are examples of interaction?
2. What can be examples of those dynamic activities?
3. Is blogging helpful?

88. We have better things to do than worry about whether you will change in time to get our business.

Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?

To have an understanding, A business (also called a company, enterprise or firm) is a legally recognized organization designed to provide goods and/or services to consumers. Businesses are predominant in capitalist economies, most being privately owned and formed to earn profit that will increase the wealth of its owners and grow the business itself. The owners and operators of a business have as one of their main objectives the receipt or generation of a financial return in exchange for work and acceptance of risk. Notable exceptions include cooperative enterprises and state-owned enterprises. Businesses can also be formed not-for-profit or be state-owned. In this thesis, it is saying that markets have better things to do than worry whether does companies will be changing in time or are they to modify to get into their industry. Why would rather they worry about the companies? Is it a big or is it a small loss? For me, what I can say is that there are companies or there are lots and lots of companies around, so the market should not waste time in focusing for some, they should be positive thinking because as I said, there are many companies to choose from. The only thing is that the market should not take the companies for granted. Why? It is simply because they also need them even if it is just a simple thing. A simple thing can do a lot. That is why both parties should agree with each other, for them to maintain balance.

Integrative questions:

1. Why are they being sarcastic?
2. What can be examples of those small things?
3. How big is it going to help?

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

The statement we have real power and we know it. If you do not quite see the light, some other outfit will come along that is more attentive, more interesting, more fun to play with is reflecting or is referring to the market. Why market? It is because market is the most powerful tool in the industry. Do you think we can do it without the market? Do you think there will be competition? Will there be any competitive advantage? For me, all those things won't happen if there will be no market. They need these markets for these companies to gain profit and flourish maybe or to stay within the league of competition. If these companies do not see their markets' roles in their businesses or if these companies continue to ignore them, then that could be the end for them. They have to be aware that nowadays the competition is high and that wrong turns like this could be very dangerous or very risky for them. These markets are really influential for their businesses and play a very big factor for who they are right now, what they are, and where they are at this very point in time. An example of this would be computer companies. If one computer company is to be able to develop a newly entire system which is very usable for the people, then the competitor must do all its best to stay in line, for them to be on track and be balance.

Integrative questions:

1. What are the examples of power here?
2. Will it benefit?
3. What other companies could be examples?

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

In this quote, to have a recap, let us again define conversation. Conversation is communication between multiple people. It is a social skill that is not difficult for most individuals. Conversations are the ideal form of communication in some respects, since they allow people with different views on a topic to learn from each other. A speech, on the other hand, is an oral presentation by one person directed at a group. For a successful conversation, the partners must achieve a workable balance of contributions. A successful conversation includes mutually interesting connections between the speakers or things that the speakers know. For this to happen, those engaging in conversation must find a topic on which they both can relate to in some sense. Those engaging in conversation naturally tend to relate the other speaker's statements to themselves. They may insert aspects of their lives into their replies, to relate to the other person's opinions or points of conversation. Conversation is indispensable for the successful accomplishment of almost all activities between people, especially the coordination of work, the formation of friendship and for learning. Relating this to the quote, companies and other organizations must now be able to connect to each other. Conversation is important for me because it can lead them to competitive advantage. Through the use of conversation, you can attract people at all cause and at all possibilities. This conversation I am talking about can also make or break your company image, performance, quality and many else more.

Integrative questions:

1. Why is it that conversation is highly needed?
2. Is it helpful?
3. Who will be benefiting?

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.

In this thesis, an allegiance is a duty of fidelity said to be owed by a subject or a citizen to his/her state or sovereign. The term allegiance is often used by English legal commentators in a larger sense, divided by them into natural and local, the latter applying to the deference which even a foreigner must pay to the institutions of the country in which he happens to live; but it is in its proper sense. In which it indicates national character and the subjection due to that character, that the word is important. In that sense it represents the feudal liege homage, which could be due only to one lord, while simple homage might be due to every lord under, whom the person in question held land. Relating this to the quote, if these companies, or if these corporations will no longer have interactions, connections or communications with the others, then nothing good will happen to them. Nothing profitable will happen to them. Nothing competitive will happen to them. For me, they will no longer succeed. With the large amount of technology today, I think they cannot make it to the top if they will not have a partner. I suggest that they cooperate with the others so that they can stay in place for competition. They can be widely known and at the same time, earn big time. They should not waste time and chances. These opportunities come once in a lifetime. They take it or receive it.

Integrative questions:

1. What is allegiance?
2. Why do they need links?
3. Will it be that helpful?

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

In this statement, correct me if I am wrong, but what I have understood about Y2K is that the Year 2000 problem also known as the Y2K problem, the millennium bug, the Y2K bug, or simply Y2K was a notable problem for both digital computer-related and non-digital documentation and data storage situations which resulted from the practice of abbreviating a four-digit year to two digits. In computer program design, the practice of representing the year with two digits becomes problematic with logical errors arising upon rollover from x99 to x000. This has caused some date-related processing to operate incorrectly for dates and times on and after January 1, 2000 and on other critical dates which were billed event horizons. Without corrective action, it was suggested that long-working systems would break down when the "...97, 98, 99, 00..." ascending numbering assumption suddenly became invalid. Companies and organizations worldwide checked, fixed, and upgraded their computer systems. With this definition that I got through the internet, I suggest that those companies, those organizations must think first before they decide or respond to the challenges around. They need to think first because as stated, the stakes are even higher. They would be losing a lot or a large amount of money if they keep on spending to Y2K. With that large amount, then it would be a large effect onto the funds that is/are rotating within the company. That I why I suggest that think ten times before deciding, for them not to regret.

Integrative questions:

1. What is Y2K?
2. Who were affected?
3. Who will suffer with regards to this issue?

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

The statement we are both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they are really just an annoyance. We know they are coming down. We are going to work from both sides to take them down means that there are problems and issues concerning the market and the companies. That is why there are boundaries and gaps between the two, which is definitely very hard. The market and the organizations need to tear down that distance that has long been an issue between them and that hinders them to fully interact, communicate and transact and have this separation rule over them for so many years. Within this period, their markets are like saying that these companies need to interact or converse to them in any means that would be available out there and that could be both accessible by both sides the company and their markets. With this issue, the people will all be affected. The people will be affected of how these two parties act. These people will not know on what side to go on to. It is because they are both dependent. People will need the market, at the same time they will also be needing these organizations. To sum it all up, the issues between the two parties must demolish so that everything will go back to its ordinary roles. Their partnership is important because they both can do a lot as a team or as a partner.

Integrative questions:

1. Why are they compared to the berlin wall?
2. Can it be fixed?
3. Who will be stepping up?

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

In this 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 means that to those companies, to those corporations who are not yet automated, their communications may sound or may appear slow and confusing. Why is that? It is because the processes and the systems that they are using are not the latest technology available. That is why they will be having a hard time to compete with the top companies. For me, what those old companies lack are the networking tools such as the internet connection, types of media used such as the router or switch, the server they used and many more. Definitely with that, they will have a hard time to catch up with the prominent companies today. They cannot compete normally. With these, how could they compete? Do their existing systems match the trend today? Do they have budget? All of those are the thoughts that came in my mind. What I can recommend for these companies is that they need to purchase a computer package, for their transaction automation. They need to develop a good networking diagram for them to have a fast connection and protected cables. All of those stuff that I said must be put in mind. When time comes, they can be able to stay in competition, now it is there time to shine, time to have competitive advantage.

Integrative questions:

1. Who are these traditional companies?
2. What are the old kinds of transactions?
3. Can it migrate?

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

In this statement, the protagonist being talked about is the market. Again, market is any one of a variety of different systems, institutions, procedures, social relations and infrastructures whereby people trade, and goods and services are exchanged, forming part of the economy. It is an arrangement that allows buyers and sellers to exchange things. Markets vary in size, range, geographic scale, location, types and variety of human communities, as well as the types of goods and services traded. In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and information. The market is being talked about because it or it has the biggest scope in the industry. All companies, all corporations and all organizations rely to the market. In this statement, the market is being linked to the media. The media that I am talking about are televisions, radio, internet media such as twitter, facebook, multiply, friendster, google, yahoo, wordpress and many more media. The statement says that we are watching. It means that the market is observing each and every move or each and every step of the organizations on how they are to produce or serve to the industry or to the people. The statement also says that we are not waiting. For me, it means that the market do not care on what the companies are trying to do. They are open and those companies must individually do their part for the benefit of the masses.

Integrative questions:

1. What are the other links?
2. Are all the links functioning?
3. How large can it contribute?

References:

- <http://en.wikipedia.org/wiki/Market>
- http://en.wikipedia.org/wiki/Year_2000_problem
- <http://en.wikipedia.org/wiki/Allegiance>
- <http://en.wikipedia.org/wiki/Conversation>
- <http://en.wikipedia.org/wiki/Business>
- http://en.wikipedia.org/wiki/The_Wall_Street_Journal
- <http://en.wikipedia.org/wiki/Dimension>

Book Review

Apoloni, Chino S.

Book Review

Quotation: "Life is too short"

Learning expectations: In this chapter, I expect to understand, I expect to know the concept of the ClueTrain Manifesto. I expect to know what is this all about. Is the 95 theses different or is it the same with this book?

Review: Chapter 1: Internet Apocalypso

In this chapter, I will be starting with the internet for terms to be clarified. The Internet is a global system of interconnected computer networks that use the standardized Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web and the infrastructure to support electronic mail. In addition it supports popular services such as online chat, file transfer and file sharing, gaming, commerce, social networking, publishing, video on demand, and teleconferencing and telecommunications. Voice over Internet Protocol applications allow person-to-person communication via voice and video.

The terms Internet and World Wide Web are often used in everyday speech without much distinction. However, the Internet and the World Wide Web are not one and the same. The Internet is a global data communications system. It is a hardware and software infrastructure that provides connectivity between computers. In contrast, the Web is one of the services communicated via the Internet. It is a collection of interconnected documents and other resources, linked by hyperlinks and URLs.^[1] The term the Internet, when referring to the Internet, has traditionally been treated as a proper noun and written with an initial capital letter. There is a trend to regard it as a generic term or common noun and thus write it as "the internet", without the capital.

Relating this to the chapter, the internet is a very big help to the generation today. It is helpful because there are many ways that the internet functions. It also has the ease of use for people and for companies. Unlike the said Scientific Management, workers are treated as machines. They work full time manually. In this time, things work differently. Transactions, works can be done through the web, resulting for a convenience for workers and at the same time for clients or consumers.

Lessons learned: People should work hard. They should work hard because life is difficult today. For managers, they should treat their people or workers as human. They should not do what Frederick Taylor did during the old times. Learn to love your people because they give you and serve you with the best of their abilities.

Integrative questions:

1. What is apocalypso?
2. What are the other uses of the internet?
3. Is scientific management still in effect today?

Reference: <http://en.wikipedia.org/wiki/Internet>

Apoloni, Chino S.

Book Review

Quotation: “As flies to wanton boys, are we to the gods. They kill us for their sport.”

Learning expectations: In this chapter, I expect to understand, I expect to know the concept of the longing. What that concept is all about. What literally does it mean? Is it being used? Is it significant?

Review: Chapter 2: The Longing

The term Web is commonly associated with web applications which facilitate interactive information sharing, interoperability, user-centered design^[1] and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups and folksonomies. A Web 2.0 site allows its users to interact with other users or to change website content, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them.

The term is closely associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference in 2004. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but rather to cumulative changes in the ways software developers and end-users use the Web. Whether Web 2.0 is qualitatively different from prior web technologies has been challenged by World Wide Web inventor Tim Berners-Lee who called the term a piece of jargon.

Relating this to chapter 2, the web is a very important tool to use in this generation. It is because a lot of companies rely to it. The web serves as a communication tool for company to company. As said in the book, it serves as their voice. The voice in this chapter means the perspectives of each individual within the organization. That voice is translated or that voice is connected to the web. When transferring information, the web serves as the bridge between the two. It also has the convenience and ease of use the same as the internet. The difference is that the web is more interactive and integrative.

Lessons learned: In this chapter, I have learned the importance of our voices, the voice of each and every individual. It is because it serves as information to people. It serves as a tool and a way for things to be clear, good and correct.

Integrative questions:

1. What is the latest version of the web?
2. What is the difference of the web to the net?
3. Can they be both useful?

Reference: http://en.wikipedia.org/wiki/Web_2.0

Apoloni, Chino S.

Book Review

Quotation: "been there, done that"

Learning expectations: In this chapter, I expect to understand, I expect to know what is the relationship of talk is cheap in the business industry. Why is it that there is a cheap talk when business is the topic? Who were the people who did that?

Review: Chapter 3: Talk is cheap

In this chapter, the technology mentioned was the electronic mail or simple e-mail. Electronic mail, is a method of exchanging digital messages, designed primarily for human use. E-mail systems are based on a store-and-forward model in which e-mail computer server systems accept, forward, deliver and store messages on behalf of users, who only need to connect to the e-mail infrastructure, typically an e-mail server, with a network-enabled device for the duration of message submission or retrieval. Originally, e-mail was always transmitted directly from one user's device to another's; nowadays this is rarely the case.

An electronic mail message consists of two components, the message header, and the message body, which is the email's content. The message header contains control information, including, minimally, an originator's email address and one or more recipient addresses. Usually additional information is added, such as a subject header field. Originally a text-only communications medium, email was extended to carry multi-media content attachments, which were standardized in with RFC 2045 through RFC 2049, collectively called, Multipurpose Internet Mail Extensions.

Network-based email was initially exchanged on the ARPANET in extensions to the File Transfer Protocol, but is today carried by the Simple Mail Transfer Protocol , first published as Internet standard 10 in 1982. In the process of transporting email messages between systems, SMTP communicates delivery parameters using a message envelope separately from the message itself.

Relating to the chapter, they said talk is cheap, why talk is cheap? It is because in this generation, the email was already introduced. In the email, you do not need to speak literally. You just have to type your message and then send it to the recipient. The email can be beneficial for companies and to all people. It is

because you can do it at any moment as long as there is an internet connection. It can be useful for companies specially when they want to say or send messages to individuals privately.

Lessons learned: In this chapter, people do not need to feel hard of what they do. The email is a big help because of its features. The same with the net and the web, all of them are convenient.

Integrative questions:

1. What is the latest version of the electronic mail?
2. What can be other tools for conversations?
3. What do most companies use?

Reference: <http://en.wikipedia.org/wiki/E-mail>

Apoloni, Chino S.

Book Review

Quotation: “a gullet whose only purpose in life is to gulp products and crap crash”

Learning expectations: In this chapter, I expect to learn what is/are the issues between the market and the organizations. I expect to know who are involved with the said issues. What conversations are they talking about?

Review: Chapter 4: Markets are Conversations

In this chapter, I will give an overview first of the market and conversation. A market is any one of a variety of different systems, institutions, procedures, social relations and infrastructures whereby persons trade, and goods and services are exchanged, forming part of the economy. It is an arrangement that allows buyers and sellers to exchange things. Markets vary in size, range, geographic scale, location, types and variety of human communities, as well as the types of goods and services traded.

A conversation is communication between multiple people. It is a social skill that is not difficult for most individuals. Conversations are the ideal form of communication in some respects, since they allow people with different views on a topic to learn from each other. A speech, on the other hand, is an oral presentation by one person directed at a group. For a successful conversation, the partners must achieve a workable balance of contributions. A successful conversation includes mutually interesting connections between the speakers or things that the speakers know. For this to happen, those engaging in conversation must find a topic on which they both can relate to in some sense. Those engaging in conversation naturally tend to relate the other speaker's statements to themselves. They may insert aspects of their lives into their replies, to relate to the other person's opinions or points of conversation.

Relating the definitions to the chapter, markets are conversations because in the business industry, we need to speak a lot, converse and communicate so that people are to appreciate our products and services. If we will not speak or talk, then we will be left behind. Competitive advantage will say goodbye to us. PR or public relation is very important. It makes or breaks our image, productivity to the masses or to

the ordinary people. Conversation is not only applicable to the market, is also needed for companies. It will definitely make or break the status of a company.

Lessons learned: In this chapter, I have understood that having good communication skills will be an asset for us when talking to people and promoting products. It is a way for them to get attention and be informed.

Integrative questions:

1. What is the disadvantage of too much conversation?
2. What will happen if you are not a good speaker?
3. Is it really needed?

Reference: <http://en.wikipedia.org/wiki/Market>

<http://en.wikipedia.org/wiki/Conversation>

Apoloni, Chino S.

Book Review

Quotation: "Responsibility in a web age"

Learning expectations: In this chapter, I want to know which organizations are linked to each other. How they are linked. Why are they connected?

Review: Chapter 5: The Hyperlinked Organization

This hyperlinked organization was done and annotated by me during my creation of the 95 theses. To go back, I will have a recap of what hyperlink is. A hyperlink is a reference in a document that the reader can directly follow. The reference points to another document or to a specific element within a document. Hypertext is text with hyperlinks. Such text is usually viewed with a computer. A software system for viewing and creating hypertext is a hypertext system.

A hyperlink has an anchor, which is a location within a document from which the hyperlink can be followed; that document is known as its source document. The target of a hyperlink is the document, or location within a document, that the hyperlink leads to. The user can follow the link when its anchor is shown by activating it in some way. Following has it the effect of displaying its target, often with its context. The most common example of hypertext today is the World Wide Web. Web pages contain hyperlinks to web pages.

Relating hyperlink to this chapter, it means that organizations, businesses are almost or all connected. Through the use of the internet, they are all able to communicate and interact with regards to the trends, problems, comments, suggestions and solutions of the industry. Through the internet, they can have or they can get a lot of information about the latest technologies available for their companies and many more. With that, competitive advantage will be very interesting. It is because the competition is the same. All are using technologies. It is up to them on how they are to expand it and impress the people.

Lessons learned: I have understood that companies should make the most out of these available technologies so that they can help a lot of people with business matters and to help ordinary people with their needs.

Integrative questions:

1. What is the disadvantage of too much conversation?
2. What will happen if you are not a good speaker?
3. Is it really needed?

Reference: <http://en.wikipedia.org/wiki/Hyperlink>

Book Review

Quote:

- “Literature is the question minus the answer.”
 - Roland Barthes
- “If love is the answer, could you please rephrase the question.”
 - Lily Tomilin

Learning Expectations:

I expect to learn in this chapter what ez answer is? What does ez means? What is the importance of this chapter to the business? How would this improve the business or market strategy? I hope that these questions will be answered after I have read this chapter.

Review:

I think that in this chapter, it is about the review of the previous 5 chapters and it is the compilation of thoughts. It is said that in this chapter it is best if the employees and the markets do share their ideas especially in how the product or services to be improved. But for the employees they are afraid to share or give their ideas because they are afraid to express their thoughts, they are also afraid to be rejected to whatever they have said or suggested. They are also afraid that the employers may also degrade them if they express their thoughts.

Based on my own knowledge or interpretation about internet technology, it is about encouraging people to have an open communication. With the use of internet you can express your feelings or thoughts to writing a blog, communicating with friends and etc. Using the internet you can also communicate with your friends, family and loved ones even if they are away. Using the internet you can also meet new friends, socialize with different types of person, you can also join or register in to the social networking websites and play online games.

Using the internet is not just about to open my social networking websites but I can also use it to do some research, searching for jobs, online shopping and etc. I think that now a day internet is very important to students and people because now we are the social network people and we can find anything with the use of the internet.

The Cluetrain hit one outta the park twelve step program for Internet Business Success these are:

1. Relax
2. Have a sense of humor
3. Find your voice and use it

4. Tell the truth
5. Don't panic
6. Enjoy yourself
7. Be brave
8. Be curious
9. Play more
10. Dream always
11. Listen up
12. Rap on

I think that being exposed to using the computer and internet I have some things that still don't know about the internet. But as I have read this book I have also realize that importance of internet.

Lessons Learned:

In this chapter I have learned a lot like the importance of using the internet, importance of expressing your thoughts and a lot more. I have also learned about twelve step program for Internet Business Success. These things can help you to have a good market strategy, communications and etc.

Apoloni, Chino S.

Book Review

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.”

By: Richard M. Nixon

Learning Expectations:

I expect to learn in this chapter what Post apocalypso is all about? What does apocalypso means? What is the importance of this chapter to the business? How would this improve the business or market strategy? I hope that these questions will be answered after I have read this chapter.

Review:

I think that in this chapter it talks about ignorance and invisibility. According to the book it says that ignorance and invisibility are one of the very powerful weapons. Because the two things are the tools or characteristics that can help you to become successful.

First I will explain to you what ignorance means. According to Wikipedia they said that **Ignorance** is the state in which one lacks knowledge, is unaware of something or chooses to subjectively ignore information. This should not be confused with being unintelligent, as one's level of intelligence and level of education or general awareness are not the same? The word "Ignorant" is an adjective describing a person in the state of being unaware. The term may be used or generally, although the second use is used less as a descriptive and more as an imprecise personal insult. For me ignorance is not a value you often hear extolled. An example is when a person is ignoring a person for a long time that means that the person feels that he/ she is already invisible to that person. An example of this in business is that with the use of internet most of the users ignores a website of a certain company if they are not interested with what they are offering or if the website is too boring or lousy. They don't look forward of internet to be a tool for making business. People don't care if they have a business in the internet because for them using internet would be for researching, chatting, e mail, surfing the net, meet new people but not for making business.

While the 2nd powerful weapon is invisibility, according to Wikipedia, **Invisibility** is the state of an object which cannot be seen. An object in this state is said to be *Invisible* (literally, "not visible"). The term is usually used as a fantasy/science fiction term, where objects are literally made unseeable by magical or technological means; however, its effects can also be seen in the real world, particularly in physics and perceptual psychology. For me, invisibility is freedom. Which means that you can write anything in the website but it is quite sad that others can't see you which means that others don't read the things you have written, they don't appreciate it. The companies love that they have freedom on what to write, post or do

with the use of the internet. The internet makes people bond, get some resources, express one's feelings and makes some profit.

Now I think that internet is a very important thing or tool in a business because it will cost them a little and they can do a lot of things for free or if they have any charges it is very minimal. So companies should not take for granted with the use of internet and they should now communicate with the markets.

Lessons Learned:

I have learned in this book that internet is really important to us, we can use the internet as a tool in our studies, communicating with our loved ones, family and friends, social networking sites and a lot more. With this chapter I realized that sometimes it is ok to be ignored and to be invisible to others. I also learned that if we don't grow or learn through others teachings we will not be successful. We should also think out of the box so that we will be creative.