

# A VERTICAL MARKET SOLUTIONS READER

Joseph Buluran



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PROLOGUE P.3

DEDICATION P.4

CLUETRAIN P.5

95THESIS P.25

LONG TAIL P.88

EBAY P.91

WEB 2.0 P.96

PROPOSAL P. 101

HEROKU P.108

Ciao lettore!

Finally! The instance has to draw closer in which we are now equipped to incorporate all the things we carried out from the first moment into this final week in school. This is not neither a typical book nor an electronic book which you can read over the chronicles and that must be obtainable when you are in the bookstore. In fact, this was just a anthology of works we had from day 1 to this day whatsoever and which we had weekly reflections chapters per subdivision given that other chief subjects are on our luggage of works as well.

Do not anticipate much on this reader I had to present. It is duly because I am fresh in the business and where as the tome [manuscript] is currently built as a partial prerequisite for our Vertical Market Solutions course group at the academe [De La Salle-College of Saint Benilde].

Honestly, this would be my initial manuscript as the sole-author of the book. I hope this would have a second part someday but definitely not having this kind of content. All the things rendered in this reader was just a hard-earned and definitely a sacrificing in which I tend not to have attend my socials to have this book be on your desktops.

This book was cut into 7 parts namely The Cluetrain Manifesto written by Rick Levin, 95 thesis, Selling Beyond eBay by Greg Holden, Long Tail by Chris Anderson, Heroku Application-an Integration of Spree, web2.0 by Bradley Jones, and a Software proposal we did as a requirement at the middle part of the course.

Grazie and Dio Benedire!

Joseph Buluran



### **To God Almighty**

*Who is my Kuya who channels me in my every day journey through life. He acts as my vigour in times of tribulation and triumph. He acts as my mentor every time and all throughout. He rendered me enough blessings that I should possess over and that I need as I journey life.*

### **To you miss inspirare.**

*Who let me defines what inspiration, love and passion means. She serves as my leading inspiration as I do my works in school. She definitely is there for me in times of need. In her I see eternity in which she never let me down by her ordinary "effects" and "panloloko" when we were talking to each other. Who's my heart beats for.*

### **To my parents**

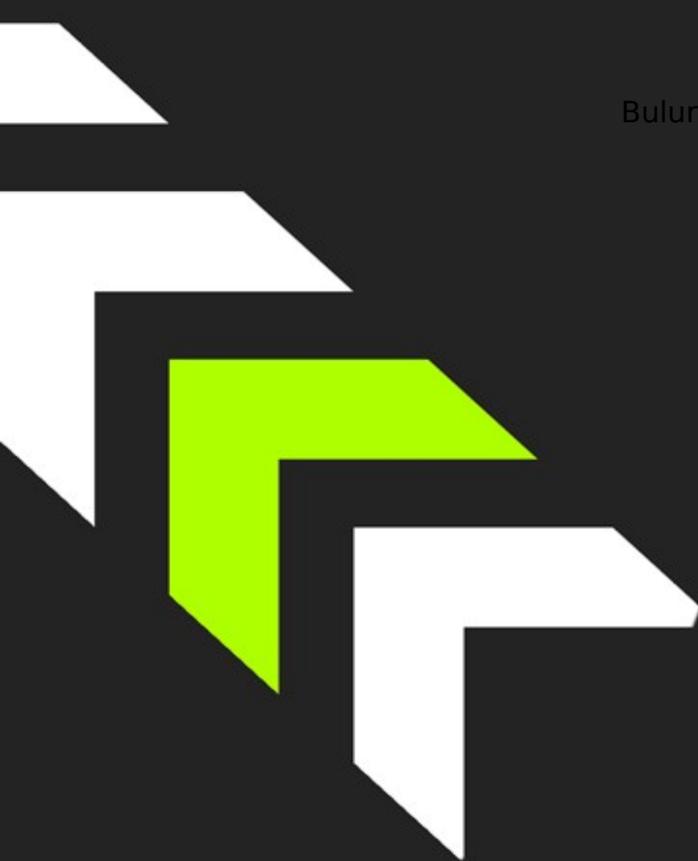
*Where in I owe my life, my intellect, and everything. Where in they have sacrificed their own self and interest just to have mine and love me fully. Where in I saw and feel their love unconditionally. My source of inspiration aside from the one stated above. To my parents who never let me snap off my feet and in which I truly love them. I love you!*

### **To the Council of Green**

*They act as my second family in school where in I see them and treat them like a brother and sister. Who never exempt a day that I will never be happy. That treats a single day worthy. Who work as a team fight as a team. Who are always there, "tulungan kahit saan". I love you guys.*

### **To the professors**

*Who gave us challenges in school in order for us to learn. Who treat us not human as they give us luggage as we go along. Who provides us knowledge on things we should learn based on what we are reading.*



# Cluetrain manifesto



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

**Author:** Christopher Locke

**Chapter:** 1 – Internet Apocalypse

**Quote:** “It is living evidence of heart, of what makes us most human”

**Amazon.com Reference:**

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

### **Learning Expectation:**

I expect to learn about how Christopher Locke finds the internet and how he links it to human being. I want to see why it is called internet apocalypse.

### **Book Review:**

This introductory chapter provides a concise knowledge about the death of man to the evolution of technology, specifically the internet. How internet took into the lives of every human being that stands on earth.

On Premature Burial, it confer to us that life is too short. As a living thing in this world, life is just a small thing that would expire in a span of time. We seem to live for quite a while and on our time, we expires.

As far as our human bodies are concerned, death eventually captures us all. And as far as I can tell, no human being can live life in eternity. We can delay death in a while or so, but eventually our physical existence will end sometime. We say that we will live forever, but in reality we cannot.

As a human being, we know that we are temporary in this world. We may live with the quotation saying “Live life to the fullest”. We tend to look life in an everyday basis as if it were our last. We learn to explore every aspect of life. We tend to see both extremities of good and bad. At the end, we don’t have an idea when is our expiration.

And as we go on to the next topic which is Testing, Testing, it tackles about the birth of the technology called internet.

Internet was first come to life when President Dwight D. Eisenhower saw the need for a research project team after the launch of Sputnik of the Soviets. Internet was a tool that created critical mass of intellectual resources. Internet then was updated. First brought to public and was commercialized in the year 2005. And now, many have come to post their personal pages up to the corporate pages in the internet. We now have a place for communication, were we could talk like Yahoo Messenger or Chikka, a place where we can have our electronic mails to be

checked, a place where we can post our merchandise, a place where they can share pictures and works, a place they can express themselves through the use of web logs sites such alike, a place where you can evolve as a lone-place warrior into a more complex of having thousands of friends through social sites, and a lot can we do with it by now. As time runs through, internet would go as easy for clients to use it. All information you needed is just a click that may publish in front of you in just a minute or even seconds.

Internet is just broadening of ideas that were seen through advertisements on TV. The aura of every view we have on, and the fast money that companies do, its sudden market that would sway people's mind to avail certain products and services. And so, market grew to bear fruits from net. Those networks intertwined that simply gives time to every clients to view WebPages. Commercial institutions build websites in order to increase sales and market, and that money can answer every single heed of those at top.

As compared to what the earth has before the civilization, a simple barter system was founded. As simple as exchange of every products and possible trade they had, that gives everyone a pleasure of. From the first trade down to the last, it was simple then transformed into well-guided internet that moves the lives of every user. From the first era that people have limits in choosing products and now a full variety of products to choose from. It started from a small production line down into more complex assembly lines. Different production units were established, that their name were scribed to their product packaging. More of, companies come and go, whether they survive or not. Competitions are into majority. That before products was seen unto each shelf of a supermarket that now was patronized with the use of e-bay.

Internet represents the cheapest way to deal with people from the globe. The cheapest cost they had on every aspect in their company strategies. That before market was just on their place, and now tackled each and every walk of life. The more the years will come the more upgrades we are facing, an upgrade that would suffice the need of every marketer around the globe. Knowledge that was rendered over the internet, and was further developed for years. Internet was a change for everyone, a change which inflicted in the lives of every people.

### **What I have learned:**

In this chapter I came through the past of not having technology as the basis of living that now we long for that time due to the rapid succession of technology that vast invades the wide area of the community. With this chapter, I was familiarizing somehow through words that these technologies as such change lives of every human being that's involve in the ecosystem. From a small barter system into a more complex way in dealing with customers that we tend to forget the simple life we had when technology haven't come to life.

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

**Author:** David Weinberger

**Chapter:** 2 - The Longing

**Quote:** "Nothing is more intimately a part of who we are than our voice. It expresses what we think and feel."

**Amazon.com Reference:**

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

### **Learning Expectation:**

I expect that this course would give me a run down, a view of professionalism and what was that longing people are looking for. As I have read the previous chapter I was a bit "hanged" with the information distributed by the document.

### **Book Review:**

What's the web for? This is a question in which chapter 2 would start revolving. A question in which we tend to ask for an answer and sometimes gives wrong information about it. This chapter is a continuation of some in relation to the topic, the longing.

As I read the book chapter, it came to a point that struck me at first that people have this longing for something that cannot be answer for quite a while. This longing that has been missing for them would be the sound of the human voice in which they long for an ordinary life that we tend to communicate through voices not just merely in a technological state that we are having right now. Kiddos nowadays would simply go straight home after school and be a nocturne due to the games they have installed. They now lack their social life for the reason that computer pulls them off. They were tempted not to have their academe practices for the same reason that they were attracted by technology. They have this spiritual longing that may lead to the lost of their religious practices.

I remember then that I long for the same fact that people are worth spending time in front of their computers and have their own way of life. I remember when I was a child then, back 7-10 years old. I used to go out by 3 in the afternoon to play with my neighbors at our subdivision. It was a long playing full of fun games. I used to stroll around the subdivision with them having our own bicycles. Once I was tripped off that blood runs through my head, but after which I enjoyed still. That was the longing that maybe David Weinberger is talking. A long that our social life was sacrifice due to the technology we had.

According to Weinberger, businesses are not to be managed however we can run it. They exist in a world that is so far beyond the control of the executives and the shareholders that "managing" a business is a form of magical belief. At this point I was in the question of why? What would be the meaning of it? At his first he said that business can be managed, then towards the end he gave a confection that it can't be. In reality we have, the truth is we cannot, and I agree with what he scribed into. It will never be that everything can be managed; it is for the fact that management can't suffice everything. One example of which is our relationship through this so-called love. We can't manage it really to the point that our relationship to the other sex was good. Another would be managing are friends, we can't say that we manage every friendship we have, or we encountered, we are bound to not managing things efficiently. We can't also manage the reality of attitude of people; it is bound to misinterpretation, over protectiveness towards your colleague. Freedom is important in friendship not management.

As I agree with what he was pointing out regarding the advantages of believe that once lives can be managed. Risk avoidance is one, if we do know and document the possible risk we will look at it to avoid in which. Next is smoothness, smoothness then be if we, as a person see things and as early see what needs to be modify. Fairness of work before is the none the less the key topics that slowly transgress us, and now we are slowly moving the fairness is now at hand.

In the form of managing works and business alike, one reason that we can see to manage it would be the professionalism of the group involved.

According to Webster dictionary, it is the conduct, aims, or qualities that characterize or mark a profession or a professional person. It also serves as the following of a profession (as athletics) for gain or livelihood.

I am to agree on what Weinberger mentioned in his article-chapter that nothing is more intimately a part of who we are than our voice. It expresses what we think and feel. Being in our own voice seems to be real and that we are true to what we feel. We express things out in what our hearts and mind wanted to say. In which in web, we can freely post our sentiment in form of web logs and correspondence that maybe publish publicly over the internet.

We are now in management of our lives in our own. We see things and care things on our own now. We are sense of managing our own life, we move like robots now that we tend to be selfish for the reason that we are blinded by media and works alike. Web is such an infectious disease that once a no one become one. It slips through every human artery that turns into enormous count. One thing that a web transforms the community of the people involved, now then be a community

that the whole internet users may see and access through, an enormous number that idea is to share what we want to tell.

We may no longer see as such correspondence on an envelope that a mailman would deliver unto our doorsteps, passé in this evolving world we have. Electronic mails are free-wheeling the community. That online customer support, the customers are nowhere can find solutions to their problems. Those are some points in which our voices are now heard to extremes.

Our voice are now heard from all walks, as slowly as we can, we can now have our muted speakers speaks for what should be. And that's what the web is for.

### **What I have learned:**

In this chapter I came through with topics that would gives us the idea of long that people tend to look at in which their voice was once mutated, the feed of real voice and communication that really a part of life. The voice that they use to communicate to somebody, by management it was at mute. By management it was not manage for it would not be manage.

As the real business, not everything can be managed nor every people can manage the lives of the other. It was bound to step on once freedom. I am in the process of learning, that we still have our voice and it wasn't took out of us but rather just misplaced. Nothing is more intimately a part of us than our voice. That now, we can freely give an extreme voice out that was still on the process of evolution.

Being who we are is what we should me. Many of us use mask just to hide the real them. In this chapter I look into the value of giving out the real you, to show who you really are because that's what it should be.

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

**Author:** Rick Levine

**Chapter:** 3 - Talk Is Cheap

**Quote:** "You can't learn to throw large forms without losing lots of them in the process."

**Amazon.com Reference:**

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

**Learning Expectation:**

In this chapter I would expect to achieve knowledge regarding the communication which transpires in the title

**Book Review:**

In this chapter, it started with a story regarding this pottery. As I hear this pottery my mind would let imagine the creation. How we created by our God, from dust we became man, and vice versa.

Pottery is a good example of authorship, how potters create their masterpiece to let the world see its beauty. We can inject into this topic [pottery] how our life should evolve. In every mud that was transformed into pots, mugs, vase, and pitchers alike hold a masterpiece that potters hands have. Masterpiece in which potter does remain unique in an aspect of aesthetics and arts. In which one value that the topic pottery inflicts us would be the value of uniqueness. For such kind of uniqueness follows through, path that was taken by potter.

In the path we are taking up, seem to have a strong ordeal in which we are bound to copy things out. We have idols, crushes on the main stream, which we the fans would seem to copy what they are doing. We are in a sense of copying what we are see in televisions, internet, movies and what have you that affects our own, we be liable to use their attitude and bring it to ours as if that we were at the same situation like theirs. Children nowadays are fond of watching cartoons. Some do tune their television sets on Jack TV to stare at those big men do a scripted fight. As early as five, children are in the mood of watching obscene acts that those men at the set are doing. An early growth on their mental capabilities have been updated that leads to doing what they saw in the television hoping that those scenes are okay with the reality that it would be good to watch and do those tricks to their playmates or even guardians.

In lieu with what I'm talking, we should learn to have our own, we should be dependent on what others have, and we are in the mood to copy theirs. Uniqueness is their real key.

Web by now as a technology that was into the twenty-first century gives us the ring to speak. Expressing once feeling through chat, video conferencing, forum threads, electronic mails, and web logs are one of the few things which by now we are called individual authors. We are in sense of unity towards people, share ideas to the world that was tagged to our names.

Nowadays, populaces are fond of visiting websites and mostly tagged website such as yahoo their default homepage. One exploration that yahoo gave to the people are their electronic mail that we know they topped. A lot of people who has an access into the World Wide Web are now at ease in having their electronic mail account. You cannot have an account to most websites hosted by GoDaddy, and what have you without these state-of-the-art electronic mails. Some of which have couples of account from different websites who offered both paid and unpaid electronic mail accounts.

Electronic mails are not just for this leisure time, and for accounts into Friendster or MySpace. The main reason why we have electronic mails is to have this central communication towards our colleagues, or even our relatives and friends. It was you can send e-mail to them and send them regards. It is mostly used for communication of those people who are both on different continents and give time to send them their lucks. Not just communication for relatives is the reason behind the creation of electronic mails; another would be the mailing list for companies like San Miguel, Ayala, Globe, and Smart and name you. Not just for companies but for those in the academe as well. They tend to use this for their own academic work and matter to better have good education with regards to the students. E-mails are worthwhile experience for us people. It changed our snail mailed system into quicker one.

While newsgroups and mailing list, are conversation method that was described in the earlier paragraph. This kind of conversation seems to need electronic mail to let it work through our system. Newsgroups are set of people that registered in a membership mode of system in which those members who were into have a regular electronic mail sent to them by the server, or host of the said Newsgroups. News groups from the term itself, gives out news to members who are into the groups. While mailing list was as same as newsgroup the only difference is that newsgroups have this special server that sends news to those members.

Chat, online chatting refers to a kind of communication in which we do it over the internet. Its primary goal is to have person-to-person, one-on-one, peer-to-peer mode of communication in a form of textual based form and was formerly known as synchronous conferencing. This was the present mode of communication of people towards the globe, in exception of the mobile phone we have on our pockets. Main modes of communication of teens nowadays, were they can give ideas and usual chat with their friends round-the-clock.

With various modalities and means of communication, we now have this "voice" over the internet. One way that is the investment of companies into the World Wide Web to further has the communication of their office throughout.

We are into network; we may see all stories that have been stored in each database of every server. We have personal stories, corporate, and so on. By each story that has been read and published a simple life-and-death situation may surpass a person. We can inspire people through stuffs that we publish, stuff that we want others to see.

### **What I have learned:**

In this chapter I learn that individual's uniqueness is in sense now. We are not just for the sake of having work but the idea of having my original work within our hands. No matter how straightforward your work is the originals would your main goal. Having your own work in significance to once uniqueness of work in which College of Saint Benilde wants to instill to their students, as which we have appreciative of once uniqueness is one key value they're looking for.

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

**Author:** [Doc Searls](#) and David Weinberger

**Chapter:** 4 - Markets Are Conversations

**Quote:** "You first markets were places for exchange, where people came to buy what others had to sell -- and to talk."

**Amazon.com Reference:**

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

**Learning Expectation:**

In this chapter, I expect my knowledge about the book will be enhanced. I would like to see the rapid developments on my knowledge about Markets are Conversations.

**Book Review:**

What the book keeps on shouting is the thought of Markets Are Conversation. Market wouldn't be called market without conversation. A market needs conversation that gives communication media between companies and their target clientele.

Markets are field of both buyers and sellers talk together. Markets are people, human populace which collide on one circle. Markets are those exchange scenes like Quiapo, Divisoria, and Baclaran were they gives opportunity for both members a chance to barter off their trade of thought with regards to products and services.

Market's conversation through communiqué is not just merely on advertising strategies like we see on news spreads, magazines, weekly periodic and what have you, but the social talks that populace has to do. Based on what [Doc Searls](#) and David Weinberger have talked on their article, Markets once were places where producers and customers met face-to-face and engaged in conversations based on shared interests. Talks we had, based on our own opinions and news that gives each and every person tidings regarding products and services that was proffered.

In a span of two thousand years or even so, communication has been established throughout the globe. Different foreign languages, different faces, different nationalities have their conversations. For marketing or for fun, we have communication all around. Market is not just market were people jive out and lives loud but it simply gives us the means that markets were places where people met to see and talk about each other's work.

In market that we have nowadays, marketing strategy is important. In the world we are stepping, populace is not a fan of watching gadgets run on every window shops inside Glorietta and Trinoma. What technology has uploaded on every individual is the reason for them to view all things online. Even a simple banking

transaction was now done via inter-network communication media. If a social network can live via World Wide Web, so then marketing will survive though. With a large media, came a more commodious connotation of what the real marketing talk is all about. More forms of media that can deliver messages to the public. And more of advertising media that would strike the populace and by which media would tackle and start consumer's machinery to buy merchandise.

We know that marketing plays a big role for a team that competes. It puts on to each and every mind of the key players in the industry, the consumers ideas we want to give them. By each commercial we have on our television sets to full-colored pages published at every broadsheet, comes an enormous setback at respective strategies planned for. How the power of marketing can get the minds of consumers. For a successful marketing strategy that was presented was a colossal success at every mind thinker of which strategy would be better for their respective companies at hand.

On the world we have today, Internet inhibits internally. Markets are on-the-roll for more soft spoken marketing moves at hand. Talks in which markets shouts, just as what the world has in the pre-historic era. Internet has been a monster for all. It is now in the main stream of marketing as well as retailing industry. In the internet, we can now buy what we want, from a small nut and bolt to as big as a truck loader for construction. It is not just for commencing trade but for education as well. In here people get a chance to enhance their knowledge unto something new, talk to their relatives and friends, give a shot for their boyfriends and girlfriends, spread news for their co-workers, student and co-students for some. We can now do almost all the business we can by means of World Wide Web. There are forums available for discussion; there are rooms for chat rooms, there are e-news available for grandpas and grandmas, a social network sites for teens, and so on and so forth.

As [Doc Searls](#) and David Weinberger have said, market conversations can make -- and unmake and remake -- entire industries. It simply gives us the feeling that, we cannot fully trust the internet despite of raging information overflows from the media. But despite of this, we internet is basically a talk for everyone. It is like a phone line which we can talk for more than hours with the idea of its tapped to an unlimited call in service. A successful story how Linux came to life was one main reason internet has been a source of hegemony. That once Linus Torvalds dreamt of having, now was one of the main adversaries of Microsoft and Macintosh to the computer-aged world nowadays. By means of connecting to the inter-network media, publishing his work, and was known for his open-source work of art that establishes his name to the industry. By both Internet and Linux are the oppressors of market conversation. Showed us what the world needs and can do to be able to communicate with no strings attached. The whole internet and its market are now at high stakes of conversation for business and individuals like us. For the authority of each government, for the high class education that institute wants their students to nourish, that was what the internet brought all of us.

What's then with marketing? Is it purely talks we have over and over again? Voices streaming through radios and television that our mothers and fathers tuned in when we we're at home or maybe inside our wagon. Those public relations talks handled by salesclerks that nearly broke our piggy banks.

Web advertising is not just an ordinary set of WebPages that was paid and hosted by GoDaddy.com, or maybe subscribed to neither AdWords nor AdSense by Google. Those painful thousand of dollars expense just to produce a limited space website to the public to see and buy at your own site. Advertising is not merely on producing a well-versed website to be published around the World Wide Web. It's a combination of your advertising and vocal chords and log thread of everyone on the net. By those helpful forum that tackles your product, comes a decision that a consumer can weigh on to his/her ego whether buy or not to buy one's product.

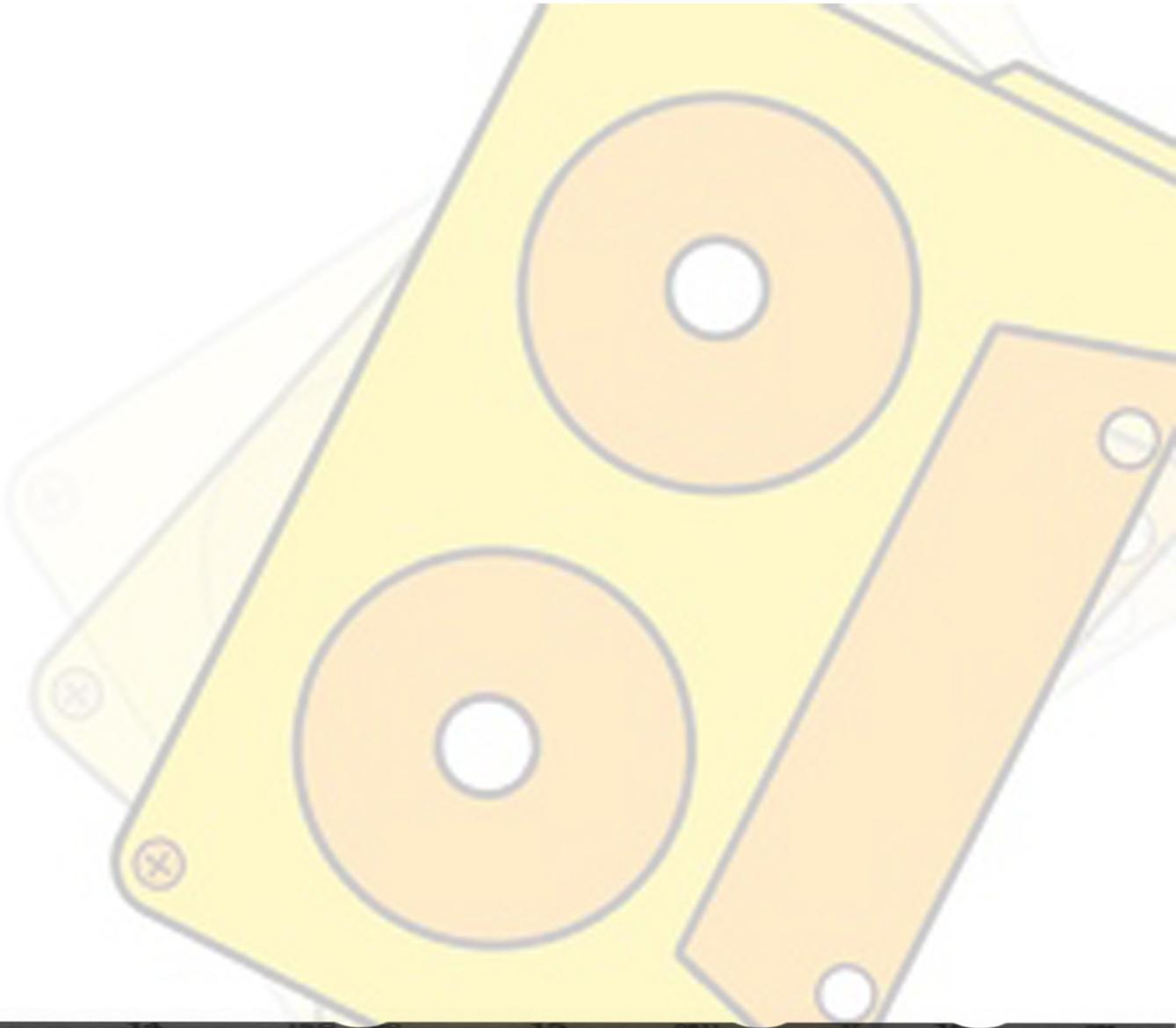
But basically, a well rounded marketing is not merely on thoughts of having your adviser to deal with and narrate to you everything under the sun. It would matter if you do your own perception of things in life. By the means of publication media, radio and television ads, even on the internet are not a big a deal for marketing. It on what would be right and what would be the best for the company, to handle its marketing correctly. The success of the company is on how you moved your company through means of communication to your target clientele and how you disseminate the key point to them. It is not by how you handle technology but how you handle yourself and the company.

### **What I have learned:**

I learned through this chapter the value of respecting the means of communication. It is not by how well the technology you have but how you deal with it correctly.

Markets are not just markets. Market would not be called market without your own clientele. Market wouldn't be market if communication is not present. Correct information dissemination is important to deal with the marketing strategy of one's product. It is not merely on internet, that gives you enough market but the talk that is the main strength of the World Wide Web. Markets are both field of buyers and sellers, consumers and producers. And in a market, the important tool that should be in the kit would be communication. In communication, it would be as simple communication in an everyday situation. Based on this we can now have this as a simple advertising strategy for those companies in the industry. I learned that if you have you best public relations officer in the office, you would have the best market ever, if you have the famous site on earth you have the best market that would lead you to your own fame, and money. It is merely a small talk of people in as simple as barkada talk, to the informal discussion through log thread in forums sites as such and those web logs that have commentaries of different consumers all

over would mean a simple communication. It is a communication that would mean advertising a company's product all throughout the globe. All that a producer can do is further more apply their quality on their work to further strengthen companies merchandise that will be introduced and was introduced to the public.



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

**Author:** David Weinberger

**Chapter:** 5 - The Hyperlinked Organization

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

**Amazon.com Reference:**

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

**Learning Expectation:**

In this chapter, I expect my knowledge about the book will be enhanced. I would like to see the rapid developments on my knowledge about Markets are Conversations.

**Book Review:**

As far as we have discussed on the first four chapters. Every chapter talks about one thing. That for sure this chapter would do too! And that is communication of human through their human voice, the media we have throughout the World Wide Web that we say, this so called free space we have on the internet. Well, when would be the time to lax our mind to this kind of same old topics we used to? We are damn bored already by the ceaseless replication of this set of words and phrases. My mind was torridly disrupted by this entire world. My terrible mind that I wanted to have peace on doesn't get any better as far as requirements are concerned. All voices, all talks, all Medias are tackling, and can we have far better than this?

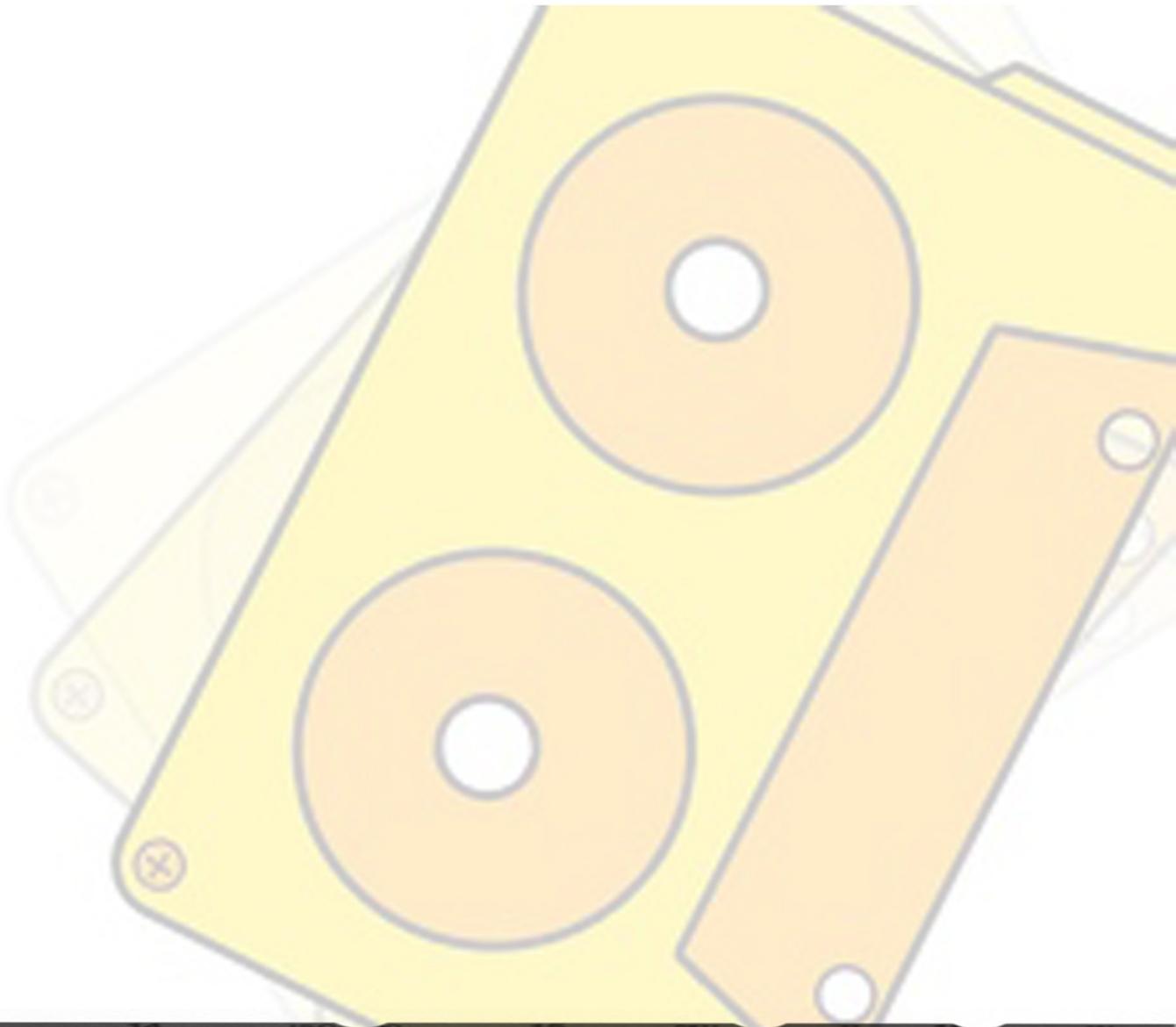
Maybe that would be the heartache that most of us are enclosed to. This book is an endless voice matter, web matter which teens really don't care much and even don't appreciate what this book is talking about. We just users which we are not fond of wasting our time, and effort just for the sake of putting our eyes in front of the monitor and place all of our fingers to the QWERTY type of keyboard.

For the sake of having a book report about this chapter I would want to start it by this. The web now gave us the chance to connect ourselves to the community of believers who expect to have connection and means of communication between you and your loved ones or even companies you have.

I guess this fort that was scribed and tackled on to this is what we have right now. The fort that has a meaning of inaccessible to the real we have. What would be the real that a man or a woman should have?

Well, the ability to get once point in his/her own persona. I mean, to get once opinion without any side comments, that which will spread off the negative instead of just taking it as an opinion of one. The opinion that was shared through the internet or even scribed at the book or in the news prints that has a

continuation for about a week or so. The real that what we should have is what we wanted so. You cannot force anyone to write a thousand words just for the sake of his/her future, you cannot force anyone to do project which you really now was impossible to do. You cannot force anyone to be like you, that even a pinch of your blood wouldn't match yours. The idea here is we have to have our own delight of light. We own our lives; we know what we are doing. I'm speaking of as a mature citizen of the Philippines. You cannot force anyone to work for twenty-four seven just to suffice your own personal greediness. Greediness is not a virtue; it is a sin of life. Pope Benedict the XVI or even as simple lay like Bro. Eddie Villanueva, that has his own greed doesn't talk it as a good one to their own churches manned. By this fort we have as topic evolves a meaningful life-transforming fact about greediness. The fort is not the fort were Embassy goers crawl at night and went out of the bar luckily without bruises or stitches.



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

**Author:** David Weinberger

**Chapter:** 6 - EZ Answers

**Quote:** "Web is simply liberating an atavistic human desire, the longing for connection through talk."

**Amazon.com Reference:**

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

**Learning Expectation:**

In this chapter, I expect my knowledge about the book will be enhanced. I would like to see the rapid developments on my knowledge about Markets are Conversations.

**Book Review:**

So far this would be the second to the last chapter of this freakin' Cluetrain Manifesto. Markets are conversation once more. Another trip to the world of World Wide Web country.

Bottom-line, we should learn based on what we know it should be not what should be done. Aside from it is the real part of you, you tend to give your own opinion for that matter. Learn to base every facts you have from the human voice. For these questions, we're able to make conversations, and in conversations, we give results that are unbiased, free, and straightforward.

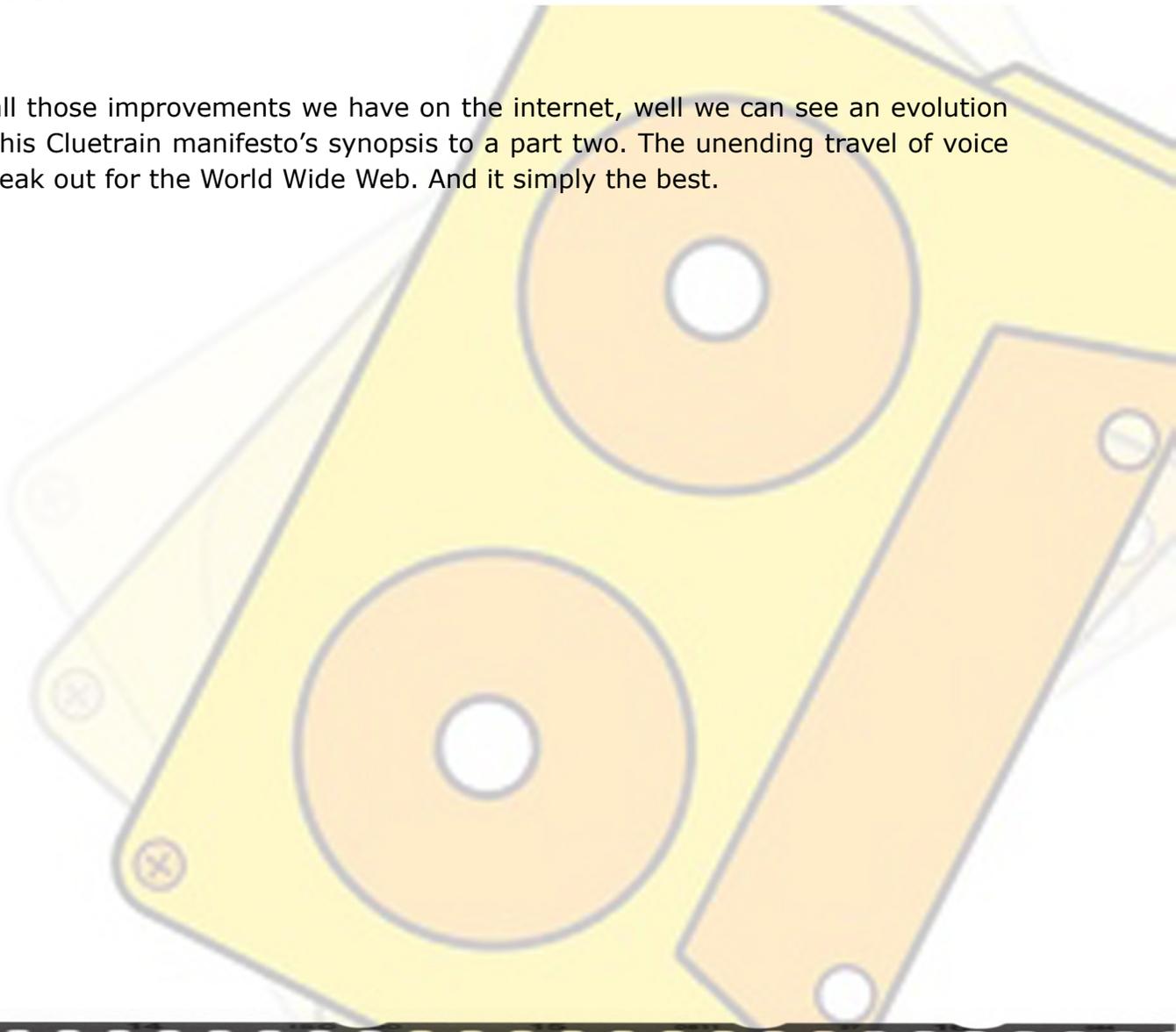
Even though my thinking is still hanging regarding Web. They overlap like a pen that writes on scratch paper. I still can't get the point of telling that the Web is a free source thing-of-a-jig that all we see and do can be called a free-work of art. But to think, almost 80 percent of crimes like identity theft was done duly because of the internet. Why? Hay...

We can always converse through the internet; we can do what we want so then be the hackers who before freely rule over the internet, hacking and cracking like ants that capture bits of chocolates from a Cadbury bar that was left open. What's important is that even though I'm stuck with this idea I still love to have the internet. The voice that human being is longing for can suffice by the World Wide Web.

### What I have learned:

I have learned by the help of the whole Cluetrain and based on what sir Pajo mentioned to me in the messenger, brick-and-mortar companies think they enter internet without knowing internet rules. By which it means that, by dealing with the Cluetrain manifesto for almost 2weeks we shall say i learned not only the ideals of Market through internet but the ethics we shall say that runs through it. What the marketing rules that the World Wide Web is telling us. World Wide Web as the provider for students, marketers, academe employees, business approach and a like are those reasons that Cluetrain was published. The voice, and these unending Markets are Conversation that has it all. Simply this Markets are conversation sum it all for us.

With all those improvements we have on the internet, well we can see an evolution from this Cluetrain manifesto's synopsis to a part two. The unending travel of voice will speak out for the World Wide Web. And it simply the best.



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

**Author:** Christopher Locke

**Chapter:** 7 - Post-Apocalypso

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

**Amazon.com Reference:**

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

**Learning Expectation:**

In this last chapter, I expect to have a clearer view of what the book is stating on its last chapter. I would like to see the rapid development on my knowledge about Markets is Conversations.

**Book Review:**

I was struck by the first quotation Richard Nixon stated, "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." Sometimes, we tend not notice those people who are at their dark moments. Those people who needed us in their grievous times. But the most awful thing we do is to ignore them.

That was one of the main predicaments that a country like we have has. We look not for them, but we're looking for what we need. I mean, government bureaucrats tend foresee those negligible items that we overlook what the society is in need of. They tend to look for their own waste of money, for their sake not for others. Well, when would our country smell and taste a good economy if we still live on a Neolithic era?

Another thing that got my attention was the quotation I got from the book. It states that, "When you ignore people long enough, they begin to feel invisible. Because your important concerns do not concern them, they begin to figure it's a two-way street. They begin to ignore you back." I can say that this selection/quotation was true that I can see it now through my friends. For once we ignore people that we no longer find them in our world. They get immune to what we did and so we tend to part ways. Somehow, this idea is applicable to the World Wide Web. As before, marketers lean not to the World Wide Web as to their marketing and sales strategy market. They usually market it through means of multimedia like television, radio, and broadsheet. We usually see them published

their works not to mention we see them daily. They ignore the net for the fact that they don't see the point of having their advertisements over the Internet due to it was a baby that time. Through the years of runtime experience and as we see now, companies who take internet as their least media of all got their words back to their mouths and adapt internet as their new media of communication to the public.

Being invisible is being free. To be invisible is like having your own way, making your own decision in life that no one can ask you for that but your own self. It is like living on your own world, that you're the only person having the world and sustaining the peace and serenity of it. Well, that's what being invisible looks like. But when reality posts us when, it seem that when your invisible in the midst of the person you have it simply means, having your own way. He/she would not care about you anymore, duly because of some reasons which you both know why. Maybe because of the misconceptions you have before, misunderstanding that leads to separation. That was the main cause of indifferences in the world today; I guess majority of us have this at one point in time.

Well, the whole book talks about the voice from the first chapter 'til the seventh. At one point in time, this book tackles a topic of voices and conversation. Conversation in which the market lacks, until it slowly changes its pace of time and effort. We have conversation before when we first have product barter, and now we have this until now. A different medium is used as time goes through but the thought of having market and conversation is still consistent. There's still questions that runs through my mind, a question that was inflicted as I read the book. Does the company have this voice as the Cluetrain is mentioning? Can we truly find the voice when we are inside this company? The free talk we are having when we were outside? I guess it's still left unanswered. Are we human if we don't use our voice? I guess we are not. Being a human being is having his/her own voice to state what he/she wants to have or to be.

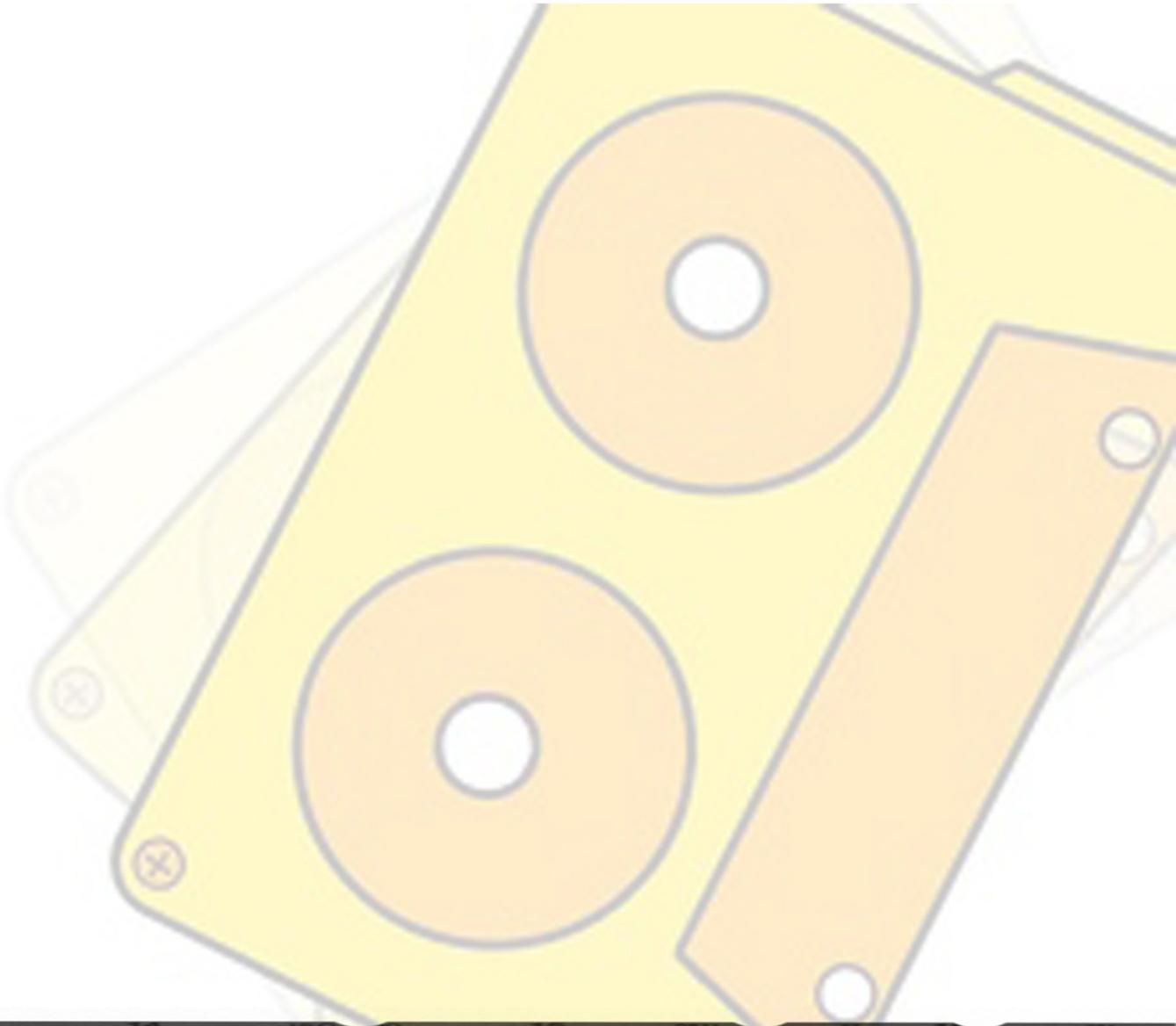
By having this book you simply have the voice of what we can have in our own business. This was not created just for the sake of fun and stuff but for us to learn few things about. That's all it can say to us.

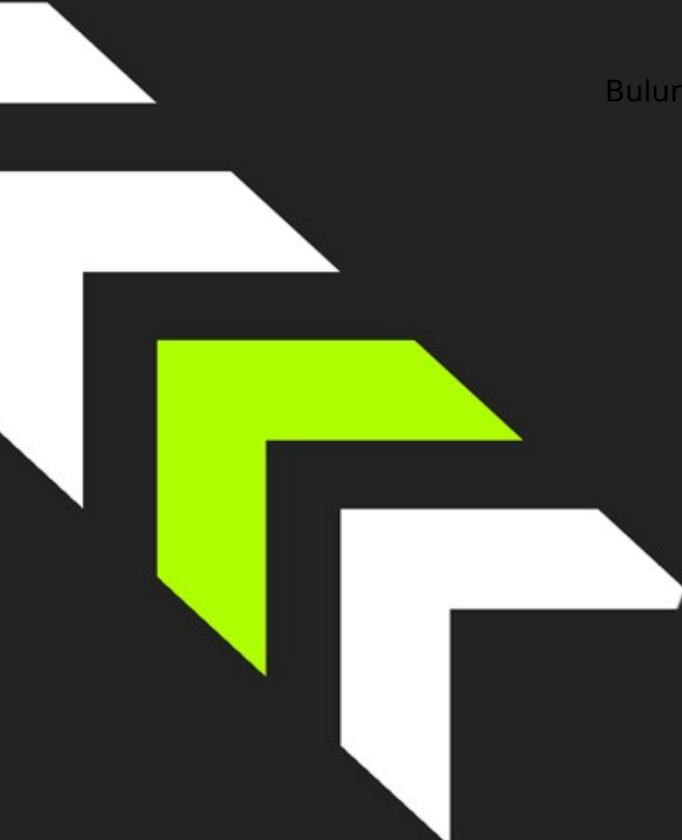
### **What I have learned:**

Actually, I learned few things from the book. Well, I don't see the point in the clearer view what this chapter wants to point out. Definitely, one important thing that I learned from this chapter is the idea of ignoring one person and definitely having him/her out of your course someday. The idea it points to us is that, if we

totally ignore a human being, a thing, or what have you, in one way they will ignore you too and part ways, duly because you will now find this certain thing for both of you to stay with each other.

Next thing I learn is that, we cannot say that we are human if we don't practice what we have, I am speaking of the voice we have that if we don't treasure and use this voice as our medium of expression, we don't practice our own free will of being human. Industry is now seeking not to have this kind of thing. In the industry we have, having the voice is not a quality thing for them. You will learn how to have yourself and to be with yourself for almost 8-12 hours of work.





# 95 thesis



### **A REFLECTION REGARDING MARKET ARE CONVERSATION**

Joseph Buluran

In reality, markets are conversations really. Based on what we have now, technology will talk by itself. Through the years, internet gives communication technology to the earth. With this, we all now have a faster means of communication physically by means of electronic mails alike and communication in marketing as well.

Even before, in the early civilization, we have this kind of situation. Conversations haven't begun on the twentieth century instead even before technology even started. If we view things that happened years back, we would remember things we cherish most when we were at child. We remember the days we had when we were in our primary years or even experiences from our alma mater when we were in the secondary. We used to talk about the latest cool dude of mobile phones by then, or just what game topped the gaming industry. It was just simple; it was just as concise as other things, but at the end of it its conversation still. We can think of it as conversation that would suffice for the first bullet from the book Cluetrain Manifesto's 95 theses. We listen to every mouth talk we had when we were young, and with that simple gist of thought we would seldom see ourselves with that new technology our mouth talks commit.

We can also bring to this topic an ordinary communication which deals with butchers, fish vendors, and a thing from a wet market. We often see them open their mouths and market their produce. And as we see in the wet market good example of Markets are conversations, they do monotonous talks, market their produce, encourages their all-time favorite buyers to buy their produce. We often hear their voices that would sometimes give us an irritating sound that we could know say what they say. And that was what markets are conversations really are, in a form of straightforward conversation that was seen on sides of our ecosystem.

### **A REFLECTION REGARDING MARKETS CONSIST OF HUMAN BEINGS, NOT DEMOGRAPHIC SECTORS**

Joseph Buluran

In making a demographic sector you're based of your market, we can say that you limit it through a specific class in the society. And which you will not call your market as market, why? Duly because, having a sample market means defining your scope to a specific area that will tackle only conversations from these explicit groups of people. This would mean that your conversations are limited too.

What is trying to point out by these 2<sup>nd</sup> theses is that, it is not merely the demographic sector that will be man to be your market but the whole human society itself. The world still revolves for man to dine, drink, and do stuffs, and so conversations still involves every human who breathes. We should think of having the whole, don't limit it down to a thing or so. It is better to have it that, we are not bound to separate all things by hand. The thing that is happening to the world sometimes is that we give classes in which others cannot relate to what this people in the class are saying. We give classifications to the world that elite people are the able to confer to their fellow elite players.

One example of what I'm talking about is the market of politicians. They tend to have this so-called circle of politicians that confer to themselves and fellow ones. I'm not saying that this is an example of market but I leave it as an example of demographic sectors.

Marketing in demographic sector will mean a slow income for the company. And as we see at present, for me, I can't see a company which handles/caters to demographic ones.

In view of religious beliefs, we are equal. As the saying goes, "we are equal to the eyes of the beholder". No one should be on top or be at least. In making market, company should tackle each and every class that sprung in the society.

### **A REFLECTION REGARDING CONVERSATIONS AMONG HUMAN BEINGS SOUND HUMAN, THEY ARE CONDUCTED IN A HUMAN VOICE.**

Joseph Buluran

With this topic, is much easier to comprehend than the previous one. Seriously, I was at ease when I'm reflecting on the other topic. But well here is my reflection for this.

As what Cluetrain Manifesto wants to become conversant with people at, is the longing for the human voice. Longing in which and somehow are still here in our midst. We just see it as a small unit of life in which we still use it in our daily duties like conversing to our classmates or so.

Human voice is still human voice that was one of the main ideas of these 3rd theses that Cluetrain wants to point out.

In an ordinary living we are into conversations. Every day is a chance to give out something and converse to people. To converse in a manner in which both of them understands what they are saying. A common topic we usually open to our comrades that lead to a better addition of the topic into our intellect.

In the business market, we usually look forward to hear business news behind. We actually hear people dealing with their fellows conversing in a language they both really know, lingo that they usually take at their office. Common lingo that people in their industry knows. That is one example that better support the idea of the 3<sup>rd</sup> theses.

For me the idea of the 3<sup>rd</sup> theses is what I'm taking up above this. It is an idea in which we tackle mostly on the whole thing of common language used. We used our human voice to speak out of the real in us. We give the better things if we took it by heart. I think that this quotation is trying to be with.

In a corporation based circumstances, corporation should call out or have to be with the flow of their consumers. How consumers behave, how consumers come and go. It is because by dealing with their consumer's heart they will know which is better for them. And that was the 3<sup>rd</sup> theses are for me.

**A REFLECTION REGARDING WHETHER DELIVERING INFORMATION, OPINIONS, PERSPECTIVES, DISSENTING ARGUMENTS OR HUMOROUS ASIDES, THE HUMAN VOICE IS TYPICALLY OPEN, NATURAL, UNCONTRIVED.**

Joseph Buluran

Based on what are on our first three reflections, and those book reviews we had, there would be one thing that will suffice all of this. An answer which will bring us back to the basics, it is by having and giving our intellect the knowledge of, Human voice are from humans, who are open enough that can say anything they want to say.

I agree with the statement of, human voice is typically open. We can't limit our voices, voices are tending to speak. And as humans, we have the right to speak what we want and what it should be.

In every word spoken, in every scribble we make we should have a point that we deliver information that should be scribed on. It will come out of our mouths naturally, what needs to be say would say, what needs to be spoken shall be spoken. Natural in a sense that we make our own scribbles, whether delivering that information, we take our own opinions, and joke that we say, it is better for us to be in a natural way we should have.

The idea that comes from which is, in company setting like business. For example executives and their secretaries, in which secretaries task is to give to his/her superior what needs to be given, and notify on what is going on to their company. In lieu with what I am saying is that, honesty, formality, and normality is within the course of conversing what is in need. A conversation that is open to everyone. That everyone knows what we were saying and see to it that we give the whole knowledge we have.

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

Based on how I understood this context, I came to link it through the third thesis in which it tackles the conversation going on between human beings that use the human voice as their media of expression.

I guess that the statement above is based on what Sir Paul has explained that the ideas of Conversations among human beings are the *sound* of humans. And by which, human beings are seeking these voices in order for us to discover one's true identity. By using the World Wide Web, it gives us the media to connect people and by this we can now share the ideas we need to share through this.

Cluetrain Manifesto wants to become familiar with conversation in specific. Human beings sometimes struggle finding this voice, and they tend to long for it. Human beings longing for the true identity of man that is sometimes hidden behind our deepest but to see that it is just there in their midst. We just see it as a small unit of life in which we still use it in our daily duties like conversing with our classmates or so.

The main idea that this concept gives us is that, human being is seeking for the real voice, which we tend to look for a real communication of man-to-man. I guess it is not just by means of the Internet that satisfy human but the true needed voice they are seeking.

For once, we see the voice of man, we familiarize ourselves in this voice they have, that if we cannot find, we tend to look for it.

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

The idea that it wants to instill in us is that, by the use of the Internet conversations among humans beings have become more convenient which is something that mass media was not able to do during its rise.

During the era of mass media, we were able to converse with other human beings. We were given that privilege. But the thing is, even though mass media has enabled us to converse with others, it had so many constraints. Likewise, the Internet also enabled us to converse with others but without the so-called constraints that mass media have given us.

The Internet, based on what I have read on Cluetrain Manifesto, is indeed enabling conversations among human beings in different ways some of which we might not even recognize as conversations like looking for information from different Web sites. Yes, these are conversations and these are conversations because the information we look up on the Internet came from other people. This is something that mass media was not able to make possible for us, human beings.

On a much simpler sense, the Internet is full of conversations and exchange of ideas between human beings. It fulfills our longing to communicate with other people and to speak of the truth that we have been deprived to speak of in the real world.

I think that the mass media has not made it possible for us to converse with others freely without constraints because something hinders it. Companies, corporations, they hinder us to speak without bounds and constraints.

### HYPERLINKS SUBVERT HIERARCHY

Hyperlinks generally comprises of links from one web page to another. We use this to link to almost an n<sup>th</sup> web page that we can use for expounding our learning. By the use of the hyperlink we search for sites and click it over to see what's inside, by having the inside you will now see another, and another. So basically when you have an hyperlink it is an endless cycle in the World Wide Web.

Hyperlinks challenge the hierarchic structure of a company called the org chart because while the hierarchic structure becomes narrower as it goes up, hyperlinks always lead you to another hyperlink. This means while in a hierarchic structure, you see less and less people. On the other hand, in hyperlinks, you meet more and more people and getting a chance to converse with them.

With this, instead of we look back to other things, your now looking for a certain position which is we bound to look for the specifics not the general. With this, you will see the people involved in the process not the whole process itself.

In view of hyperlinks, we don't have limit. We are bound to go further and seek for more purposes. Through hyperlinks, we explore the deepest of World Wide Web. We have no boundaries that cut our exploration that will lead us to some parts, and some places.

**IN BOTH INTERWORKED MARKETS AND AMONG INTRANETWORK EMPLOYEES, PEOPLE ARE SPEAKING TO EACH OTHER IN A POWERFUL NEW WAY.**

As the times we are connected to the World Wide Web that would be the main key point that we are already conversing with other people globally. That would be one of the general reason or main explanation of this 8<sup>th</sup> work thesis.

This 8<sup>th</sup> thesis gives us a gist of what was the trend in the world of technology today. By means of mobile phone, Personal Handheld devices, personal computers and laptops we are geared up for a better communication technology involving the use of media. One form of communication media which involves technology is through means of Web VOIP [Voice-over Internet Protocol]. Another thing is the P2P [peer-to-peer] system and one useful example of which is the mIRC [Internet Relay Chat]. With the means of having this, we can now have a chat with other people, we can do anything we want, and we have a lot of "viand" shall we say in this software. You can also do some downloads as I'm having it before.

But the real thing is, through the means of the World Wide Web we are interconnected to each other, through this we seem to go beyond what are bounded to. We use our interconnectivity in conversing and making market. Almost all people are into the internet that their main purpose is to have communication with others. No matter who you really are, what's important is you converse through the media that would be for now the cheapest and more much powerful than letting Mr. Postman deliver unto your doorstep the parcel that was once posted by your colleague a month ago. Through interconnectivity we give way to the life-transforming act, from a small retail business in Binondo to a famous e-retailing store in the World Wide Web.

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

As this topic tackles on the use of the Internet, now we are tackling on the knowledge we can get through the means of the World Wide Web.

As we get to the internet, we bound for many things. One of which is the use of the media as the means of exploring new things alike. By the use of the internet media, we can now find and explore useful information and knowledge that we can use in our daily lives, and sometime for the academe purpose. As we are in the academe, we usually get information through the internet. I remember then when I was in Don Bosco, I used to get to the internet as early as grade 6 and search for my assignments even I have my encyclopedia beside my PC desk. Having my connection basely 56kbps dial-up, I search my assignment that will take me at about 3 hour's average. Through this means of having networks, conversations were enabled. Not an ordinary enabling was done but a total process. By having this, we can now exchange facts and information by publishing it over the World Wide Web and so people will visit it and worked on with it. Factual information that the internet has came from different walks of life and the world. That came the markets and their conversation that was made through this.

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

Prior to this quotation thesis, we talked about the internet media and its call to us. The communication media is one, next thing is the knowledge we can get through the World Wide Web.

It is somehow the same as what we have got now. Through the means of internet/World Wide Web markets are having their knowledge and get proper information regarding the things they wanted.

The idea that this thesis talks about is that, through the means of internet, people get more information that can hone their wits and as well their physical ego. The participation and connection of everyone has changes the world walk nowadays. By means of communication through the internet, through the web logs available, through every website we see we can now see the change we have right now. Compare to what we have before, the means of communication we have before. Its far way better now than what we used to have. Those telegrams after so many days we've waited for now are its delivery date. This simple mail we have, before we send mail that will take you almost 1 month just to receive and read by our target person but now, we tend to use the e-mail and see that we can communicate in lesser time and effort. By means of communication media, we help each other build our own, we help building the community of learners. By this, we become more smarted, more useful, more organized than what we have before. Through means of communication media, we can ask those people who are knowledgeable than we to and learn from them.

**PEOPLE IN THE NETWORKED MARKETS HAVE FIGURED OUT THAT THEY GET FAR BETTER INFORMATION AND SUPPORT FROM ONE ANOTHER THAN FROM VENDORS. SO MUCH FOR THE CORPORATE RHETORIC ABOUT ADDING VALUE TO COMMODITIZED PRODUCTS.**

It simply gives us the idea that, in the internet you can have a lot of people you can communicate with, ask some questions, interact, but not all of them are capable of giving you correct or much better information that would lead for your succession.

To be honest, I don't really get what this 11<sup>th</sup> thesis is talking about. It sounds weird to read it fully. I cannot get what it wants to tell us.

Based on how I understand the 11<sup>th</sup> thesis, what this 11<sup>th</sup> thesis wants to tell us though is we can support what each and every one of us and give true information and feedbacks based on the topic. Meaning, we can share ideas alike through the internet. The big but would be, doesn't trust fully to what those retailers/vendors say duly because they don't have the first hand experience of what is going on with those products they sell specifically. They just sell and make money, but they cannot make money in marketing those products.

One big example of network markets are forums like: [tipidpc.com](http://tipidpc.com) ; [tipidcp.com](http://tipidcp.com) ; [tskikot.com](http://tskikot.com) and much more. With this forum you will see both consumers and retailers side of the mountain. Both the consumers and retailers transverse here. The big idea is, here they are not like Shoe Mart or Robinson that merchandisers sell their product without enough information about the product they are handling. Not only the forum sites stated above has the power to have people share their ideas and know-how's in the field. There were a lot more.

**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.**

All of us may know when we publish or communicate to people via World Wide Web; anyone can access and see what we have. Secrecy of work is not the main concern when you publish in the internet. That is why I come to think why in the world there were people who are so furious when they see their work copied by other groups. Isn't he/she was for rules regarding the internet? I guess those people are not in the sense of knowing that is.

In the world of World Wide Web, we bound to seek for knowledge; we tend to share what we learn through means of communication media. We work for pages of blogs just to tell everyone that we know this and that. We signed up in lots of social network sites, just to view others, and expand our network through extremities. We look for possible ways to do the things we want through the internet.

We have news for example, in the online news sites, we see humungous of updates regarding the current events, part of this were those issues surrounding companies. One of which is the all-time GSIS-Meralco war. Even if they didn't have published it on their own WebPages they are still the front page of news sheets. Even techcrunch, C|net, to name a few. Sometime, they were the first one to publish what's new to technology; they are the first users of technology that companies have their pre-market before they launch their products.

That's the power of technology, specifically the power of World Wide Web nowadays. We see things in fast forward phase.

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

*"What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two."* This is the thirteenth statement of the 95 thesis.

For me this means that the people, also known as markets are the employees who work as the same people. The quotation wants to point out is that the metaphysical construct known as "the company" is the only thing standing between the two because it really is. All the things that is happening to the market, specifically the people involve are the same things got into those duly because they're the same people running the show. Which means a person who has two different being or we can say two different sides of a person. We can say that people tend to shift moods anytime, or maybe shift moods depending on what he will do or what he will be doing. He/she will walk over this so-called uneasy life of his/her.

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

By this quotation/statement we can come up with the idea that corporations are not man enough to tell everything they've got. They locked it in this thing called "Corporation privacy". But does it make sense?

Corporations do like to blog or comment about their latest technologies and what have you but to think do they spill out their stink? In view of this, we cannot see any corporation that give a damn telling their secrets and lies to us. They leave it blank so that we people don't think of not supporting them. They want the market/people to see them their good looks and fresh smell they don't let us see their bad sides. We can call them Pinocchio of marketing as we say; they cheated us by their good sense of marketing. What we know is what is not. They should not have their chance of going for their market, because if they do. They are not real? How come right? They cannot give us the real picture of their corporation but still they are in the band? There could be neither corporation nor a small company that would do that really. No man can let his/her bad deed work for them.

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

As I read the text I am not very sure to what the context is trying to point out. The context is a bit tricky and somehow brings different meaning every time I read it.

As far as I can digest what context wants to say, with all this voices we are hearing, with all this mission-vision statements we read here and there, one point or another this will all be contrived and be unreal. All the “voices” that the companies have now will then be a voice with no greater sense or meaning for somehow the road for change is getting into their world once again. If companies don’t treasure all of this, it would fade and maybe it will die for a reason. For in this world we will not have static lives. All we have is just partial, everything will vanish, and everything will change. But if these companies will learn how to treasure it and take care of it, then they can have a voice for it. They can defend it through. Same to us people, if learn how to treasure and defend what we know is right then we can overcome it and have it back.

Actually, the voice of the business is currently unreal for me. They are practicing it not to be in their real position. These companies apt to give us information that sometimes not accurate to what they really have. They usually hide us information that we consumers should know about them. They are scared-cats to let their consumers know what’s happening to their organization or companies. Companies usually have this pros and cons in their companies. But their promotion department releases those pros or the good side of life and apt not to spread out their stinky sides.

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

This was another context which I can't comprehend. Let me have my own opinion based on this.

For me, having this context means that, companies who has the same level of language tone. For me, the context was saying that with no content or whatsoever the idea would not be spoken. I mean nobody will listen.

It is like having your own interpretation of music that has no meaning or no accompaniment at all. It gives no meaning to the music you are rendering. It is something worthless effort you did. No one would ever support your group if you render unmelodious whisper of sound. Same to the market, no market would ever render a service nor support your company if you give them meaningless ideas and thoughts. All the things they have and say are already known in the market and markets tend not to hear those thing that companies said because these are just flavored topping to their companies that it will not give a thing to the market anymore.

Having a nonsense topic means nothing at all. Couple of times we view the television, and couple of times we see those nonsense advertisement that was publish through. But to think, do they mean a thing for their viewers? Can they get a number of consumers by having it? The answer will be at the middle. But to think it will not be, duly because we don't mind that unethical advertisement that comes along.

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

For this context, assuming that their [the companies] markets are the same markets they used to have before is not a thing at all. Well, having an online market means a lot thing for the companies. To think, when they used to have this advertisement from the television sets, they just call limited people who can watch it. I mean their markets are limited due to the fact that television signals are limited to those who have for it is in the local channel. When we go for the online advertisement, companies are into the view of the whole World Wide Web. Everyone can view this with just a single click. So, having this saying that online markets are just the same as they used to have is such a cliché. For in this changing world of ours, we bound for better things not for the poor. Markets do converse using the World Wide Web not just by newspapers or television and radio ads. The world revolves now by having markets speak what's on their mind through the means of internet. They can now share what they've got openly. Not like before, we cannot speak of our grief about the product. We just cater all of this on our self. Markets can grief off by using blogs and what resources they have to approve and as well as disapprove the service that they got from products they've got.

That's what this context is all about. Well, to have this kind of ideology means a poor thinking for the company. We are now living in the 21<sup>st</sup> century, we are not in the era were Mr. T-Rex lived in. Companies better move along and think of how they would improve their service not just thinking of they still have the old context of market.

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

Companies should realize their markets are now networked person-to-person through means of the World Wide Web. They should be joyous about that, that they no longer need to market to everyone.

I don't think companies know about this. I strongly agree about what this context says that companies that don't realize their markets are now networked person-to-person. Companies are not aware of their missing their opportunities. We all know that by market through means of Network media like Internet, companies can see and view what their market wants. The voices that their markets are emitting to further enhance their products. They will know what we want, what we need, what we are talking about by this. But do they even know this? If they are still locked on the era were Dinosaurs exist I guess they cannot see this. But to think, if they still not for the internet age as what we got now they are stuck.

Markets can talk as loud as markets have now compared to what markets have before. Markets can voice out everything. And by this, companies alike are missing their chance to hear those voices that markets are talking. Not just missed the voices but miss what their voice can tell to the world. To think, companies will miss the easiest method of communication and advertising media.

As I may point out, companies should more have extended their hearing aids so that they may go with the flow when it comes to technology in the 21<sup>st</sup> century. Being aware of what we are having and aware of what the company will face through will safeguard their company's dignity.

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

I agree with that, companies can now communicate with their market directly through means of World Wide Web. It is an extended means of communication to television ads, paper views, and what we have now. Market can now converse in the easiest way they can have it. By this, they can now talk and extend their service to the market. They can now adapt the trend and new cool things that technology brings us all.

Through World Wide Web, markets are freely and well-versed. Communication from markets and companies are strongly intact compare to what we have before that we still need a few more gizmos to extend what we want to have and tell to the companies or markets alike. Market nowadays controls the entire communication lines of companies. The companies may now freely converse, and talk to their consumers at no time. By this, it is much easier to advertise your product to the consumers who are interested. One thing that companies won't want to happen is that, when their consumers are not satisfied on their products tendency is, consumers involved will tell its experience and blog about it that companies morale will be lessen to those who wants to avail.

Companies don't want that to happen. Does anyone want it? As much as possible they are getting the most secretive detail of their company not to spill out so they still have guts to work and pursue.

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

I am thinking, how can I reflect on this? Well, basically on my own point of view the only thing that this context wants to point to us is that, they should filter every single detail of information that comes out of their company gates.

Well, thinking of having their conversation through Internet mean having wider network than having it before. Basically through internet we can say everything we want to say, freely we can. And by having conversation through internet markets may tend to use it against them or shall we say make rude opinions and articles about what they've got. By facing the market, companies should have at their fine mode. Tendency of not being there is, market would get you at your weakest and take it against you.

Companies should realize that markets are not just "markets" we say. Markets are composed of different people. You don't know who you are talking when you come. By having your market through the internet, it is really a make or break for companies.

Companies should be more sensitive when it comes to clearing information and extending it to the public. For such this misconception done by the viewers will make the company break their part. Being sensitive can relieve all those misconceptions and misunderstanding done by the consumers.

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

Taking it less seriously means taking it easy. That was one of the main idea that this context wants to point to us.

To be alive in this world means nothing if you want to get all problems within yourself. Life is not just one way street that the only thing you see is problems within yourself. If you only think of everything as problem, and if you took all things seriously tendency is you would explode.

Companies as such, if they get everything around them seriously tendency is they would give up. One example of which is by getting all target market. Well, it is impossible to target every classes of life. As what getting real - a book written by 37 signals talks about is, we should focus on the specific aspects of life. Being real is having the specifics not the generals. We are not bound for survival to look on those; we should take a little caress. Let's not get too much load that may affect us. By taking life easily can give you and let you stay healthy.

**Getting a sense of humour 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 context is taking to us and giving us the of idea in which it's speak to us that, in a business specially those companies maintaining a website one important bullet they should keep it mind is that, they should tell the truth. Well, honestly truth shall prevail.

For me, speaking for the truth will bring one's life to fame. Well basically what do we need to hide if you didn't do anything wrong right? When you speak for the truth, it would give you certain feeling that you are relieve. Because your being true to yourself and as well true to your neighbors. Getting real would give you a lot of pros to the cons you are thinking. Well it is a matter or trust to yourself as well as your consumer [for business side]. Consumers have their own heart to see whether they will go for you or leave you.

As for the business and corporations giving information that seem to not carrying correct information shown to the public, it will only go to one thing and that is the end of their career as corporations.

It is important that in every business you speak for what is right and what we know that we speak for the truth. A little humility behind our words is strongly agreeable. In a corporate setting, a cheesy word, articles, reviews is not a best practice. Being in a business is being practical, and by being practical means going to what you wanted to say. Telling to the audience what you wanted them to tell straight to the point.

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

This context is pointing to us and giving us the idea that companies alike should be more concise to they want to do. I mean, for what I understand with this context the idea is that as companies, you should know what you are doing. You need to know how important every decision they would make with regards to the future of the company.

In every decision you do you should need to be cautious that you need to know where it would point through. Business is not just an ordinary step no step yes that where you wanted to go can cause you nothing. Businesses have integrated in its processes that in every corresponding decision you made will transpire to what the company will have for the future.

What this context is trying to point out is that, companies tend to position themselves to the public that they usually conquer the lime light. Companies battle it through the lime light hoping that their company will soon rise because of fame and power. With this, companies should be more efficient in doing so. Learn to study and make a good node out of it so they will get the stage. Actually, they should have stand and should stand better for the consumers/markets can see. Position that the context is having is that, companies should have establish their names well so that consumer market will see and feel that their company exist. It is more of building your name to the public earning the congeniality title. Market would be there if you have your name published well.

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

What this context wants to say is that, companies should not be boastful and try to give way to other companies. Be humble is one of the main idea that this context tackles.

At the beginning, companies seem to be a child who's walking down the park with their parents, need much attention that when their parents leave them behind they would cry and not a soul can lead them back to where they used to have. They need much attention and much foundation to survive the wild. Companies are like newborn eaglets that were on a bird's nest looking for their mom and expecting their mom to teach him how to fly. Same as to what companies needed when they first got into business. They are neophytes that seem to take a little caution towards what they want to do. And when have an established name on the ground, they tend to shift mood from a newborn eaglet to a mature eagle that soar high above. That they soar high not knowing they step unto the other side of the mountain. I mean, they over power those eaglets and soon-to-be. They become arrogant and tend not to see what they need to have. They are occupying space that shouldn't be theirs. This should not need to happen.

In life we have, we tend to be boastful and forget other things. Which we use to get the things that shouldn't be ours. Companies should look on how to earn a name without stepping others territory. I mean it is much better to stay your feet on the ground. Advertisements should not give an itch of, “our company has better and much more reliable than they do”. Competition is part but not too much. You can compete in a regular modal we can, not bragging everything.

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

The quotation speaks to itself that the companies need to come down from their posts and talk to the people whom they hope to create relationships. What the context is saying is that, companies should lay their hands to the market as if they reside at the same level that the people have. This context was somehow related to the context above this that companies should not be boastful enough while the business was into the industry. Companies should bow down to reach to those people to have a better communication to their market.

As I remember as what tackled in the Cluetrain Manifesto, we say markets are conversation by which we should have our conversation with each other. And by that, having conversation can lead us to enhancing and extending our knowledge to some things. We may say that companies should step down into the level of consumers so they better know the flow and what consumer's needs, thinks, and probably comments on products in the market. By that an increase to their sales and productivity will be felt.

It is much better for the company to be at the human voice level than taking their job into the peak of their own mountain. For as such, they value their consumer so if they, one good thing that they can do is extend their ears to this people who are using their products, who are availing products and services they offer for such they will now what consumers wants and hates.

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

Public relations do not relate to public, the idea here is public relations of companies simply cannot communicate and receive what the markets voices are. They just hear some of it but not clearly as what they can have if they listen through means of broadcast media like internet as such. For me, correct public relations is important to the company mostly to those companies offer goods and services. For once they have correct system for public relations they can now adapt to what the market wants and has to offer them. By those offers markets shares to the whole community, they will now have idea how to pursue to have this things. By having corrected public relations to a certain company, markets can now address it to them directly.

For me, why would you be afraid if you haven't done anything? Yes, if you did something wrong better look for a hole and put yourself there and hide. If companies will continue to acquire fear to their market, tendency is unstable conversation happens. It is unequal if one doesn't cooperate with the other. For a reason that we may that conversations are unstable due to the fact that the other has fear to another. If you fear one, you will grow nothing. By having and treasuring the idea of not to fear anybody would mean a lot thing for companies. I may not get what this context should mean but I hope I have my point. Well, basically companies get afraid of consumer market duly because of wrong information maybe that they disseminate to the public. Market can go with what the company tells them but when they experience that those information that was transmitted to them were wrong tendency is markets would fight over the companies.

One of the main element company should have is loyalty and honesty. Be true to your consumer and market and you will never ever have hard time coping up with what you've lost.

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

Second to the last context for this set. This context is relatively similar to one of the context above. Giving unreal words would offend you target market/clientele.

Well, as what I keep on saying to this set of reflections, I keep on expounding the word truth, honesty and loyalty for these are some key points that would win the market. Well, having this kind set of key points will give us ideas that would let companies win market. Being true to the market is one.

By being true to the market, extending to them what really is to have when they avail your products or services. This would help a lot to win market's hearts. Because being true means everything. Once you are in your true self, you can't hide anything isn't? and by that what keeps a successful business have.

Be careful to what you are saying. One reason that people have quarrels is because one is arrogant that the other one can't take. Well, that would be a thing that would ruin once business if you have arrogant side into your market. By that consumers and target clientele would not want this kind of things. Extend your arms to those markets you are taking. And by that you will know how to communicate and know what they have in mind. This would be helpful for the company as time goes. By hearing what markets needs will give you an edge to the other. It doesn't mean you win a tragic competition against your arch rival company but you win the hearts of every market you are taking.

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

What this context wants to tell us is that, most marketing programs are once set to fail. I mean, these marketing programs we have do have possibility of having a point of failure once or twice.

Well, company doesn't want the information which runs inside company spill out of their site. And based on what the context says, this can give consumer market a chance to see what is inside. As per company rules, they don't want private data come out of their offices, for such that this information are technical enough that may lead to their down part. They are also afraid that their rival company would have a glimpse over their current system that may lead to their rival's succession. That was one of the company's bullet in their SOP's that information shouldn't be out of their offices.

But to think of, if that would be the case why they should limit it anyway, I mean limiting the view for their customer, limiting the information the customers would know. This is against what Cluetrain wants us to have. To have a conversation. By conversation company can rule over the whole world. By having correct conversation will have a success for them. But how come they limit their marketing programs? Don't they want their customers know more about their company.

Being true to once self would mean a lot. I mean it will cause you more pain and headache if you let this things covered up by fallacy born over the media. Fallacy wouldn't last but truth will. To think, markets want companies to look beyond and see what they wanted. If that's the case how would they come with it if they limit their strategy to a few?

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

We can't go on together with suspicious minds. This was one of the lines from Elvis Presley's Suspicious Minds. This was one of his love songs that he composed and gave a pack that thematizes emotional entrapment within a dysfunctional relationship. But what does this mean really?

From my point of view, this gives us the idea that we should trust a person. Well, with suspicion you will break a relationship whether for the company, for a couple, for a friend or even for the family. I remember the latest news Hollywood revealed. Madonna and Richey [I don't know if it's correct] had their ways. The thing is, not a single day couple would leave a relationship just because of breaking a trust they had for each other. Even local artist have this kind of situation that leads to annulment and misconceptions. No one could ever break off this kind of situation in their life. All of us build trust to someone. We built it because we love them and we know they will never break it off. But for some reasons this trust we have given to someone/somebody was been challenged of fate that they tend to lose it. We give it for a reason that we know they could keep it. And if we asked ourselves is it their mistake that they've lose it?

For me, when possible where you can measure love. If you love a person, no one can ever get this trust from you. Giving trust isn't that hard, what's hard is maintaining this trust even if he/she broke it couple of times. In relation to the company and the market, trust is important. Actually trust is important to all people. With full trust, you can have everything you want with your mind relax and set. That is what this context all about, giving your full trust to everybody, and everything you do.

**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 this context, what it wanted to say is that by loyalty steadiness in the corporate world. Meaning loyalty to a corporation or company is giving you to them. People tend to like their products or service so people give their trust and loyalty to them. They get their products, support these companies for a reason that people love and know how well company's product gives them. But this loyalty and whatsoever have been slowly losing and changing.

Nowadays, market is slowly moving in and out of company's hand. They usually support those companies or products they want to support and use their [company] products or services. We have a big market nowadays, we don't know when would the companies have their say or not, when they could gain more income or not. In the market that we have now, we can choose who will we support, who's the best, who has a better say in the market. One thing we have is the World Wide Web. By having the internet we can now choose what product we can buy or what service we can avail. Now, United States and other countries from the European Union are no longer a far-flung area for the Filipinos, we could now avail and buy their products over the internet. By entering to a gateway like the internet, life is going to be easy for rigid buyers and shopaholics. In this life we are having, speed is more important to people. They want automation to their works. People nowadays are getting lazy. People nowadays are now smart on what the world and the market gives them. They want the best not just for products but for the company as well.

**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?"**

Loyalty nowadays wasn't anymore a big issue to the public. In the sense of relationship for couples we often times hear that relationships come and go, people tend to broke with their partners in respect of their broken trust for each other. While in the industry today, we haven't seen much and hear much for that issue but rather if were inside those companies we will hear sudden change of suppliers, investors, and employees alike.

Company's desire is to attain perfection to attract investors and shareholders for their company to profit, and for that they frequently change their suppliers and employees. They frequently change in order to disguise their identities and stay perfect. Due to this, loyalty has become a mere word and has lost its real sense.

If we look at employees' history and if we asked for what they prefer, it is rare to hear those people tell that they would remain for companies they're working at right now. For reason that they've seen salary as an important reason for living without this, they won't live. Well, like what we have on our minds we see money as an important thing in our lives. They won't look much on what company's name would be but the benefits they have in the company. Another thing, you can please your employees if they have right benefits on your company and they should maintain their passion on what they are doing and enjoying what they do. That was I guess an important thing having your employees stay to you that loyalty will still be on theirs

### **Smart markets will find suppliers who speak their own language.**

A company who knows what they are doing knows what kind of suppliers they'll get. They will get someone who would truly understand what the company needs and wants. Intelligent markets will find a company that would agree with them.

As far as I understand the concept of this, I then see that smart users know what they want; they know what kind of market they will go. I mean users/consumers know what kind of company they have. I mean we consumers/marketers know what kind of product/s that those companies have and have to offer.

As I see nowadays that consumers then look the weight whether the product offered by companies are able to satisfy what they need or what they wanted over a certain line of product. As per this, consumers/smart markets find suppliers who speak what they wanted, speak what they truly love and see on their own. I remember that I am one of those smart markets. I haven't got my attention to one product. I searched for the best product that may satisfy more and have more feature or somewhat like that to me. Smart market for me is a good notion that we speak of what we truly want/love. We have our own language that those companies will tend to listen to what we are airing via free space alike.

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

Being able to speak using the human voice is not easy to learn. It takes time to be able to speak realistically and be understood by the public, you need to be empowered and know all the basic norms in order to come along. And often times speaking the language of the market could be misunderstood so what we need is to know it and learn for it for the reason that one wrong move will just detriment the future possibilities that the market could bring.

As far as I understand the context, it then gives us the idea that, speaking as what human voice is difficult that you cannot just google over the internet and you see answers on how. It requires much time and effort to both speak and understand the native language that human have. It is not the typical voice/language we have but the inner meaning of those words we speak that ample of suppliers didn't know how to decode and try to view over to their company to further enhance their service to them. I then agree that it is not a parlour trick to learn to speak with a human voice due to the fact that a small portion of the industry can cope with what we humans/consumers/markets are speaking. If I were a man in the industry someday, I would then learn to speak as well as understand every talk and sound that humans emit for it will help the company boost sales or whichever will boost more. Anyhow, this was my own comment with regards to the point given.

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

In this context I am now reflecting companies need to learn to listen to their markets. To become good speakers, companies need to become good listeners first in order to make sense.

If you were to relate what I said on the earlier points, companies must learn how to decode what human voice has to say. For in this voice companies will listen to what human consumers truly has to say over the market and products offered. For when you listen you know what human consumers expect to the companies. If companies are for their consumers then they must pursue in dealing with what the consumers has to say they speaking over the free space for in this voices that those companies are hearing finds a hidden concern that consumers want those companies should do. One example of which are concerns regarding their current product. For when consumers dealt with that certain product, two things that would come out of consumers lips it's either wow or a boo attached to this are some of the commentaries why they come up with this comments with regards to companies products. As I see nowadays, more blogs are coming out. As far as I am concerned more over are reviews regarding products that is currently on the market that both top and fresh companies are offering. We usually see blogs that I am now asking myself that internet is slowly revolving with blogs that we tend to lose correct facts that young kiddos should learn and need over their studies on general facts. Anyhow, that was my own commentary with regards to this point.

### **But first, they must belong to a community.**

In relation to the statement before this, companies, in order to get involved with their markets, they need to forget their fears of their markets and step out of their fortresses. In this context, I see what means to be a strong unit. I mean they first be in a community before hearing and feeling what mean to be in the system.

This is somehow, or technically an extended context from the recent bullet, "To speak with a human voice, companies must share the concerns of their communities." To achieve or to gain knowledge to what the community have to say and in order for them to listen to what the community is talking, company should first be in the local community of user meaning they should be first be in the community. Nothing bad will come to them in fact when you join the community of consumers you will learn what they wanted and they needed. Another would thing is, you will then learn what they are looking in the field of technology or the line that the company is into. It is the same thing that I keep on telling on the previous slide/bullet. I guess I'll just record what this whole 95 thesis wants to give us all. It's quite annoying to give 250 word thesis over and over with the same context from 1<sup>st</sup> to the 95<sup>th</sup>.

### **Companies must ask themselves where their corporate cultures end.**

As far as I see this post, I think of having the idea of companies should be wiser in terms of dealing with the World. What I mean is that companies should now ask what they have to give the end-users. Well, it is a matter of knowing how well does your company stand over the outside world and where of how well do they perform as those end-users or bystander see their company [talking to companies].

On my own point of view of things, one must deal with what others have to say to you. It is like dealing with friends. Not all of them can please you and vice-versa. What is important is let yourself know how to work on with life and how will you offer yourself to them. Learn to where you stand. Well, like a culture to demography. If you are not at home behind those things you cannot be in yourself or better off to say that you cannot live without those things.

In order for them to learn more about the market the earth has, learn first how to deal with based on the culture they are having. It is a matter of when and where to integrate those. When I speak of this, I speak of what the company got. If you are not capable of having a certain attitude towards one thing, don't ever be powerful to let it be there still for which it will not or you will not end up winning but instead end up losing.

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

The story is in its context. For a shorter explanation of things lets just say that if you don't have the market in this case that the community then it will not grow or somehow say we will not have a market. For which we cannot sell things out if you don't have market right? How will you? Right? Then that's the time you process over things why should you not.

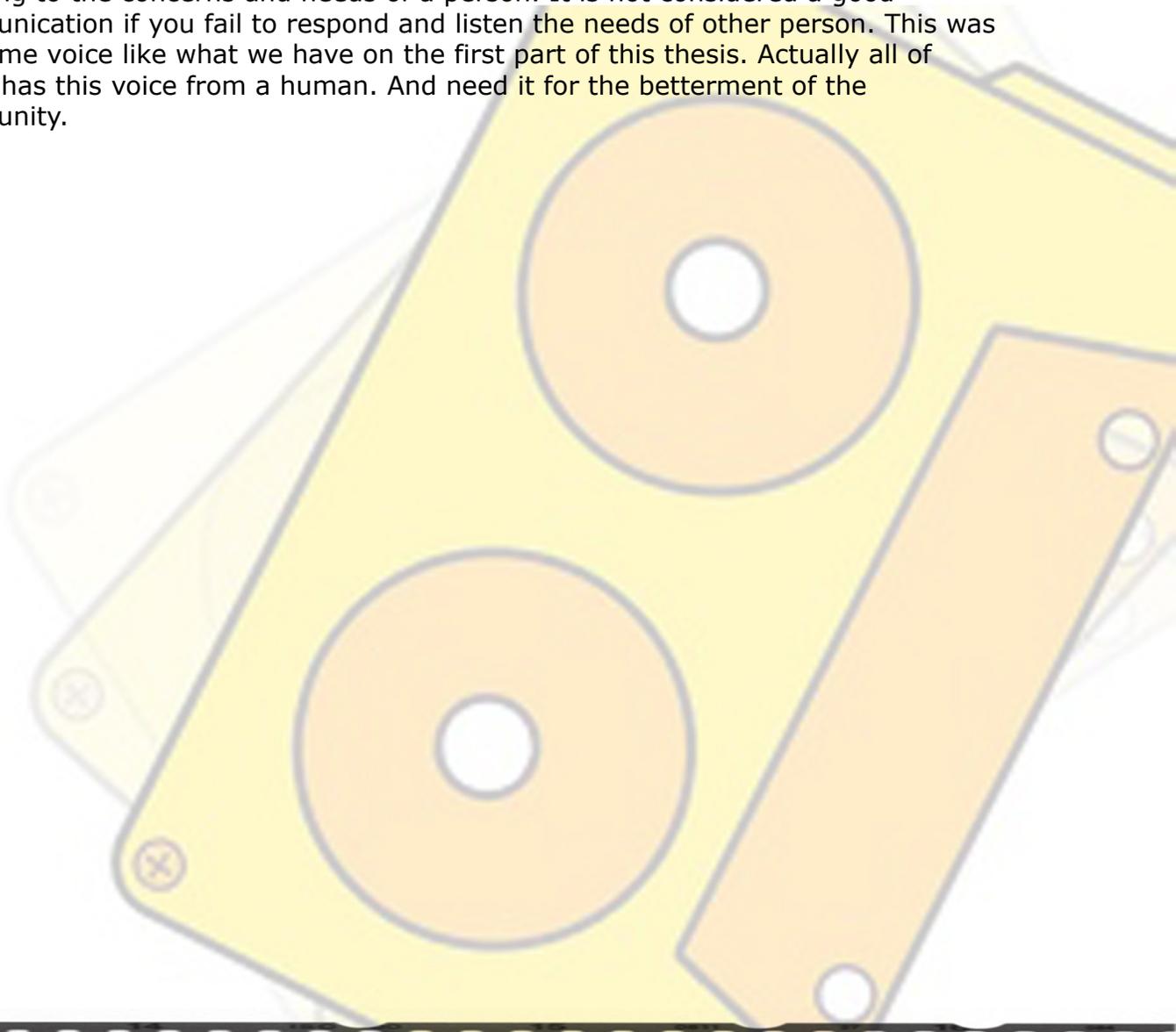
Well, we should learn that in a setting, one thing that should be done is the plan. If you have a plan and in this case I am calling about culture in which one should make a point over. You should be more knowing where your plane takes; I mean you should know how well you are having your culture.

Well for me, a corporate culture would be at times when we see what your own is having. It is on how to manage your corporation completely. Company cultures must be set properly; it is delicate enough, for cultures reflect what kind of company one is faced with. If you have a rubbish culture for the market so then you wouldn't be having markets for real. This means that corporate cultures are not solely present inside a company's premise but also to the society, market's community.

### **Human communities are based on discourse-on human speech about human concerns.**

The main idea is there, seriously. What this context wants point is that we need to communicate to other as to have the community. Well, one thing this context points, the idea of importance of communication towards life. Well, think of not having a talk with people would you live by that? Can your life have this kind of situation all the time? I guess we weren't able to live without talking or even opening our mouths. For as well as God has given us talents and those senses for which we should have or use every time. Let us more over to companionship than being lonely on one side of the mountain.

Community should have this communication, whereas people should communicate to each other to build a community. Good communication entails listening to the concerns and needs of a person. It is not considered a good communication if you fail to respond and listen the needs of other person. This was the same voice like what we have on the first part of this thesis. Actually all of which has this voice from a human. And need it for the betterment of the community.



### **The community of discourse is the market.**

As we have it, markets are then defined as the reference of being in a community which has buyers as well as sellers. Market is where we usually hear it from our moms and dads or even to our helpers where they get our raw food. It is where we normally have communication from both buyers and sellers and we call it communication.

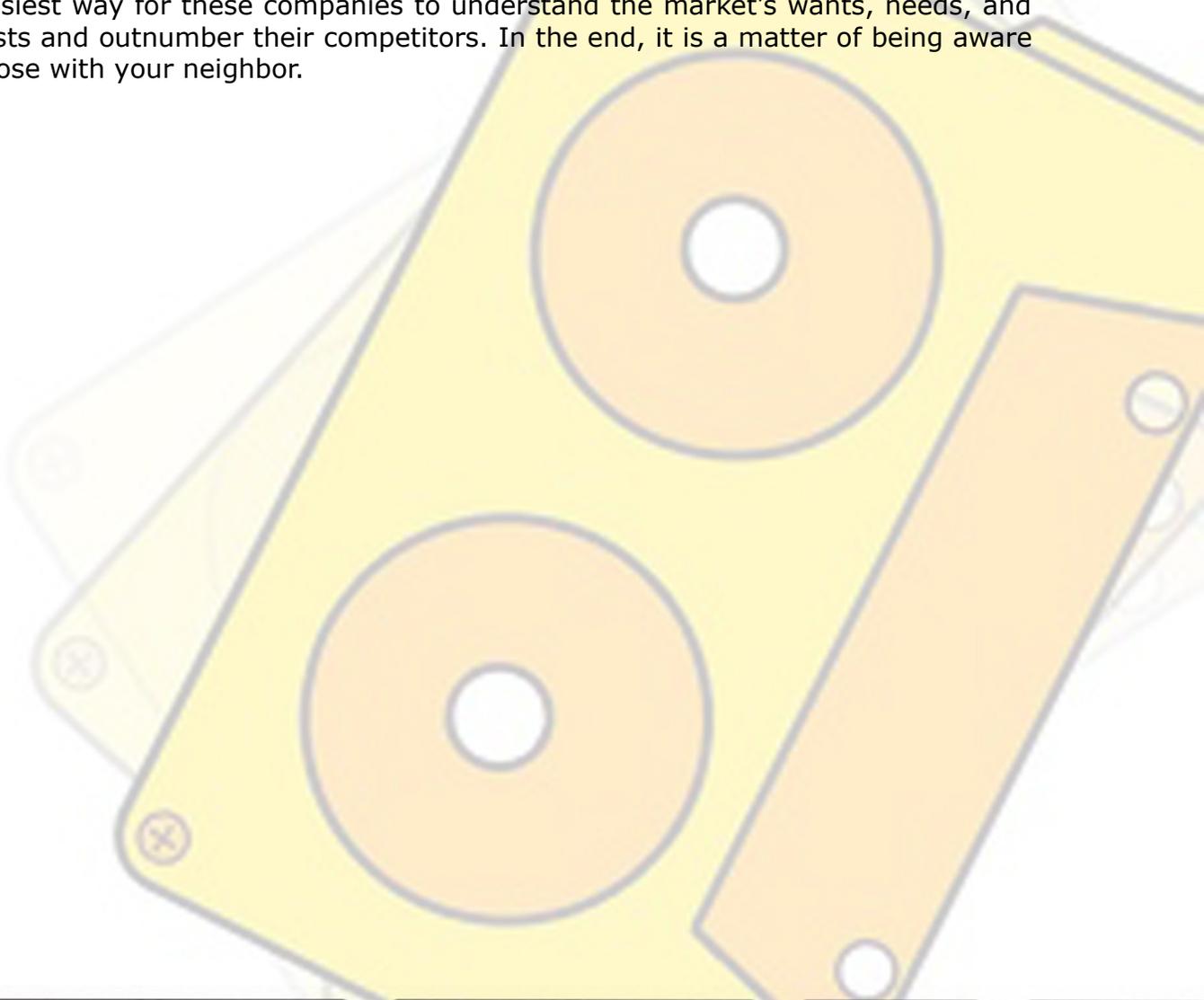
We say it as the community of discourse that we tend to tell that we are in a market; we should share ideas from it. For me, my modern market would be the internet wherein you can actually do everything [well, not most]. It is where media comes out. One example of media would be those in the Web 2.0. Socialize is the name of the game here. Speak up would be nicer than speaking on your own self. You better be inside a nursing center than having yourself be in the market.

Actually markets are us. We consist of the markets and we better have the markets going. This would die if we didn't share on this or even speak up for what we know and what we have. You should be freely talk on what you wanted to say. Well, this is a free way dude! Anyone can stand over their own microphones and speak in front. Well, you don't need to be the best or to be the lead speaker for the market/community recognize you. Well anyone will if you just talk. Share your ideas dude by this you will help the community stand out.

### **Companies that not belong to a community of discourse will die.**

As per this context what I can say is that companies should more of be in a community wherein they have the luxury listening to the community. What I mean is, put their company into a community which has their specialty. Internet is a free ware for everything, maximize everything by having this. All companies need was time and effort to listen. Well, it is easy to listen but it is difficult to comprehend. That's the problem as for the companies part if they don't want the luxury or can't relate to what the media has to offer and as well say. Well, in the context given says that companies should be in the community. But how can they pull the information if they don't know how to decode it. For me, companies should not be into having into a community alone but might as well have the transfer of community spoilage to their strengths.

Companies should develop the urge to become involved in this community or in other words, make an effort to have a deep encounter with markets because it is the easiest way for these companies to understand the market's wants, needs, and interests and outnumber their competitors. In the end, it is a matter of being aware and close with your neighbor.



**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? This should be the first thing a man could ever think of when they will be having a business or what. For this is the most important area which a company or a business needs given what the company has been erected for a day or even an hour. You didn't have the time being secured. Well, is anyone secured now? Or still be? But that's it, security is a common language to the companies but are they secured completely? Well, I just think of this matter as my first assumption that companies and tycoon companies didn't have a full pledge security person or even person which handles security. Well, there is a small part of which that has been unstable or even worst part of that would be unsecured. Who knows?

That was one of the companies bluff when it comes to security. Well, many hackers nowadays are hungry for a victim. And there are those companies which live as a living prey for those hackers. But anyhow, my reflection was a bit too shallow and given that I am talking about security. Companies make religion out of security. What context can I suggest to this is that. They are starting to put everything into one, what I mean is companies are now bashed as they worship security. They tend to put as long as they wanted, without knowing or hearing with their protection against their competitors. It is not literally mean that security is their god but as for the context it will be.

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

The conversations that are taking place today are not as the same as the ones compared to the past. The conversations that are in to reach right now are not in a good condition in terms of communication and the interaction that are expected to be ideal. The working environment through the business considering the companies and the target markets are not as open source as it can be. With this case, result from a variation of conflicts and misunderstanding for the companies moreover for a disadvantage for the customers. Furthermore, the corporate internets and intranets are also to consider as one of the qualifications in having a corporate business world. Appropriate terms and conditions should be agreed upon, prior to everything that I have mentioned. A lot of positive things are to happen if everything are to be in right place, so far. A business shall boom if the company can reduce the flaws and glitches all around the system in order to deliver its output products and services with the right customer that they are aiming for. So as to satisfy all of the needs and wants, the significance of right terms and conditions in every aspect of the business shall be fixed. In association with the IT field and all the advancements the generation have right now, technologies that deals with the conditions that should be in consideration should always be proper because complexities and weaknesses of the companies shall be exposed and most probably to happen each and every time.

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

Companies didn't design and architect the right organization charts that should be intact for of their systems and most especially with the employees too. Many problems are to be expected to happen if everything was in the condition of worst case scenario. In speaking of connections that the companies are doing what am I referring to this are the intranets, extranets and internets incorporate along with premise and insides of the company. As for the majority of the customer's point of view there are a lot of drawbacks in the distribution of a top down to implement the system policies are in that way. Employees are all making their best way to ignore all of the rules and regulations of the companies, nowadays. Of course, in this case the top management should be the ones who will give and impose the orders and policies, while for the customer's part all that they can do is to follow what are these policies dictates. There is no other way of moving out of the box of these devastating policies, in short no other choices are lay down. All of the scenarios will follow through if an alternative scenario of constructing a new distribution and alignment of power are to be done. Hierarchies are not always the best way to make for it all, that is why information system are always present so that proper management to address all of the things in business should be done. Polices, rules and regulations and other concern should be implemented to better the company systems in serving its customers and creating employee's morale as well, not to make them bottleneck all of their limitations in performing their tasks.

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

All of the connections that are related to the big and small companies have the effect to the target market that they are aiming for. Customers in selecting their company would love to have the image of their chosen one as outstanding and of course has the clean identity to the market that they are into. Making the physical and digital connections for the part of the company is not a joke at all, because making such will enable all employees to have their free access around the area of responsibility of the company. So as for to fulfill this project as well, a need of conversation are greatly needed to keep the coordination and the interaction present in all scenarios. For this one, the importance of conversation in terms of encoding and decoding of messages will take effect. Moving on, it is encourage for the company to always update all of its system that intertwines all of the main processes and sub processes so that in the long run, the reduction and elimination of boredom that will take place inflicting all of the more valuable things that are needed by the company to pursue its business for the customers and clients most especially. Generally all of the firms are to be satisfied will no boredom considering will all of their sides, in this way making them flexible will all of the company's activities will make the corporation more productive in all of the aspects that they are struggling and wishing to happen.

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

Intranets in a great sense can mean a lot of things and definitions considering and depending on the individual encounter about the term. Personally, my definition of intranets is not as complex as it may be compared to other's definition of the term. Intranet as defined by me would mean the exclusive connection of data and information incorporation in a specific area, for this case the company that are involved. By saying the personal definition of intranet is it will also imply that the circulation of information and data regarding the company at all aspects are intranet access. For the access that the employees are granted there is also a set of limitations and policies to be considered. Involving in the scene are the radical thoughts that may come in for every employee. Given the fact, that each and every individual have come from all of the different paths and walks of life, therefore the agenda of union can come to every mind and perception. This is inevitable at all times as for the employee can at all cost have the initiative to do at his hand the course of action that he may want to come up with. Finally, this where an healthy intranet should come into the picture, will all of the flow of information that are conquering the minds of the employees and co workers the intention of building a stable and healthy intranet should be invested by the company so that the idea of union can be get rid of.

**While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations.**

When the time comes that companies are witlessly pursuing all of their businesses in times of struggling, thus the initial time to upgrade and update their existing systems would just be the answer above all. As for the chances of failure for the company's part, well I must that glitches in workflows are always part of the entirety of the processes and activities. Organization of workers as per head will be a great challenge that each and every company must come to face and encounter each and every time. There is always room for improvement for all of the ones who will want to attain much glory and satisfaction. Employees of the companies are always there to have their share of contributions to the betterment of the system of the company and the company itself. A need of strengthening their business stands shall be conducted so that procurement of funds financially can be obtained. On the other hand, control of everything must also be in a way that is in good condition because once control was taken for granted flaws and weaknesses will be exposed resulting for a bad image of the company for the customers and other government sectors as well. When all of the negative situations have paved their way, the time of reengineering must be implemented wherein, the fact that the scope is much wider then cost are also coming in large range, therefore to avoid all of the negative occurrences companies must learn how to control, improve and mitigate their systems.

**When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.**

Conversations and talks are always there just around the corner waiting for acknowledgement that is why the reason for interaction is a good way to maintain your customers within your company. But to consider each and every customer that you have acquired all through the years in your company, have you ever notice that intranets are constrained with fear and legalistic rules meaning there is a limitation for each of the rule of the company. When looking at the constraints would not always mean a bad thing to consider but in fact a good thing that are happening in the marketplace and in the company as well. For having the environment and domain conquered with fear and legalistic rules, negative actions coming from the employees would be minimized such as forming of union against the company. A lot of things can also be done to ensure that the securities of the companies are at good hands. First is that conservations at all cost are free to initiate, by being mindful of what are you saying would make a sign of respect for others as well. Second thing, a type of conservation with high power would also insist that the output of the conservation will at least be in good condition because it encourages a sound which is remarkably right for the majority of the people of the company. After all the networked marketplace are complex environment which signals a lot of things whether good or bad that being vigilante of the environment is advised.

**Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.**

Every corporation would not want of course their org charts to have the image of the past structure image or in other words having the older economy in terms of its background and environment. In this way, companies would be of the image of old fashioned if they would try to pursue what are the pioneer facts about their foundations and outputs. When speaking about the organization charts that we would be dealing with, what should be at stake would be the times when the company real time efforts to launch all its projects in terms of its workers, the manpower that they are possessing today and projections of what would be their futures are. The idea and the logic behind the structure of the org chart should be possible enough to achieve in simple terms, this is the aim of the company to stay into the industry that they are wanting. On the other hand, restricting all of the unnecessary adjustments would be a waste of time to ponder. Astray as I may be that companies are not of the path that I am talking, for nowadays the time are really in a faster manner. Technologies and all forms of media are there to influence the circulation of ideas that the company would come up with. But for these companies should still know how to weigh things what are the do's and dont's for the company that in turn would have an effect for them whether in the short and long term decision making. For in the end what will weigh in are the strategies that make their company progress through all the years of its existence.

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

Hyperlinked not hierarchal are the org charts of the company right now, which can be both in good and/ or bad effect for the environment of the company. Corporations would highly recognize the occurrence of hyperlink as for their first impression would last that it's a good strategy. Personally, I think they are in fact in stating such, but the question of anxiety would still reign for their mindsets because incorporating all of the things that are in the hi- tech world will not always be of the advantage ones. Ups and downs are lay down with the cards that they would be picking each and every time they decide in consideration with the departments of the company. For the big companies, it will be a big step for each and every time they decide because this may lead them to a lucky charm or trouble. For the inevitable fact that companies are there to decide all of the risk cannot be eliminated within the culture of the company given that it is a traditional or modern company with their goals and objectives. Knowledge and authority are also related for the things that are major for the company for it follows that with these things the line of command and the flow of processes and the activities of the company shall rely. Finally for my last statement would say that the ability to maintain all of the mentioned facts for the past years and the years to come will succeed with all of their projects because prioritization and delegation of task have become a part of their company strengths.

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

In relation with all of the commands and controls being implemented with the area and premise of the company would be a great factor as I can see it for the management and for their business to succeed. Command management because having the concept build with the employees of the company to have the chain of command, then problems shall be minimized in a low rate and probability that it could happen. Control management with also be a great help because having the bounds among the activities of the company would opt to do then convincingly the entire operation and production of the company will have the style of a workplace where to find their place in spite of all the competitors that they are rivaling with. But on the other hand, the manpower force having its labor fixed will then be affected that may be a eager factor of power tripping and not-so-serious way of perceiving things for the solution that I am thinking it would better not to make your employees be over stressed and over fatigue. For the reason that the company are removing away the inspiration for their workers to develop their jobs in a much productive and well manner then the chance would be of small amount to be put into the appropriate action. For such things are about to happen companies would surely invest a lot of efforts to make for the things that they are lacking and not efficient with, whether they like it or not to in order to bring the healthy company that they are of possess during the past.

### **Paranoia kills conversation. That's its point. But lack of open conversation kills companies.**

When the attitudes of paranoia are to be with the employee and the entire manpower of the company, this would become a downfall for them that would take affect for the general domain of the company. Conversations are on of the things that would be greatly affected by the attitude of suspicion and paranoia. In the times of these things began to be obvious within the company, in any perspective to look at it. The conversations are not to be acknowledging, if ever paranoia continue, just like for the instance of simple talking to your employee moreover regarding your employees that you are to deal with. Customers are to be so sensitive that is why the company should always be in the condition to accommodate all of the needs of the community in general. The point is that as a valued customer we will not want to have the low quality product and service to compensate and to be the exchange for all of the efforts to approach the company. Another scenario has to occur if the paranoia continues to be imposed within the premise of the company, the interrelationship is that of a domino effect that in the last breath of the company would cherish or not to be remembered at all. When conservations are to be gone then the privilege of the open source community would not be acted as well then companies are to be destined to die after a moment of time. After all, I believe with the saying that prevention is better than cure to sum it all up.

**There are two conversations going on. One inside the company. One with the market.**

All of the conversations that are in need to be done and on the list to consider are within in the company and external access are to be granted. In order to be updated and keep the company informed with all of the necessary information and data that they want to have to better all of their products and services in relation with the name and brand of the company that they are bringing within the industry. So for me to discuss this all, I would want to begin by stating the example of a person who locked himself in his room alone without the intention of going out even for just a day or two. What do you expect to happen, of course that person will be left behind in the real world that he should be living ideally. Same scenario is to happen if the companies are to stop conversing with the inside and outside world that they are living. For the internal conversations are to define the transactions being done by the employees and all of the people involved behind the company such as its President, CEO, stakeholders and a lot more. And on the other hand, for the outside world are to refer to all of the target markets that they are want to be in reach of.

After all the experience of conversing outside and inside the company are to pay off if proper conditions are to be satisfied. All of the people that are to be involved would be in good shape with their minds and hearts are in peace of nothing to worry about.

**In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.**

The idea of success and failure are to be leave with the companies sets of technique to prevent and eliminate all of them within that they are in possession. What I have notice within the statement given is that the obsolete notions of command and control had to do something in regards with the progress and status of the company. After sometimes, I came to realize that yes this statement has say it all what is the bare message of this particular theses. By examining the company with all of the integration of their systems that they have, command and control management have been touched with all of the discussion that the company have ever conducted. These two concepts are to be in relation with each other, control has to refer to the situations when the company can tolerate all of the aspects that they are doing. Command management would then refer to the things that deal with the work and specialization of field and activities for the employees of the company. Delegations of tasks are also belonging to this part of the company. Surely the solutions of the company should concern the control and command management because the notions are not always with the assurance of success and moreover in the side of failure are also to be the things to expect to happen. With this revision and rendering of new order are to be the primary actions of the company to make for the whole setting to be in effect in the long run.

**As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.**

As far as the policies of the corporations are far more concerned with the scenario of control and command management of the company, then the steps of formulating a new notion are the very crucial part, so to speak. This component are defined to be the poisonous ones meaning difficulties can really be experience that is why when doing it all, it is recommended that try to examine it part by part. Part A should be not simultaneously having the processes together with Part B. These should all cause confusions and trouble for the company. The current market though should be in place of reacting when companies go with the process of improvement. Customers are expected to wonder along with the idea of distrust and hostility. Given that the tools are meant to be broken uncontrollable for the company to see to it then flaws shall be exposed. Networks are always there present that is why keeping the true situation and condition of the company would be really difficult given that this could be a good or bad thing for the company's name. In this sense, companies must learn that command and control management should really be a serious matter not only a minor part of the company. In turn, all of the things and especially the efforts of the company to make up for all the things they lack will pay off when the right time comes and so as to track their way up to the top to become the outstanding company that have it all.

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

As stated for the past independent theses that consist it all, the two conversations referring to the internal and external coordination of the company should be in fact talking with each other in a common language. The next things that you are to consider are the voices, what are with this voices, as it was said even before from the start these voices should be in the form of human voice that are genuine and recognizable enough for the both of the company's point of view as well as with the target market's perspective. Voices may vary given the fact that all of the individual are unique, therefore making this as a basis for my explanation will also imply the concept of persuasion. Persuasion among the buyers initiated by the company and on the other hand, a strong human voice for the market to be heard by the companies that they are into reach. Compel to interact should not be the case if this happen conversation would be in the intention of be broken up and to be closed in general. Free trading of information should be the ideal way of making out a true conversation because with this instance sincerity and devotion are to be put into the right place of time. After all to engage to join the conversation should not be justified in a wrong way of justification because when this happen all of the pretentions are to conquer. The essence of the human voice being recognizable and the interaction should not in effect anymore.

**Smart companies will get out of the way and help the inevitable to happen sooner.**

Companies that are of witty settings will surely make the step to go out from the cycle they have gone in. Who would want to have that all of the time that they are investing in terms of time, effort and other factors will go out to the output of nothing. With all the management that they have come to create in a sudden change everything will just fall out into pieces to pay for the instance of the inevitable things. Companies must always expect that all of the things in the business are of that condition but, the question is that how would they be able to tolerate it all. Well, for me this is not an easy step to do at all because to maintain all that you have now in terms of assets and activities for a company every now and would be a difficult thing to do, in the first place. All of the things are to be subjective to change depending on the demand of the industry in a matter of time or two. To prevent the things that are to happen negatively sooner, would require all a lot things. These things would include the versatility of the company to acquire change and how would they respond to the both industry and company change. Upon their strategy of this they can monitor on how is exchange information in a duration of time. By doing things solution may be lay down in a way of a somewhat puzzle concept because from time to time the company come to predict the things that it should take to prevent for the worst to happen.

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

The willingness of the company to get out from the industry can mean a lot of things. But also along with this things are the true intentions of the company to go out from the industry. It may be a measure of IQ as stated by this particular statement. Then if it is so, I must say that majority of the companies have not wise up in speaking for their origins and roots of business. Negative as is may say to look at but that is just the way how it is. Companies tend to have to revert and review all of their decisions to recover in fact because this can only be the thing that they are waiting and longing to happen. After sometime, if companies can not yet how to decide with all its endeavors, then a deeper solution shall be in consideration that can be the answer through it all. Employees of the companies don't have the assurance of staying to their particular jobs especially for the temporary workers because as every individual knows they are the ones who don't have the insurance in staying with their specific jobs. A pause for a while would be encouraged to solve this all. A review of everything in all aspects can help a lot for the company to gain back all of this loss in terms of many other aspects such as monetary and financial or the manpower that they have. After all with this kind of strategy they would be able to trace all of the past transactions and activities of the company so that to arrive for a specific scenario to take place.

**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.**

The technologies that we are having right now are advantages for us and not only that for our present generation today as well as to be pass for the next and coming generation that we will be having in the future. Yes, truly millions of people have the access and connection through the internet at their own cost in any way that they would want it to be. In speaking about the market that our company and of course the target market we are having right involving all of the customers and clients that will help the company to raise its profile in a higher value will then be surprise if they will know that the companies are not that punctual with the legal policies, rules and regulations within the company in terms of conversation. What I mean here is the thing that these companies in our current market are preventing these relevant conversations to happen for their own testimony to happen. I don't know for what motive are there intentions but as I can observe it in our present time today the saying proves to be a truth. The interactions among the people are to be controlled by the companies at some point. That is why sometimes the intersection of the every individual thoughts are forfeited. Anyway, when the time comes that everyone was back to the hands of the people then it will be in good condition again to return to the ideal working environment beneficial for both of the company and especially for the customers.

### **This is suicidal. Markets want to talk to companies.**

The setting of the current market that involves with the company and the customers are ideally seen for the past and the present time. But there would be a problem in this case the scenario that I am talking about interaction between the buyers and the companies itself. What would you think about the things that should be initiated by a company? Of course, for a customer point of view, the whole thing regarding the business and the interaction should be done by the company itself. But what is happening nowadays is the other way around. Making it more ideally satisfying for the customers this should be the form and way to set it all up. Instead, we are to experience the suicidal and one of the most alarming scene to have in our business aspect. Markets are the ones who have the initiative now to talk to the companies. Furthermore, the both of the customers and companies are in need to have to satisfy what are they needs and wants with each other, customers must make a way to stop all of this not so good setting in the working place of the business in our society right now. Finally, after sometimes companies will then come to realize that everything should be put into right situation and will then realize that they must be the first who should have indeed make a conversation with their customers and go back to basics so eliminate all of the unnecessary activities in dealing with the business for their own point and service for their valued customers.

**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.**

As part of the market we people have this ego of pride with this people like us wants to be heard, we want to be the best and to be take the pride. But how can we have it when those people who are in the company or the company itself are being dumb or let say can't figure out what the markets is conversing. No matter that the business gives if people demands for it, so they should have it. But are those companies hearing those people? Some are yes, some are not. They are limited to hear the sounds that a few can emit. What I mean is they are not open for the market to barge into their systems. Those companies have these closed doors for the whole year round. Do you think those companies will be welcome to the market as time goes by? Guess not! Because when people decide they cannot converse with the people anymore. To think people are the most powerful of all, companies should just listen to what the people wanted and demanded.

I believe that markets are very eager to talk to those companies that have been catering them things they don't need, the big problem is, and there is no one to talk to. Those big heads of the companies are closed doors to hear the words of the mass. Influential people of companies do not care about the micro but the macro.

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

Like what the context of the 61<sup>st</sup> thesis, if companies don't want to deal with the people so then the market has their reason not to talk to them as well. As what the famous saying has in its context "*Customers are always right*". Somehow, my stand is for this. Well, markets are right. They can of what they see, what they need, and mostly what they wanted. The market should be treated rightly, I mean correctly. They should be served on what is needed but not disregard their thought of actions. As what I am saying to the nth time, markets want to be heard, market wants a care for those who really care about. Well just try to listen and it will give you a hint on how to move your business on.

Tip? Just hear those bells ringing, hear those hoot hoots and better off hear them talking, those companies will be the happiest companies ever when they have it right.

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

We are those markets, we want the talk, and we want the moves of being in the market. All we wanted it talk and share. That was really markets are conversation has to offer to us. We are the market and therefore the book is They should be talking for them to realize what need to be done and to know what their markets wants, needs, understands as the should engage their selves into conversations that would make them informed the needs of their markets. Let's just say that all those companies should learn to put their ears to the crowd commonly known as markets.

As I am keep on putting on almost every reflection the word communication in which markets wants communication and in order for them to quickly know they stand. That's it. Markets are conversation and when you are in a community then be you tend to share your ideas so the community wouldn't be as hard as other so.



# the long tail



**Book:** The Long Tail**Author:** Chris Anderson**Library Reference:****Chapter:** *not applicable***Quote:** "If the 20<sup>th</sup> century entertainment industry was about hits, the 21st will be equally about misses."**Amazon.com Reference:**

<http://www.amazon.com/Endless-Choice-Creating-Unlimited-Demand/dp/1844138518/>

**Learning Expectation:**

In this book written by Chris Anderson, I expect that I will meet what I needed to. I will learn what long tail has and will be having. As I have read a glimpse of it before, I saw a clear picture of popularity vs what can you offer. I wanted to learn more of this and I wanted to know more how can I have better vertical solutions someday.

**Book Review:**

The book written by Chris Anderson is something that is worth reading especially to those who wanted to build their own business. Why? Mainly because it open our eyes to the reality that we failed to look at ourselves especially when business is involve. We should that until now; we think that on business, we should know what trends are in the market to make something that will become popular, something that will top its competitors. We are all craving for what we called popularity that we think will always be the thriving factor.

I do like the way the book said its reason why the business man goes with something that is "in". It said on the book that we are really bounded with physical space and storing something that wasn't a best seller is a waste of resources. It's true, why would you put something on your stall that only buy once a month over those who buys ten times a day.

I admire how the book presents its point in a realistic manner. As I read the Long Tail, I find myself thinking if what the book is saying is the truth or not. I do belong to the market, so I know if it's only a made-up. To be honest, I found out that Long Tail is really something that markets silently want, but because of the physical challenges that we have, people choose to be contented on what their providers can offer than finding something that already fade with time.

As I go further on reading, I found myself agreeing on what Anderson is saying like, ignoring smaller demands is a miss because the company doesn't realized that they wouldn't earn their billions if people from niche wasn't buy what they were providing. I also like the thought of freedom have a cost because what Chris has pointed out proved this idea. It is really true that we often download

something for free yet we know that there is a percentage that it wouldn't work, and as result we just spend an hour of life that can never get back on something that is not worth it. Buying something that can get by free is not always a waste of money because we just failed to realized that it gives us convenience due to the fact that you wouldn't need to do anything, your order will be sent to you; you are also saving money because you doesn't need to buy anything more than you pay for something in package.

Long tail is something that made everything possible.

### **What I have learned:**

I have learned a lot of thing such as everything has a value, it doesn't see by the size or the way it looks but it rather see when you tend to analyzed and look within yourself. I also learned that sometimes you need to give something in order to get more than you intentionally gave in. And lastly I realized that it doesn't matter if a mob or a niche wanted something, as long as there is someone who would crave for it, you must provide it for him, her or them.

A decorative graphic featuring a thick, stylized border in white and lime green. The border consists of a white line with a lime green shadow or outline, forming a large 'L' shape that frames the page. In the top-left corner, there are three nested arrow shapes pointing towards the top-right: the outermost is white, the middle is white with a lime green shadow, and the innermost is solid lime green. The text 'Selling beyond' is written in a white, sans-serif font, slanted upwards from left to right. Below it, the word 'eBay' is written in a large, bold, lime green font, also slanted upwards. The 'e' in 'eBay' is lowercase and has a white shadow, while 'Bay' is in all caps.

# Selling beyond eBay

**Book:** Selling Beyond eBay

**Author:** Greg Holden

**Library Reference:** HF5415.1265 H65 2006

**Chapter:** 1 - Should You Sell Beyond eBay?

**Quote:** *"Don't put all your eggs in one basket."*

**Amazon.com Reference:**

[http://www.amazon.com/Selling-Beyond-eBay-Foolproof-Marketplaces/dp/0814473490/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1223264094&sr=1-1](http://www.amazon.com/Selling-Beyond-eBay-Foolproof-Marketplaces/dp/0814473490/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1223264094&sr=1-1)

**Learning Expectation:**

With this book I am expecting that I may learn more about eBay. The important things I should learn about eBay that I may learn how to reach customers overseas around the world and how to make money with eBay, and as well know how to develop strategies for online sales. I would like to have an eye-opener with regards to electronic retailing and by this book I may say that I will be having enough knowledge about this electronic retailing we have nowadays.

**Book Review:**

EBay, we say is one of the sought after ecommerce website that have run to the Internet platform. It manages to have an online auction and as well shopping website in which internet users may tend to buy and as well sell products and services around the World Wide Web. Currently, they have around 30-40 local websites which caters to the local countrymen. For example, eBay.ph was one of local website they acquire. They are now having negotiation with Denmark's DBA for \$380 million. EBay Incorporated also owned PayPal which you can use to get paid and as well pay online. Skype, which you can make free, calls over the computer or as well have it on the phone.

One question that would move inside this chapter is the question, Should you sell beyond eBay? It is a question in which marketers all think of. EBay now was one of the best online auction and e-commerce Company and most popular when it comes to e-commerce towards the World Wide Web. Internet users can put products before the crowd of internet users then you made a very strong fate of selling your products to eBay.

With all this new technologies and gizmos, can we think of eBay manage all of this? This heft of a giant still at the market even though auction buyers and sellers haven't got far better. Estimated 150million subscribers worldwide are not bad for EBay. Too many companies are like competing with EBay for the spot in the

e-commerce world. There are many website that let you buy and sell gizmos, can create your own storefront.

Well, selling at eBay would not be good. Thinking of that website's entire host that has the same specs like EBay will do more. If you focus solely on eBay, tendency is you limit your market to those who have accounts on eBay. What can you do with that? For new trends like what the company did base on the example given by the book. Exel-i Inc used to sell 100 percent of its merchandise on eBay. After eBay heaves its fees, the company now move their merchandise away from eBay. They now have their own company's website leaving 30% on eBay and extending its hands to Amazon.com and other online revenue and direct sales for business customers.

That could be one advantage having the internet. Not all your merchandise are stocked into your warehouse but was seen all throughout the whole World Wide Web. You can now manage your revenues with what the technology nowadays gives us. Online auctions are now growing and I foresee in the near future that we no longer have malls to hang out and buy merchandise but we have this Internet to do it for us instead

This chapter is a glimpse of what the book is all about and what eBay is giving us. A run-through of what the book will be tackling and what would I be tackling in the weeks to come. It gives us the move beyond the basics of buying and shopping on auction sites. What needs to pack up at our backpacks to have a successful auction site.

I can tell that this would give me a lot of realization after I finish reading this book.

### **What I have learned:**

To be honest, I learned a little with this. Due to the fact that this is the introductory page or chapter for this book, tendency we don't have much new notes but one thing I learned. That was what we need to get all things set at start. Planning, and sales niche. I came to understand well a glimpse of what it takes to have to be e-commerce agent. Well, I learned something new and that's what eBay stands for us.

**Book:** Selling Beyond eBay

**Author:** Greg Holden

**Library Reference:** HF5415.1265 H65 2006

**Chapter:** 2 – Creating a Solid Foundation on eBay

**Quote:** *"Don't put all your eggs in one basket."*

**Amazon.com Reference:**

[http://www.amazon.com/Selling-Beyond-eBay-Foolproof-Marketplaces/dp/0814473490/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1223264094&sr=1-1](http://www.amazon.com/Selling-Beyond-eBay-Foolproof-Marketplaces/dp/0814473490/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1223264094&sr=1-1)

**Learning Expectation:**

With this book I am expecting that I may learn more about eBay. The important things I should learn about eBay that I may learn how to reach customers overseas around the world and how to make money with eBay, and as well know how to develop strategies for online sales. I would like to have an eye-opener with regards to electronic retailing and by this book I may say that I will be having enough knowledge about this electronic retailing we have nowadays.

**Book Review:**

Creating a Solid Foundation on eBay was the second chapter of the book selling beyond eBay that was written by Greg Holden.

In this chapter tackled a lot more about eBay and it would not be as concise like the first chapter has. Well, what we came to bridge out is that eBay dominates the whole online auction towards the World Wide Web. If you are a starter in the field of electronic retailing and you have an account in eBay, tendency of leaving is eBay is wishing for your electronic portal business to disappear. This company like eBay even though you have a lot of greenbacks spent here will still let you survive somehow. By this chapter helped me learn something and that is to take advantage of eBay's natural powers in the online business retailing. As I see it, once you learn how to market sales, venture in the field of online retailing with the help of eBay, it is easier for you to do the same to other venues and web sources.

If you build your business on eBay, [I am not encouraging you nor man you to build one] one problem that you will encounter is having few consumers. According to the Greg Holden, he heard lots of complaints: "there are more sellers on eBay than buyers". I would attest to that. As what I am seeing today, even though markets are for eBay still these billions of people using the Internet have too many companies/websites to choose from. One example, here in the Philippines eBay was just nothing for something people. Yes, they know eBay but where do they look for produce? In the Philippines if you want to buy or look for computer

peripherals we have tend to look at tipidpc.com, pcx.com, rsun.com. And most electronic retailing nowadays is on multiply specially those college entrepreneurs. They sign up for multiply and build their small business here. Compare to eBay's \$15.95, multiply is free.

As I was reading this book I read about the rising seller's fee on eBay. I am 18 years older but I first read and know about it today. In the early 2005, an increase was made from \$9.95 to \$15.95 \$6.00 increase. Basically those PowerSellers [people who earns \$1,000 to \$25,000 per month on eBay], the increase was felt how about those small-time people have an account, and change in numbers were significant. Think of having many charges when you have eBay. How can they possibly extend their client number if they have this kind of work? To think, they were amazed of the rapid growth of user number that their company went through and sudden change of growth rate. Maybe this change of growth speed is due because of this sudden increase on their monthly fees that sellers cannot get from having an account at eBay.

As I see and read here in the book that nowadays eBay was just a stepping stone of business entrepreneur to get famous in their chosen retail industry. If that was what I see and I will be having, I'd better do the same thing. Who wants to pay \$15.95 for a starter? What if those ten million or even billion potential customers didn't find your product, it is not an advantage at all.

If you open a store on eBay, you are just one of the millions. Over a millions of WebPages loiter in the internet, how would you sell behind those millions?

### **What I have learned:**

In this chapter I learned few information about eBay. One thing I learned is that eBay offers hosting with a cost. I came to see some technical point why eBay will soon then be a just a stepping stone for young entrepreneur. I also learned some problems that arise with eBay their lack of innovation, too many sellers than buyers, rising seller's fees, lack of security, and else more.



# Web 2.0 heroes

interviews with 20 web influencers

**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 1 – Max Mancini: **eBay**

**Quote:** *"the bigger the target"*

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

**Learning Expectation:**

With this book I am expecting that I may learn more about WEB 2.0 specifically even though it died already. Honestly, I have no idea what's Web 2.0 is. All I know is that Web 2.0 was the technology used by websites like Facebook, dig, and what have you. I want to know more about the important things I should learn about Web 2.0 that I may learn how to reach to the market overseas and how to make money with Web 2.0, and as well know how to make strategies for online sales. I would like to have an eye-opener with regards to Web 2.0 and by this book I may say that I will be having enough knowledge about this Web 2.0 that have died few days ago.

**Book Review:**

I have read my book about eBay so I may have the advantage in doing this paper. Hope I can make something descriptive for now.

In this book, basically it all talks about how web 2.0 survived or we can say how web 2.0 came through. In the first chapter here we can see how web 2.0 was applied to eBay.

Well eBay was one of the sought after ecommerce website that have run to the Internet platform. It manages to have an online auction and as well shopping website which internet users may tend to buy and as well sell products and services around the World Wide Web. They are now had negotiation with Denmark's DBA for \$380 million. EBay Incorporated also owned PayPal which you can use to get paid and as well pay online. Skype, which you can make free, calls over the computer or as well have it on the phone.

For Max Mancini, web 2.0 are platform or web services, innovation for platform and web services that was build on top that distributes information to the market/users. For them eBay's services will provide an extent of what's web 2.0 is. They provide a website, web portal, payment gateway through their sister company PayPal. Another definition that would complete them is that web 2.0 creates

openness to integrate things that would have had started from scratch. It is basically the idea from a paper to a web application or rather web service we have nowadays.

Believing that the extended power of web 2.0 relies on products like Microsoft Silverlight, and Adobe Air was just a thing. These kinds of products more of extending the area of web 2.0 to the next level.

### **What I have learned:**

In this chapter I learned little information about eBay. One thing I learned is that eBay offers hosting with a cost. I came to see some technical point why eBay will soon then be a just a stepping stone for young entrepreneur. I also learned some problems that arise with eBay their lack of innovation, too many sellers than buyers, rising seller's fees, lack of security, and else more. Another thing is how eBay respond to the call of Web 2.0 in their living.

**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 2 – Alan Meckler: **Internet.com**

**Quote:** "Web 2.0 is just a continuing evolution of the ability to inexpensively get information, data, and now entertainment out to the consumer and to the business world."

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

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**Book Review:**

Internet.com is one of the leading sites that give service in linking people to lists of sites.

As far as I see his background I can't help but idolize him. That Doctoral Degree on Publishing, those experiences and those number and scope of sites he is involved with. As I read along, I learned that Internet really used in delivering information, which is also a major reason why publishing houses are built.

For Meckler, he sees Internet in a media perspective. It is duly because internet nowadays is full of media in a sense that almost all of we want will be given by the internet which I think is nice and somewhat new. I was 6 years in age and I don't even know that there is such thing as buying of websites happening even before and selling it – buying and selling of websites.

As I see the idea of Meckler the only a few of the Web 2.0 properties would be profitable. I love to have a profit but I think it depends on how lucky you are

when it comes to dealing with business in the internet. As what I have seen on the earlier part of Web 2.0 book, it tell us that Web 2.0 is about openness. We just need to be open when it comes to dealing in the internet, actually we are. I wonder why people tend to limit their social media networking to their friends, and those documents they have when we are speaking of internet is more of openness and free. Yeah? I definitely support open source, hope those people who read this book are capable of supporting it too and more of published their work freely. I guess those people who have this kind of perception to thing have their pride on. Anyhow, because of this accessibility, people have many choices and only those who are intelligent enough to create something that resolve or address big markets can stay on the field. Web 2.0 really becomes profitable when it is engaged with an e-commerce, I truly have this idea because thats what it is to be part of the world wide experience.

**What I have learned:**

In this chapter I see Web 2.0 as a free Web. Web is definitely doesn't have any distinction that we do this and that, we have this and that. Web is just a free space that we are enjoying right now. Those technologies and evolution we are seeing is just a mere transformation of Web into a more concise, free, and interactive that was designed for us users. Hopefully, I can be part of its transformation. I want to be one of co-creator/author of the new "Web 3.0".

**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 3 – Eric Engleman: **Bloglines**

**Quote:** “Web 2.0 brought the learning curve down to a really low level...”

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

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**Book Review:**

I don't usually hear bloglines, in fact this is my first time I got this. As what the book said, this blogline was the first innovators of Web 2.0. As I see as the whole book Engleman talks about Web 2.0 as a whole. Bloglines was founded 2003 and was self-funded by Mark Fletcher in this case he was the founder. Salute to him cause he did those tools all by himself. He is guided by The Cluetrain Manifesto and the O'Reilly Web 2.0 documents his ideas for Web 2.0 brought by the two books. “It is really about end users and how they can organize data and how that collective organization of data adds increased value. Kind of like tagging or monitoring to see what is popular.” Come to think of it Engleman of Bloglines and Mancini of eBay share the same opinion for Web 2.0 particularly in tagging plus the giving of importance to the market or user is one of the principles of The Cluetrain Manifesto.

Engleman also said something about the Web 3.0 which is actually captures my interest because he also tackled the Web 1.0. According to him, Web 1.0 needed some subscription and such before you will be able to see your needed

information, with Web 2.0, the information is more open and easy to access, while in Web 3.0, the information is also accessible but it is more accurate and arrange than what the 2.0 is providing.

**What I have learned:**

In this chapter, I learned something like the definition of Web 2.0 that I slowly learning people's perception regarding Web 2.0. I see Web 2.0 more of a social media thing than what Web 1.0 has before which is pure of pen and paper works, I mean text.

**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 4 – Gina Bianchini: **Ning**

**Quote:** *“One is that the information is public, and the application is public.*

*Therefore using a public application, what does that mean about the data? Is it public? Is it private? Does it have some restrictions?”*

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

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**Book Review:**

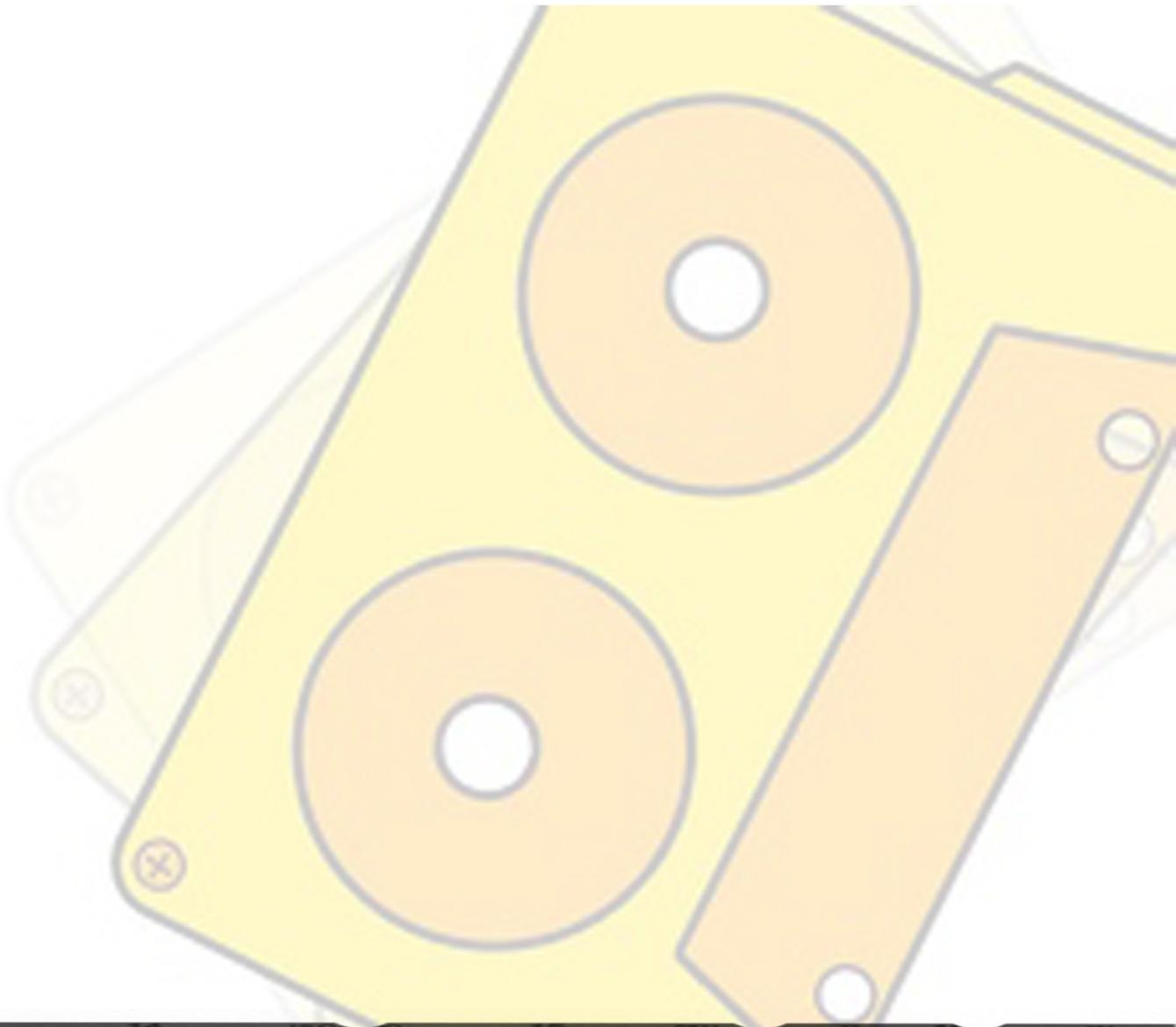
I actually have an account here. I first hear about this when both rivals hosted a .ning site somewhere in the wild. They called it Ateneodelasalle and hosted with a name Ateneodelasalle.com. It is quite funny when they call themselves Atelistas. It is then be a new social media working in the wild. Social networking becomes a big hit and thus everyone is addicted to it already. They participate on every social networking websites like I do. I found out that in 3 months working on this term I got a chance to market my name “bluestella” on almost social networking media found over the World Wide Web. I am slowly building my name over the internet.

Anyhow, I got what Gina Bianchini points about Web 2.0 when she says that it motivates her not thinking what Web 2.0 definition is. For Gina Web 2.0 is about doing things in just a snap once a good idea pops out. It is about doing anything you want just for the sake of developing. You wouldn't be taking rules on books, but

just a free mind over things. Creating quick and easy-to-do networking site is the word for that.

### **What I have learned:**

In this chapter, I extended my learning in just a snap. What I mean is Gina extended my knowledge over things on Web 2.0. She more of explain how social media works on with things.



**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 10 – Shaun Walker: **DotNetNuke**

**Quote:** "term itself is the most misunderstood thing, because it can mean so many things to so many people."

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

[Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

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**Book Review:**

DotNetNuke [DNN] is a web site that can be used to build projects such as commercial web sites, portals, and that of vertical applications.

Honestly, I haven't heard of this site at that point where I started to used Internet. As I am thinking right now based on what I read earlier I can try using this site in building my own web site. I am currently handling my own domain name and basically I haven't got a time to modify what is into my domain name. I am trying that one day I would spend time building information and design on that certain domain.

I keep on finding means on how to define and know more about Web 2.0. As an Information Systems student, I should know what Web 2.0 is even if its passé already. And as I was reading this chapter Shaun Walker define it for me. As I was reading this Web 2.0 book by Bradley I came to know more about Web 2.0. According to Shaun Walker, Web 2.0 is the ability to interact more of it's to express opinions to social networking such as Facebook and MySpace.

For Shaun, technologies such as AJAX, Flash, and Microsoft Silverlight is one basis of Web 2.0 this user interaction, user satisfaction are some key point that this

technology has. For him, interaction between users and web applications give life to Web 2.0. As far as I can see and feel about the interaction of users to the web application, it is then seen that it all comes down to this. Compare to what we have before and what we do is just e-mail which can still run on Windows 98 or Windows 2000 PCs. Purely text-based internet that you get to have headache easily. In short, compare to the Web we have before we now have a better and more user-friendly layout and theme. What's next to Web evolution?

As I was thinking, DNN [DotNetNuke] is definitely one reason why we have Web 2.0. As a website builder, it will completely give what Shaun defines as for Web 2.0. Those user interactions between peers and application are not plugged into DNN.

As I read further, I came to a topic where AJAX was discussed. Then I think of AJAX is somehow the tool in constructing Web 2.0. I mean AJAX, gives user interaction between users. That was what Web 2.0 somehow means. It gives connect and supplies information that user's inputted. It is one way or another tool in building social networks. Look at Friendster, don't you see limitless textboxes AJAX boxes coming? Those we see on Twitter and what so ever they are just some examples of AJAX built.

Anyway, as per what DNN does and Shaun takes us in are some facts regarding Web 2.0 that we enjoy this days. As part of the Web 2.0 community he shares to us what Web 2.0 somehow means and does to end-users.

### **What I have learned:**

In this chapter I learned little information about DNN [DotNetNuke]. One thing I learned is that DNN offers free webhosting and web building like for social networks. Another was how Shaun Walker defines Web 2.0. Yeah, it somehow answers my question regarding Web 2.0 and what it does to us users. I will see more answers as I go on further I know.

**Book:** WEB 2.0 Heroes

**Author:** Bradley L. Jones

**Library Reference:** *not applicable*

**Chapter:** 11 – Biz Stone: **Twitter**

**Quote:** "We can connect, we can make this software a lot more social, and we can bring a lot more value to it if we connect it to the Web and thereby connect it to other people".

**Amazon.com Reference:**

[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1224550508&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1224550508&sr=8-1)

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**Book Review:**

As I introduce twitter, I think of posting video of CommonCraft show regarding twitter. I would first invent an electronic paper for that. Anyway, what is twitter? According to their website, Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing? Twitter is then being a community of believers with regards to micro blogging. It is a worldwide network where you can send updates in 140 characters that your followers can read and reply to what is in your mind.

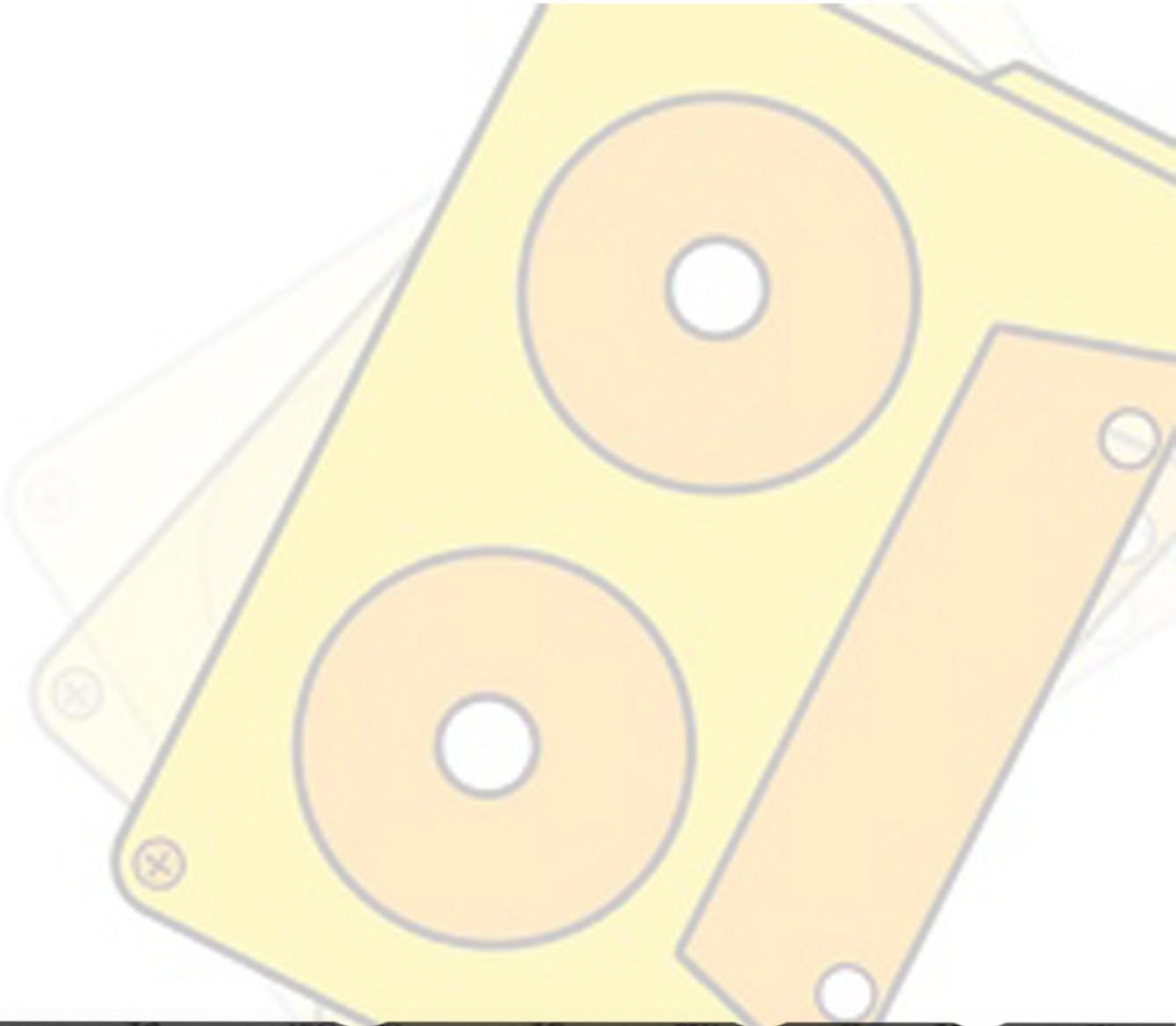
We can view and categories twitter as a micro-blogging site in which you can put updates and links because of its short-message format.

As per what Biz Stone defines what Web 2.0 for twitter is, it is the mere fact you have to tagged where in you can easily categorize a piece of media. For him, social media is enough to tell that this is Web 2.0. I mean, Web 2.0 is being able to view and look further to what the users can do in the internet like plugging in different applications to different sites.

And as per what Biz Stone tells, on the succeeding page that Web 2.0 didn't exist. [What's true?] Anyhow, I agree with what he said that nothing may have seen Web 2.0. There is no such thing as Web 2.0 or what because it is still Web. It's just that it slowly evolving into a more complex and interactive way.

### **What I have learned:**

In this chapter I see Web 2.0 as a free Web. Web is definitely doesn't have any distinction that we do this and that, we have this and that. Web is just a free space that we are enjoying right now. Those technologies and evolution we are seeing is just a mere transformation of Web into a more concise, free, and interactive that was designed for us users. Hopefully, I can be part of its transformation. I want to be one of co-creator/author of the new "Web 3.0".



A decorative graphic on a black background. It features several white and lime green arrows pointing towards the top-left corner. A white line starts from the bottom-left, curves to the right, and then turns upwards. A lime green line follows a similar path, starting from the bottom-left, curving to the right, and then turning upwards. The text 'Systems proposal' is written diagonally across the center, with 'Systems' in white and 'proposal' in lime green. 

# Systems proposal

## **A Systems Analysis Study on the Sales and Inventory Bookstore System of Don Bosco Technical Institute**

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

In Partial fulfillment of the  
Requirements of the subject  
Vertical Solutions

Submitted By:  
Buluran, Joseph Rannie  
Felisco, Frida Shane  
Jumawan, Neferteri Grace  
Tan, Aaron James  
VERTSOL / 00A

Submitted To:  
Mr. Paul Pajo

### **Company Background:**

### **Company Overview**

Official Name: Don Bosco Techniccal Institute

Address: Antonio Arnaiz cor. Chino Roces Avenue, Makati City, Metro Manila, Philippines

Line of Business: Education

### Company Logo



### Mission /Vision

We, the Educative – Pastoral Community of Don Bosco Technical Institute - Makati, envision the young as empowered servant – leaders in the church and in society and as competent young men for technology – related courses and careers.

Animated by the spirit of St. John Bosco, we provide the Filipino Catholic youth from the marginalized and middle classes with dynamic human and spiritual formation, and quality education with technological orientation.

To realize our vision, we commit ourselves to live the Salesian spirit and become a powerhouse for vocation. We also commit to attain excellence by being a learning community characterized by the use of modern technology and openness to new paradigms and creative expressions.

The vision – mission of Don Bosco Technical Institute Makati is capsulated into "SERVANT-LEADERSHIP AND EXCELLENCE THROUGH TECHNOLOGY WITH A SOUL".

### PHILOSOPHY OF EDUCATION

As Salesian educators, we believe that:

1. Education is a major key for the liberation and development of man to attain quality of life and a transformed society.
2. Education is an on-going process by which one seeks the fullness of life with his fellowmen and its ultimate goal - Salvation.
3. Education draws out the best of man's giftedness, developing him as a total person.
4. Education requires the Educative Pastoral Community to create a family atmosphere conducive to the growth of educators and students.

### Company History

VERTSOL – 00A

**1954** (a) Fr. Charles Braga, SDB was the Provincial and the cornerstone of Don Bosco Makati was laid down.

(b) The construction of the first building was completed which housed the chapel, the convent, a youth center, and the auditorium.

Some Salesian priests namely: Fr. Quaranta, Fr. Jua, Fr. Righetti, Fr. Patrick Ryan, and Brother Nicolino Tambascia started to work at the Youth Center.

**1955** (January) Religious clubs, youth groups and catechism classes were formed.

(June) The Grade School edifice was built. Enrollees for Grades V and VI and for first year in the secondary level were accepted.

**1956** Thirty six Grade VI pupils were the first graduates from Don Bosco - Makati.

**1959** The Gym was constructed.

**1960** The first batch of high school seniors graduated.

**1960's** Don Bosco - Makati introduced technical curriculum and offered the following courses:

(a) 1964 - Wood working

(b) 1967 - Graphic Arts

(c) 1969 - Electronics and Industrial Drafting

**1970** The construction of the swimming pool was completed and inaugurated.

**1973** Don Bosco - Makati offered an Industrial Skills Training Program.

**1976** The Salesians thought of re-shaping the school structure through the initiative of Father Jose Carbonell, the Salesian Provincial.

**1980** Construction of the new school structure was finished.

**1983** Don Bosco - Makati implemented the new elementary school curriculum.

**1986** The computer center was created. Computer Technology was introduced in the Secondary Technical Curriculum.

**1987** DBTI - Makati underwent an intensive institutional self-study on the status of efficiency and the viability of the system of education of the school.

**1989** DECS granted the Grade School Department a level 1 Deregulated Status.

**1991** Refrigeration and Air Conditioning courses were introduced in the Technical Curriculum of the High School.

**1992** After a formal peer evaluation initiated by the PAASCU, DECS gave the Grade School a level II Deregulated Status and became an accredited school.

The Grade School emerged to have the Best Educational Management Information System (EMIS) in the Division of Pasay City Schools. Computer Aided Drafting and Design (CADD) was integrated in Drafting of the Technical curriculum through the assistance of the Advance Technology Solutions (ATS) Technologies

INC., of Singapore. Equipment and facilities for the Electronic Data Processing (EDP) were installed for the networking of all records in the Accounting, Registrar, Testing and Personnel Offices.

**1995 – 1996** The Grade School Department underwent another PAASCU visitation.

**1997** The relevance of the existence of Don Bosco – Makati was questioned and the Provincial of the Philippine – North Province through the Rector announced to all school personnel the decision of moving Don Bosco – Makati somewhere in Calabarzon.

**1998** The Provincial chapter decided to keep Don Bosco – Makati where it is presently located to continue the mission of St. John Bosco.

**1999** The construction to convert the library into a Multiple Intelligences Center started.

**2000** The Multiple Intelligences Center was inaugurated and opened for use of the school community

**2001** The installation of air-conditioning units in some of the classroom started. Two sections in the Preparatory and Grade One levels were converted into air-conditioned rooms.

The Internet Laboratory at the MIC keeps the school attuned with the demands of cyberage, enabling students to surf from the internet. The faculty rooms were likewise hooked up to cyberspace for teachers to have easy access to the internet. A number of OHP's, multimedia projectors, computers were acquired for Teachers use in their technology-based instruction / lessons.

**2002** Historical Techno – Cultural exhibits that highlighted the Salesian education and apostolate in the Philippine Salesian – North Province were held.

The Grade School passed the second PAASCU Interim visit and was granted another five years of Level II Accredited status by the Department of Educations.

**2003** The High School Department passed the PAASCU Consultancy visit in the ares of instruction, faculty and library and was scheduled for a formal Survey in 2004. Each classroom was installed with air-conditioning unit. Television set, and an OHP for the enhancement of the teaching learning.

**2000 – 2004** Don Bosco – Makati is geared towards the use of cyber-technology as tool for enriching the young.

**2004** Don Bosco Technical Institute – Makati celebrates its Golden Jubilee.  
**2005** The Football field was rehabilitated.

An intensive rehabilitation of the gymnasium was done during summer. The Grade School Multiple Intelligences Center was expanded with the construction of the Innovation Learning Laboratory. The Guidance And Counseling Center was renovated and its facilities were upgraded. The canteen services were improved Focusing in proper nutrition and variety of food. Policies and procedures were aligned with the school vision on Servant –leadership through systematic document analysis.

**2006** The renovation of the swimming pool started the construction and conversion of the school's front fences into heavy steel. The Grade School department prepared for the PAASCU Interim visit in the areas of instruction and faculty. Partial implementation of the PMA's as an evaluation tool. The construction of the Magone covered court started.

### Organizational Chart

The Council of Work is the central organism that animates and coordinates the whole Salesian work. It is composed of Salesians and Lay Mission Partners who hold administrative positions. They animate the Pastoral through their Educative Community collegial actions.

#### COUNCIL of the WORK MEMBERS



**Rector / Ancillary Head**  
**Fr. Anthony Paul E. Bicomong, SDB**

#### ADMINISTRATION



**Vice Rector / Economer**  
**Fr. Rufo Zarate Jr., SDB**



**Human Resource Head**  
**Mrs. Ana Maria Eloriaga**

### MANPOWER SKILLS TRAINING CENTER - MSTC



**Technical Director**  
Bro. Elmer Rodriguez, SDB



**Assistant Technical Director For Pastoral Affairs**  
Fr. Eduardo Villanueva, SDB



**Assistant Technical Director for Technical Affairs**  
Mr. Jesus Romero



**Assistant Technical Director for Student Affairs**  
Mr. Alvin Abias



**Assistant Principal for Pastoral Affairs**  
Fr. Eduardo Hila, SDB



**Assistant Principal for Academic Affairs**  
Mrs. Wilma Gamo



**Assistant Principal for Technical Affairs**  
Mr. Hernan Los Baños



**Assitant Principal for Student Affairs**  
Mr. Roy Calopez

### GRADE SCHOOL



**Grade School Principal**  
Ms. Ofelia Dantes



**Assistant Principal for Pastoral Affairs**  
Fr. Rey Ranjo, SDB

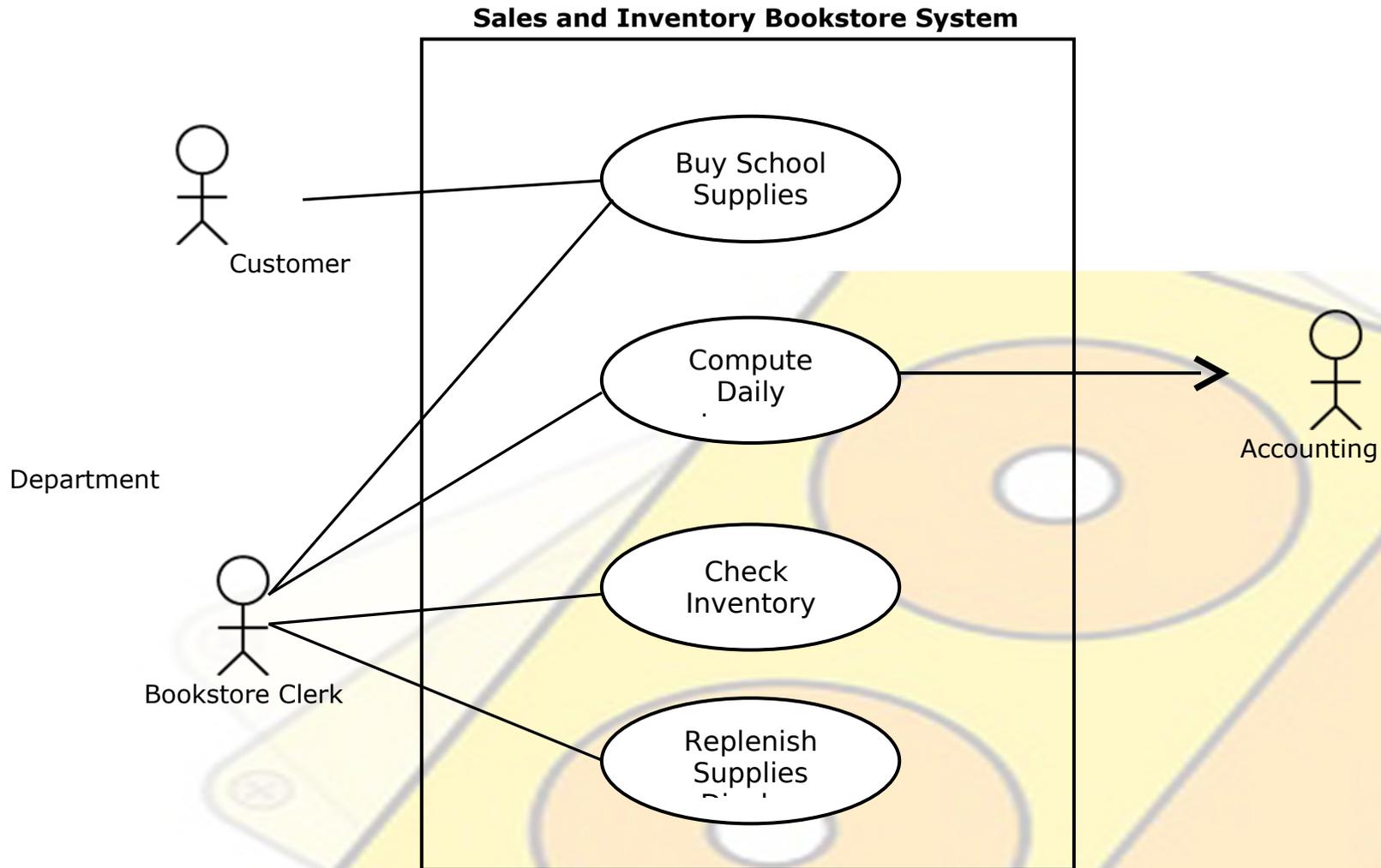


**Assistant Principal for Student Affairs**  
Mrs. Elena Salcedo



**Assistant Principal for Academic Affairs**  
Mrs. Dolores Bayocboc

## Use Case Diagram of the Existing System:



### Sales and Inventory Bookstore System

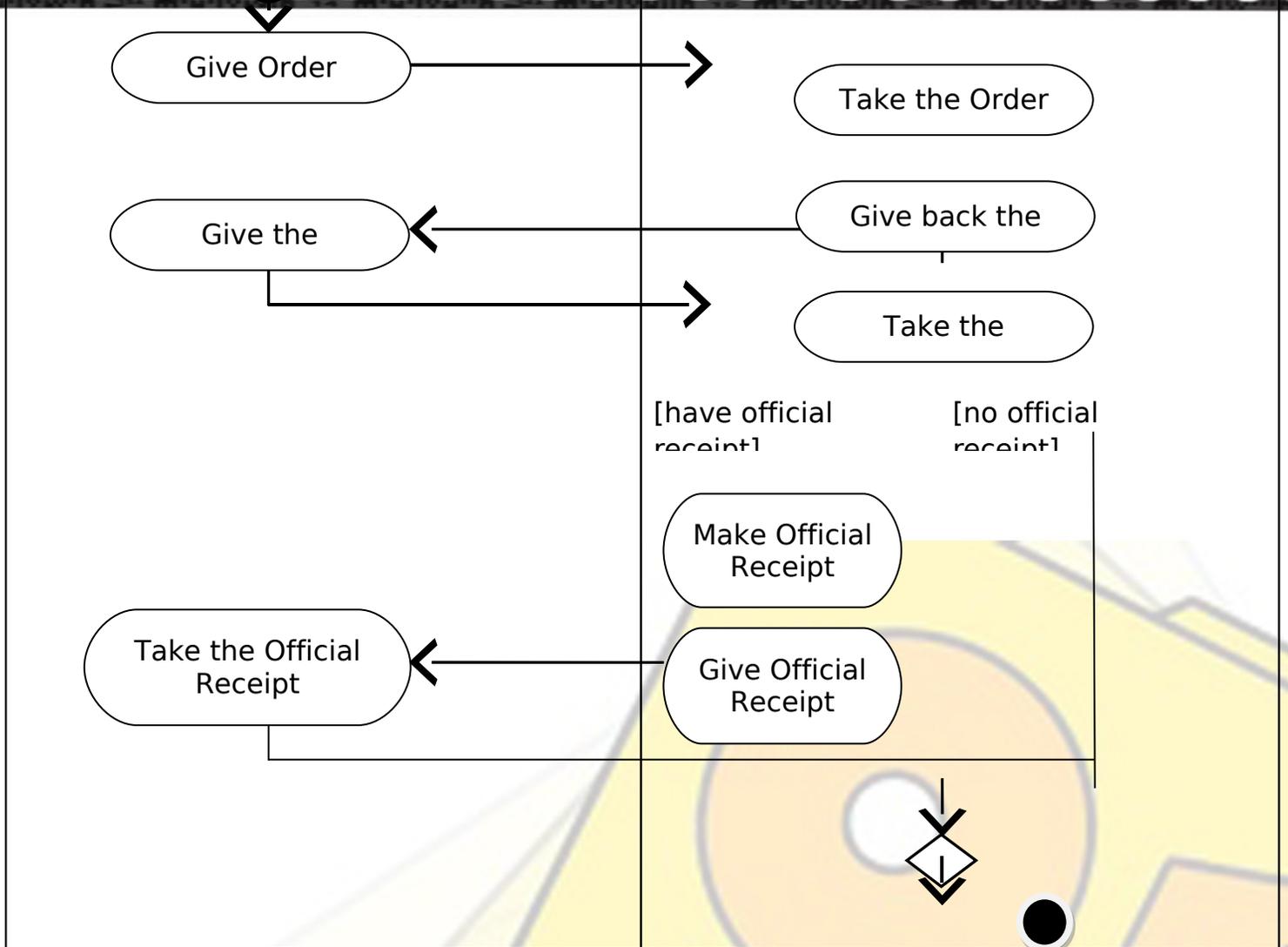
1. The Customer will buy school supplies from the Bookstore.
2. The Bookstore Clerk will compute the daily income of the Bookstore.
3. The Bookstore Clerk will give to the Accounting Department the total income for the day.
4. The Bookstore Clerk will check the inventory of school supplies.
5. The Bookstore Clerk will replenish the supplies display of the Bookstore.

### Activity Diagrams of the Existing System:

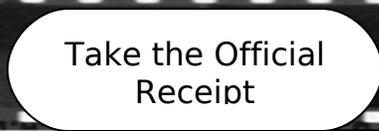
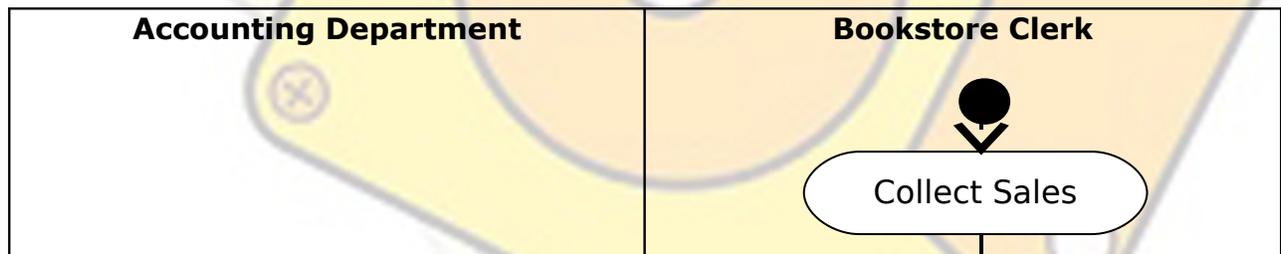
#### Sales and Inventory Bookstore System

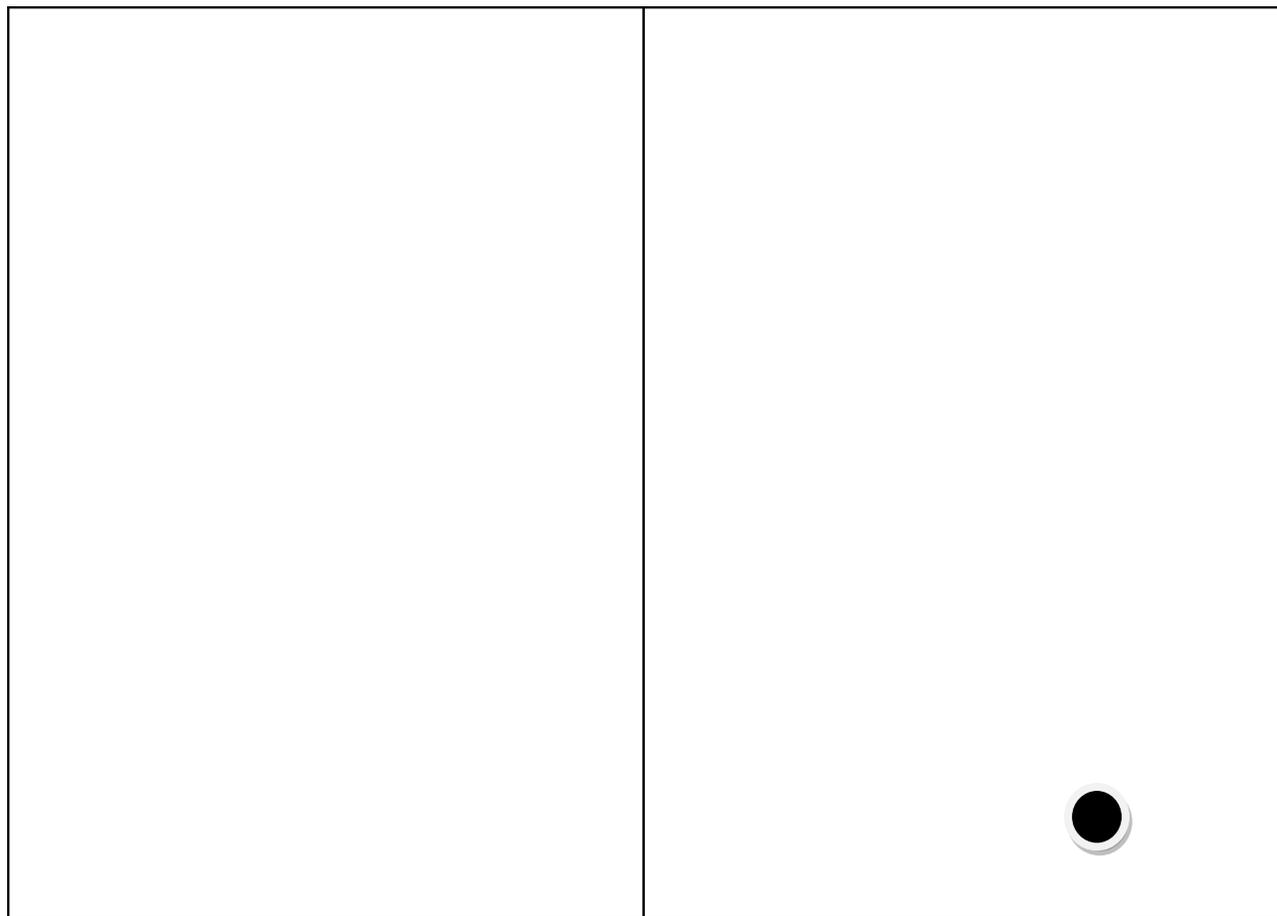
#### Buy School Supplies



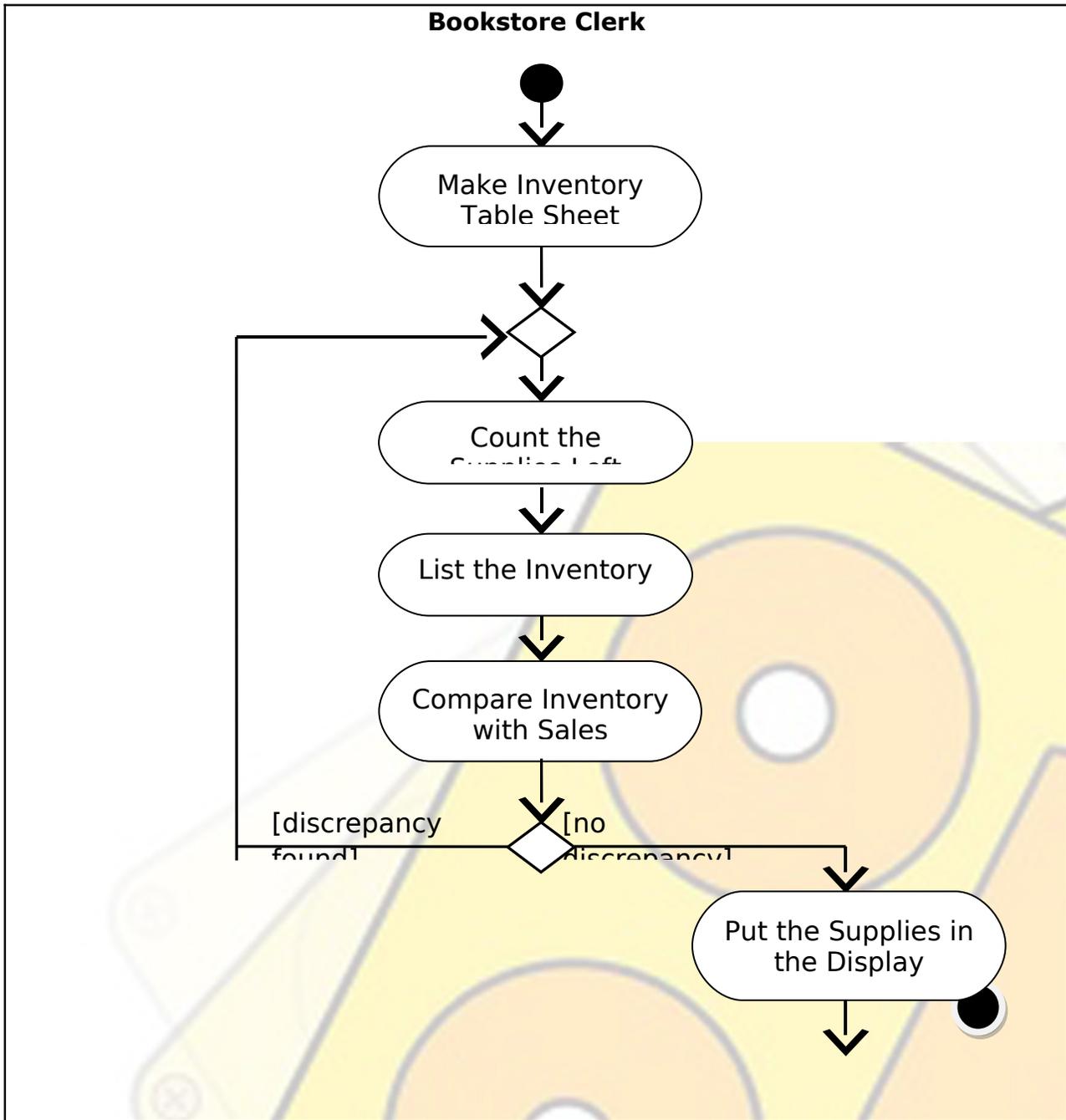


### Compute Daily Income



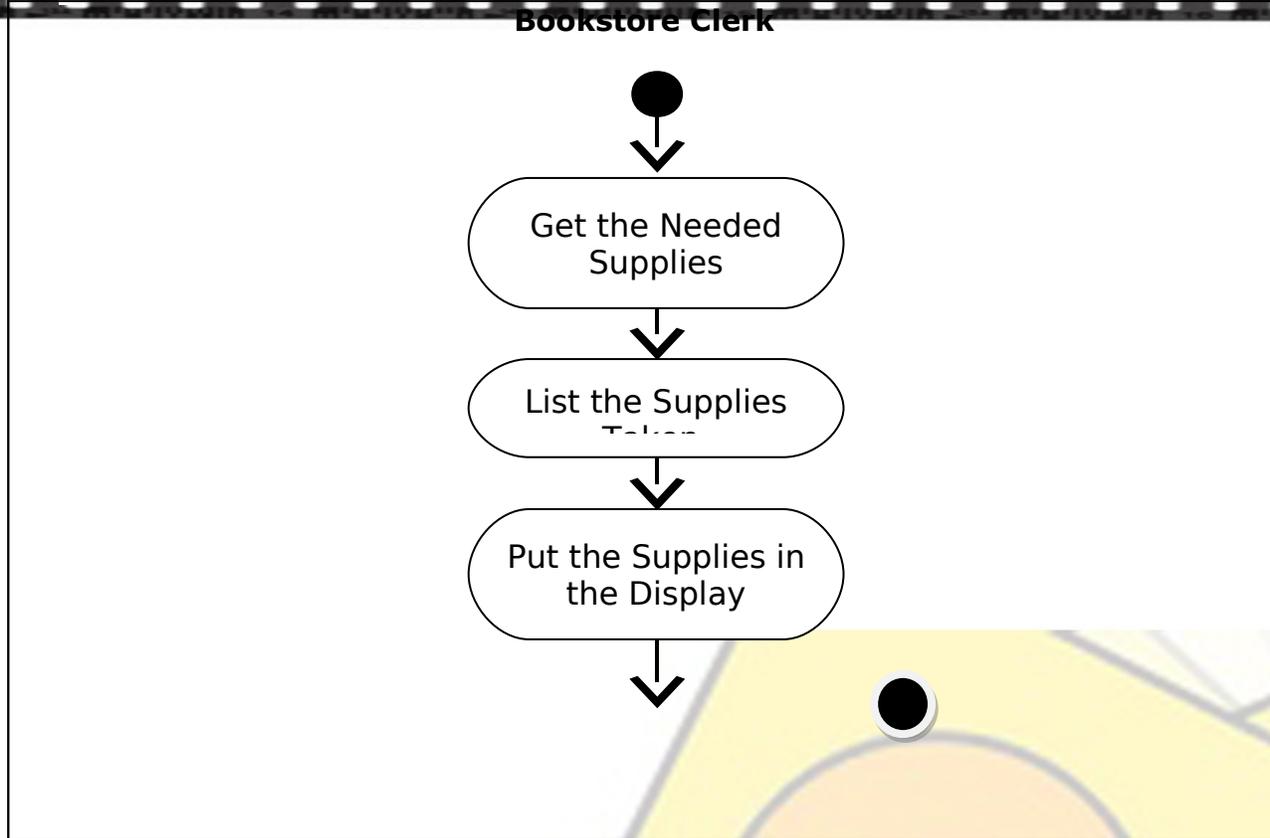


### Check Inventory



**Replenish Supplies Display**

### Bookstore Clerk



the



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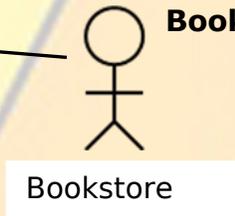


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Use Case Diagram of Proposed System:

Sales and Inventory Bookstore



## **Narrative of the Use Case Diagram of the Proposed System:**

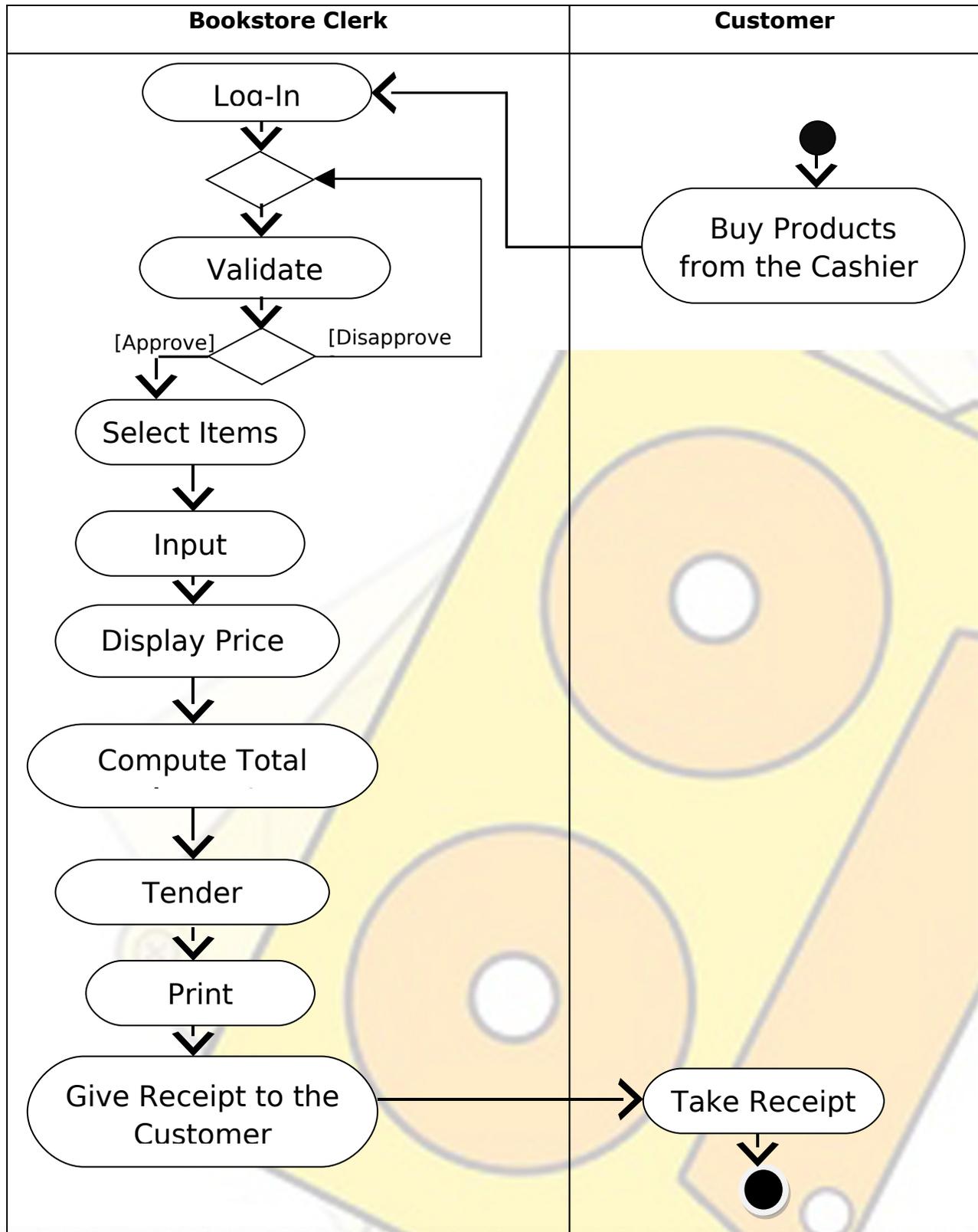
### **Sales and Inventory Bookstore System**

1. The Customer will buy school supplies from the Bookstore.
2. The Bookstore Clerk will log-in account to input items bought by the customer.
3. The Bookstore Clerk will log-in account and check the inventory of school supplies.
4. The Bookstore Clerk will replenish the supplies display of the Bookstore based on the Inventory.

## **Activity Diagrams of the Proposed System:**

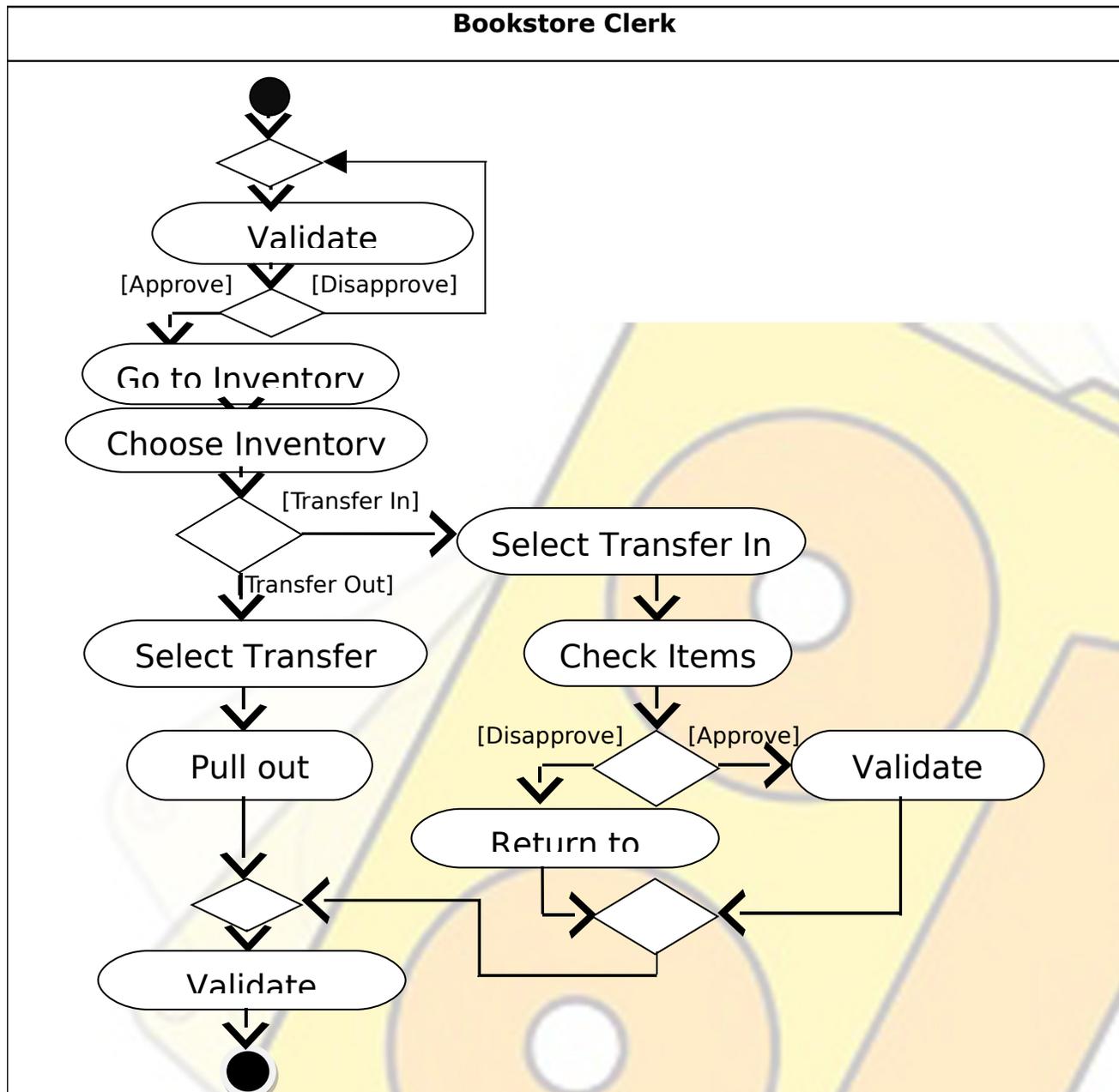
### **Sales and Inventory Bookstore System**

**Point of Sale**



## Activity Diagrams of the Proposed System:

### Sales and Inventory Bookstore System Back Office (Inventory)



### Narrative of the Activity Diagram of the Proposed System:

#### Sales and Inventory Bookstore System

1. Customer enters the store and orders a school supply he or she needs.

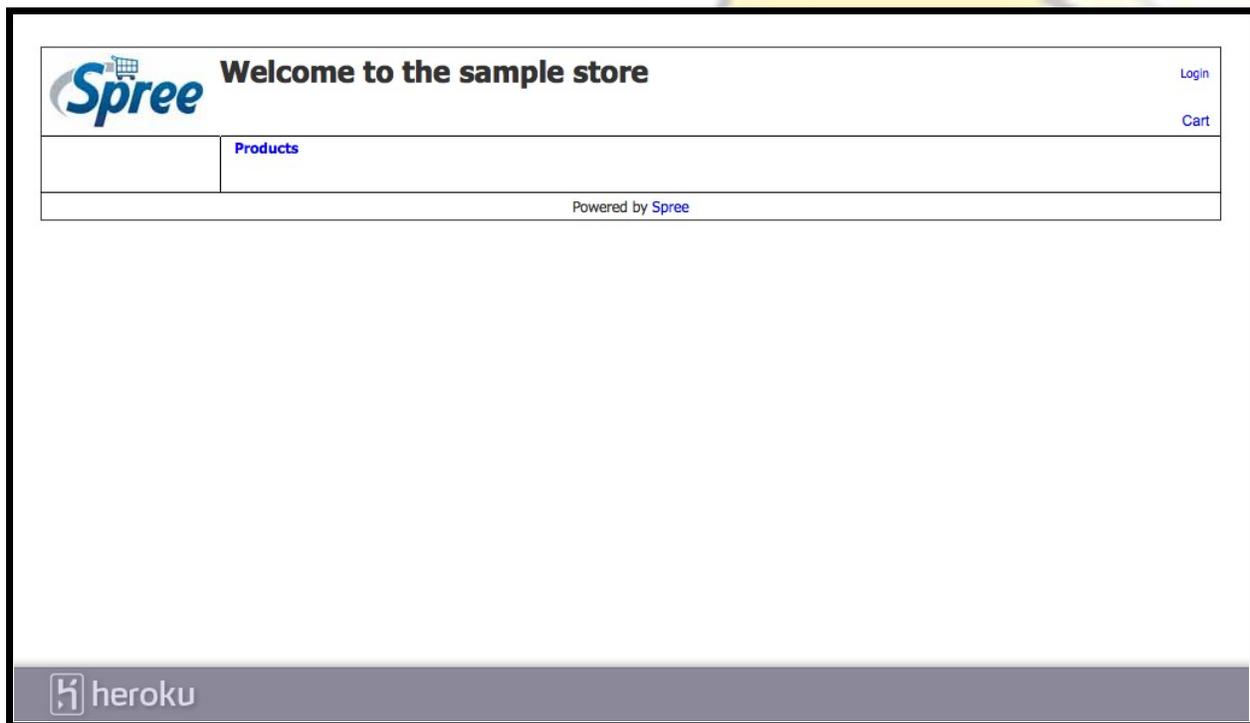
2. The Bookstore Clerk takes the order.
3. The Bookstore Clerk then gets the item/s and gives it to the Customer.
4. The Customer then gives the payment to the Bookstore Clerk.
5. The Bookstore Clerk takes the payment, log-in into the Point of Sale (POS).
6. Enter items bought, quantity of items got, and money tendered
7. Bookstore Clerk will print the receipt.
8. Bookstore Clerk will give the receipt and change to the customer.
9. At the end of the day, the Bookstore Clerk will log-in to the POS.
10. The Bookstore Clerk then will go to the Inventory Menu.
11. The Bookstore Clerk will check the condition of their store whether there is a need to replenish the supplies or pull out supplies.
12. If there is a need for replacement, the Bookstore Clerk goes to the stockroom.
13. The Bookstore Clerk then gets all the needed supplies and return back to the store.
14. If products need to be pull-out, he/she will contact the supplier to request for pull out.
15. Validate Inventory.



# heroku application



Here is a screenshot of the E-commerce Site at Heroku. Check it out at <http://spree24ecom.herokuapp.com/>.



1. Clone the git repo.

```
git clone git://github.com/schof/spree.git spree
```

2. Create the necessary config/database.yml file. Go to Spree/config/database.yml.example, erase the `!example!`, right click, open with notepad(or any text editor) erase everything, key-in:

development:

adapter: postgresql

host: localhost

port: 5432

database: (database\_name)

username: (Your Username)

password: (Your Password)

3. Install the gem dependencies (if the version had changed, look for the gem dependencies version).

```
gem install activemerchant
```

```
gem install has_many_polymorphs
```

```
gem install highline
```

```
gem install mini_magick
```

```
gem install tsmail
```

4. Copy them one by one.

```
from (C:\Ruby\lib\ruby\gems\1.8\gems) to vendor/gems
```

5. Change the `RAILS_GEM_VERSION = "2.1.2"` unless defined? `RAILS_GEM_VERSION` to the version that heroku required.

```
gem install postgres-pr
```

6. Key-in rake db:bootstrap. Press `enter` 3 times.
7. Key-in script/plugin install git://github.com/adamwiggins/yaml\_db.git
8. Key-in the following:

```
rake db:data:dump  
gem install heroku  
ssh-keygen -t rsa  
git init  
git add .  
git commit -m "init"  
heroku create existingapp-deploy  
git remote add heroku git@heroku.com:existingapp-deploy.git  
git push -f heroku
```
9. Click gear, click rake.
10. Key in rake db:data:load
11. Deployment successful. E-commerce Site at Heroku done