Vertical Market Solutions

For

Retail Reader

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Table of Contents

I. Preface

Hello Reader!

This book is a compilation of all the work I have done in our subject Vertical Market Solutions or Vertsol at DLS-CSB. I have dedicated a lot of time and effort in the 95 thesis and the Cluetrain Manifesto and this book is a testament to all my hard work in Vertsol. Even though it was really hard making seven 250 word reaction and three 2 page book review every week I was still able to find these task quite enjoyable. I was learning and at the same time reflecting on what I have learned. Now let me tell you the contents of this book.

This book has four parts. The first part contains a compilation of all the reviews I did about the Cluetrain Manifesto. This part contains chapter to chapter reviews and the thing I learned from it. The second part contains my reactions about the 95 thesis. In this part you can see all the reactions I did for every single thesis. The third part contains all the book reviews I did. And finally the fourth part contains the system proposal we did for Aqua Health Alkaline Water.

I hope that you enjoy and learn from reading this book. I had spent many sleepless nights making reactions and book reviews and I hope that all you can learn a lot from all my hard work.

II. Dedication

I dedicate this book to my friends, my teachers, my friends, my colleagues and especially to my family. They are the reason why I made this book.

III. The Cluetrain Manifesto: The End of Business as Usual

– Book Reviews

Cluetrain Manifesto, Chapter 1: Internet Apocalypso
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "Let us speak, though we show all our faults and weaknesses for it is a sign of strength to be weak, to know it, and out with it..."

Learning Expectation:

By reading the title of the chapter I guess I expected to learn things about the internet and maybe it's history. Also because the book is about business, this is why I expected to learn from this chapter how the internet has become a large market and how it has changed the way people do business. I also expect comparisons between commerce before we had the internet and now that we have the internet because by doing this we would appreciate the internet not only as means to communicate or retrieve information but also as a market place.

Review:

This chapter is mostly about the internet. At the beginning of the chapter the author described an ordinary person's life is and how it is ultimately doomed. According to the author since life is short people struggle to find meaning and purpose in their lives, they also try to find means to make their lives more enjoyable and for many people one of those means is the internet. I really liked the author's description of human lives because it was the truth and it makes me ask myself why do I need to work hard?, What's the purpose of becoming the best and achieving all this if it's all going to come to an end?

The next topic in this chapter is how the internet came to be. Back in 1992 the internet was just new and was very unpopular. The author also shared his stories back in the early 1990's of how people laughed at him when he said the idea that the internet would someday become the biggest marketplace in the world. Back then the internet was all text and it was only for government funded projects. Later on the internet became more popular and the main reason why is because it is an easy way to connect with other people. The first wave of internet users were mostly nerds but as time went by anyone who knows how to use the computer was using the internet. I was fascinated on how a simple government project would become the world's biggest information hub and the easiest way to connect with other people.

The next topic that was discussed in this chapter is about the internet as a mass media. The internet now is being widely used by companies to advertise or promote their products. I agree with this, you can see many advertisements on the internet and guess what many companies are getting rich because of this.

In this chapter the author also compared state of the market a thousand years ago and the market today. The market before was simple, people go to a marketplace every day to purchase what they need and at the same time interact with other people. But as time went by the way we do business started to change and become more sophisticated. Later on mass production and mass media was born. Also market places began to move away from the center of the village. Today commerce is no longer about the people, it's about who is able to produce the most products or who has the best marketing strategy. I agree with the author, commerce in the old days is very different compared to today. In these days you don't even need to interact with other people to buy products, you can just purchase them of the internet.

The author also discussed mass production. The author discussed Henry Ford's breakthrough which is mass producing cars. By mass producing cars Ford was able to sell more cars at a lower price, the only problem is that their products lack variation. I think that variation is important because if you keep offering the same product over and over again consumers will be tired of it and sales will drop.

The next topic discussed in this chapter is about the internet as a new Workplace. The internet is now widely and it has also become a new way to generate ideas which is healthy for the market and can

benefit many companies. There are still many companies today who are isolated and don't share ideas. In order to make a great product companies should share their ideas through maybe the internet and let people from outside your company come up ways to improve the ideas that you're company has generated. The internet encourages companies to brainstorm ideas with people inside it and people outside it. What I found interesting in this topic is that when a company is seeking help from other market players they should not underestimate small market players because collectively they can assist your large company in many ways.

The final topic discussed in this chapter is the internet as a market place. The internet has become very popular therefore making it a good market place. Through the internet businesses can sell more products than through shops. An example of this is music, it is easier to sell music through the internet than through CD because mp3 is cheaper to produce and to sell and it is easier for the customer to acquire this through the internet.

What I've learned:

I have learned many things from this chapter. One of the important things that I learned is why the internet became so popular. It is popular because it is a way to interact or communicate with other people from anywhere in the world. In this short and difficult life socializing and interaction is important and this is why the internet became very relevant to human beings. Another thing that I learned is how simple the internet was back then. It really surprised me that the internet back in 1992 was only for the military and is text only. It has really come a long way. It is amazing how human's quest for better communication would turn the internet into to the biggest information hub in the world. Another thing that I learned is that the internet is thriving market place and soon it could become bigger and bigger. The internet has certainly opened many opportunities for businesses.

Cluetrain Manifesto, Chapter 2: The Longing
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: *"As flies to wanton boys, are we to the gods. They kill us for their sport."*
      -King Lear

Learning Expectation:

    In this chapter I expect to learn more about the web and basically what the web is. I want to learn its relevance, how it can contribute to one's business and what makes it very popular and widely used all over the world. I also expect to learn how business managers use the web to help them manage their business.

Review:

    The first topic discussed in this chapter is what the purpose of the web is. In this discussion the author didn't give away what the web really is for, instead he told the readers who are using the web and where we often see the word web. According to the author the web is where business managers see opportunity, it's what old people can't seem to understand, and where young children can speak and people from anywhere in the world can choose to hear her. So basically the purpose of the web is to help people express themselves and connect them to other people in the world. The web is like our voice in this world.

    The next topic discussed in this chapter is being managed. In this discussion the author argued that just because it's a business it is managed. Managing isn't only for businesses it can also be used in other activities like managing the household. Many people believe that when we live our lives in a managed world we can avoid risks, everything runs smoothly, fairness is guaranteed, and you can do what interests you. But according to the author none of these benefits from managing is guaranteed to be delivered perfectly. The same thing goes to managing a business, it can never be managed. According to the author a business can be run but can never be managed and I agree with this. I think that in order for your business to become managed you must be able to control the market and you should be able to accurately predict future events that might occur, which is impossible to do. But of course if achieving a managed business is impossible doesn't mean you should stop trying, you can still avoid risks but not all of them, some things will run smoothly and some wont, some things can still be done fairly, and you can still a lot time for other activities.

    Another topic discussed in this chapter is about professionalism. The author first described what being professional is. A person is professional when he is formally dressed, has an organized cubicle, respects and obeys his/her superiors, tell jokes that won't make people laugh to hard and separates their home life to their business life. So basically a person is professional when that person is what the company asks him/her to be. The author argued that the more a person likes the web the more he hates his job. I think that this is because the web is where we can become who we really are or who we really wanted to be and being professional is not being ourselves. By being professional we are who the company wants us to be but through the web we can be who we really are or who we want to be. In our lives we need to try to have balance and expressing yourself in the web is trying to keep balance. In the office you are not who you are, you are who you want the company to be and if you don't spend time try to find who you really are or who you want to be then your existence will be really miserable.

    The final topic discussed in this chapter is what the web is. According to the author the web is a way to find information, communicate with other people from other parts of the world, entrance to

communities, and a way to broadcast our ideas for other people to see and learn from. The author also discussed what makes a home page so interesting for us. According to him this is because it is another for us to effectively express who we really are to the world. I agree with this, by designing your own home page and putting information like what kind of music you love, your favorite movies, hobbies, and other information about you where people can see what kind of person you are and it is also an opportunity to meet someone who is like you. Through a home page you can be who you really are or who you really want to be and this is the voice that we've all been wanting everyone to hear. It is important to voice out what your feelings because if you keep it all bottled up inside you will become miserable. Also sharing your ideas to the world can help many people, a human being is a social being and this is why the web has become very popular and widely used.

The author also discussed the things that the web can help us in our work. With the web we can send our mail faster, we can do committee hearings through the web, and send our work through the web. I think that the web has helped people to do their jobs more efficiently and at the less amount of time required to do it.

What I've learned:

I have learned many things from this chapter. The most important thing I learned from this chapter is what the web really is. My definition of what a web is that it is a way to communicate with other people and a way to acquire information. After reading this chapter I learned that the web is more than that, the web is a way to express ourselves. The web is a way to become who we really are or to become who we want to be. It is also a way to tell the world who we are and what makes us unique from each other. I also learned that not only can the web help a person do his/her work but it can help him take a break from it.

Cluetrain Manifesto, Chapter 3: Talk is Cheap
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: Where it exists at all -- and the cases in which it does are rare -- loyalty to a company is based on respect.

What I expect to learn:

I expect to learn things about communicating using the web. I also expect to learn the importance of expressing yourself on the web.

Review:

The first topic discussed in this chapter is voices from pots. According to the author the web is one way of showcasing a person's craftsmanship and human authorship. A person does this whenever one spends time to design his/her home page. Like a pot you spend time with it, think hard about its design, and make it. I think that this is true, for me a home page is also an art because it is an expression of its creator.

The next topic discussed was the E-mail as a means of communication. In this discussion the author discussed the benefits of the email and how fast it is to use. It has made communicating with people from anywhere in the world faster and better. In the old days if you mail something it would take weeks before the person you mailed it to receive your mail.

Another topic the author discussed is mailing lists. There are two types of mailing lists, one is one-way and the other is two-way. In one way mailing list the person sends a message to a large number of people but the people whom he sent the mail to cannot respond to other people in the list. Another type is two-way. In this type of mailing list the recipients are able to respond to the sender's message and at the same time allow all the other recipients to see that person's response to the sender's message. The next topic the author discussed is newsgroups. In news groups news is posted and people can comment on these newsgroups. I think that this is a good way to announce something and at the same time get some thoughts and ideas from the people who are concerned with it.

The next topic the author discussed is chatting. Chat is having a real time conversation through the internet. What's amazing about chatting is that you can have real time conversation with a person who is in other parts of the world. The author also differentiated the email with chatting, he argued that the experience you get from chatting is different with the email. I think this is true because by chatting you can have a casual conversation but with email you need to channel all your thoughts in one blast.

The next topic the author discussed is web pages. According to him the web page is a way to see people as who they really are. In a web page you can see a person's pictures, information, read poetry, and other stuff about that person. The web page is a way for people to express themselves.

The final topic the author discussed is about people saying whatever they want whenever they want. The internet allows us to do just this, it lets us voice what we want to say and nobody can Stop us from saying it.

What I learned:

I learned many things from this chapter. I learned how effective the web is as a means of communication. Communication through the web is fast, distance is never a problem, and the length of

your message is never a problem. It also lets us say things that we can't or are afraid to say elsewhere, its like a sanctuary for people who have so many things to say about something but doesn't have a safe place to voice it out.

Cluetrain Manifesto, Chapter 4, Markets are conversations
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "Markets are nothing more than conversations. See these magazines? They're a form of market conversation. We should already be in their stories. We are key to the subject, but we're missing in action after working in secret for years. Our only hope is to talk. Starting now."

What I expect to learn:

I expect to learn the importance of communication between businesses and the Market. I want to see the difference between the market before the industrial age and the market today. I also expect to learn how businesses should communicate with their target markets.

Review:

The first thing the author discussed in this chapter was about his speech in a press conference at Paris. In his speech he outlined three reasons why his client, a French computer company was shrinking and according to him the main reason was their lack of communication with their real target market. The first reason according to him was that their message has no market, the second one is that their secrecy also has no market and the third was the company's silence. I agree with the author's reason on why his client's company is failing. I think that a business should select a target market and create a message that would cater effectively to that specific target market and maintain that communication. I also think that a company should not keep to many secrets and voice out their ideas to the people in order to maintain communication with them and at the same time keep the people interested in your company.

The next thing the author discussed is about the industrial age. According to him the industrial age has clouded the true meaning the market and replaced it with industrial substitutes. Large companies have brainwashed people to desire the same products. Also because of the industrial age workers have to do the same repetitive tasks. Then in the twentieth century the mass communication came and enhanced an industry's ability to address markets. During this age industries are able to target larger markers and this is tantamount to larger profits. I think that all of the things the author stated is true. The industrial age has made the people do business really boring. The varieties of products was reduced, direct communication between the buyer and the seller was reduced or removed and making the products has become boring because workers are forced to do repetitive tasks every day.

The next thing the author discussed is how the delivery of a product in its physical form also applies in marketing. Like the delivery of a product, marketing also delivers something and that something is a business's message. Thanks to mass media businesses are able to send messages to the people, but the problem is there is no way for people to respond and people who don't want to listen are forced to listen. I think this is true because today businesses make their message or what is called today as advertisements entertaining or fancy but the true meaning of these advertisements is "buy our product/s". Also according to the author in these days business is war. Mass media has enabled businesses to destroy other businesses through advertisements. I think that business today is indeed war. In these days large company destroys other businesses through advertisements but they are able to cover it up with fancy gimmicks and entertainment. Also because of mass media small businesses are rendered helpless because they cannot afford to make advertisements in television, radio or in newspapers.

Another thing the author discussed is how marketers have affected our lives. The author discussed how marketers have caused inconvenience in our lives. According to the author this

inconvenience is present whenever we open our mail, we watch television, we open our email and even just by walking down the road we see advertisements whose true messages are covered up with fancy gimmicks. These businesses according to the author have put an axe on our heads. I think that businesses have indeed disrupted our lives one too many times with their advertisements. Everywhere I go I these days I see advertisements. I'm watching my favorite show and suddenly an advertisement pops up, I surf the web and every web page has an advertisement, I drive to school and I see billboards with advertisements and even the things I own have advertisements on them. These advertisements for me all have the same messages and that message is "buy our product.

      To sum it all up this chapter is about the negative effects of mass media and how the industrial age has changed the face of the market forever. The author stated things about how companies have been controlling communication and how companies have forced their workers to do the same repetitive tasks every day.

What I learned:

      I learned how the changes that happened in the market during the industrial age. I also learned about the negative effects of advertisements. This chapter has taught me the difference between the market before the industrial age and the market today where industrial factories and mass media is present.

Cluetrain Manifesto, Chapter 5: The Hyperlinked organization
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

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

What I expect to learn:

The internet has become very popular and everybody uses it. This is why in this chapter I expect to learn how businesses utilize the internet. I want to know how businesses do business in the internet. I also expect to learn how the internet is able to help organizations do their work.

Review:

The first thing the author discussed is about the advantages of the web. The author discussed how the web has enabled people to access countless information. The web has also enabled people to communicate with one another. The web has enabled people to purchase things from the internet. I think that the web is an excellent tool for communications.

The next thing the author discussed is about the web as medium for businesses making sales. The author described and associated life in a corporation with building a fort. Every day people come to the office to do the tasks assigned to them by their superiors. And according to the author the web has become a medium for businesses to publish marketing materials and make credit sales easier. The author then calls it "denial". I think that businesses using the web as a tool for them to spread advertisements and make credit sales is wrong. By doing this businesses are striping the web of its true meaning. The web is a way for people to communicate and express themselves and it does not exist for businesses to spread their advertisements and make sales.

The next topic the author discussed is about business hierarchy. According to the author a business is actually a connection among people. I agree with this because I think that the more connections a business has the more successful it will be. The author then discussed what a hyperlink is and what hierarchies are. The author also gave examples of hierarchies. According to him hyperlinks subvert hierarchy because hyperlinks are messy and chaotic. The web has no hierarchy everything is equal and everyone is equal. I think this is the reason why many people are using the internet. The internet is a way to become unique and at the same time equal with everybody else.

Another thing the author discussed is the character of the web. According to the author the web's character can be sliced into seven basic themes namely Hyperlinked, Decentralized, Hyper time, Open, direct access, Rich data, Broken and Borderless. Hyperlinked meaning web pages are connected to millions of other web pages, Decentralized meaning no one controls the web, Hyper time because you control time in the web, Open access because people can access any page they want, Rich Data because the web is a complex way of presenting information, Broken because no one can control it and Borderless because there are no boundaries in the web. The author also said that a company's web page is attributed to its characteristics.

Another thing the author discussed is about Hyperlinking of the Organizations. The author discussed why organizations are using the web. The author also attributed the characteristics of the web with the characteristics of an organization. First he discussed how teams are hyperlinked, because of the web employees are able to communicate with other people from outside the company and exchange ideas with them. The author also told a scenario where an employee was forced to contact someone not included in the prescribed channel. I think that what the author said was true, the internet has allowed communications never before possible. Then he discussed how businesses can also be decentralized. The third attribute is Hyper time. According to him deadlines should not be set be but employers can simply ask workers to do their tasks as soon as possible. The fourth attribute is Open access to everything. According to him not all information should be kept secret and it should be allowed to roam freely. I think that this is true. I think that information is valuable if people can use it so if they can't then it

useless. The fifth attribute is rich data. The sixth attribute is Brokenness, and according to the author everything has a little brokenness because you cannot control it even businesses. I think that this is true because business cannot be controlled fully and they cannot be controlled because they are not 100% predictable. The seventh attribute is boundaries, according to the author businesses should not set to much boundaries in order to let ideas flow through.

What I learned:

I learned the importance of communication inside an organization and how the web is used in it. I also learned the characteristics of the web which is Hyperlinked, Decentralized, Hyper time, Open, direct access, Rich data, Broken and Borderless. Another important thing I learned is how the web has enabled the generating and the distributing of ideas inside and outside of an organization.

Cluetrain Manifesto, Chapter 6: EZ answers
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "Literature is the question minus the answer."
                                                     - Roland Barthes

What I expect to learn:

I expect to learn about the changes in the way we do business. I would like to learn about the changes brought upon by the industrial revolution and how it has enabled businesses to engage in mass production. I also expect some insight on the negative effects bought upon by the industrial revolution. I would also like to learn about the positive and the negative effects of mass media. But the most important thing I would like to learn about is the changes the arrival of the internet caused in the business world.

Review:

The first discussed the history of the way people do business. He narrated the advances businesses made during the industrial revolution. During the industrial revolution businesses found a way to mass produce products using machines in factories. Workers then are forced to do repetitive tasks. Then the author narrated the advancements in mass marketing which gave birth to mass media. Mass media then enabled one-way communication between businesses and consumers. Then the internet came along with is wonders. Because of the internet conversations that were so rudely interrupted by the industrial age and the mass media was made possible. Consumers are now able to respond to the producers. People are now able to react and make reviews about the messages of large companies. The internet has also enabled people within an organization to generate great ideas with the help and resources from people in other organizations. I think that the internet has really changed the face of the market. People are now able to react to the messages of companies and because of this they will be forced to tell the truth about their products or services and improve them.

The next thing the author discussed are the questions that appeared because of the arrival of the web. These questions are "So what's going to happen with all this Web stuff?", "Where's it going? What are the trends? What are the directions?" and "Who's going to win?" But the real question is "What is the future of the web?" These are the questions brought about by the existence of the internet. According to the author the real answer to these questions will come out in conversations because conversations make the world. I think that this is true, people should not allow these questions to generate fear and fear inhibits a person from doing something.

Another thing the author discussed is his twelve steps for internet business success. These steps are: relax, have a sense of humor, Find your voice and use it, tell the truth, don't panic, enjoy yourself, be brave, be curious, play more, Dream always, listen up and rap on.

What I learned:

What I learned in this chapter is the history of how people do business. It was really interesting when the author narrated the changes that that were brought upon the market during the industrial revolution. I also learned the major changes that happened in the market because of the birth of the mass media. The mass media became an opportunity for companies and corporations to send messages to people in their target market. But unfortunately people won't be able to respond or react to these messages. Another thing that I learned that was really important was the changes bought upon to the

market by the internet. Because of the internet the people can now respond or react to the messages being sent by companies and corporations to mass media. But the most important thing that I learned is the author's twelve steps to internet business success.

Cluetrain Manifesto, Chapter 7: The End of Business as Usual
Amazon link: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "Just because you're not seeing a revolution -- or what Hollywood has told you a revolution ought to look like -- doesn't mean there isn't one going down."

What I expect to learn:

I expect to learn the true meaning and the purpose of this book. I scanned this chapter a little and this chapter was mainly about this book so this is why I expect to learn why this book was written and what is its purpose because from reading this book I found that it is not about business management or marketing, it's about something more than business.

Review:

The first topic the author discussed in this chapter is about the irony brought upon by the internet. In this chapter Richard Nixon's first inaugural address was stated because it was about unheard voices coming from the people. Now because of the internet these unheard voices can now be heard. Back in the days without the internet the government and other major institutions want to hear the voices of the people and now that they can they wish people they are taking back what they said. I think this is true, people can now voice out their feelings and this is really hurting the major institutions in a certain nation. People can now voice out their dismay over the government, their contradictions with religion, their thoughts about products in the market and many other things.

The next topic discussed in this chapter is about ignorance. The author stated in this chapter the effects that resulted when businesses ignored the people and the internet. If you ignore people then they ignore you back. Businesses ignored the internet and now it's ignoring them. The internet has become a media through which people communicate, find or upload information, buy products, etc. This is why businesses are struggling to catch up with other businesses in the internet which they have ignored for so long. I think that this is true, businesses have indeed ignored the internet before. Now they look at the internet as large market place. The internet has changed the way business is done forever.

The author then again discusses the effects that resulted from the birth of the internet. People are now communicating with other people from places all over the world in real time, communities are being born in the internet, people are now doing their work in new ways and other stuff that people can now do unlike before the internet existed. Businesses tend to ask what the point of the internet is and the answer is simple, there is no point. There is no point or plan for the internet and I totally agree with this. The internet for me is almost like a human being. The internet is unpredictable like a human, nobody actually controls it, it is social and it keeps growing.

The next topic discussed in this chapter the other good uses for the internet. The author asked in this chapter "so what is the Net really good for? Besides chatting, that is". And according to the author one thing the Net is good is organizing markets. Through the internet people in certain markets have been organized depending on their wants and needs. I think that this is true, people with similar tastes go to a certain website and talk about the products they want and need.

The next topic discussed in this chapter is about the Demonic Paradox or the effects of a certain system to humanity. Because of certain systems we have in place today many things that makes us

human have been reduced. An example of this is "the job". People who have jobs go to a work place and worked 16 hours a day and people do this until they day. In the workplace people are stripped of things that make them human like conversations.

The last topic discussed in this chapter is the book's purpose. The cluetrain is not about business because frankly the author does not care about business, it's about imagination. I think that this book is about humanity rather than business. It's about the internet liberating humans from corporations who try to take away the things that make us human. And all in all I think that this is a good book. If we try to do business we must not forget our humanity because people should be in control of their own businesses and not the other way around.
What I learned:

I learned about the irony brought upon by the internet. Before the internet major institutions are always bragging about how they wish that everyone can voice out their thoughts and ideas and not that the internet enables people to do this they are now taking back what they said. Another thing that I learned is the other purposes that the internet has and it is organizing market. But the most important thing I leaned in this chapter is the meaning and the purpose of this book. The cluetrain manifesto's purpose is not to improve our management skills but instead liberate us from management.

IV. Book Reviews

- Long Tail
- Retail Operations
- Retailing an Introduction
- Web 2.0 Heroes

The long tail by Chris Anderson:

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

Quote: "In the tyranny of physical space, an audience too thinly spread is the same as no audience at all."

What I expect to learn:

I expect to learn more about the niche market and how it can become the future of entertainment. I find targeting a niche market very difficult because it is hard to make products that are unique and this is why I also expect to see how people who entered into the niche market became successful. I also want to see in this book people who tried and failed in entering the niche market.

Review:

The first thing that the author wrote in this book is about Joe Simpson's and Jon Krakauer's book. Both of them wrote books which have similar topics and almost similar stories. Both are about a mountain-climbing tragedy and both got good reviews. Simpson's book, Into Thin Air was released a decade before Krakauer's book, Touching the Void and it became a hit for a short period of time. When Krakauer's book was released it became a hit but a while later people started buying Into Thin Air again and soon it outsells Touching the Void. According to the author all of these became possible because of Amazon.com recommendations. In the recommendation people can view other products that are related to the products that a person is viewing. I think that Amazon.com has indeed enabled people to buy products that are far beyond what businesses are producing today. Because of e-commerce the new thing isn't the cool thing anymore because people now have a wide variety of choices.

The next topic the author discussed in this book is about the unlimited selection of products that e-commerce has made available to the people in the market. According to the author the taste of people today is no longer dictated by businesses because now people have access to even the oldest and less popular music or movies that no theater or record store would dare sell. The main problem according to the author is that entertainment media lives in the physical world just like we do and this affects the supply and demand of entertainment media. Producers will only make a product available to anyone if there is strong demand for it. But now because of online stores people can now get a hold of any movie or music even if there's no demand for it. I think that e-commerce has indeed given people more selection of songs and movies. Because of online music and movies stores like iTunes, the law of supply and demand virtually no longer applies.

Another topic the author discussed is the limitations in distributing entertainment media through the physical world. The problem with physically distributing entertainment media according to the author is that if there are only a few audiences for a certain movie or song no one would distribute it at all. The author said in this book is that "we're obsessed with hits, but misses make money, too." I think that this is true because if you look at it as a whole there are more unpopular song or movies out there than popular ones and if one is able to sell at least two or three of these songs or movies then their profit for it is more than selling hit songs or movies.

The next and most important thing the author discussed is the ability of online stores to meet the demands of the niche market. The author referred to this as the long tail. People can find their preferred song or movie in the long tail whether it's old or new, popular or not, live or studio recorded and remixes. The author also gave three rules for the new entertainment economy. The first is "Make everything available". By making everything available you can target every niche market out there. The second is "cut the price in half and then lower it". By lowering the cost of music and movies people will now have every reason to buy their beloved songs or movies. The third and final rule is "help me find it". Online stores can help people find or discover songs by giving recommendations or giving songs that are related to the ones that one is currently viewing.

What I learned:

I was able to learn more about the niche market and how e-commerce has increased the choices of people in buying movies or songs. I learned that selling niche songs can be as profitable as selling hit songs. The most important thing that I learned is that because of e-commerce selling popular songs or movies no longer ensures one's profitability.

Retail Operations – How to run your own store, Chapter 1: Daily Operating Procedures and Policies
Amazon link: http://www.amazon.com/Retail-Operations-How-Your-Store/dp/9812446486

Quote: "People like familiarity, and this is why customers buy from the same retailer regularly."

What I expect to learn:

I expect to learn in this chapter the daily procedures and tasks retailers have to embark every day in order for their store to operate. I also expect to learn what are the do's and don'ts in operating a retail store daily.

Review:

The first topic the author talked about in this chapter is about the tasks retailers undertake when they are opening their shops on a daily basis. According to the author there are four tasks that must be accomplished before the shop is opened. The first task is checking the cleanliness and tidiness of the working are and the customer space. These spaces includes the entrance to the shop, sales areas, cashier counters, Backroom (receiving/checking areas and storeroom), and the shelves. I think that the cleanliness of the workspace and customer space is really important. Customer will be more enticed to shop in a store when it is clean and tidy while at the same time the shop's workers will be able to work more efficiently when their work spaces are clean and tidy. The next step is to check the working condition of the store's essential equipments and facilities such as the Air-conditioners and lighting. I equipment checking is important in order to avoid any complications or problems that may occur due to equipment failure. The third step is replenishing the store's stock. The task included in this step is checking the merchandise at the selling floor and the shelves and replenishing them when needed. The fourth and final step is completing and organizing paperwork. The tasks included in this step are ensuring that paperwork such as exchange forms, reservation forms or stock forms from the previous day is completed. I agree with the author on this, completion of paperwork is important in order to avoid missing records, inventory discrepancies or unaccounted sales.

The next topic the author discussed is about the Point-of-Sale System. According to the author a Point-of-Sale system can either be automated or manual and both have different operational methods and requirements. Automated systems have and instruction manual supplied by the manufacturer while the manual system has no back end procedure. The author then explained what a Back end and Front End procedure is. A Back End procedure encompasses the procedures in updating merchandise data at the computers located in the office. The Front End system encompasses all the terminals or cash registers where transactions are keyed in.

The next topic the author talked about in this chapter is the procedures and activities that should be executed when closing the store. The first procedure is reporting any damage of equipment or facilities and recording it in the maintenance file. I think that this is an important procedure, in order to resolve any problems with equipment or facility daily checks should be executed in order to detect any equipment failure and report it as soon as possible so that necessary steps will be executed as soon as possible. The next step is replenishing packing material. The third step is ensuring the availability of receipts and audit rolls for the cash registers. I think this step should indeed be executed in order to avoid insufficient receipts when issuing the customer's receipts. The fourth and final step is cleaning the cashier counter and sales floor.

The author then gave some tips that may help in maintaining standards. These tips are knowing what the customers want, being visible, being concerned with details and having a checklist. In knowing what the customers want one must ask determine what the customers want and need. When you know what the customers want then the shop's standards must be based on their wants and needs. Being

visible is making available people to help the customers. Being concerned with details is keeping the store clean and organized at all times. Having a checklist is important to ensure that everything and everyone is in order.

I think that all in all this is a good chapter. The author was able to provide the important activities and procedures that should be executed in opening and closing of the store. The author also gave some tips on maintaining standards which I find very helpful to a person planning to start a retail store.

What I learned:

I learned the necessary activities and procedures that must be executed in opening and closing a store. These procedures must be undertaken on a daily basis in order to maintain a certain standard that would satisfy the customers and maintain a sense of familiarity that they have for your store. These procedures are also important in order to keep the store organized and minimize the occurrence of unexpected events like equipment failure. I also learned some tips from the author that will help in maintaining standards.

Retailing and Introduction by Roger Cox and Paul Brittain, Chapter 1: Retailing and the Consumer
Amazon Link: http://www.amazon.co.uk/Retailing-Introduction-Roger-Cox/dp/0273678191
Quote: "A nation of shopkeepers" –Napoleon Bonaparte

What I expect to learn:

In this chapter I expect to learn more on the retail industry rather than retailing itself. I expect to learn more about the trends in the retail industry and how retailers cope up with the demand for the products they are selling.

Review:

This main topic in this chapter is about the retail industry. In the first part of the chapter the author gave an introduction about retailing. According to the author retailing is one of the most vital industries in the UK. I think that this is true because majority of businesses in the world are engaged in retailing. Also retailing is one of the most efficient way businesses have in distributing products. The author then gave a somewhat different definition to retailing. According to the author retailing is the sale of goods and services to the ultimate consumer for personal, family or household use. Selling services according to the author is also a retail transaction.

The next topic the author discussed is the place and importance of retail stores in the economy of the UK. The author gave some reasons why the retail industry is important for the economy of UK. The first reason is that it is the final link in the chain of production. After the extractive stages and production the products then lands in retail stores. The second reason is that it is the second largest employer in the UK. There are 3 million workers working for retail stores in the UK. The third reason is that it accounts for over 23% of GDP (Gross domestic product). The fourth reason is that it also accounts for about 35% of consumer's expenditure. And the final reason is that it is an important tax collection point. I agree with the author on his reasons for why retailing is important in the economy of the UK. Not only does it employ many workers in the UK it also generates revenue for the government and helps in product distribution.

The next topic the author discussed is the different functions of retailing. One function of retailing is that it provides a convenient location for consumers. I think that this is true because without retail stores consumers will have to go directly to where the products are being produced which very inconvenient. Also without retail stores product choices for consumers is limited or none at all. The next function of retailing given by the author is that it allows choice. Because of retail stores consumers now have more choices. Another function of retailing is breaking bulk into small pieces. I think that this is good because

without breaking down large quantities of products into smaller pieces consumers can now purchase the specific quantity they can afford and need therefore ensuring that more products can actually be sold. The final function the author discussed is that some retail stores facilitate social intercourse. I think that what this means is that retail stores can become a place where people can engage in conversation with each other.

The next topic the author discussed is the Trends in retailing. The first trend the author discussed is the demand for retail products and services. According to the author the demand for retail products can be seasonal and I think that this is true. People tend to buy more food during Christmas or other holidays. I also think that demand for retail products can be environmental. Whenever there is a financial crisis or natural disasters in a certain nation demand for certain products either increases or decreases. The next trend the author discussed is the number of shops. According to the author the number of retail outlets has declined since the 70's due to the emergence of large supermarkets and multiples. Multiples sometimes close down their small outlets and open fewer larger ones. I agree with the author, the number of small outlets are declining because small retail outlets are either unable to compete with larger retail stores or transfer to malls. The next trend the author discussed is retail polarization. According to the author medium sized retail stores are having difficulty competing with large and small stores. This is happening because larger stores are strong because they offer one-stop shopping while small outlets offer specialization. Another trend the author discussed is the mergers and acquisitions of retail stores. The author observed small outlets grouping themselves in order to form larger ones. Acquisitions on the other hand are successful stores applying their methods on other unsuccessful stores in order to achieve improved performance. The last trend the author discussed is E-tailing. According to the author e-commerce has been threatening the traditional store-based retailers and thus decreasing the number of retail stores.

What I learned:

In this book I have learned more about the retail industry. The author was able to discuss the importance of retail stores in the economy and I have learned a lot from it. I also learned the different trends in retailing from demand to the decreasing number of retail outlets. I learned that retail stores are decreasing in numbers because of the emergence of large supermarkets and e-commerce.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 1: eBay
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quote: "You blur the lines between a desktop experience and a Web experience, and that's really where everything is headed." —*Max Mancini*

What I expect to learn:

In this chapter I expect to learn the reason why eBay is so popular and successful. I want to see in this chapter the effects that eBay has on the people in the internet. Also in the end of this chapter I expect some of the following questions to be answered. What is Web 2.0? What's next for Web 2.0? Why is eBay so popular and successful? What is its contribution to the way we do business today? What does the future hold for eBay and other services like it?

Review:

In this chapter the author discussed first what eBay is really about. According to the author eBay the real business of eBay are the transactions being done through it by the users. eBay makes money by charging a fee for bringing the buyer and the seller together somewhat like a broker. In eBay the transaction fee is paid even if the item for sale is not sold. The author then related PayPal with eBay because according to him PayPal also makes money through the transactions of people using it. eBay makes it easy to find buyers and PayPal makes it easy to exchange money.

The author then shared an interview he had with Max Mancini. The author asked what Max Mancini's job is at eBay and his contribution to it. Max Mancini said that his job is to run eBay's Platform and Disruptive Innovation team. Max Mancini then explained what it is according to him the Platform and Disruptive Innovation team have two parts and the first part is the platform side. The platform side is responsible for giving access to third-party developers who develop applications and innovations that accelerate commerce in eBay. The Disruptive Innovation's role on the other hand is to inspire developers whether internal or external to innovate through experimentation. Then the author asked the the most important question, "How would you and eBay define Web 2.0? Max's answer is that Web 2.0 is now a place where all components are available and people combine these in many ways making unique and innovative applications. I think that this is true, we can now see websites and services in the web that contains components being used in different ways and being combined with different components. I think that the Web 2.0 indeed inspires developers and users alike to innovate and create.

The next question the author asked is how companies going out of business seemed to be a part of how thing evolved. According to the author some businesses that went out before because of the web are now coming back. The difference is that these companies came back with more aggressive advertising models and are more integrated with modern resources therefore making them more competitive and more stable. The next question the author asked is about security continuing to be an issue due to the rampant sharing of information in the web. According to Max security hasn't been addressed yet in a lot of models. I think that this is true, security in the web has never been perfected because the web is so massive and threats to security are coming out every day.

Another interesting question the author asked is does Max foresee a day when connectivity is no longer an issue. According to Max it is possible through mobile devices and not through people's PCs at home. Then the author asked Max the innovations that eBay has done which he finds really cool. The first innovation that Max related is a widget called eBayToGo. What's interesting about eBayToGo according to Max is that it helps users experience eBay in third-party sites or in blogs. I find the idea of a widget for eBay really interesting although I haven't tried it myself yet. I think that a widget like eBayToGo is great because people using eBay can now share their experience with it through more people and they can integrate it to their personal blogs or sites. Another innovation that Max discussed is making a widget that can allow people not only to sell through it but purchase from it. Through this widget the experience that you can get from eBay can be distributed more.

The next question the author asked is "Do some of the things you've done at eBay justify the cost of development? " According to Max it depends on how you compare cost. The great thing about Web 2.0 is that it's cheaper to develop things. I think that this is true, there are a lot of resources out there that developers can use to make great applications and many of these resources are free. An example of this is Ruby on Rails.

What I learned:

I think that this chapter was able to deliver the things that I expected to learn from it. I now know a little more about Web 2.0 but unfortunately the chapter failed to give a definite answer to my question on what the Web 2.0 is which I raised on what I expect to learn. Even though I wasn't able to derive a definite answer on what the Web 2.0 is this chapter was able to answer the rest of my questions in what I expect to learn this chapter was able to answer the rest of the questions I raised and met majority of my expectations.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 2: Internet.com

Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

What I expect to learn:

I expect to learn what Internet.com is and its purpose. Also expect to learn more about Jupitermedia the company that created Internet.com. I also expect to learn how the Internet.com has contributed in making the internet better.

Review

The first thing the author discussed is what Internet.com is. According to the author Internet.com is one of the many products of Jupitermedia and it is a channel into some of the other parts of Jupitermedia. Jupitermedia calls itself the leading provider of images and information for Information-technology professionals. Jupitermedia is divided into two divisions namely Jupiterimages and JupiterOnlineMedia. Jupiterimages provides electronic photos and graphics while JupiterOnlineMedia provides information to IT professionals. So to make it short Internet.com is a portal to an impressive list of sites.

The author then related his interview with Alan Meckler. The first question the author asked is "Can you tell a little about yourself and Internet.com?" Alan then shared his personal background and his experience as a publisher. When the internet came along Alan realized that it was going to be the future for delivering information. I think this is true, the internet today is now a place where you can share and obtain information from other countries in the world.

The next question the author asked is where the Internet.com and Jupitermedia is today. According to Alan they now have 150 web sites and they are receiving 15 million unique visitors each month. They continue to acquire more websites. Then the author asked Alan to define what Web 2.0 is to him. According to Alan the Web 2.0 is a way to inexpensively deliver information and entertainment to the business world. I think that this is true, the web has become a way to deliver information or even products to the consumers inexpensively. The next question the author asked is "Is just having a community in and of itself not an asset?" According to Alan having a community is indeed an asset. Alan values communities because people in the communities are the ones that can be interested in buying their images. I think that this is true, majority of businesses need communities because the people in the community can be their market.

The next question the author asked is "Is advertising by itself enough of a driver?" Alan's response is no. According to Alan businesses who advertise in the web on many occasions are unable to get the same economic return that the site displaying their ads gets. I think that this is true, out of the many ads in yahoo or Google only a handful of them are able to convince the people to purchase a certain product or service.

Another interesting question the author asked is what Alan thinks of Web 3.0. Alan thinks that the Web 3.0 has tremendous possibilities. According to Alan it would be a big mistake to think that what we see know is what we'll see in five years. Alan then gave yahoo as an example, back in 2002 who would have thought that yahoo would be behind Google. Another example is YouTube, YouTube came out of nowhere and now it is a big success. The next question the author asked is "So is voice recognition the next big revolution you see, or is it something else?" According to Alan it is and increased entertainment. Alan believes that mobile phones will lead us in more instantaneous businesses. In his observation people change mobile phones more than people change their computers back in the 90's. Also according

to Alan it's not speed that people want to get form their mobile phones, it's the services that matters. The last question the author asked is "It seems that those of us in the United States are not using our cell phones and mobile devices like people in many other countries". The author then discussed Alan Meckler's experience with the web and how he started using it. The author also shared some of the insights that Alan has.

What I learned:

One of the things I learned in this chapter is what Internet.com and Jupitermedia is. Internet.com is a portal to a list of many impressive sites owned by Jupitermedia. Jupitermedia is a company that sells images and information. Its CEO is Alan Meckler. One of the important things that I learned from Alan Meckler is the importance of communities. Communities are markets this is why businesses need to enter one or create an environment where a community can flourish.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 3: Bloglines
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quote*: "I Don't Think There Is Anything Right or Wrong about Web 2.0" – Eric Engleman*
What I expect to learn:

In this chapter I expect to learn more about blogs I guess and what the future holds for it. I also expect to learn the changes Web 2.0 has caused in blogging.

Review:

In this chapter the author first discussed what Bloglines is. Bloglines is a popular blog site created in 2003 by Mark Fletcher. It quickly grew and now it offers a free online service for newsfeeds, blogs, and rich content. It helps people in searching, subscribing, and sharing these services in a simple way. The author then shared his interview with Eric Engleman, the general manager of Bloglines a site owned by Ask.com. Firstly the author asked Eric to give a little background information. Eric then told the author a little about himself, Eric worked in companies like Yahoo!, Earthlink, and Excite. He also had a media background on CNN.

The author then asked Eric to give some background on Bloglines. According to Eric Bloglines was one of the early innovators for Web 2.0. It was launched in 2003 by Mark Fletcher. At first it was a tool for Mark himself but then he saw that more and more people started to write a lot of interesting stuff it. So Mark built an application to grab the contents of different sites via RSS and display it on one application. Mark worked on it extensively. It grew by word of mouth. The author then asked Eric what is Web 2.0. According to Eric his definition for Web 2.0 is based on two documents namely The Cluetrain Manifesto and O'Reilly Web 2.0 doc. The Cluetrain Manifesto according to Eric was published back in 1999 or 2000 but it was already talking about stuff related to the Web 2.0. I think that this is true, I have personally read the Cluetrain Manifesto and it talks about the future of the internet and how the market is becoming smarter and wiser because of the internet. The O'Reilly document on the other hand talks about the Web as a platform and not the application.

The next question the author asked is "How does Bloglines fit into that?" According to Eric Bloglines is not the app as a platform yet but it definitely is web as the platform. Bloglines according to Eric is all about consuming data. People have created different JavaScripts to enhance their Bloglines. Another interesting question the author asked is how would Bloglines be able to survive in the coming years. According to Eric it's a matter of talking to the customer base. In order for Bloglines they need to come up with new ideas and innovate. I think that this is true, in order for a business to survive they need to think of something new because people get bored easily and they want change.

Another interesting question the author asked Eric is "What do you see as some of the most misunderstood areas or aspects of Web 2.0?" According to Eric the most misunderstood aspect of Web 2.0 is change. People don't seem to realize it but Web 2.0 in 2005 is different from Web 2.0 today. The Web 2.0 is constantly changing and evolving and people need to realize this. I think that this is true, in the web I see changes almost every day. In many WebPages today out there you will always find something new to it every day. The author then asked Eric to define the Web 3.0. According to Eric Artificial Intelligence has a slim chance of becoming the next big thing in the Web 3.0.

The next question the author asked is what Eric would consider as some of the coolest things he's seen with Web 2.0 inside of Bloglines or elsewhere. What Eric finds interesting about Web 2.0 is the constant change and surprise. Through the Web 2.0 there is nothing constant everything changes from time to time and this is what Eric finds interesting about the Web 2.0.

What I learned:

One of the things that I learned in this chapter is how important Blogs are. Blogs are a way for people to communicate with each other and express themselves. Blogs are also important for businesses because it is way to find out how people are reacting therefore making it easier to determine their needs and wants. Another important thing I learned in this chapter is the Web 2.0 is constantly changing. What the Web 2.0 was back in 2005 is not the same as today. This is what's interesting about the web and why people are always surfing the net, constant change. People don't get bored with the web because there is always something new to it.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 4: Ning
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound." —Gina Bianchini*

What I expect to learn:

In this chapter I expect to learn the detail of social networking and why so many people join a social network. Today many join social networking sites such as facebook and myspace this is why I want to learn why millions of people joins these sites and how it can be important to their lives. I also want to learn what Ning.com is and why it's different from other social networking websites

Review:

In this chapter the author first discussed how social networking defined the Web 2.0. According to the author many people think that social networking is at the core of what defines the Web 2.0 and I think this is true. Back in the days before myspace or facebook existed people only use the internet mainly for work. Also you would find that the only people who use the internet are mostly geeks and businessmen. But ever since social networking was created in the internet many people started to use it. People of all kinds started to use the internet because of social networking.

The author then discussed what Ning.com is. According to the author Ning.com is a social networking site started by Marc Andreessen and Gina Bianchini back in 2004. What makes Ning different from other networking sites is that it is a site or platform where social networks are create. Other social networking sites are already social networks themselves but Ning is a site where you get to create a social network. Individual users get to choose what the topic of their social network is and other users who are interested on that specific topic can join their social network. Users can also just join other social networks without creating a social network.

The author then shared his interview with Gina Bianchini. The author first asked Gina if she could share a little about herself which she did. According to Gina she was born in Silicon Valley and she grew up in Cupertino. Three years ago she started Ning with her friend Marc with the premise base around "What if everybody had the opportunity to create social networks for anything?" The next question the author asked is "What do you consider the Web 2.0 to be?" Gina said that she doesn't think about it because it just doesn't matter. I think that this is true because before I started reading this book I didn't even know that there was such a thing as a Web 1.0 and 2.0. I think that knowing or not knowing what the Web 2.0 is won't make a difference in our lives. The author then continued to ask questions about the Web 2.0 and basically Gina's answer to all of it is that there is no specific definition to the Web 2.0 and I agree with Gina. I think the Web 2.0 is what the people perceive them to be. Everyone has their own definition to the Web 2.0 and I don't think that anyone can put a specific definition for the Web 2.0.

The next topic the author discussed with Gina is communities and one of the interesting questions the author asked is "What is the cost to set up a community on the internet now?" Gina said that its free and it takes less than five minutes on Ning. Another interesting question the author asked is how Ning makes

money. According to Gina Ning makes money from advertisements. They also make money by offering other premium services. Another interesting question the author asked is "I see ads being accepted, but I see communities pushing back and saying that sites should be free and that they shouldn't be subjected to ads." According to Gina if this happened then people running these sites will go out of business and users will be left without any service at all. Users who don't want ads always have the choice to buy the right to not have ads. Another criticism that Gina answered is about advertisings that lack good targeting. According to Gina it's easy to have a targeted ad on NIng because the social networks in it have specific topics. Also there are some ads that are generic and these kind of ads need no targeting. Another interesting question the author asked Gina is if she believes that there will be a move to take the Web back offline. According to Gina offline applications today and in the future will never replace online efforts. I think this is true because there is more potential in online applications than offline. With online applications the possibilities are endless while in offline whatever the app is that's all it can do and nothing more. The next topic the author and Gina discussed is localization and the most important question the author asked Gina is how important localization is. According to Gina it is because majority of their clients is outside the United States. I think that localization is important because many sites today have users located all over the world.

What I learned:

I learned many things about social networking. I now know how easy it is and how fast it is to make a social network these days. I think that this is good because people can discuss many important topics through social networking and through these discussions ideas and innovative solutions are born. Another important thing I learned is how important globalization is. Many sites today have majority of their users located on other countries all over the world and this is why they need to think globally.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 5: Technorati
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

What I expect to learn:

I expect to learn more about blogging. Today millions of people are blogging and I want to know the other reasons for it besides expressing their thoughts and ideas. I also want to know what makes techocrati different from other blogging sites.

Review:

The first thing the author discussed is what Technocrati is. Everyday there are 175,000 new blogs and it is the job of Technocrati to track them. According to the author Technocrati tracks more than 100 million blogs and more than a quarter of a billion pieces of tagged social content. Darion Carroll is Technocrati's vice president of engineering and he is the person the author interviewed. The author then shared his interview with Dorion Carroll. Firstly the author asked Darion to share a little personal information. Darion has been working for Technocrati for three years. His background is dealing with large scale internet applications and databases. Darion worked for Postini for thre years running their anti-spam engineering. He worked for many other companies before Technocrati. The next question the author asked is "what is Technocrati?" Tecnocrati is a company that tracks blogs and makes sure that when someone searches for a blog with a specific topic that someone will find those blogs.

The next question the author asked is "What do you consider the Web 2.0 to be?" According to Darion the Web 2.0 is about a whole bunch of things. The Web 2.0 is the idea of social networking. In the Web 1.0 people communicate through email and through email people are only using one type of media. In the Web 2.0 however people can communicate through blogs and in blogs a person can use many types of media as a way to communicate like videos, text, sounds and photos. I think that this is true, the Web 2.0 has allowed people to communicate not just by text but by other media as well. People can now say what they through videos or podcasts or use videos and photos at the same time. All of which can be done through blogging.

Another interesting question the author asked is "How has the business focus changed from the beginning of Technorati to today?" According to Darion Technocrati is now a media powered company powered by real-time search. They have two ways of extracting revenue, one is by advertising on a destination web site. Darion then pointed out the difference between Technocrati and other search engines like yahoo and google. The main difference between them is when you search something like Sony for example you're not going to see the Sony website as the first result, what you're going to see is the first person who wrote about a Sony product. I think that this is very helpful when someone wants to find feedbacks about a certain product.

Another interesting question the author asked is "What do you think are the "coolest" Web 2.0 things you've seen?" According to Darion there are two things that he finds cool on the Web 2.0 and the first one is AJAX. AJAX lets developers update their pages quickly and easily, also AJAX is very lightweight meaning its takes up a small space of your hard drive. Since websites are easily updated it allows the users to easily update the site as well. You can see this in sites like YouTube where people can vote by selecting how many stars they think the video is worth and you can see it change depending on how many voted for it. The other thing that Darion find cool is the massive and fast growth of all the different kinds of social media, like blogging, YouTube videos, photos and podcasts.

Another interesting question the author asked is "What do you see as the next big revolution for the Web?" Darion sees two things that can happen to the Web. One is the TV and computer becoming the same. I think that this is true because we now have machines that could let people browse through

videos in YouTube or purchase movies from the internet through TV. The other big revolution Darion sees is a really great video search. He sees in the future that people can now search through images inside videos.

What I learned:

I now know how Technocrati segregates blogs in the internet. There are millions of blogs being written everyday and Technocrati is able to track them. I also learned another difference between the Web 1.0 and the Web 2.0. In the Web 1.0 only one media which is text, can be used to communicate with other people in the web but now people can use different kinds of media to communicate with other people.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 6: Zoho
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

—Raju Vegesna

What I expect to learn:

What I expect to learn in this chapter is the difference between offline and online office applications. I'm not familiar with online office applications and quite frankly this is the first time I've heard of it. I also want to know what makes Zoho different from applications like Microsoft office live and other online office applications. Another important thing I want to learn from this chapter is what Raju Vegesna thinks of the Web 2.0. People in this book have different interesting insights about the Web 2.0 and I want to hear Raju's.

Review:

In the first part of this chapter the author discussed what online office applications are. According to the author the two giant online office applications are Microsoft office live and Google Apps. The author then stressed the importance of taking note of smaller companies and sites. Zoho.com is one of those small online office applications. Zoho provides the basic office tools like word processor, spreadsheet, and online presentation tool. It also provides other tools that can be used for communication.

The author then shared his interview with Raju Vegesna. The first thing the author did is to ask Raju to share a little personal information and what he does at Zoho. Raju gladly answered his question. Raju has been working with Zoho and its parent company AdventNet for already seven years. He is one the people who worked hard to make Zoho what it is today. The next question the author asked is "What is Zoho?" According to Raju Zoho is one of the brands of AdventNet. I think that in this question Raju failed to completely define what Zoho is because his answer is mainly what AdventNet is.

The author then asked Raju the main question which is "How would you define the Web 2.0?" According to Raju, Web 2.0 is merely a buzzword. In the Web 2.0 control is being given back to users. I think that this is true because today people are now making their own unique sites and blogs which were never before possible back in Web 1.0. The next question the author asked is "How would Zoho fit in the Web 2.0 world?" According to Raju Zaho would fit into the work side of the Web 2.0. Their tagline is "Work Online" and they are able to provide tools that let people do their work online. The advantage of working online according to Raju is mainly mobility and collaboration and I think that this is true. Now because of online offices people can now do their work anywhere as long as they have a browser and an internet connection. Also because it is online people can now share their work with other people in the Web. And by doing this the user can get feedbacks about his work which could really be helpful.

Another interesting question the author asked is "What other aspects of the Web 2.0 do you see happening?" According to Raju another aspect that he sees happening is the growing wisdom of the crowds. You see this happening in Wikipedia. In Wikipedia people are always updating information in it which makes the information in Wikipedia more fruitful and helpful. Another interesting question the author asked is "What other things are people getting wrong about the Web 2.0?" According to Raju people saying that a site is Web 2.0 because of its utilization of JavaScripts and AJAX are wrong. What makes a site Web 2.0 is the involvement of the community. I think that a site that lets people say what they want and react to other people's thoughts and ideas is a real Web 2.0 site. The Web 2.0 like Raju said is not about AJAX, it's about the collaboration of all people using it.

Another interesting question the author asked is "What do you see as the next big change or revolution on the Web?" What Raju sees as the next big change on the Web is Operating systems becoming a commodity. Soon everyone will only care about data on the Web. Operating systems will be

taken for granted because what everyone really need is browsers. Another big thing that Raju sees happening on the Web is the important role that mobility will play. In Europe or Eastern Asia people are now using their mobile devices more than their laptops to do their work. And I think that this is true. Mobile devices today are becoming good internet browsers and pretty soon laptops will just stay at home.

What I learned:

I learned the importance of online office applications. Because of online applications you can take your work anywhere as long as you have an internet browser and connection. Also through online office applications people can share their work and get feedbacks which are really helpful. Another important thing that I learned is What the Web 2.0 is really about. According to the author the Web 2.0 is not about AJAX and JavaScripts, it's about people collaborating with each other and sharing information and feedbacks.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 7: Richard MacManus
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "AJAX made websites a lot more interactive." - Richard MacManus
What I expect to learn:

I expect to the meaning of the Web 2.0 to be clearer to me. I want to hear Richard MacManus's insights about the Web 2.0. Also I want to know just exactly what Read/WriteWeb is and what makes it different from other blog sites.

Review:

The person the author interviewed in this Chapter is Richard MacManus. Richard founded and runs the Read/WriteWeb. Read/WriteWeb is a blogsite which tackles topics about web technologies, consumer electronics and information technology. I think that Read/WriteWeb is a good blog site because it lets people express their thougts and ideas about issues today concerning web technologies, consumer electronic devices and information technology. The market today is becoming wiser and more intelligent thanks to blog sites like Read/WriteWeb.

Richard MacManus then shared his insights about the Web 2.0 to the author. Richard has been there since before the term Web 2.0 became a mainstream. One of his insights are that the Web 2.0 has become a marketing term. I think this is true because the Web has now become a new market place. People can now choose and purchase products from the Web. Businesses are now also advertising and setting up websites in the internet because millions of people from different countries are using the internet. And because of this businesses now have and opportunity for their ads and sites to be seen by millions of people.

Another insight that Richard has is before web professionals publish a site and people read while today anyone can contribute and write content. I think this is true because in Web 1.0 people are only able to read content from sites. People before are unable to write their own content to different sites. But today people can now post their own comment and insights in almost all websites out there. People can now even have their own websites. Back in Web 1.0 only Web professionals are the ones capable of building a website but now we have tools online that help almost anyone build their own site and it is very easy to use.

Another interesting insight that Richard shared is that since everyone can contribute content it has become difficult to find the best one. I think that this one of the downsides of the Web 2.0. Since everyone can contribute content it is hard to find the most reliable one. An example is Wikipedia. Anyone

can upload their own content in Wikipedia and this is why Wikipedia is not a good source for researching about a topic that one will use for work of official purposes. It is good for researching only for the purpose gaining an insight about a certain topic but the accuracy of the content in Wikipedia is not a hundred percent.

Richard also sees in the coming months more applications having offline functionality. I think that this is true because people are not always online. They want to be able to do something they want to do online while offline and today applications are being developed to satisfy these needs. Also in the near future Richard sees Microsoft software delivered as a service over the web. I think that this is true because the demand for online capabilities in software is growing and I am sure that Microsoft won't let other companies overtake them in this field. Other companies are also planning to deliver their services over the web because so many people are using the web and products that have web capabilities are products that have a large target market. Richard's big dream for the Web is that it becomes more intelligent. Today the Web is already wise and intelligent because people from all over the world are sharing their knowledge and experience their experience through the Web.

What I learned:

I learned a lot from Richard MacManus's insights about the Web 2.0. I was able to understand the importance of blog sites and its contributions to the Web. Blog sites have enable people to share and contribute content to the Web. I think that blog sites are one of the main reasons why the Web has become more intelligent.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 8: TJ Kang
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "When the computing platform itself changes, then people are forced to change the way they work." – TJ Kang

What I expect to learn:

I expect to learn the difference between ThinkFree and other popular online applications bought to us by Microsoft or Google. I want to know how ThinkFree is able to compete with big and popular applications developed by Microsoft or Google. Another thing I want to learn is why online applications are so popular. I want to know what makes people use online software more than offline.

Review:

The person the author interviewed in this chapter is TJ Kang. TJ Kang started ThinkFree during his last year in college at a University in Canada. In this chapter TJ Kang was able to share several of his interesting comments and insights about the Web 2.0. TJ Kang's focus is mainly on online applications and this is why the insights that TJ Kang will be sharing will be in relation to the emerging different online applications that we see today.

The first interesting insight that TJ Kang has about the Web 2.0 is Software as a Service. Back then software were called Application Service Providers (ASP). I think that ASPs and Software as a Service is just the same. In these two the application is the service itself. Applications being developed by ASP are the service themselves. These applications are not developed to merely aid the business in delivering their service to the consumers because the applications themselves are the service. An example is an online office suite. The service being provided by this office suite is providing the user with tools that can enable him/her to do work.

Another interesting insight that TJ Kang has is about security and offline issues. According to him security is more an issue with enterprise customers. I agree with TJ Kang on this. Businesses using online tools have more issues with security than non-enterprise customers because the information that they are making using those tools is essential to their survival. Applications being developed by enterprise customers must be unreachable so that their target market will be able to trust their product. Also any information from enterprise customers that are leaked can cause their downfall and this is why they are so concerned with security.

Another interesting insight that TJ Kang has is about giving online applications offline capabilities. According to him developers are now finding ways to enable people to do their online work offline. I think that this is true because people won't be connected online all the time. People must not be paralyzed from doing their work whenever they are offline. There must be a way for people to do their work offline even when they need online connection.

The most interesting insight that I found was TJ Kang's definition for the Web 2.0. According to TJ Kang the Web 2.0 is"wisdom of crowds". I think that this is true because all the information uploaded on the Web did not come from one person, it came from millions of people whether developer or just an ordinary person. This is what I find amazing about the internet, it is the accumulation of knowledge and information that came from us. Through the Web people share information and communicate with each other. The people or the crowds are the ones benefiting from all this and not a single person.

Another insight that TJ Kang has is the emergence of more online applications. TJ Kang sees that in the near future Microsoft Office's dominance will falter and it will be overtaken by other online office applications. I think that this is true because it is only a matter of time before all our work will be done online. I think that in order for us to work effectively online our tools must be available online too. The main reason people work online is mobility. People don't need to bring their own laptops or get stuck at

home or at their office with their desktop computers. When everything is online people can do the same work they are doing at an internet café or at their mobile devices. In this fast paced world everything must be mobile even our work. This is where online office applications come in, it lets people do they work anywhere as long as they have an internet connection and a mobile device. I think that Laptops will become obsolete because the future is really on mobile devices like PDAs and Smart Phones.

What I learned:

I learned the importance of online applications. Online applications let us do our work anywhere. People will no longer be stuck with their own Laptop or their desktop computers at home. With the use of online applications people can do their work anywhere using anyone's computer or better yet a Mobile Device.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 9: Patrick Crane
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quote: *"I see Web 2.0 as a course correction…[that] weaves the social fabric back together again…You can now consume and share things, and discuss them, interpret them, and*
ultimately get that lens on the world, and it's not just your own individual perceptions and observations
anymore it's back to the old way." – Patrick Crane

What I expect to learn:

      I expect to learn what LinkedIn is. I know that it is an online network but what makes me curious is what makes LinkedIn different from other online networks. Also I expect to learn the importance of social networks. I want to know what makes online networks so important and how it has changed the Web 2.0. I also expect to learn more things about the Web 2.0 from Patrick Crane's insights about the Web 2.0.

Review:

      In this chapter the person interviewed by the author is Patrick Crane. Patrick Crane has been in Business to Consumer marketing for about 13 years and he has seen how the Web has changed within that period. Patrick Crane is responsible for marketing and public relations for LinkedIn. LinkedIn is a social networking site for professionals. Through LinkedIn professionals can get information about their target market or their industry from each other. Also they are able to share their experiences in their respective industries or professions.

      The first insight that Patrick Crane shared is about what he thinks about social networking and how it is a part of the Web 2.0. According to him the relationships that people have in the offline world are reestablished in the online world by the Web 2.0. I think that this is true. When people bring their offline relationships online those relationships will grow because they would be able to meet more and more people from other parts of the world. These relationships can be based on common interests or any other categories.

      Another interesting insight shared by Patrick Crane is his own perception of the Web 2.0. According to Patrick Crane the Web 2.0 is a technology that solves an age-old problem which is keeping human relationships that matters to each and every one of us alive. I agree with Patrick Crane, I think that the Web 2.0 has indeed become a technology or way for people to maintain important human relationships that they have with each other. Through the Web people are in constant communication with each other. Also through the Web a person is able to meet new people which are important in maintaining human relationships.

      Another interesting insight shared by Patrick Crane is why blogging sites are so popular. According to Patrick Crane one of the reasons why blogging sites go crazy is that people can self-express and they don't have to just sit there and be told what to read. I agree with Patrick Crane's insight. I think that blogging sites are popular because people can read information from it and react. Also they can post their own information and get feedbacks about it. Another insight that Patrick shared is the importance of choice. According to Patrick Crane developers will get in trouble if the application they developed is not transparent and does not give the user one hundred percent choice. I think that this is true because people like being in control of their applications. The application must not dictate what the user wants, it must the user who dictates what he wants and the application will follow.

      Patrick Crane's prediction about the Web 2.0 is that everything will change. The way that you publish, promote, and post is all going to change pretty dramatically. Additionally, the way that information is distributed and shared is going to change dramatically. This will be brought about by the social and professional networks. I think that this is true. In the near future people will distribute information through

social networks. If a person distributes information to one person pretty soon that information would have reached millions of people and that's the beauty of social networks, everyone is connected and no one is left out.

What I learned:

I learned what LinkedIn is and what makes it a unique social networking site. LinkedIn is a social network for professionals. There are many social networks out there that offer unique characteristics and LinkedIn is a good example of this. I also learned the importance of social networking. Through social networks information can effectively be distributed. One of the main reasons why the internet is becoming more intelligent is social networking sites.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 10: Shaun Walker
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "Web 2.0…was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the Internet."
—Shaun Walker
What I expect to learn:

I expect to what the different types of open source web application frameworks. In this particular chapter I expect to see what makes DotNetNuke different from other web application frameworks.

Review:

In this chapter the author interviewed Shaun Walker, the president and chief architect for DotNetNuke. He is DotNetNuke's creator and spokesperson. The author asked Shaun Walker to share some of his insights about the Web 2.0. I think that Shaun Walker would be able to share many thoughts and ideas about the Web 2.0 because he has been working with DotNetNuke and he has seen how Web sites have changed so much.

One of the interestin insights that Shaun Walker shared is about Social Networking. According to Shaun social networking has the most hype around the Web 2.0. Flash and AJAX also helped social networking sites achieve what they are today. I agree with Shaun Walker. Social networking in my opinion has the most hype around the Web 2.0 because social networking is the reason why most people got interested in the Web. Before the Web 2.0 most the users of the Web are either businessmen or has computer related jobs. But now almost everybody uses the Web mainly because of Social Networking.

Another interesting insight that Shaun Walker shared is the idea of the Web 2.0. According to Shaun there are more ideas about the Web 2.0 that are more social or human oriented than technologicaly oriented. I think that this is true because most of the sites that we see today are created in order to satisfy the wants and needs of us humans. The Web satisfies our need to communicate and express ourselves. The Web 2.0 does not exist because of technology, it exists because humans need to socialize and communicate with each other, it exists because we want to share and obtain knowledge from each other, it exists because humans are curious beings.

Another interesting insight that Shaun Walker shared is about the Web 2.0 technology as an attempt at coming up with a buzzword for a lot of new technologies and innovations. I think that this is true because the Web 2.0 has enable developers and even users to come up with new technologies and innovate. What made this happen is the ability of the users to communicate with the developers. Users are even able to develop their own new technology and innovations.

Shaun Walker also talked about the potential of the Web 2.0. Shaun Walker thinks that even if millions and millions of people are using the Web there are still many untapped potential in the World. I think that this is true. There are still many things to try and many things to change in the Web. E-commerce is still at its initial stage of evolution. Social networking is still new and many changes can still occur inside it. These are the reasons why I think that Shaun Walker's right. Shaun Walker also stated that the need for desktop applications will continue to increase. I think that this is true because the Web has opened many opportunities for desktop application developers. People are not always online and this is why applications that allow people to work online and continue it offline must be developed. There are many sites today that offer offline integration through widgets. An example of this is eBay.

Shaun Walker also shared his insight about the evolution of the Web 2.0. According to Shaun the Web 2.0 world will need to evolve with technology. I think that this is true because the Web 2.0 exists with the use of technology. Technology enables developers to do many new things and as long as there is a new technology there will always be new innovations and changes.

What I learned:

I learned a lot of things in this chapter. I now know the importance of open source web application frameworks like DotNetNuke. The importance of these frameworks is it allows users and developers to innovate and create new technology. I also learned the importance of technology in the Web 2.0 world. The Web 2.0 will evolve with technology.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 11: Biz Stone
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

What I expect to learn:

I expect to learn the importance of Social Networking in the Web 2.0. The Web is constantly changing and this is why I am expecting some insights about the future of Social Networking. Since this chapter is about Social Networking and the person being interviewed is Biz Stone, one the co-founders of Twitter I expect to know from him what makes Twitter different from other Social Networking sites out there in the Web. I also expect to learn from the different insights about the Web 2.0 Biz Stone has to offer in this chapter.

Review:

In this chapter the author interviewed Biz Stone. Biz Stone is the creator of a number of Web sites. He also co-founded Twitter and helped with sites such as Xanga, Blogger, Odeo, and Obvious. The author asked Biz to share some of his insights about the Web 2.0 and Twitter. I think that Biz Stone would be able to share some interesting insights about the Web 2.0 because he co-founded Twitter one of the most popular social networking sites in the Web and social networking is a big part of the Web 2.0.

The most important insight that Biz Stone shared in my opinion is his insight about the Web 2.0. According to him for most people there is no Web 2.0, there is just the Web. I agree with Biz Stone, people don't really care about the Web 2.0 or Web 1.0 because it's irrelevant. What good is knowing what Web 1.0 or 2.0 is if it does not do anything good for us. All we need to know is what the Web is and that is all that matters.

Another insight Biz Stone shared is about people being more open. According to Biz Stone majority of the users of Twitter do not check the privacy box on it. This also happens on other sites like Facebook and MySpace. This is a sign that people nowadays want other people to know what they are up to and what they are saying. I think that this is true because people nowadays are fond of expressing their thoughts and feelings. We also like to maintain constant communication with each other and blogging, social networking and chatting is one way to maintain constant communication with each other. People want to know what their friends are doing and at the same time people want their friends to know what they are doing and thinking about. Now, this is all possible through social networking.

Another interesting insight that Biz Stone shared is the realization that the Web is increasingly a social environment but now in such an open way. I think that this is true because millions and millions of people are now using the Web and one the main reasons for using it is communication and social networking. But nowadays people are beginning to communicate in a more open way. When a person meets someone in a social network or a chat room it only take a matter of hours or days before they are sharing their most personal thoughts and ideas. You can also see this in social networks like Twitter, through the Twitter we can see what our friends are doing or thinking about. Whether if it's about love, friendship, or work they people would always share what they are feeling to everyone in their network.

Another insight from Biz Stone that I found interesting is about opening up your platform. According to Biz Stone the more open the platform is your idea, or your concept to invite other people to build on top of it, and work within it, the better. I think that this is true because in order for people to like your platform the platform should be open and easy to understand. People won't use a platform that's so secret and hard to understand. People want a platform that's open in a sense that they can do whatever

the hell they want with it. They should also be able to build whatever application they want to build with it. This is I think how open a platform should be in order for it to become successful.

Biz Stone also talked about new technologies. According to him when thinking of a new idea or technology it makes sense to really work on the concept, the product itself, and the reliability of the product. I think that this is true because in order for a technology to become really successful it should be of high quality.

What I learned:

In this chapter I learned how open the conversations are in social networks. Before the Web 2.0 these open conversations rarely or do not happen at all. I now also know what makes Twitter different from other social networking sites. Through Twitter people can openly express their feelings, thoughts and ideas.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 12: Seth Sternberg
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

What I expect to learn:

I expect to learn how instant messaging has become a part of our society. I also expect to learn what made it a primary means of communicating through the Web. I also want to know what Meebo is. What does it have to do with instant messaging? I also want to learn from the insights of Seth Sternberg. Since this chapter is more about instant messaging I expect his insights to be more on instant messaging how it has changed over the years. I also expect to hear from Seth Sternberg what the future holds for instant messaging.

Review:

In this chapter the author interviewed Seth Sternberg. Seth Sternberg was one of the co-founders of Meebo. He was an undergrad at Yale before working with IBM. He also attended Stanford business school. The author asked Seth Sternberg to share some of his insights about the Web 2.0. I think that Seth Sternberg would be able to share a lot of interesting insights about instant messaging and the Web 2.0 because he works for Meebo. And in working for Meebo you would be able to see that changes that occurred in instant messaging over the years.

Seth Sternberg discussed first what Meebo is. According to Seth Meebo frees instant messaging from programs that are required to run it. Through Meebo people can connect to Yahoo! IM, AIM, Google Talk and MSN IM. Meebo makes it possible to run these instant messaging services through a browser. I think that this is very important because in these days everything needs to be available on the Web. I believe that in the future the only applications that need to be installed in a computer are the Operating System and the internet browser.

Seth Sternberg then shared some of his insights about the Web 2.0. The first insight he shared is about advertising. According to Seth Sternberg advertising on the Web is an efficient and very liquid market. I think that this is true because majority of the sites today generate revenues through advertisements. It isn't only the sites that benefit from advertisements, it's the advertisers as well. The

Web is an excellent place to advertise because millions and millions of people from all over the world can see the advertisement depending on how popular the site is.

Another insight from Seth Sternberg that I found interesting is about Open Source. According to Seth Sternberg because of Open Source anyone can go in and fiddle with the code to make it better. I think that Open Source indeed allows people to make sites better. By giving the people the power to fiddle with the codes in their site people can make it better. The most interesting insight that Seth Sternberg shared in my opinion is what he thinks of the Web 2.0. According to him nobody really knows what the Web 2.0 is because nobody really knows what the Web 2.0 is. In my understanding what this means is that people don't know what the Web 2.0 is because they either don't care or knowing it is not important.

Another insight from Seth Sternberg that I found interesting is his insight about the importance of doing Web 2.0 as a business. According to Seth if you don't do Web 2.0, then you'll lose market share and you'll wish you did. I think that this is true because people prefer sites that are interactive yet simple. And you can do this by using technologies born from the Web 2.0. Also technologies born from the Web 2.0 is more efficient than technologies born from the Web 1.0. The most important aspect of the Web 2.0 that online businesses should remember is giving the control to the user.

Seth Sternberg also stated that without a doubt, the user experience with this Web 2.0 stuff is a lot better. I think that this is true because back in the Web 1.0 all people can do in the Web is send emails and acquire information. Back then people are unable to post information and express themselves. In the Web 2.0 users are given more control over the services being offered to them by sites. They are also able to make their own websites which was not possible back in the Web 1.0.

What I learned:

I learned the importance of instant messaging. Instant messaging is the best way to communicate through the Web. I also learned the importance of having everything on the Web. If all the tools you need to work are all on the Web then you are more mobile. I believe that in the future the only desktop application a person will ever need is a simple operating system and a powerful internet browser.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 13: Joshua Schacter
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

—*Joshua Schachter*

What I expect to learn:

I expect to learn the importance of bookmarking websites and how it has changed over the years. I also want to learn more about del.icio.us. I understand that it is a site that lets you bookmark your pages but what make it successful. I also want to understand why people need to have their bookmarks online.

Review:

In this chapter the author interviewed Joshua Schacter. Joshua Schacter founded del.iocio.us back in 2003. It is a system of saving bookmarks. The author asked Joshua Schacter to share some of his insights about the Web 2.0. I think that Joshua Schacter would be able to share many interesting insights about the Web because he was able to build a site that lets people do a task which is commonly done offline online. I believe that having everything you need online is one of the attributes that the Web 2.0 has.

One of the most interesting insights that Joshua Schacter shared is about choosing people instead of technology. What this means to me is that there are a lot of people out there in the Web that are able to build applications that are unique and high quality. Instead of spending millions and millions of dollars developing new technology that is able to help you build a new and unique PHP\Linux sort of environment why not just ask the help of other people. You can instead find people in the Web that is able to help you and then give them something in return. I think that this is cheaper and even more productive than just spending millions and millions of dollars on developing new technologies.

Joshua Schacter discussed what del.icio.us is. According to Joshua del.icio.us is system for saving bookmarks and finding things that you have found previously, organizing those things, and basically providing a sort of memory for the Web. It is also a social networking site. I think that this is a site that is really able to demonstrate the nature of the Web 2.0. It shows the importance of social networking. Through del.icio.us people can share the sites that they like most. It also demonstrates the importance of having everything online. Because of del.icio.us people can access all the sites that they've bookmarked wherever they go. They are now free from the constraints of bringing their laptop or being stuck with the browser of their desktop computer just so they can access their bookmarks.

Another interesting insight that Joshua Schacter shared is about his perception about the Web 2.0. According to Joshua Schacter the Web 2.0 is more of a label we put on a particular observation. I think that this is true because there is no exact definition for the Web 2.0. Maybe the Web 2.0 is a compilation of observations we have about the Web. Every now and then there is something new about the Web that we can add as a new attribute or characteristic of the Web 2.0.

Joshua Schacter also shared is about the Semantic Web. According to Joshua the Semantic Web is about data and not about the Web. I agree, Semantics should not be associated with the Web or the Web 2.0. The Web is more on communication and information not data. Even in the Web data is not much important. Information is the more important thing in the Web because information is more useful than data. Most people go in to the Web because they want information. People don't want to gather data in order to acquire information they want it done and that is why they go to the Web.
Joshua Schacter also thinks that if computer technology stopped advancing for a few years we wouldn't be in terrible shape. I think that this is true because today we have so much technology in hand.

There are technologies out there that developers haven't even tried yet. There are so many people developing new technologies out there and we have only tried so little of it. This is why if ever technological advancements were to stop for a few years we wouldn't be in a bad shape.

What I learned:

I learned the importance of having everything online. If people have all the tools that they need online they would be able to do their work anywhere they go without bringing their personal computer. I believe that in the future the only desktop application a person will ever need is a simple operating system and a powerful internet browser.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 14: Ranjith Kumaran
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

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

—Ranjith Kumaran

What I expect to learn:

I expect to learn the different ways people can transfer information through the Web and how it has changed over the years. I also expect to learn what YouSendIt.com is and what makes it different from a normal FTP. YouSendIt.com claims that sending files through them is more secure and I also want to find out how they address security issues.

Review:

In this chapter the author shared his interview with Ranjith Kumaran. Ranjith Kumaran is the founder of YouSendIt.com. YouSendIt.com enables users to send, receive, and track large files of any size. They cater to businesses and professionals but now they also cater the needs of ordinary users. I think that Ranjith Kumaran would be able to share a lot of interesting insights about the Web because he is a founder of a site that allows people to send files to each other. This is why I think that he is able to observe the changes that had happened over the years in the way people transfer their files over the internet.

Ranjith Kumaran then shared some of his insights and one of which that I found interesting was about his perspective on the Web 2.0. According to Ranjith Kumaran the Web 2.0 is about enabling conversations and collaboration. I think that this is true because the Web has enabled people to connect with each other and share information. These conversations lead to something being accomplished. Organizations are formed in order to achieve a certain goal through the Web.

Another interesting insight that Ranjith Kamaran shared is about AJAX. According to Ranjith Kumaran AJAX has enabled more robust user interaction and I think that this is true. AJAX has enabled people to react and change content in websites which were never possible before. Back in the Web 1.0 interaction between the user and the website was mostly one-way but now it is two-way. You see this interaction whenever you rate a video through YouTube by adding or subtracting a star.

Another interesting insight that Rajith Kamaran shared is about enabling people to use online services offline. But according to Rajith this should be as easy to use and connect as possible. I think that online applications should be made available offline too. People should not put their lives on hold whenever their internet connection is down or unavailable. They should still be able to use some of the services available online offline. You can see this whenever you use widgets.

Rajith Kamran also shared his insight about productivity. According to Ranjith Kamaran developers need to balance productivity and product quality. I think that this is true because no matter how many products you are able to produce in a day if it is not of high quality no one will purchase it. Ranjith Kamran also stated that outsourcing services helps a company's people become even more productive.

The most interesting insight that I found was about looking at the desktop as more of a terminal. According to Rajith the desktop computer is now only a terminal where people can access more sophisticated applications on the Web. I think that this is true because I believe that that in the future the only desktop application a person will ever need is a simple operating system and a powerful internet browser. If everything is online people can be more mobile because they can access all the services that

they need without bringing their own computer. Because of online applications people are now free from the constraints of bringing their laptop or being stuck with the browser of their desktop computer just so they can access the services they need in order to get their work done.

What I learned:

In this chapter I was able to learn what makes YouSendIt.com unique from other FTP. YouSendIt.com enables people to send large files through the internet as fast as possible. I was able to use FTPs like FileZilla and it is very slow and difficult to use. I also learned the importance of having the applications you need online. If people have all the tools that they need online they would be able to do their work anywhere they go without bringing their personal computer.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 15: Garret Camp
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "*Web 2.0 is really about the user experience and not the underlying technologies*"
—Garrett Camp
What I expect to learn:

I expect to learn what StumbleUpon is and its role in the Web 2.0. I want to know why sharing websites has become quite popular in the Web 2.0. I also want to learn from Garret Camp's insights about the Web 2.0. Since he is associated with a site that allows people to share different sites with each other I expect to learn what kind of websites are popular these days.

Review:

In this chapter the author interviewed Garret Camp. Garret Camp is one of the founders of StumbleUpon. StumbleUpon now has more than 4 million registered users and its central purpose is enabling personalized content discovery. What they are trying to do is show people interesting things on the Web and interesting recommendations that they normally wouldn't think to search for. I think that the idea of stumble upon is really unique. It allows people to communicate and socialize with each other and at the same time discover new and unique sites that are very interesting.

Garret Camp then shared some of his insights about the Web 2.0. One of the interesting insights that Garret Camp shared is about ideas. According to Garret Camp experimenting with ideas today doesn't cost much to try. I think that this is true because there are a lot of open source platforms out there in the Web that can enable people to try out their ideas for free or for a very low price. Because of open source platforms there are new technologies being born every now and then. There are so many technologies out there in the Web that people haven't tried yet.

Garret Camp also expressed what he thinks about LAMP. According to Garret Camp LAMP is one of the core technologies that have enabled people to do so much for free. I think that LAMP has indeed allowed people to try out their ideas for free and in my opinion this has something to do with the Web 2.0. Without platforms like LAMP the Web would be stuck at 1.0. There would be nothing new in the Web, maybe only the technologies introduced by companies which in my opinion is not healthy for the Web. If the Web is run by corporations then conversations in it will be controlled and ideas will not be expressed. This is why platforms like LAMP is very important. These kinds of platforms fuel innovation and the creation of new technologies.

Garret Camp also shared his insight about privacy. According to him it's the responsibility of companies to make people realize what they are submitting to, what information will be made public, and so forth. I think that this is true because if people found out that companies are invading their privacy they

will no longer trust the companies and be afraid to use the Web. If this happens e-Commerce will go down and many sites will go down too.

Garret Camp then discussed the trends in the Web 2.0 today. According to Garret the general trends are toward community interaction, social systems, personalization, recommendations, and more proactive information filtering that will help us go beyond Google, where you must specify exactly what you want. I agree with Garret Camp, a lot of people have been joining online communities and social networks. I think that this is because it is in the nature of people to socialize and communicate with each other. People love sharing information and ideas which leads to more innovations and new technologies. I also agree with Garret Camp about proactive information filtering. I think that most people really just don't know what they want, I think that they'll want something when they see it. There are many features in the Web 2.0 today that helps people get what they want or introduce them to something new. These features have fueled new interests for people and sometimes it results new innovation and technologies.

What I learned:

I learned how important open source platforms are. . Because of open source platforms there are new technologies being born every now and then. Open source platforms have enabled people to try out there ideas without spending or better yet without spending at all. I also learned why StumbleUpon has become very successful. I think that most people really just don't know what they want, I think that they'll want something when they see it. StumbleUpon shows people different sites that they probably haven't seen before. Sometimes they like it sometimes they don't. Introducing sites to people in my opinion fuels new interests and gives way to more innovation and creation of unique ideas.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 16: Rodrigo Madanes
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quotes: *"The most important thing is that even though we felt in the '90s that the Internet was having a big impact in people's lives, we're seeing in* this *decade that it's reconstructing*
a lot of industries and shifting a lot of value around while improving people's lives."
—Rodrigo Madanes

What I expect to learn:

I expect to learn the importance of being able to talk to other people over the Web and how it has changed over the years. I am not familiar with the technology used in Skype and this is why I want to learn more about it. I also want to know how Skype was able to enable people to call mobile phones with the use of their software. I also expect to learn a lot of things about the Web 2.0 from Rodrigo Madanes because he has been working in the industry for 15 years.

Review:

In this chapter the author interviewed Rodrigo Madanes. The author first asked Rodrigo a little bit about himself and Skype. Rodrigo only discussed what Skype is. Skype is an application where people can talk to anyone in the world through the Web. People can now also make a video call because of version 2.0. Rodrigo then shared a little about himself. Rodrigo is a technologist who has been in the industry for 15 years. I think that Rodrigo Madanes would be able to share a lot of insights about the Web

2.0 because he has been in the industry for 15 years. He has seen the changes that have occurred in the Web.

Rodrigo Madanes then shared some of his insights about the Web 2.0. According to him the Web 2.0 is a resurgence of web innovation after the dotcom bust in 2002. Because of all the people who are using the Web and the insurgence of new technologies the Web has grown and advanced. I think that this is true because of the demand and all the people who contribute to developing new technologies the Web has become larger and more advanced.

Another insight that Rodrigo shared is about AJAX and all the other technologies out there. According to him these technologies also contributed but the major contributor in the Web is the mass who contributed their own technologies and web applications. I think that this is true because without the masses the technologies out there in the Web won't matter because nobody will use them. Rodrigo Madanes also discussed the obstacles in technologies and innovation. In my opinion one of the obstacles in innovation and technology is money. But today there are a lot of open source platforms where people can try out their ideas at a low cost or even for free.

I also found Rodrigo's insight about the web being "cut and paste" –able interesting. I think that this is true because grabbing information today from the Web is so easy. It's also easy to grab applications and widgets. I think that as time goes by the Web will become more and more advanced and acquiring information from it will become easier and easier.

Rodrigo Mandanes also discussed what the Semantic Web is. According to him the semantic web is a way to figure out how to structure this whole set of data on the Web so that people can navigate through it better. I think that this is true because there are tons of data out there in the Web. There are applications today that can help people navigate through all these data better and turn those scattered data into information. Rodrigo said that the Web 2.0 was consumer-led. Consumers benefit from it and those benefits are passed on to enterprises. I think that companies need to realize how important collaboration between people in the Web is. Technologies and innovations are created from these conversations which both the enterprises and the people in the market can benefit from.

What I learned:

I learned more about the Web 2.0. I think that Skype is going to be the next primary medium in communicating through the Web. I also learned from the insights of Rodrigo Mandanes. His insights are very interesting and educational. I also learned how important communication is even in the Web. Pretty soon more people will use applications like Skype more than messengers.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 17:Rod Smith
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quotes:

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

What I expect to learn:

IBM is a very old corporation and it has contributed a lot in the computer industry. This is why expect to learn from IBM's history. I also expect to learn a lot from Rod Smith's insights about the Web 2.0 because he is from IBM. I read that he has been working at internet technologies since 1995 which is a period when the internet was really young. From his experience in the industry I guess I want to see how the internet has changed and grown over the years.

Review:

In this chapter the author interviewed Rod Smith of IBM. Rod Smith has been in the computer industry since 1995. He has been helping Java CTO to grow and become and open middleware platform. I think that Rod Smith will be able to share a lot of interesting insights about the Web 2.0 because he has been there from the start. He was also one of the pioneers of Java and XML which are standard technologies used in the Web 2.0.

Rod Smith then shared some of his insights about the Web 2.0. The first insight he shared was about the Web 2.0 being an intersection of social, economic, and technological changes. I think that this is true because the Web 2.0 has indeed enabled changes in these three categories. The Web has created social networks all over it. People are now forming organizations and groups where ideas and information are being shared. The Web 2.0 has also changed the way business is done. There are now a lot of businesses in the Web which was not possible before. Because of the collaboration and the sharing of ideas new technologies and innovations are being discovered.

Another interesting insight that Rod Smith shared is about sharing information. According to him the Web 2.0 has become a channel where people can share information which was never before possible. I agree with Rod Smith, the internet has become the best way to share information regardless of what it may contain. People are now sharing and acquiring information from the internet. Also because of search engines people are more enticed to find information through the internet because it has been made easier.

I also found Rod Smith's insight about business innovations interesting. According to him some will be successful and some will fail. And according to him it is a good thing which I think is true. I think that in order for us to succeed we must not be afraid to commit mistakes because we can learn from it. A person can only succeed by learning from his mistakes. If a person is too afraid to commit mistakes that person will end up not trying to achieve anything at all. It is also the same with technology.

Rod Smith also shared his insight about applications being "disposable". According to him applications are situational and are good for certain partnership. I think that this is true because every now and then there is always a new technology. And when there is something new a lot of people will want to use it and other people will be forced to use it because other people are using it. This is why applications are disposable, they won't last forever.

The last insight that Rod Smith shared is about the Web 2.0 empowering and helping transform IT and business relationships. I think that this is true because the Web has enabled people to share ideas

and communicate with each other. This kind of environment helps spawn more innovations and more technology. People have different ideas and by sharing and acquiring ideas from the internet people can find solutions to problems and ideas to innovate. This is why I think that the Web is full of potential. A lot of technologies and solutions can be created or found from the Web. This is because everyone is collaborating and working as one in order to innovate and create solutions to problems.

What I learned:

I learned a lot from the insights of Rod Smith. I was able to see how sharing information has sparked innovations and help created new technologies. Since everyone is sharing and acquiring information from the internet a lot of people have used those information to solve problems and create new technologies.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 18:Tim Harris
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quotes:

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

—Tim Harris

What I expect to learn:

I expect to learn how Microsoft contributed in making the internet better and more efficient. Majority of computer users use Microsoft Windows as their operating system and majority of those users use the internet. I want to know how Microsoft is able to support the different technologies out there in the Web.

Review:

In this chapter the author interviewed Tim Harris. Tim Harris is a product manager in the Developer and Platform Evangelism group in the Server and Tools division of Microsoft. I think that Tim Harris will be able to share a lot of insights about the Web 2.0 because he has close ties with well known figures in the computer industry like Bill Gates and Steve Ballmer. These personalities have seen the internet grow from nothing into the largest network in the World. Also Tim Harris is also part of Microsoft's team responsible in developing platforms where web applications can be built.

Tim Harris then shared some of his insights about the Web 2.0. The most interesting insight I found was Microsoft's definition of the Web 2.0. According to him Microsoft looks at the Web 2.0 as a combination of people's perception of the Web 2.0. They wrap all those perceptions and call it Software plus Service. Tim Harris also stressed that Microsoft is the only company that is able to provide developer tools that can span all of the consumer and enterprise scenarios.

I also found Tim Harris's insight about standards. According to him the real key is making sure that standards, protocols, and interoperability are there. I think that this is true because in order for an application to become popular and widely used applications must meet standards and protocols. They must also be compatible with many operating environments so that it can garner a huge market share. Tim Harris also said that business models are changing. This is why the need for developers to be cognizant of the business model under which their application is going to be distributed is greater than ever.

Tim Harris also stated that enterprises of the social collaborative aspects of the Web 2.0. I think this is true because there are a lot of people in the web working together to create new technologies and innovations. This is enterprises are looking for people in social networks who might have created a technology which they can use to make something even greater. Because of all the ideas flowing through the Web people are innovating and creating new technologies in ways that we can only begin to understand.

Tim Harris also shared his insight about AJAX. According to him a lot of people think that an AJAX application with an RSS feed is a Web 2.0 application. I don't think that just because a website uses AJAX and has RSS feeds can be considered Web 2.0. I think that an application or website that supports social networking, allows users to change content on the webpage, allows collaboration, and a site that lets people express themselves is what makes a site Web 2.0. I think that social networking and collaboration between people is what makes the Web 2.0 different with Web 1.0 and not the technologies being used in it. The technologies are merely an enabler for us to do what we need to do. It is the people who comprise the Web and not the technologies.

Tim Harris also said that it is hard to not say that the Web 3.0 has already "jumped the shark." I think that the Web 3.0 is beginning to emerge. We can now see technologies that enable people to do

online tasks offline. Social networking sites are becoming smarter and smarter. An example is Facebook. We can see thousands of applications in Facebook and I think that those applications are what makes Facebook unique from other social networking sites.

What I learned:

I learned a lot about the Web 2.0. I think that Microsoft's three pillar definition of the Web 2.0 is good. I learned even more that there isn't an exact definition yet for the Web 2.0. Every person and enterprise have their own definition or perception of the Web 2.0. I also learned what makes an application Web 2.0. I don't think that it's the technology that makes an application Web 2.0. In this chapter I learned that it is the collaboration and sharing of ideas is what makes an application or webpage Web 2.0.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 19: Tim Bray
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quotes: "*Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday.*"
—Tim Bray

What I expect to learn:
What I expect to learn from this chapter is how Sun Microsystems contributed to the evolution of the Web. Today JavaScript is widely used on the internet and this is why I want to learn more about it, who came up with it, what was its initial purpose and what was Sun Microsystems' goal when they created it. I also expect to learn a lot from the insights of Tim Bray because he knows a lot about JavaScript which is widely used today.

Review:

In this chapter the author interviewed Tim Bray. Tim Bray is the director of web technologies at Sun Microsystems. He also launched one of the first public web search engines in 1995 and co-invented XML 1.0. I think that Tim Bray will be able to share a lot of interesting insights because he created one of the first public search engines back in 1995 and I am sure he was able to observe the changes in search engines over the years. Today search engines are one of the most used services in the internet and Tim Bray will have a lot to say about it.

The first insight that Tim Bray shared is about the Web 2.0. According to him the people have a tendency to say if it is not running in a browser it is not Web 2.0. I think that this is true because people tend to base a site being Web 2.0 in the technology that it's using. A lot of people think that if a site uses AJAX and JavaScript its Web 2.0. I think that it is not the technology of the site that makes it Web 2.0, it's the things that it enables you to do. If a site allows you to socialize and meet with other people and organizations or if it allows you to change the site's contents I can pretty much say that it is Web 2.0. Tim Bray also said that the Web 2.0 is a leveling of the playing field where the players are all equal. I think this is true because in the Web everyone is equal, there is no hierarchy. Everything in the Web is hyperlinked and scattered and this is why there is no hierarchy in the Web.

Another interesting insight that Tim Bray shared about the Web 2.0 is contributing to the richness of the Web. According to him the Web 2.0 is all about empowering the people at the edge to contribute to the richness of the Net. He also stated that the Web is made interesting by the things coming from the edges and not the things coming from the center. I think that this is true because the edge which represents ordinary users will be able to contribute more interesting things because each individual is unique and will be able to offer something new. The center which represents corporations doesn't contribute much interesting stuff because they will only contribute something which leads to them making profit which is for them fun and for us boring.

Tim Bray also shared his insight about enterprises. He thinks that enterprises need to think about how they are going to succeed in a world where they no longer control the flow of information. They need to ride the flow of information rather than trying to fight it. I think this is true because no one controls the Web and enterprises need to realize that. Instead of wasting their resources trying to control the information flowing through the Net they should instead allocate their resources on things that would enable them to ride on the flow. Enterprises should match their actions on what the market wants and needs and not what they want.

The most interesting insight from Tim Bray for me is about identifying Web 2.0 sites. According to him it is really dangerous to identify Web 2.0 based on a particular technology. According to him there are a lot of Web 2.0 sites out there that utilizes Web 1.0 technology. I agree with Tim Bray on this one. I think that people should not judge a site being Web 2.0 based on the technology that it uses. An example I think can be twitter. Twitter is a very simple site but it is Web 2.0 because it lets people change its contents and that I think is what makes a site Web 2.0. The technology is a mere enabler the real thing that makes a site Web 2.0 is what it lets people do.

What I learned:

I learned a lot in this chapter especially from Tim Bray's insights. One thing I learned from this chapter is what makes a site Web 2.0. I think that it is not the technology of the site that makes it Web 2.0, it's the things that it enables you to do. If a site allows you to socialize and meet with other people and organizations or if it allows you to change the site's contents I can pretty much say that it is Web 2.0. Another important thing that I learned is about the people who contribute to the richness of the Web.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 20: Michele Turner
Amazon link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993
Quotes: *"[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with "Web 1.0" to enable extremely rich experiences*
now, that we couldn't do back in the day."

—*Michele Turner*

What I expect to learn:

I expect to learn more about Web 2.0 technologies from this chapter. Since Michele Turner is from Adobe Systems I expect to learn a lot of important things from her insights especially the ones about Adobe Flash. A lot of sites benefit from using Adobe Flash and this is why I want to learn the changes that were made to it over the years.

Review:

In this chapter the author interviewed Michele Turner. Michele Turner is the vice president of platform product management and developer relations for Adobe. I think Michele Turner would be able to give a lot of interesting insights because she was able to work for a lot of companies where she did Web 2.0 startups and she currently works for Adobe. Adobe was able to contribute a lot to what the Web 2.0 is today. Adobe was able to offer a lot of technologies that helped the Web 2.0 achieve what it is today. The author asked Michele to give some of her insights about the Web 2.0.

The first insight Michele gave is about the Web 2.0 using the same technologies back in Web 1.0. According to Michele all of the technology used in the Web 2.0 was also available since Web 1.0. What's different between the two is the level of control the users have. I think this is true because back in the Web 1.0 users can't change the contents of sites in the internet, all they can do is acquire information and not share it. I have to agree with Michele Turner, the main difference between the Web 1.0 and Web 2.0 I think is the level of control the users have.

Another insight that I found interesting from Michele Turner is her thoughts about the Flash Player. According to Michele the Flash Player is on 98 percent of all desktops worldwide. Adobe can update a new version, a new rev, of the software to 85 percent of all desktops within nine months. It does this by content pull. I think that this is true, Flash Player is indeed widely used and the services being offered to update it are exceptional. I also found Michele insight about RIA interesting. According to Michele RIA helps make a much more effective user experience and just makes the whole process of getting through a massive amount of data so much easier for a user. I think that this is true because applications that are online is more portable, lightweight and easy to use. These applications no longer require installations that take forever. I think RIA is going to be more and more popular in the coming years because people want all the applications and the tools they need to be available online. If everything is online people can be more mobile.

I also found her insights about the different technologies available for the Web 2.0 interesting. According to Michele pieces of the Web 2.0 such as user-generated content, better community support, better personalization, the ability to filter information is all being incorporated on major sites today. I think that this is true, companies today are now also applying the technologies that were created because of the Web 2.0 into their own corporate sites. I think that companies need to realize that if they stop controlling the flow of information in the internet they would benefit from it as well. They would be able to benefit from the technologies and innovations that are born from the internet. This is the beauty of the Web 2.0 there are a lot of open source technologies that everybody can benefit from, even corporations.

Michele Turner also shared her insights about mature technologies and I found it very interesting. According to Michele technologies like Wi-Fi are not really available everywhere even though we want it to be. I think that this is true because a lot of businesses make gadgets assuming that Wi-Fi is available

everywhere but really, it just isn't. I also like Michele insight about online and offline support. According to Michele online and offline support is going to be important. I think this is true because more and more people are using technology and they are going to need more and more support for using these new technologies.

What I learned:

I learned a lot in this chapter especially from Michele Turner's insights. One thing I learned from this chapter is about the technologies used in Web 1.0 and Web 2.0. From what I learned in this chapter the technologies used in the Web 2.0 were also available back in Web 1.0. The difference between the two is the level of control the users have. Users today have more control over the contents of a site than users back in the Web 1.0 era.

V. 95 Thesis

– Reactions

1. Markets are conversations:

I think that what the phrase "Markets are conversations" means is that in order for a business to be able to sell its product it needs be able to communicate with us the customers effectively. In order to explain this more effectively I will give a scenario; there are two shops, shop A and shop B. Both shops are selling the same product and same quality, the only thing different is the sales clerk. The sales clerk from shop A is a beautiful and cheery woman who looks friendly and is easy to converse with. The sales clerk from shop B on the other hand is a fat and grumpy old lady who is always yelling and cursing. If people were to buy a product from one of the two shops I think that they would go to shop A because the sales clerk there is very approachable and friendly. In this scenario the business with the best customer relation is the one who is able to gain the trust of the customer. The product didn't matter because products from both shops are almost just the same, what matters the person is selling the product. Businesses also need to show customers that they can be trusted. If the customers trust your business then they will always come back to you and maybe even spread the word on how good your products and your services were.

In conclusion, markets are conversations because communication between businesses and customers is very important in order for a business to provide products and services that the customers want and deserve.

2.Markets consist of human beings not demographic sectors:

I think businesses should treat their target market as human beings and not demographic sectors. But first I need to explain demographics briefly, demographics in my understanding is characterizing a certain population depending on their race, age, income status, employment status, etc. I don't think that businesses should treat the people on the market as demographic sectors because they are human beings and every human being is unique, we each have our own unique characteristics, our own needs, our own wants, our own likes, and our own personality. This is why businesses should not treat each individual depending on their age, race, disabilities, or any other characteristics that businesses are assuming they have depending on what demographic sector they are on. Just because a person lives in a neighborhood full of young people doesn't mean that person is young. Also if a business's target market is people of ages 18 yrs old and below doesn't mean people of 18 yrs and above should be ignored. A business should be able to satisfy their target market without out casting or offending other people whom they think aren't part of their target market. It may also be a disadvantage to the business if they treat people on their target market as demographic sectors. If by somehow your product has offended the people on your target market because your business is assuming that they are of a certain type of race then they will not purchase your product. This is why business should thing of a product or service is good for everyone who is able to use it and not make products that are good for a certain type of race only.

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

One way for human beings to exchange thoughts and ideas is by conversing with each other. It is natural humans to engage in conversations because we are a social being. Since the market is composed of human beings companies should engage in conversations with their target market. They need to do this in order to determine what the consumers want and what they need. But remember that it is important for the producers to converse with their consumers in a humane manner in order to build trust. If a company is able to build a certain level of trust with their customers then they can be assured that those customers will always buy products from that company. Also if your reputation as a company is good then word will spread that your products are of good quality. Companies can also gather ideas from people in the market if they are able to engage in a humane conversation with them.
 A humane conversation for me is a conversation where anything goes, a conversation where people are able to tell the person they are talking to whatever they want to tell them and a conversation not bound by anything. There are conversations where the person being talked to is forced to answer a question with yes or no only and I think that these survey like conversations are not good because ideas cannot be exchanged and their needs and wants is more difficult to obtain in this type of conversations. And this is why I think that it is important for companies and businesses should be conducted in a humane way.

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

What the phrase "Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived" means to me is that when we engage in conversations or deliver information we should deliver what is from our own unique self. Human beings have different perspectives and thoughts in things this is why when people deliver information, converse, or give their opinions they should say what they feel is right and not bounded by what other people tell him/her to say because a human being is his own self. In my understanding a person's voice is humane when what he's saying is his own opinion, when the person is free to tell what he/she thinks is right, when the person believes in it and when the person is voicing it out in a natural way. There are times when people are forced to deliver information that they know is wrong but they have no choice because they are told to do so. So I think that by having a humane voice the person you are talking to will be more open to you and more comfortable talking to you. This also applies in the market, since the market is made up of human beings what they want to hear is a humane voice. When consumers see that a company has a humane voice by making a product that is its own opinion or perspective it makes them more humane and people are more comfortable with a company that is very humane.

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

What the phrase "People recognize each other as such from the sound of this voice" means is that what people say is who they are. Human beings are unique from each other, every person has their own thoughts, opinions, beliefs, attitude and perceptions in life and this is what makes every person unique. This is why I think that people have their own unique voice. Whenever people talk they say their own opinion and this why what they say and their voice is bonded with who they are. The Human voice is the expression of one's own self and people will remember a person for who he is and what he says. What a person says is what people will remember and see from that person making what that person says or that person's voice his/her identity. An example is Benigno Aquino, whenever you hear the words "The Filipino is worth dying for" the person that comes to your mind is Benigno Aquino, a hero of the Filipino people. This also applies in business, whatever a company says is what the consumers will remember that company for therefore making it that company's identity. A business's voice is very powerful because it could bring them to the top or bring them down. An example is Adidas, whenever you hear someone say the words "Impossible is nothing" the first thing that will come to your mind is the brand Adidas. This is why I think that a company's voice is important because when consumers first see your brand they will remember it for its voice or what it says.

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

The internet is enabling conversations among human beings that were simply not possible in the era of the mass media. I think this is true because before communication through mass media was only one way. Whenever popular and powerful people make a statement whether on TV, Radio or Newspapers the people who are watching, listening or reading cannot respond to their messages. Only few people are able to responds to the statements of those people in the mass media and usually they are also popular or important political figures. Ordinary people have a very small chance for their responses or reactions to be read or heard by the public. Now with the internet almost anybody can make their reactions or responses be read or heard by anyone in the world. Whenever an important political figure makes a statement, anybody can type in his/her own reaction or response and upload it in a website in the internet where anybody can read it. Also through the internet it is even possible to communicate with the person who made a statement in TV, Radio or Newspaper through email. It's still a long shot but the chance of that person responding to the sender's mail is higher compared to before where you mail a letter and the chances of the popular person responding is very slim. Back in the era of mass media communication between the popular or important political figures making a statement through mass media is one-way but with the internet it is now two-way.

7. Hyperlinks subvert hierarchy:

What the phrase "Hyperlinks subvert hierarchy" means to me is that the internet has become a way for people to be unbounded by authority. In the internet everyone is equal, there is no boss, no CEO, no Vice president and no slave. People can say whatever they want, whenever they want in the internet. In the internet people can say things that they couldn't say around the office, people can don't need to follow orders from another person in the internet and people could anything without being reprimanded by a higher authority because there is none. This is why the internet is so liberating, you can say anything you without the fear of a higher authority except maybe the law and God. This is why the internet has become so popular. People spend the entire day under an authority or hierarchy and doing things for their boss and people want a break from this. People want a place where they can do anything and the internet has become this place. You can express your feelings and no one would have the right to reprimand you for it. You can even have equal conversations with your boss. We enjoy freedom from hierarchy because we are human beings. To be human is to be free or unbounded by a hierarchy. A human being has his/her own will, judgment, opinion and perception and under a hierarchy humans are unable to exercise this. But in the internet there is no hierarchy, humans are able to express their humanity in the internet.

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

What the phrase "In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way" means to me is that people are now able to speak what they want whenever they want because of the internet. The internet has become a tool that can enable people to reach each other and find more and more things out about each other and products. Because of the internet and the intranet employees in a certain organization are now able to effectively generate ideas from within their organization and with people outside their organization. Employees are no longer stuck with the resources given to them by their company, employees can no find resources from elsewhere and for an employee this is a bit liberating. The voice of employees are now being heard, their ideas can now easily be heard because of the internet. The internet has created an environment within organizations where ideas can roam freely. Also because of the internet people are now able to react or respond to a company's message or products. Since the market is now communicating with each other about products and advertisements in the market it is now easier for businesses to determine the needs and wants of the consumers. The internet is now also forcing businesses to create products of good quality. Because of the internet news spreads fast and any negative comments about a business is easily spread through the internet and this is bad for that particular business. Businesses are now becoming more conscious about their products because the peoples voice which is very powerful is now being heard through the internet.

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

What the phrase "These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge" means to me is that the internet has become a place where people can form social organizations and share their knowledge and ideas. It is in the nature of people to socialize and the internet has become a tool or a place to satisfy this necessary urge. In the internet people can express their true selves or become who they want to be and meet people with the same interests or ideas and because of this organizations are being born in the internet. Within these social organizations people share their ideas and knowledge. These organizations tend to grow because anyone in the world can join these organizations if they want to. Today when a person has a problem he can just find people in the internet who has encountered the same problem and with that person's help they can solve that problem more easily. There are also instances when a person has a problem and that person would be able to find someone who has solved that problem. Businesses can use this to their advantage. Businesses can now more effectively determine what the real needs and wants of the people are. Businesses can now consult social organizations in the internet about their thoughts or ideas on a great product that they can provide. These are the reasons why I think the internet is a good thing. It has enabled people to share their ideas and face a certain problem with the help of other people from anywhere in the world who share the same problem.

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

I think that because of the internet the people in the market are indeed getting smarter and more informed. The internet has allowed people to respond or react to the messages of companies and large corporations. People are now also reacting and responding to the products available in the market today. Because of these reasons people in the market are now aware of what products are of good quality and what products are of poor quality, businesses are now forced to produce products that are more true to their claims. If a business's products are of poor quality then they will suffer negative comments and reviews from people in the internet and sales for that particular product will decrease. There are even sites for people to rate and make product reviews. Whenever a person is thinking of purchasing a product with a certain brand he/she now has the option to check in the internet if people who have already owned that product are satisfied with it or not. They can even contact that particular person and asked him about the product. If reviews of that product are good then the person thinking of buying that product would surely do it. But if reviews are negative then he/she will look for another product. This is how informed and organized the people in the market are today and all this is because of the internet. The internet in my opinion has certainly changed the face of the market. People are now aware of what products are of good quality and what products are of poor quality. Advertisements can now be proven wrong and many people can see why.

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

I think that what the sentences on slide 11 mean is that people in networked markets are now able to get more reliable information and support about a product from a person in the internet rather than the customer support service of its vendor. If a person is experiencing any problems with a product most of the time it's better to just find someone in the internet that encountered the same problem and was able to solve it. That someone will not hesitate to tell the truth and focus on solving the problem. If that person inquired with the product's vendor their customer support service will just say solutions that require the person to pay a certain amount. This also goes with other consults that you may need. If a person wants to find out how the product he bought could be more efficient the person form it's vendors customer support service will say that they need to purchase a certain accessory or upgrade but a person from the internet that is not affiliated with the vendor will tell that person ways to improve that product without spending a nickel. To sum it all up I think that information in the internet is more reliable because it is the truth, people who posted information on the internet are just sharing their experiences and they have no reason to lie unlike businesses. Information coming from businesses is bent in a way that it would generate profit. This is why the internet has helped many people become more practical whenever they encounter problems or want to improve a certain product.

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

I think that the networked market does know more about a certain product than the companies that produced them. Companies are even communicating with people from the internet who found some bugs or faults in their products. Whenever a product is released to the market people scramble to find ways to fix it, improve it, modify it and test its producer's claims. After testing or doing stuff with a certain product you find that the people who did this have already posted their findings in the internet in a matter of days or weeks or months at maximum. Let me give a scenario, let's say company x has released a new computer game which game Y. One person finds minor bug in the game and posts it in the internet it's no big deal but if you combined it with the bugs that other people in the internet found then you have a major bug. Companies will then use these information gathered by many people from the internet and come up with a fix. This is an example of how the networked market is more knowledgeable of a certain product than its producer. The internet allows the exchange of knowledge and ideas in a collective manner. If you collect all the knowledge of people about a certain product then what you find is more than the knowledge of the product's producer. This is why companies have to be careful in making their products, any major fault will always be detected by someone and that someone will spread the news through the internet.

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

In order to explain slide number 13 I will first discuss what is happening with the people in the market and with employees. The people in the market are now able to exchange ideas and knowledge without limits. The same thing goes with employees, because of the internet employees are no longer bounded by corporate restrictions, they can always find ideas elsewhere through the internet. To make it short people in the market and employees can now exchange ideas and knowledge with anyone in the internet, they are also able to express who they really are and who they want to be. The only thing standing between them is a metaphysical construct called "The Company". Because of the internet people in the market are now smarter, more informed and more organized and this goes the same way with employees. The Company is the only thing inhibiting the two from becoming more liberated and fully shared their ideas. Companies tend to inhibit employees from sharing knowledge about their products. Companies also inhibit people from finding out the truth about their products. The only true goal of a The Company is to make profit or grow and it will do anything to achieve this. The internet is a place for people to exchange ideas and express themselves but The Company has turned it into a big market place. The Company has not only turned the internet into a digital market place or a source of profit it has also been inhibiting the flow of knowledge and ideas from flowing freely. But ironically I think that the internet exists today because of companies.

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

I agree with the statement in slide 14, Corporations are inhuman. To explain my reaction more effectively I will differentiate a human being with a Corporation. Human beings are social beings, they engage in conversations with each other even if they gain nothing big from it, human beings converse because it is in their nature to converse and to be heard. Corporations on the other hand are not social beings. In fact corporations want to eliminate other companies and corporations. Human beings are fond of sharing their ideas through conversations while corporations keep their ideas all to themselves. If ever a corporation engages in a conversation or share ideas with other corporations there is always a catch, there always has to be a way to gain profit. The voice of a corporation is much too different from the voice of a human being. A corporation's voice is hollow, flat and very common. I think that all the voices of corporations are the same because they all have the same message which is "buy our products". Corporations also try to make their voices sound human by covering it with fancy gimmicks but their voices will always be inhuman because the message itself is inhuman. A human's voice is unique because every person has different thoughts and ideas. They have different ideas because they have different goals in life unlike corporations. The only goal of a corporation is to survive and it will do anything in order to do this. Human beings however are capable of sacrificing even themselves to achieve their goals which can be more than their survival.

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

I think that what the statement in slide 15 means is that in the near future the voice of businesses would have totally lost its human touch. Businesses are now becoming more complicated and demanding this is why it needs more systems or processes that take more humanity away from the people working in it. Companies will be able to control their employees more and more which also takes the humanity out of them. There will be more unrealistic deadlines, more repetitive tasks and more overtimes leaving the remainder of the day the employees have to become human gone. They will be forced to work like robots which and in turn they become like robots. In return the people working in the company who makes its messages no longer sound human and therefore the company's voice itself no longer sounds human. Businesses today still engage in conversations with the people in the market through the internet but these conversations are not humane because the voice of companies is very inhumane. Their conversations are constrained and not free flowing therefore ideas are not freely being exchange. Today the voice of many businesses is already contrived and artificial so just imagine in a few more years what it would be like. Company Brochures would contain more BS and would sound more contrived. Company missions and visions will be covered with more sophisticated words in order to cover the fact that all they really want or aim to accomplish is more profit. Conversations between businesses and the market will become more inhumane or even disappear. Conversations that may occur will be more constrained rendering it useless.

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

What the statement in slide 16 means to me is that companies with a very inhumane voice are no longer speaking to anyone. Many companies' voices today are contrived and artificial. Talking with companies with inhumane voices is uninteresting and boring. Also conversations with them are very constrained because companies keep trying to manage or control everything and everyone around it. This is why people are now losing their interest in engaging conversations with businesses. Human beings are social beings and they express themselves through conversations. But conversations with inhumane companies do not satisfy their need for social interaction. There are some companies that do not even engage in conversations with the people in the market because they don't see the need to. And this is wrong. The market is composed of people or human beings and they only trust someone if they know them by heart. In order for businesses to gain the people in the market's trust they should engage in conversations with them. Also ideas will be extracted from conversations. Conversations are also important in order to determine the needs and wants of the people in the business's target market. There are some companies that have a humane voice. These companies are able to gain the trust of the people in the market because their voice is humane. Many people want to send their messages to those companies and that is the type of company that is really successful. Having a humane voice is important in order to gain the trust of the people in your target market.

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

What the statement in slide 17 means to me is that the market back in the days of the mass media is different than the market today because of the internet. Because of the existence of the internet the market has become smarter and more aware. Since people are now able to make their thoughts and ideas about a certain product or service heard through the internet where other people can see people in the market can now learn the truth about a certain product based on the experiences of other people. Back in the days of mass media communication between the market and the businesses is usually one-way. Businesses send their messages through TV, radio or newspaper in the form of advertisements but people viewing those messages are unable to respond. Now because of the internet people can make their thoughts or reactions about a certain advertisement about a product or the product itself be heard by posting their thoughts and ideas in a certain website where anyone can see. Since people in the market can now easily share ideas more with each other they are becoming more aware of the quality of the products circulating in the market today. Whenever a person detects a flaw about a product that person immediately posts a message about it in the internet where anyone can see. Whenever a person finds a product good or flawless that person immediately posts a message in the internet stating why that particular product is good. This is why people in the market today are smarter, they are able to share their experiences about a product through the internet.

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

I think that the statement at slide 18 is true, companies tend to think of people in the market as mindless demographic sectors. Companies refuse to engage in real conversations with the people in the market and this is why they failed to realize that the people in the market are getting smarter and smarter. They are also becoming harder and harder to fool. The main reason why people in the market are getting smarter and smarter is the internet. The internet has allowed people to share knowledge, thoughts, experience and ideas. Whenever a person detects a flaw about a product that person immediately posts a message about it in the internet where anyone can see. Whenever a person finds a product good or flawless that person immediately posts a message in the internet stating why that particular product is good. And in this sharing of knowledge and experience with products people in the market are now aware of the products circulating in the market that are of poor quality and products that are of good quality. People in the market are now even harder to fool unlike in the days of the mass media. You only find out how poor a product's quality is when you've already purchased it. Now you can see how many satisfied people are with a product and therefore you can choose to buy a product that has satisfied many people. Because of the internet finding a product that suites a person's wants and needs is easier. And as time goes by people are getting smarter and smarter. They get smarter because more and more people contribute to the wealth of knowledge the internet has.

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

What the statement "Companies can now communicate with their markets directly. If they blow it, it could be their last chance" means to me is that because of the internet companies can now easily determine the needs and wants of the people. Because of the internet businesses can now see what the people in the market want or need by reading people blogs or statements in the internet. Businesses can also simply ask the people in the market what kind of products they really need or want. Businesses can now make a product by using information gathered in the internet. Businesses can also save money on by using the internet to talk to the people in the market instead of conducting public surveys. Also because businesses can now communicate with people in the market they can also earn their trust. But the internet does not always work in favor of the business. It only takes one product of poor quality to ruin your business. Once people find out that a certain business's product is of poor quality negative reviews about it will spread like wildfire in the internet leaving a bad image for that product and the business itself. That business will receive negative and harsh comments from people in the internet since there is no one and nothing to stop them. Once the people's trust in a certain brand is gone it will be hard to regain that trust again. This is why the internet is a very important but dangerous tool for a business, it can make the business successful or it can destroy its image.

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

What the statement "Companies need to realize their markets are often laughing. At them" means to me is that people in the market are making jokes about companies. The internet is one way for people to have fun and a sign that people are having fun is laughter. People who like to have fun make jokes about many things and sometimes jokes about companies or their products. Some people make jokes about a make jokes about a certain company or its products in order to get back at them for making a product of poor quality. Whatever the reason is companies being laughed at should not be angry or insulted. Sometimes when companies get insulted they make public statements and this could only lead to a poor company image and leave more people angry and making jokes about your company. These jokes even if they are insulting are allowed to circulate because of the internet. Since there is nothing to stop people from saying anything that they want in the internet these jokes will circulate. Whenever people make jokes about your product you should find a way to improve it so that people will not make anymore jokes about it and take it seriously. In these days products of poor quality are often ridiculed by people who are not pleased with and they do this because they can. The internet is a way for people to express their feelings and laughter is one of those feelings. This is why companies should avoid making products that are of poor quality. If people are laughing at you then you have a bad image.

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

      What the statement "Companies need to lighten up and take themselves less seriously. They need to get a sense of humor" means to me is that companies should stop being too professional or try to control everything around it. Companies should try to remember that people running it and people in its target market are human beings. I think that companies should change their ways and loosen up a little bit. Companies today are too professional and this is the reason why the voices of companies these days are contrive, lifeless and artificial. Companies should get a sense of humor by maybe allowing a little more freedom for their employees and try to make their working place a fun and lively environment. They should also allow their employees to engage in fun parties and socialize in order to build a team that is comfortable with each other. The products of a company are a reflection of their employees. If the products are humane and very lively then more people will purchase it. Also employees will be more productive if they feel happy and lively. Companies should know when to be professional and when to lighten up. Companies should also give their employees a chance to have fun in order to inspire them to work harder. People in the market are human beings and human beings want to have fun. Whenever they see your product and they find it fun they will want it. Companies need to get a sense of humor because humor is a sign of humanity and if a company's voice and products are humane more and more people will be interested in them.

22. Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

      What the statement at slide 22 of the 95 thesis means to me is that companies should show a little humanity in their products and in their messages. Companies can show a little humanity by sounding at least a little humane. A company sounds humane when the company shows the people who compose their target market that they are doing their best to provide them with products that they really want and products that are the result of all the humane conversations the company did with the people in the market. They can also reflect their humanity in the message they send through advertisements and their websites. Their messages should sound like they are conversing with the market with a little humility in mind. Companies should always maintain communication with their market in order to build familiarity with them. People always buy products from businesses that they are familiar with. People never like businesses that are so inhumane. Companies that don't bother to communicate with the people in their market are companies that become isolated in the market. Companies that are so inhumane and companies that lack humor become isolated because people do not trust companies like that. People usually purchase from companies that they have built familiarity with and in order to build familiarity with the people companies should engage in conversations with the people in the market. They should send messages to people showing that they are humane and that they can provide good quality products. A company's goal should not be to make profit, their goal should be to provide good quality products to consumers.

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

What the statement "Companies attempting to "position" themselves need to take a position optimally, it should relate to something their market actually cares about**"** means to me is that companies should show the people in the market that what they stand for is relevant to them. First I would discuss what the position means in this statement. What it means to me is what industry the company is at. This is why companies should make products that are relevant to their target market. Their messages and statements should also be relevant to their target market. By doing this the people in the market will view them as a relevant player. Companies should avoid making statements that are way out of their scope in order to make their position in their market clear to the people. In order to become the market leader in a certain industry a company should make its position in the market clear. If the company is a clothing line then they should stick to it in order for their position in the market to be clear. Also by doing this people won't be confused on what your company is really good at. People perceive a company that has an unclear position in the market as a company with many kinds of products but with poor quality. A company that has made clear that they specialize in a certain industry is bound to become more successful than a company that specialized on nothing but offers many products.

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

I agree with the statement "Bombastic boasts "We are positioned to become the preeminent provider of XYZ" do not constitute a position". I think that a company should position itself in the market not by words but instead by their actions. Companies should show that they are the preeminent provider of product XYZ instead of saying that a company will become the preeminent provider of XYZ. I think that a bombastic boast like "We have become the largest provider of product XYZ" is a statement that constitutes a position. Because of the company's actions and accomplishment they were able to show the people that they are true to what they say. Companies who boast and are able to show for it are bound to become market leaders. Also it should be the people in the market saying that a company is a preeminent provider of a certain product and not the companies. Because of the internet information spreads fast and this is why companies should not bother too much on announcing their position and instead take action. Announcing your position as a company can also become very risky. If a company announces its desired position and it was unable to attain it then its image will be ruined. People will no longer trust that company because they if they are unable to deliver what they say then it must be the same with their products. In the end it is now what a company says that determines their position, it is their actions and their accomplishments that position them in the market.

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

I think that the statement in slide 25 is true. Many companies think very highly of themselves that they no longer need to talk to people in the market. They think that if they become superior people from the market will come to them. I think that the perceptions of these companies are wrong. If a company has grown into a large one it does not mean that people in the market will always come after them. They should maintain a healthy relationship with the people in the market in order for their business to continue to grow and survive. A company can create and maintain a relationship with the people in the market by engaging in conversations with them. Many companies think that they no longer need to talk to the people in the market because they got it all under control and I think that this is wrong. They should always talk to their market because trends and technology changes from time to time. What's cool now is not always cool forever. People tend to purchase products from businesses that they are familiar with and this why companies should talk to the people. Companies should maintain a sense of familiarity with their customers so that they won't lose them. There are companies that have become market leaders but now they have a small market share because they refused to converse with the people in the market. A company that maintains a healthy relationship with the consumers is the one who will become market leaders and stay as market leaders.

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

I think that public relations does not relate to the public because companies are afraid to tell the truth to the people in the market. What public relations say to the people is what the companies want them to hear which is sometimes far from the truth. Also they use public relations to know more about the people in the market without releasing information that is vital to their survival. So when you look at it people do not gain information from companies, companies are the ones gaining information from the people in the market. By doing this companies will be able to control the information circulating in the market and avoid information that can hurt them from circulating. Because of the internet, it has become very hard for companies to control information circulating in it. If people in the market found out the truth about a company they can cause its destruction. This is why companies are afraid of their markets. Any information that can ruin their image as a company can cause their downfall. This is why companies are desperately trying to control information circulating in the internet, information that can hurt them can easily spread in the internet and then through the people in the market. Since the market controls the fate of the companies any bad information can hurt them badly. If a company's image is tainted very few people would purchase their products. Companies need to realize how important the market is. The market does not exist for the companies, companies exist for the market.

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

What the statement "By speaking in a language that is distant, uninviting, arrogant, they build walls to keep markets at bay" means to me is that companies don't want the markets to understand what's happening inside it. If companies speak in a complicated language people won't understand them. Whenever a company speaks to the market they only say what they want the people to hear in a humane language. Whenever the people insists of finding out something in a company which is a secret to them the company sometimes tell them but in a complicated language and in the end the people end up not understanding a word they said. Companies are encrypting what they say by speaking a language that is distant, uninviting and arrogant. By doing this companies are keeping the people in the market away from the truth. But by doing this companies will lose their markets. By speaking in this distant language it's only a matter of time before customers isolate you. This means that your company will become irrelevant to the people in the market. This is why companies need to have real conversations with the market. Real conversations meaning sharing of ideas, personal opinions and other things that real people talk about in a conversation. Companies must keep the people interested in them in order to gain their trust. People will lose interest in a company if it speaks in a language that hardly anybody can understand. Companies should not be afraid to share information because by doing so people will react to it and in these reactions ideas are born, ideas that the company and the market would benefit from.

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

What the statement "Most marketing programs are based on fear that the market might see what's really going on inside the company" means to me is that companies cover up their secrets with marketing programs. Marketing for me, is a tool used by companies to cover up the truth about their company and about their products. Companies cover up the flaws of their products with marketing. If the market found out the truth about a certain company then it could lead to that company's downfall. This is why companies are afraid of the market, the market has the ability to bring down a company. And because of these reasons companies scatter to find flaws or anything that can bring them down and cover it with marketing programs. Marketing programs not only entices people to purchase their products it also covers up the truth about it. In these days the company with the best marketing programs and strategies are the ones who become the market leader. Because of this many companies are spending more on marketing rather than improving the quality of their products. But because of the internet it is becoming more and more difficult for companies to keep their secrets from spreading and in result they spend more and more in marketing programs. Instead of focusing on improving a product's quality companies spend more time in thinking of a better marketing strategy. I think that sooner or later marketing programs will no longer hide the truth about a product from the people. Since the emergence of the internet the markets are becoming smarter and smarter and its becoming easier and easier to unveil the truth that marketing programs are hiding.

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

What the statement at slide thirty six means to me is that companies must change their corporate culture which is very boring and inhumane. Corporate cultures are very common today. The culture in corporations forces its employees to do the same repetitive task everyday which is really boring and inhumane. I think that companies should lessen corporate cultures and learn to appreciate humane cultures. By appreciating and practicing humane cultures a company or corporation can learn even just a little bit to be more humane. Humane companies in many occasions are able to reflect their humanity on to their products and services. Also people in the market are more comfortable purchasing from a company that is humane because it is more trust worthy and people will be able to develop a sense of familiarity with its products or services. A company that is so inhumane produces products that are of low quality and irrelevant to the people in the market. It is important to open up to the people in the market because by doing this the people in the market will also open up to your company. The result is your company would be able to determine more effectively what are the needs and wants of the people in the market. Also your company would be able to produce products that are relevant to the market and of high quality. All of this can be achieved by learning what it is to be human by experiencing humanity and not by learning humanity from a textbook.

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

What the statement at slide thirty seven means to me is that companies must learn to catch up with new cultures emerging from the communities in the market. If a company is able to catch up with the new cultures emerging from the communities in the market today they would be able to make products that reflect that certain culture. Products that are a reflection of a popular culture are very relevant to the market. If a certain company on the other hand that practices and focuses on cultures that are practiced by only a few or none at all it will reflect on their products and it may tarnish their image. This is why companies need to be updated when it comes to culture. In some cases they can even make a new culture if they are able to produce products that are iconic in its industry. By making products that are high quality and something that is very unique and eye catching it sometimes creates a culture. An example of this is the iPod. The iPod has created a culture you can see many people wearing the white earbuds and some even think of the iPod as a piece of jewelry. Companies can determine what cultures are relevant in the market by engaging in conversations with the consumers. These conversations must be humane so that information the company gets from the consumer is what the consumer really wants. Also if a company regularly engages in conversations with the consumers a sense of familiarity and trust will build up between the two.

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

My understanding on the statement on slide thirty eight is that communities are composed of human beings this is why it is only natural that they converse about human concerns and humane topics. Since humans are so concerned with each other they search for products that are also concerned with their well being. This is why businesses need to realize that the market is composed of human beings and the products that they should be making are relevant to them as a human being. Companies won't be able to produce product that is humane if they don't know how to be humane. This is where conversations come in. Companies need to engage in conversations with the people in their target

market because only engaging in conversations with them can they derive their true needs and wants. Also by engaging in conversations with the people in the market businesses can also learn a little humanity. Many companies and corporations today are so inhumane their employees are forced to do repetitive tasks everyday and are given impossible deadlines. Companies can start showing a little humanity by giving their employees more time to spend their lives as a human being because they spend most of their time working like a robot and so little time living as a human being. If companies doesn't value their employees as human beings what more when it comes to people outside the companies? Companies need to value people working for them and the people in the market because people can exist without companies and companies sure as hell won't exist without people running it. Companies exist for people and not the other way around.

39. The community of discourse us the market.

When I read the statement at slide 39 I remembered the first thesis read in the 95 theses which is "Markets are conversations. My understanding of the statement at slide 39 is that communities make up the market. In communities you would always see people having conversations and expressing their thoughts and ideas whether it's in speech or writing. People in communities also talk about products available in the market. The internet has created communities where people that composes it can speak freely and share to everyone whatever they want to share whether good or bad. This is why it is important for businesses to be a part of a community. By belonging to a community companies would be able to determine what products are relevant to them. Because of the internet people are saying what they want whenever they want, there are no more secrets and this is actually an advantage for the companies. Companies no longer have to guess what the people in the market really want because they are now able to tell you directly what they really want and need. Companies are now also able to see and hear the people's thoughts and ideas about your products if they belong in a community. Businesses should avoid out casting themselves because no one can survive alone. The market is the collection of communities and if a company is part of many communities then it becomes relevant and they may even become a market leader. Companies need to the people in the market because people can exist without companies and companies won't be able exist without the people running it. People helping each other as a community would be able to accomplish more than an individual.

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

I think that every community out there is a market because everyone in a community is a potential customer. This is why many companies need to enter communities because communities are markets. Its simple physics a company that does not belong in a community has no market, revenues come from selling products to the market, without a market no one would buy a company's product and if a company cannot sell anything and generate revenues it will die. Companies should stop isolating itself because it cannot survive alone. It needs communities not only for the purpose of generating revenue it is also for getting different thoughts and ideas from different people in different communities. A person can accomplish more with the help of others rather than trying to accomplish something alone. This also goes the same way with companies. Companies with the most number of connections are the ones that survive and become the market leader mainly because the resources of their connections can also be their resource. This is why the more connections with other people and other businesses a company has the more resource it can acquire to produce products or services that are of very high quality and very relevant to the market. Besides the vast number of resources a company can acquire with the help of others companies can also benefit from the information available

in the communities like the ideas of the people in the market and their thoughts and ideas about the products available in the market.

41. Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than their own market and workforce.

What the statement at slide 41 means to me is that overprotective companies tend to involve the market and the workforce in their security. Many companies today are so concerned with security that even their own workforce are having a hard time trying to access information from the company that they need. In some cases a competitor has a higher chance of obtaining a company secret than the company's own employee. I think that companies need to loosen up. Information that does not need to be kept secret should be shared to the people in the market and the workforce. If company shares information people whom they are sharing information to would also share information to them therefore being even more productive. As I have said before a person can accomplish more with the help of others than alone. Not everything should be kept a secret. Other people can even contribute you your information. Companies need to value people working for them and the people in the market because people can exist without companies and companies sure as hell won't exist without people running it. Companies exist for people and not the other way around.

42. As with networked markets, people are also talking……….

What the statement at slide 42 means to me is that networked markets want to talk to the people inside the company. People in the market also want to contribute to companies and companies should allow this. Companies can accomplish more with the help of others. By sharing thoughts and ideas with each other a company can create products that are of high quality, unique and very relevant to the market. Companies working alone will have a very hard time generating unique ideas because their resources are very limited. Also the quality of their products will be heavily affected due to their lack of outside resources. They should also share even their least important information because there could be someone out there who could turn that useless information into something relevant. Companies need to value people working for them and the people in the market because people can exist without companies and companies sure as hell won't exist without people running it. Companies exist for people and not the other way around.

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

What the statement at slide 43 means to me is that conversations between the people in the market and corporations are indeed taking place today but this happens only at the right venue, at the right time and under the right circumstances. Corporations should always remember that people in the market are human beings and human beings converse comfortably when they are in a comfortable situation. When two people are uncomfortable talking to each other or when the conditions for their conversations are not right then their conversations are meaningless because they are not voicing out their real thoughts and ideas. This is why corporations need to make sure that when they engage in conversations with the people in the market it must take place at the right venue, time and circumstances. Also what they are talking about must be something the person is comfortable with. This also applies in corporate intranets. Conversations that take place in corporate intranets are only

productive when the conditions are right. Corporations must also remember that their workforce is also human beings and they should allow them to engage in conversations through the corporate intranet under the right conditions. Corporations must not place too much restrictions on the corporate intranet because by doing this the flow of new ideas and information will be hindered. Corporations should allow their employees the express their thoughts and ideas through the internet and the corporate intranet. By doing this corporations are creating an environment where their employees can voice out their ideas which could lead to new innovations and breakthroughs.

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

What the statement at slide 44 means to me is that companies install intranets all for the purpose of reminding employees of polices and other corporate information which most of the time employees already know. I think that corporations should minimize reminding employees of corporate polices and giving out too much corporate information through the intranet. Companies also limit their employees from communicating with each other and I think companies should avoid this. Companies should allow their employees to freely express and share their thoughts and ideas through the intranet. In this way employees can share and idea they have and get feedbacks from their co-workers and other employees in other departments of the company. In doing this corporations are creating an environment where their employees can voice out their ideas which could lead to new innovations and breakthroughs. This will definitely benefit the company. Companies should not look at the intranet as a way for them to send one-way messages to their employees, they should look at it as a way for their employees to share thoughts and ideas. The intranet should be a place where innovations and breakthroughs are born and not a way for companies to tell their employees something that they already know. Sure companies need to remind their employees about policies and new corporate information but they should not make that the main purpose of the intranet. A corporate intranet should also be a place where innovations that companies greatly benefit from are born. Companies should also let their employees say what they want whether negative or positive because only in this way can companies find real problems and fix it.

45. Intranets naturally tend to route around boredom, The best are built………..
What the statement at slide 45 of the 95 thesis means to me is that Intranets should be built by individuals with a certain goal in mind which is to enable corporate conversation. The people building a corporate intranet should know how important corporate conversations are in order for them to realize the importance of building a corporate intranet that enables the people working in it to engage in conversations. Intranets are usually boring because most of the time only it is used by corporations to remind their employees of policies and send corporate information which is important but you can do all this through the internet or physically do it. This is why intranets should be different. Intranets should allow conversations to happen so that it will be fully utilize and power innovative minds. Also this would allow ideas of certain employees to circulate throughout the company. The people building the intranet can appreciate the importance of conversations by engaging in conversations themselves. They should realize the conversations fuel innovation in this world. A person can accomplish more as a group rather than alone. Through the corporate intranet the employees can work as a group better. Also each individual employee can reach any employee from the farthest side of the corporation. It is important for the employees of a corporation to engage in conversations because by doing this the employees can express their own thoughts and ideas. Employees can share and react to each other's thoughts and

ideas. When this happens the employees will become more productive and more innovative because they are able to generate more innovative ideas.

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

What the forty sixth thesis of the 95 thesis means to me is that an intranet that allows conversations throughout the corporation can cause them to get organized. People in the corporate intranet can form organizations based on what they believe. What's happening today on the internet is also happening on the intranet. People in the intranet form organizations related to their work. But this also creates an environment where organizations that can be bad for the company are created. But since communication through the intranet is easy the organization and the corporate leaders can engage in conversations and avert a disaster. Just like the internet organizations based on people's common interest are formed. In these organizations people in it engages in conversations about their common interest. And in these conversations about solutions to a problem or new breakthroughs are done. They can share ideas and knowledge with each other. This kind of environment fuels innovation and solutions to problems that were never before possible. Employees can now work more efficiently as a team and with the help of other teams in the corporations, teams that are unreachable before. It is important for the employees of a corporation to engage in conversations because by doing this the employees can express their own thoughts and ideas. Employees can share and react to each other's thoughts and ideas. When this happens the employees will become more productive and more innovative because they are able to generate more innovative ideas. And when you look at it at the long run the company is the one who will be able to benefit from this corporate conversations and organizations.

47. While this scares companies witless, they also depend heavily on open intranets to generate…….
What the statement at slide forty seven means to me is that they should stop controlling conversations that are going on in the intranet and let them run loose. By doing these they are allowing their employees to say what they want which is a good environment for generating ideas and innovating. Many companies today try to control the conversations in their corporate intranets and this renders the intranet useless because the employees are unable to engage in meaningful conversations. Companies that don't allow their own employees to converse and innovate are companies that produce products that are boring and irrelevant to the market. Companies should allow their employees to freely converse through the intranet and innovate. They should stop being afraid of any organizations of any conversations that makes them look bad because when companies allow them much needed freedom to converse they won't say anything bad about the company at all. Companies should stop improving the intranet because it will get better and better all by itself. The employees using the intranet will become wiser and more alert just like what happened to the markets in the internet. The people in the market are wiser because of all the information conversations has created for them and companies can also emulate this scenario by letting the conversations happening in the intranet run loose. They should let these conversations innovate and generate new and wild ideas. These ideas can then be a solution to the problem or an innovation that can lead the company in becoming a market leader.
48. When corporate intranets are not constrained by fear and legalistic rules, the type………
What the statement at slide 48 means to me is a corporate intranet without rules and regulations is like the internet. Without rules employees using the intranet can say whatever they want whenever they want. And in an environment where there are no rules anything can happened. Ideas will

be made, innovations will be thought of and solutions to a problem will be created. In an intranet without rules any idea will be created no matter how wild or crazy it is. Crazy ideas are sometimes the key to success. In an intranet flooded with rules the ideas being made are ideas that some other guy has already thought of or ideas that boring and this ideas will always reflect to the company's product. This is why I think that rules in the intranet should be reduced or better yet removed in order to pave the way for new ideas and innovations that are the key to the company's success as a business. No matter how good the company operates without fresh new crazy wild ideas they are just another company and the products that they make are just like any other companies out there in the market. Companies that generate crazy and wild ideas are the ones who make it to the top and become market leaders. Their products are unique and innovative which becomes very relevant to the market. All this can be accomplished if companies reduce or remove the rules of their intranet. It is a risk because employees would say bad things about the company but it's a risk worth taking.

49. Org charts worked in an older economy where plans could be fully understood from atop steep….

What the statement at slide 49 means to me is that Org charts are a thing of the past. Today everything is hyperlinked and in hyperlinks there are no hierarchies. Everything is linked from one point to another. This also works for companies. New ideas no longer have to come from the team leader or the boss. Even the people from the bottom of the organizational chart can come up with new ideas. That person will then get feedbacks about that new idea through the corporate intranet. Then he presents it to the boss. Plans no longer have to come from the top, it can come from anywhere in the organization and this is what the internet and the intranet has taught us. Hierarchies are obsolete, everything is now connected in a scattered manner. Plans and ideas no longer have to come from the top. New ideas and plans can come from anywhere in the intranet or the internet. The internet and intranet has given the resources needed by almost anyone to think of any innovation or solution to problems and this was never before possible. In older economies everything came from the top. New ideas and plans were thought of the people at the top of the organizational chart and the people below it are the ones who will execute the idea. There was no way for that idea to get feedbacks and get filtered. This is the beauty that the internet has taught us. Not all ideas need to come from the top of the organizational chart, anyone in the organization can have an idea and share it to anyone.

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

What the statement at slide 50 means to me is that in the internet there is no organizational chart. Everyone in the Web is equal and there are no hierarchies. Nobody has to submit to anybody's authority and no one needs to obey one another. I agree with the statement "Respect for hands-on knowledge wins over respect for abstract authority." I think that people in the Web submit to someone's authority because they respect them for their reputation and experience and not because he is of a certain position. People in the Web earn respect by sharing knowledge or insights that inspires other people. People in the Web respects other people that are worthy of their respect. If a person wants to earn the respect of people in the Web he or she must share his or her knowledge through conversations. They can post inspiring thoughts or ideas through blogging. They can convince someone to do what they want through chatting. I think that the Web is a powerful tool as long as you something relevant to share. People will also respect you if you have something they want or need. By offering people in the Web knowledge that is new and relevant you will be able to gain their respect and have a

reputation. People who push for their abstract authority through the Web and demands respect are always unsuccessful. Nobody will respect them if all they have to offer is their abstract authority that is meaningless and worthless to them. Respect is not demanded it is earned and we can truly see this in the internet.

51. Command and Control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.

What the statement in slide 51 means to me is that most management styles that businesses use these days are derived from bureaucracy, power tripping and an overall culture of paranoia. This means that companies controls their employees through an organizational chart. No one has equal power in a company. The employees are controlled by the company head and other shareholders. This style is totally different from the internet. In the internet there is no organizational chart and no hierarchy. Everyone is equal in the internet. But this is not the case in companies. In companies people gain authority over someone by gaining an abstract authority which is awarded to them by the company. Not all managers in a company deserve to be managers and this is very frustrating for some. In the internet however people who are respected truly earn that respect. This is because they have worked hard to share knowledge that is unique and relevant. Also they were able to share some insights about something that has shed light about a certain problem. In order for a person to gain authority in a company they have to do everything that the company demands of them. You do the same repetitive tasks over and over again and meet deadlines. This is what people have to do in order to gain authority in a company. In the internet there is no game plan. People just need to share their thoughts and ideas and hope that it inspires or help someone.

52. Paranoia kills conversations. That's its point, but lack of open conversations kills companies.

What the statement at slide 52 means to me is that companies should avoid being too paranoid and learn to converse openly. A lot of companies today are too paranoid to the extent that they no longer engage in conversations with other businesses and even with the people in the market. They then avoid engaging in conversations and refuse to share knowledge and information. I think that this is bad because businesses need to know what the consumers wants and needs. The only way to determine what they want and need is to engage in conversations with them. If a company does not know what its target market wants and needs then they will produce products that are relevant and does not satisfies the consumers' wants and needs. No company can survive in this state because no one will purchase their products. They need to loosen up and engage in conversations with the market. Companies also need to engage in conversations with each other. In order to create products that are unique and high quality they would need the help of other companies. They must engage in sharing of knowledge and information and in this way there will be less stealing of ideas which most companies are trying to avoid. If companies engage in deals with each other in exchange for information then it will be ok to share information and at the same time be productive with each other's help. A company can do more as a group than alone. Paranoia will kill a company because of the lack of conversations being done which is needed to determine what the consumers want and need.

53. There are two conversations going on one inside the company, one with the Market.

What the statement at slide 53 means to me is that there are two conversations going on in the business world. One conversation is the one going on inside the company. In order for a company to

produce high quality and relevant products they need to come with unique ideas. In order to do this they must get all the inputs of their employees. Companies should allow conversations inside it to happen. By doing this employees can come up with new ideas and get feedbacks with each other. One person comes up with an idea and shows it to other people in order to get feedbacks and make it an even better idea. In this way ideas created inside the company are good and fresh. Another conversation going on in the business world is between companies and the market. In order for companies to produce goods that are relevant and of high quality they need to engage in conversations with the people in their target market. By engaging in conversations with the people in the market companies can determine what kind of products they need to make. Also they can better determine what consumers are looking for in a product. This is how important conversations are. From the creation of an idea to the selecting of what kind of products to produce conversations is the key ingredient that makes these two unique and better. A company that does not engage in conversations produces products that are boring and very common. Also their products are irrelevant because they are unable to suit the consumers' true needs and wants.

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

What the statement at slide 54 means to me is that conversations fail mostly because of the obsolete notions of command and control. I will first give my reaction about conversations that are going on inside companies. I think that conversations that are going on inside companies fail because of the notion command and control. I think that the problem with command and control is people are unable to share their true thoughts and ideas. This is because they are competing with each other to gain a higher authority. Also there are cases when employees become afraid to voice out their thoughts and ideas because they are afraid their employers won't like it. The next conversation I will discuss is the one between companies and the market. Conversations between businesses and the market fail because companies try to apply the notion of command and control in the market. Since companies converse with the market mainly through the use of the internet the rules of the internet are the ones in place. Companies that try to use the notion of command and control in the internet will definitely fail. This is because there is no hierarchy and organizational charts in the internet. I think that companies need to converse with the people in the market as equals. Companies need to treat a customer the same way as they treat other customers. Companies should also maintain the notion that the company is as important as the consumers. Companies should refrain from thinking highly of themselves and level themselves with the consumers because without the consumers they would not survive.

55. As policy are poisonous, As tools……

What the statement at slide 55 means to me is that companies should refrain from the notions command and control. Command and control are met with hostility by the employees and I think this is true. They are met with hostility because command and control hinders them from freely sharing their thoughts and ideas through the intranet. If command and control is in place the employees won't be able to freely voice out their ideas. One reason is they are too afraid to try and fail. If they voice out an idea and their superior dislikes it, their chance of gaining a higher authority becomes slimmer. In an environment where command and control is the notion being followed everybody would want to be on the top of the hierarchy. Another reason is competition. Since employees are competing for a higher position they would just keep their ideas to themselves. I think that if the employees kept their ideas to themselves and use it for their own advancement the ideas generated won't be as good or as unique as

the ones generated through open conversations. Command and control generates distrust in internetworked markets and I think that this is true. I think that companies should refrain from trying to control the market because the people in the market want to be free from any control. When a company use command and control as their notion the people in the market will see that company as a threat to their freedom and therefore they would refuse to trust that company.

56. These two conversations want to talk to each other……

What the statement at slide 56 means to me is that the conversations inside the company and the conversations between the company and the market are the same and companies should allow it to happen. Companies should let the people in the market join the conversations going on inside the company. In this way companies will be able to create products that really suit the consumers' needs and wants. Also their products would be really unique and high quality. By letting the two conversations meet and converse with each other the consumers would be able to brainstorm ideas with the company's employees and who knows what the consumers need and want better than the consumer themselves. This way the employees can quickly determine what the product must be like and generate ideas that would make that product unique. If companies refuse to allow the two conversations to talk to each other they are missing out a big opportunity. When they conduct these conversations separately it is not as effective. They would just ask what the consumers want then that's it. They won't be able to determine if the product being developed is what they really want. But if the two conversations are allowed to converse with each other than they will achieve great things. New and unique ideas will be generated. Products that are relevant to the market will be produced. These are the benefits of allowing the two conversations to speak with each other. The two conversations are the same anyway why not let them speak to each other.

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

What the statement at slide fifty seven means to me is that there are smart companies today and maybe more in the future that will allow the conversations going on inside the company and conversations going on between it and the market to talk to each other. I think that this is good because by doing this a company would be able to more effectively generate ideas. By allowing the two conversations to meet even the people at the market would be able to participate in the generations of ideas. Companies should allow the people in the market to contribute to them by asking for ideas. We can see companies today like Google asking for ideas from the people in the market and then they would give the people whose ideas were chosen and give them prices. Companies should also share the ideas that they have come up to the people in the market. Companies will benefit from this because there might be someone in the market who can make the idea that you have shared even better. Another benefit from this is you can be able to get the comments and opinion of the people in the market during the planning stage. Companies would be able to save a lot of money because if they found out that the product would not click in the market during the planning stage they can still improve it or scrap it while it's early. Companies should not keep everything to themselves. They should share ideas so that other people and other companies would share their ideas to you.

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

What the statement at slide fifty seven means to me is that majority of the companies today are still trying to control the conversations going inside and outside the company. A lot of companies today still have not realized the importance of allowing conversations inside and outside the company. Companies need to realize that these conversations need to happen. Without the conversations going on inside the company the generation of ideas will be difficult. When an idea is hatched by one person there must be another person who can contribute to that idea to make it better and this is what should occur through the corporate intranet. They should allow all the departments to contribute to an idea made by one. Forget about hierarchies when dealing with conversations because today hierarchies are becoming even more irrelevant because everything is hyperlinked. Companies also need to realize that conversations between them and the people in the market also need to happen. They need to do this in order to determine the needs and wants of their consumers. They also need to do this so that they can get the opinion of the consumers. The opinion of the consumers is important for a company because they are the ones who will be purchasing their products. A lot of companies today continue to ignore the consumers and their products does not completely satisfy the wants and needs of their customers. They also need to realize that the ideas of the people in the market are also essential. Companies should not limit themselves to what they have, they should take advantage of the internet and get some ideas off the people in the market because the only one who knows what the consumers want are the consumers themselves.

59. However subliminally at the moment, millions of people…….

What the statement at slide fifty nine means to me is that many people think that companies does not want to engage in conversations with them and in return they don't bother to engage in conversations with those companies as well. I think that companies should make an effort to change the people's perception about them. They should first realize that the conversations inside and outside the company is important. They should also allow the two conversations to intersect and interact with each other. Majority of companies today refuse to allow these conversations inside and outside to occur. Sometimes they allow it but they control it. Companies try to control all the conversations inside the company and at the market and I think that this is wrong. They should allow these conversations to be free from control so that the generation of ideas will not be hindered. Companies should show the people that they are interested in what they have to say. They can show this by engaging in conversations with them more and more. Companies should value the market's opinion about their products and learn from it. Companies that ignore their customers will lose them. I think that market leaders become one because they listen to their consumers. They interact with them and learn from what they are saying about their products. Companies should remember that they exist only because of the consumers. Without them companies would not exist. By changing the people's perception about companies and allowing all these conversations to occur the way business is done will be more productive and we will see products that are of high quality and very relevant to the market.

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

What the statement at slide 60 means to me is that companies should make an effort to change the people's perception about them because the market really want to talk to them but because of that perception conversations between them are hindered. If they don't change the people's perception then conversations will not occur and if a conversation does not occur then it will be suicidal for the company. Companies need to engage in conversations with the market. They need to converse with the in order to determine the needs and wants of the people in the market. They also need to converse with them in order to get feedbacks and comments about their products or the products that they are planning to produce. Without these conversations companies will produce products that are of poor quality and irrelevant to the market. This is because the product that they produced does not satisfy the needs and wants of the consumers. In this scenario the companies that will become market leaders are the ones that engage in conversations with the people in the market. Today the perception of the people about most companies is that they are legal fictions that do not want to engage in conversations. These perceptions must be changed. They can change it by talking to the people and valuing what they say. A company's products must reflect what the conversations between them and the people. They should make products based on the consumer's wants and needs and not because they can up with something clever.

61. Sadly, the part of the company a networked market…….

What this means to me is that most companies send their marketing people to converse with the people in the market and not the ones that the market really wants to engage in conversations with. Companies do this because they are too eager to sell something. All the conversations between the marketing people and the consumers are worthless because it is not the truth. Companies and consumers need to talk about the real stuff. Conversations between them must be two-way and not one way. A conversation between the marketers is one-way because the message of the marketer is one-way. The marketer does not care about the consumer all he cares about is sending his message to the consumer. Companies and consumers must exchange ideas so that they would be able to produce products that are based on the consumer's wants and needs. In order to innovate companies need all the resources they can get and they should not limit themselves to what they have. They need to acquire ideas from the people in the market too. The people in the market have a lot of things to say and companies should listen. What a few people think about a certain product is important because what those few people think about your product can affect what everybody thinks about your product. This is all possible now thanks to the internet. Through the internet people can say anything they want and this is why a small negative rumor can spread like wildfire all over the internet.

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

What the statement at slide sixty two means to me is that companies should not send hucksters or marketers to talk to the market. They should welcome the market to join the conversations inside the corporate firewall. They should value what the consumers say during brainstorming. They can come up an idea and share it to the people in the market and see how they respond. In this way companies can determine first if that idea would be successful or unsuccessful before production and saving millions of dollars. Also companies should allow the people in the market to comment on the ideas that they come

up with. There are even companies today that offer prizes to people e that can come up with an idea about their company. One example of this is Google. Companies need to value what the people in the market say because who else knows what the consumers wants and needs than the consumers themselves. Companies should allow them to join their brainstorming sessions and other activities that involves generating ideas. The market is big and full of ideas. Companies should take advantage of the ideas flowing through the market. Companies that are isolated won't last long in a market that's networked and hyperlinked. Companies can accomplish more with the help of the people in the market and other companies as well. A group of people can do more than a single person and this rule also applies in the business world. Ideas are the key to innovation and the market is full of it.

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

What the statement at slide 63 means to me is that people want to converse with the companies. This is why companies should not be afraid of engaging in conversations with the people in the market because the people in the market are willing to engage in conversations with them. The people in the market have a lot of ideas and they are willing to voice it out. Companies should take advantage of this and use their ideas. The people are willing to give them ideas because both the people and the companies are the ones who will benefit from these discussions. Companies need to realize that the market is full of ideas and that they can take advantage of this. Conversations going on inside the company and conversations between the market and the companies should be allowed to intersect and interact with each other. Majority of companies today refuse to allow these conversations inside and outside to occur. Sometimes they allow it but they control it. Companies try to control all the conversations inside the company and at the market and I think that this is wrong. They should allow these conversations to be free from control so that the generation of ideas will not be hindered. Companies should show the people that they are interested in what they have to say. They can show this by engaging in conversations with them more and more. Companies should value the market's opinion about their products and learn from it. Conversations are important and companies need to realize this.

64. We want access to your corporate information, to your plans, and strategies, your best thinking, your genuine knowledge……

What the statement at slide 64 means to me is that the market wants the companies to prove what they are claiming by providing substance or how they are able to do it. A lot of companies today claim that they are able to do something unique and innovative through their brochures or websites but they are unable to provide proof or substance to their claims. I agree with the statement at slide 64, companies should allow the people in the market to access their corporate information in order prove their claims. The market is getting smarter and they will no longer be fooled by corporate brochures and advertisements that are clichés or without substance. This is why companies should start sharing corporate information because the people in the market need substance. There are still a lot of companies out there making claims that they cannot deliver and I think they should stop doing this because it will no longer work. Because of the Web the market is getting smarter and smarter. Instead of finding ways to fool consumers companies should instead focus on finding ways to improve their products or come up with solutions to their problems. They can produce exceptional products by engaging conversations with the market. Companies should also avoid disrupting the conversations that

are going on in the corporate intranet. By sharing information to everyone you will be able to acquire information from everyone too. People hate companies that are secretive and arrogant and these kinds of companies are always left out and will not last long.

65. We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

What the statement at slide 65 means to me is that companies should avoid controlling everything about their workers. Companies should allow their workers to express their feeling because by doing these companies are creating an environment where their workers are full of ideas and innovative. When companies control the conversations going on in the corporate intranet the workers are unable to fully share their ideas with anyone they want rendering the intranet useless when it comes to the generating and sharing of ideas. Companies should instead take advantage of their intranet by making it an environment where ideas and innovations are generated. Workers should be encouraged to converse in their own voices. A lot of companies send their employees to talk to the people in the market but they are unable to talk with the use of their own voices. They are told to talk to the people in the market but they should say what the company wants to say and not what they want to say. If the employees are unable to voice out their ideas in their own voices then the conversations going on between the workers of the company and the people in the market are all useless. Both parties need to talk in their own voices in order for the conversation to be productive and so that the sharing of ideas to flow smoothly. If the conversation between the employees of the company and the people in the market go smoothly ideas will be created and products that are innovative and unique will be produced. Both the company and the market will benefit from these conversations so this is why companies should stop controlling these conversations and just let it happen on its own.

66. As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

What the statement at slide 66 means to me is that companies should stop making it difficult for people to get information from them. I think that sharing information to the people in the market benefits both the company and the market. When companies start to share information about their products and their strategies to the people in the market , the people in the market will scramble to find something good about it and something wrong about it. Even if people found something wrong about a company's product or strategy it will still benefit the company. This is because if that company knows what the problem is they could fix it in a way that the consumers will like it. Companies should always remember that it is the consumers who they are trying to satisfy because without the consumers companies will cease to exist. Companies survive because of the consumers not the other way around. If the people in the market found something good about your product because of the information the company gave them then it will still benefit the company. This is because the company will know that what they are doing is right and the consumers are satisfied with their products. Companies should not be afraid of other companies trying to steal their idea because the consumers will know where the original came from. The company with the original idea will always have the advantage because the consumers will favor them. Companies should allow their employees and the consumers to converse because doing this will generate new ideas and technology which everybody can benefit from.

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

What the statement at slide 67 means to me is that companies keep talking to their workers and the markets in a language that they could not understand. The markets and the workers want to talk to the companies but the companies either ignore them or talk to them in a language that they could not understand. I think that companies need to talk to their workers and the people in the market. Without the workers and the markets companies will not exists and this is why companies need to wake up and learn the true value of their workers and the markets. Without the markets there will be no one to purchase their products and without the workers there will be no one to produce their products. Conversations between companies and the workers need to happen because without conversations the workers won't be motivated to work. Companies need to talk to their workers in order to know them more. If companies know more about their workers they can do something to make them more motivated and productive. Conversations between the markets and the companies are also important. In order to get the needs and wants of the people in the market companies need to engage in conversations with them. Once companies talk to their workers and the markets in a humane voice companies can create products that are unique and innovative. Products that are born from these conversations are better than products that are born from a company's need to make profit.

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

What the statement at slide 68 means to me is that companies today are too self-centered. Companies today don't value the importance of their consumers and this is why they are unable to create products that are relevant to the market. But let's not forget that companies won't exist without markets. This is why companies need to make products and strategies that are relevant to the market. They should show the people in the market that they value them. They can do this by announcing strategies and products that are relevant to them. If the consumers know that the companies value them and that they are trying hard to produce products that are able to satisfy their needs and wants then the consumers will purchase from them. They need to converse with the in order to determine the needs and wants of the people in the market. They also need to converse with them in order to get feedbacks and comments about their products or the products that they are planning to produce. Without these conversations companies will produce products that are of poor quality and irrelevant to the market. This is because the product that they produced does not satisfy the needs and wants of the consumers. In this scenario the companies that will become market leaders are the ones that engage in conversations with the people in the market. Today the perception of the people about most companies is that they are legal fictions that do not want to engage in conversations. These perceptions must be changed. They can change it by talking to the people and valuing what they say. A company's products must reflect what the conversations between them and the people. They should make products based on the consumer's wants and needs and not because they can up with something clever.

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

What the statement at slide 69 means to me is that companies should start impressing the real people who needs to be impressed which are the consumers. True, they need investors from Wall Street to gain capital but gaining the trust and confidence of the consumers and the workers is more important. If the consumers favor your company then your company can acquire capital from them and reduce your dependency on investors. Companies can gain the trust and confidence of their employees and consumers by engaging in conversations with them. A company can create and maintain a relationship with the people in the market by engaging in conversations with them. Many companies think that they no longer need to talk to the people in the market because they got it all under control and I think that this is wrong. They should always talk to their market because trends and technology changes from time to time. What's cool now is not always cool forever. People tend to purchase products from businesses that they are familiar with and this why companies should talk to the people. Companies should maintain a sense of familiarity with their customers so that they won't lose them. There are companies that have become market leaders but now they have a small market share because they refused to converse with the people in the market. A company that maintains a healthy relationship with the consumers is the one who will become market leaders and stay as market leaders.

70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

What the statement at slide 70 means to me is that if companies are unable to impress the markets the investors won't give a damn. This is why they speak in a language that is complicated. If companies speak in a complicated language people won't understand them. Whenever a company speaks to the market they only say what they want the people to hear in a humane language. Whenever the people insists of finding out something in a company which is a secret to them the company sometimes tell them but in a complicated language and in the end the people end up not understanding a word they said. Companies are encrypting what they say by speaking a language that is distant, uninviting and arrogant. By doing this companies are keeping the people in the market away from the truth. But by doing this companies will lose their markets. By speaking in this distant language it's only a matter of time before customers isolate you. This means that your company will become irrelevant to the people in the market. This is why companies need to have real conversations with the market. Real conversations meaning sharing of ideas, personal opinions and other things that real people talk about in a conversation. Companies must keep the people interested in them in order to gain their trust. People will lose interest in a company if it speaks in a language that hardly anybody can understand. Companies should not be afraid to share information because by doing so people will react to it and in these reactions ideas are born, ideas that the company and the market would benefit from.

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

What the statement at slide 71 means to me is that companies have this certain notion or perception of the market. Companies think that they can manipulate the people in the market and fool them using cheap and lame advertisements. I think that companies should start changing their perception or notion about the market. The market today is getting smarter and smarter because of the

internet. They are now collaborating and sharing ideas with each other. It is in the nature of people to socialize and the internet has become a tool or a place to satisfy this necessary urge. In the internet people can express their true selves or become who they want to be and meet people with the same interests or ideas and because of this organizations are being born in the internet. Within these social organizations people share their ideas and knowledge. These organizations tend to grow because anyone in the world can join these organizations if they want to. Today when a person has a problem he can just find people in the internet who has encountered the same problem and with that person's help they can solve that problem more easily. There are also instances when a person has a problem and that person would be able to find someone who has solved that problem. Businesses can use this to their advantage. Businesses can now more effectively determine what the real needs and wants of the people are. Businesses can now consult social organizations in the internet about their thoughts or ideas on a great product that they can provide. Through all these conversations the people in the market have become smarter and wiser to a point that companies can no longer feed them cheap advertisements and expect them to suck it all up and purchase their products.

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

What the statement at slide 72 means to me is that the market has changed so much since the Web 2.0 emerged. In this new market people are collaborating and sharing ideas with each other. Companies are now having a hard time fooling the market using traditional marketing tactics and are forced to substantiate their claims. This is why better products are emerging in the market. Some companies are actually taking advantage of this hyperlinked market and engaging in conversations with them. There are many companies today listening to the voice of the people and reflecting those conversations in their products. I think that products today are much better and much more suitable to the needs and wants of the consumers because companies are now able to more effectively determine the needs and wants of the consumers because they are able to engage in conversations with them. Whenever a person is thinking of purchasing a product with a certain brand he/she now has the option to check in the internet if people who have already owned that product are satisfied with it or not. They can even contact that particular person and asked him about the product. If reviews of that product are good then the person thinking of buying that product would surely do it. But if reviews are negative then he/she will look for another product. This is how informed and organized the people in the market are today and all this is because of the internet. The internet in my opinion has certainly changed the face of the market. People are now aware of what products are of good quality and what products are of poor quality. Advertisements can now be proven wrong and many people can see why.

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

What the statement at slide 73 means to me is that the people in the market welcome companies to do business with them but they have to get down to our level and engage in humane conversations with them. There are a lot of companies in the business world that refuse to engage in conversations with the market because all they care about is themselves. I think companies need to lower themselves down and stop trying to fool or control the market. They need to sit down and talk to the people in the market and show them that they are listening and they care about the consumers. The people in the market will only trust a certain brand if they have a certain familiarity with it. In order to do this, companies need to engage in conversations with the people in the market. They need to speak the same language as the people in the market. The people will welcome a company if it is able to

engage in conversations with them and reflect those conversations on their products. But if companies enter the market and they try to control it the people will hate them and as a result that company will fail as a business because they failed to garner many customers. The internet allows the exchange of knowledge and ideas in a collective manner. If you collect all the knowledge of people about a certain product then what you find is more than the knowledge of the product's producer. This is why companies have to be careful in making their products, any major fault will always be detected by someone and that someone will spread the news through the internet.

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

What the statement at slide 74 means to me is that companies can no longer control or fool the people in the market. This is because the people are getting smarter and wiser because they are networked. Because of the existence of the internet the market has become smarter and more aware. Since people are now able to make their thoughts and ideas about a certain product or service heard through the internet where other people can see people in the market can now learn the truth about a certain product based on the experiences of other people. Back in the days of mass media communication between the market and the businesses is usually one-way. Businesses send their messages through TV, radio or newspaper in the form of advertisements but people viewing those messages are unable to respond. Now because of the internet people can make their thoughts or reactions about a certain advertisement about a product or the product itself be heard by posting their thoughts and ideas in a certain website where anyone can see. Since people in the market can now easily share ideas more with each other they are becoming more aware of the quality of the products circulating in the market today. Whenever a person detects a flaw about a product that person immediately posts a message about it in the internet where anyone can see. Whenever a person finds a product good or flawless that person immediately posts a message in the internet stating why that particular product is good. This is why people in the market today are smarter, they are able to share their experiences about a product through the internet.

75. If you want us to talk to you, tell us something. Make it something interesting.

What the statement at slide 75 means to me is that in order for the people in the market to talk to the companies the companies need to talk to them first. Companies need to realize that the people in the market are not the ones who need to talk to them, they need to talk to the people in the market. They need to talk to the people in the market because the market is going to be the source of their revenue and without it they will fail as a business. They need customers and in order to gain customers you need to produce a high quality product. In order to produce a high quality product you need to determine the needs and wants of the customers and companies can determine their needs and wants by engaging in conversations with them. They can converse with them by allowing people to blog about their products in the company website. Or they could get feedbacks form their customers. They need to let the people know that they are interested in what they have to say because their goal is to create the best product for the customers. Companies can't just blindly create a product and expect everyone to purchase something that they don't want. Companies need to find out what the consumers want and to do this they need to talk to them. If companies offer the people in the market something interesting to talk about sooner or later they are the ones who are goanna want to talk to you.

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

What the statement at slide 76 means to me is that companies need to listen to the people in the market because they also have ideas. Companies need to take advantage of the networked markets because it is a source of idea. Who else knows what the consumers want better than the consumers themselves. Companies should value the ideas of the people in the market. In order for a company to produce high quality and relevant products they need to come with unique ideas. In order to do this they must get all the inputs of their employees. Companies should allow conversations inside it to happen. By doing this employees can come up with new ideas and get feedbacks with each other. One person comes up with an idea and shows it to other people in order to get feedbacks and make it an even better idea. In this way ideas created inside the company are good and fresh. Another conversation going on in the business world is between companies and the market. In order for companies to produce goods that are relevant and of high quality they need to engage in conversations with the people in their target market. By engaging in conversations with the people in the market companies can determine what kind of products they need to make. Also they can better determine what consumers are looking for in a product. This is how important conversations are. From the creation of an idea to the selecting of what kind of products to produce conversations is the key ingredient that makes these two unique and better. A company that does not engage in conversations produces products that are boring and very common. Also their products are irrelevant because they are unable to suit the consumers' true needs and wants.

77. You're too busy "doing business" to answer our email? Oh gosh………

What the statement at slide 77 means to me is that companies should stop ignoring their customers and make time for them. Companies should stop ignoring the people in the market and start answering them. In order for the market to be interested in a company that company should show interest with the people in the market. They should show how interested they are in what they have to say. People hate it when they are being ignored and the most common response a person get when ignored is ignoring back. You ignore someone that someone will ignore you it's the same between the companies and the market. The market won't bother talking to a company that doesn't want to be talked to. Companies are too busy doing business, yes but if they ignore the people in the market pretty soon they won't be too busy doing business and they would start wanting to talk with the people in the market again. It is important for companies to maintain constant communication with the market. It's like a relationship, in order for a relationship to survive there must be constant communication between the two parties. It also goes the same with companies and the market. Today the perception of the people about most companies is that they are legal fictions that do not want to engage in conversations. These perceptions must be changed. They can change it by talking to the people and valuing what they say. A company's products must reflect what the conversations between them and the people. They should make products based on the consumer's wants and needs and not because they can up with something clever.

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

What the statement at slide 78 means to me is that in order for the market to consider a certain company relevant to them that certain company must also keep in mind and in their actions the relevance of the market to them. Companies need to stop ignoring the market and start engaging in conversations with them. Companies need to stop ignoring the market because the market wants to talk to them. I think companies should take advantage of these conversations because both the market and the companies can benefit from these conversations. The market is getting smarter and they will no longer be fooled by corporate brochures and advertisements that are clichés or without substance. This is why companies should start sharing corporate information because the people in the market need substance. There are still a lot of companies out there making claims that they cannot deliver and I think they should stop doing this because it will no longer work. Because of the Web the market is getting smarter and smarter. Instead of finding ways to fool consumers companies should instead focus on finding ways to improve their products or come up with solutions to their problems. They can produce exceptional products by engaging conversations with the market. Companies should also avoid disrupting the conversations that are going on in the corporate intranet. By sharing information to everyone you will be able to acquire information from everyone too. People hate companies that are secretive and arrogant and these kinds of companies are always left out and will not last long.

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

What the statement at slide 79 means to me is that companies should stop controlling the conversations going on in the market and instead join it. Companies need to realize the importance of the conversations going on in the market today. They should stop trying to control it and instead give the people a reason to talk about their products in a good way. The internet has become a tool that can enable people to reach each other and find more and more things out about each other and products. Because of the internet and the intranet employees in a certain organization are now able to effectively generate ideas from within their organization and with people outside their organization. Employees are no longer stuck with the resources given to them by their company, employees can no find resources from elsewhere and for an employee this is a bit liberating. The voice of employees are now being heard, their ideas can now easily be heard because of the internet. The internet has created an environment within organizations where ideas can roam freely. Also because of the internet people are now able to react or respond to a company's message or products. Since the market is now communicating with each other about products and advertisements in the market it is now easier for businesses to determine the needs and wants of the consumers. The internet is now also forcing businesses to create products of good quality. Because of the internet news spreads fast and any negative comments about a business is easily spread through the internet and this is bad for that particular business. Businesses are now becoming more conscious about their products because the peoples voice which is very powerful is now being heard through the internet.

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

What the statement at slide 80 means to me is that companies should make giving a good service as a goal and not making profit. I think that profit should only be a reward for all the hard work a company has done to ensure that their customers are satisfied. Instead of making plans or strategies to increase profitability companies should instead make plans and strategies to make their products better

and more likeable for the consumers. Companies can make good quality products if they engage in conversations with the market. By engaging in conversations with them companies can more effectively determine the needs and wants of the people in the market. If the companies are able to reflect the results of these conversations the market will value that company's product and patronize it. They need to loosen up and engage in conversations with the market. Companies also need to engage in conversations with each other. In order to create products that are unique and high quality they would need the help of other companies. They must engage in sharing of knowledge and information and in this way there will be less stealing of ideas which most companies are trying to avoid. If companies engage in deals with each other in exchange for information then it will be ok to share information and at the same time be productive with each other's help. A company can do more as a group than alone. Paranoia will kill a company because of the lack of conversations being done which is needed to determine what the consumers want and need. The reward for all these efforts is of course profit.

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

What the statement at slide 81 means to me is that companies should start talking about stuff that interests the people in the market. People in the market are sick and tired of companies that keep on babbling about profits, net gains and all other financial data that really nobody gives a damn. Instead of discussing strategies on how to increase profits companies should instead discuss ways on how to make their products better. They should also allocate resources on stuff that they can use to innovate and created new ideas that would benefit the people in the market. They should put money aside because money should be the reward for all their hard work. A company's primary goal must be satisfying the needs and wants of their consumers and not making profit. People in the market will ignore companies that keep on talking about money. The market is composed of people or human beings and they only trust someone if they know them by heart. In order for businesses to gain the people in the market's trust they should engage in conversations with them. Also ideas will be extracted from conversations. Conversations are also important in order to determine the needs and wants of the people in the business's target market. There are some companies that have a humane voice. These companies are able to gain the trust of the people in the market because their voice is humane. Many people want to send their messages to those companies and that is the type of company that is really successful. Having a humane voice is important in order to gain the trust of the people in your target market.

82. Your product broke. Why? We'd like…….

What the statement at slide 82 means to me is that companies keep on ignoring their customers. I think that this is true because for a lot of companies once a person has purchased their product they don't really care about them anymore. I think that it is important for companies to maintain a good relationship with their potential and current customers. In order for a relationship to survive there must be constant communication between the two parties. It also goes the same with companies and the market. Today the perception of the people about most companies is that they are legal fictions that do not want to engage in conversations. These perceptions must be changed. They can change it by talking to the people and valuing what they say. A company's products must reflect what the conversations between them and the people. They should make products based on the consumer's wants and needs and not because they can up with something clever. The perception of a single person

is important because that single person can influence a lot of people, people who can influence others and this is why every single person's perception about a company is important. Companies need to maintain a good impression. If companies can maintain a good relationship with their customers by talking to them they would be successful. Companies need to spend time in supporting their customers because without them they would not exist. That is how important customers are for companies and I think that they need to realize that.

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

What the statement at slide 83 means to me is that companies should treat each individual consumer like they treat someone who has great influence over a lot of people. This is because each individual can influence a lot of other people. If a single person has a bad impression about your company that person's thoughts about your company can be passed along to a lot of other people. This is why companies need to treat all their customers properly. They should answer them when they ask questions, they should help them when they are having problems with your product/s, and listen to their feedbacks and ideas. Also if your reputation as a company is good then word will spread that your products are of good quality. Companies can also gather ideas from people in the market if they are able to engage in a humane conversation with them. A humane conversation for me is a conversation where anything goes, a conversation where people are able to tell the person they are talking to whatever they want to tell them and a conversation not bound by anything. There are conversations where the person being talked to is forced to answer a question with yes or no only and I think that these survey like conversations are not good because ideas cannot be exchanged and their needs and wants is more difficult to obtain in this type of conversations. And this is why I think that it is important for companies and businesses should be conducted in a humane way.

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

What the statement at slide 84 means to me is that most companies keep their talented employees all for themselves. They need to let these employees talk to the people in the market. A lot of companies today still have not realized the importance of allowing conversations inside and outside the company. Companies need to realize that these conversations need to happen. Without the conversations going on inside the company the generation of ideas will be difficult. When an idea is hatched by one person there must be another person who can contribute to that idea to make it better and this is what should occur through the corporate intranet. They should allow all the departments to contribute to an idea made by one. Forget about hierarchies when dealing with conversations because today hierarchies are becoming even more irrelevant because everything is hyperlinked. Companies also need to realize that conversations between them and the people in the market also need to happen. They need to do this in order to determine the needs and wants of their consumers. They also need to do this so that they can get the opinion of the consumers. The opinion of the consumers is important for a company because they are the ones who will be purchasing their products. A lot of companies today continue to ignore the consumers and their products does not completely satisfy the wants and needs of their customers. They also need to realize that the ideas of the people in the market are also essential. Companies should not limit themselves to what they have, they should take advantage of the

internet and get some ideas off the people in the market because the only one who knows what the consumers want are the consumers themselves.

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

What the statement at slide 85 means to me is that corporations keep on trying to control their employees and in the end when they need to talk to their employees the employees don't talk back. Companies need to stop controlling the conversations going on inside the company because these conversations are a natural thing. These conversations can benefit the employees and at the same time the company as well. If companies stop controlling the conversations going on inside I think the employees won't end up resenting them and engage in conversations with them. If companies are treating their employees well then their employees will also work well. Employees will be more motivated to work if their working environment is good and if they are being treated well by the company itself. Companies should loosen up a bit and give their employees something to aspire for. Employees can be motivated to work more if they know that the company values them and stop trying to control their every move. Companies need to realize that their employees are also human beings. Humans naturally engage in conversations and express themselves. This is what makes us humans unique from other creatures in this planet. Our ability to innovate and shared ideas are what makes us unique and if you take that away then you take away a big part of that person's humanity. This is what happens when companies try to control their employees. Their employees tend to lose their creativity and productivity when they are not in control of their own self.

86. When we're not busy being your "target market,"…….

What the statement at slide 85 means to me is that a lot of companies wants to inhibit their employees from engaging in conversations with each other and this is why the employees become like the company itself. When companies control their employees' conversations the employees tend to lose a little of their humanity and their voice becomes dull and contrived. This is why when companies send their employees out to market their products and converse with the target market the employees reflect the inhumanity of the company. The result is the target market will have a bad impression about the companies and they won't develop a sense of familiarity with each other. Customers always purchase products from brands that they have developed a certain familiarity with and if companies keep on sending out their marketers unequipped with the knowledge and the experience in engaging in a humane and uncontrived conversation with the target market the market won't be able to develop that sense of familiarity with the companies. There are times when people are forced to deliver information that they know is wrong but they have no choice because they are told to do so. So I think that by having a humane voice the person you are talking to will be more open to you and more comfortable talking to you. This also applies in the market, since the market is made up of human beings what they want to hear is a humane voice. When consumers see that a company has a humane voice by making a product that is its own opinion or perspective it makes them more humane and people are more comfortable with a company that is very humane.

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

What the statement at slide 87 means to me is that the people in the market wants to engage in conversations with the companies but companies either ignore them or talk to them in a contrived and inhumane voice. Many companies' voices today are contrived and artificial. Talking with companies with inhumane voices is uninteresting and boring. Also conversations with them are very constrained because companies keep trying to manage or control everything and everyone around it. This is why people are now losing their interest in engaging conversations with businesses. Human beings are social beings and they express themselves through conversations. But conversations with inhumane companies do not satisfy their need for social interaction. There are some companies that do not even engage in conversations with the people in the market because they don't see the need to. And this is wrong. The market is composed of people or human beings and they only trust someone if they know them by heart. In order for businesses to gain the people in the market's trust they should engage in conversations with them. Also ideas will be extracted from conversations. Conversations are also important in order to determine the needs and wants of the people in the business's target market. There are some companies that have a humane voice. These companies are able to gain the trust of the people in the market because their voice is humane. Many people want to send their messages to those companies and that is the type of company that is really successful. Having a humane voice is important in order to gain the trust of the people in your target market.

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

What the statement at slide 88 means to me is that companies need to realize that they need the consumers more than the consumers need them. A lot of companies think that the people in the market need them but the truth to the matter is they are the ones in need of the people in the market because without them companies won't survive or exists at all. This is why companies need to start treating the consumers better. The company is the one that needs to adjust for the consumers and not the other way around. They need to start talking about what the consumers want and not what could generate revenues. Profit should be seen as a reward for all the excellent services that a company has accomplished and not a goal. Because of the internet businesses can now see what the people in the market want or need by reading people blogs or statements in the internet. Businesses can also simply ask the people in the market what kind of products they really need or want. Businesses can now make a product by using information gathered in the internet. Businesses can also save money on by using the internet to talk to the people in the market instead of conducting public surveys. Also because businesses can now communicate with people in the market they can also earn their trust. But the internet does not always work in favor of the business. It only takes one product of poor quality to ruin your business. Once people find out that a certain business's product is of poor quality negative reviews about it will spread like wildfire in the internet leaving a bad image for that product and the business itself. That business will receive negative and harsh comments from people in the internet since there is no one and nothing to stop them. Once the people's trust in a certain brand is gone it will be hard to regain that trust again. This is why the internet is a very important but dangerous tool for a business, it can make the business successful or it can destroy its image.

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

What the statement at slide 89 means to me is that companies need to realize that it is the market that's in control and not them. Without the market companies won't even exist at all. This is why companies need to start paying attention to the consumers because if they don't there will always be other competitors out there who can be more interesting and attentive. The market will only consider an enterprise relevant if the products it produces satisfies their wants and needs and an enterprise can only determine what the market wants and needs if they engage in conversations with the people in the market. Businesses today still engage in conversations with the people in the market through the internet but these conversations are not humane because the voice of companies is very inhumane. Their conversations are constrained and not free flowing therefore ideas are not freely being exchange. Today the voice of many businesses is already contrived and artificial so just imagine in a few more years what it would be like. Company Brochures would contain more BS and would sound more contrived. Company missions and visions will be covered with more sophisticated words in order to cover the fact that all they really want or aim to accomplish is more profit. Conversations between businesses and the market will become more inhumane or even disappear. Conversations that may occur will be more constrained rendering it useless.

90. Even at its worst, our newfound conversations is more interesting than most trade shows, more entertaining than any TV sitcom………

What the statement at slide 90 means to me is that conversations going on between the market and companies is getting more and more interesting. Even though most companies still refuse to engage in a humane conversations with their target market there are also a lot of companies out there who really value the people in the market and take time to talk to them. These conversations are interesting because companies and market get to sit down and talk about products that can be unique and interesting. Innovations and new technologies are born from these kinds of conversations. Companies and markets can share ideas and this is better than a company keeping all their information to themselves. A company can do more with the help of others than by itself. Many companies think that they no longer need to talk to the people in the market because they got it all under control and I think that this is wrong. They should always talk to their market because trends and technology changes from time to time. What's cool now is not always cool forever. People tend to purchase products from businesses that they are familiar with and this why companies should talk to the people. Companies should maintain a sense of familiarity with their customers so that they won't lose them. There are companies that have become market leaders but now they have a small market share because they refused to converse with the people in the market. A company that maintains a healthy relationship with the consumers is the one who will become market leaders and stay as market leaders.

91. Our allegiance is to ourselves……..

What the statement at slide 91 means to me is that companies can never survive alone. Companies can do more with the help of the market and even other companies. No single entity can come up with something unique without the inspiration of other entities. The internet has created communities where people that composes it can speak freely and share to everyone whatever they want to share whether good or bad. This is why it is important for businesses to be a part of a community. By belonging to a community companies would be able to determine what products are

relevant to them. Because of the internet people are saying what they want whenever they want, there are no more secrets and this is actually an advantage for the companies. Companies no longer have to guess what the people in the market really want because they are now able to tell you directly what they really want and need. Companies are now also able to see and hear the people's thoughts and ideas about your products if they belong in a community. Businesses should avoid out casting themselves because no one can survive alone. The market is the collection of communities and if a company is part of many communities then it becomes relevant and they may even become a market leader. Companies need to the people in the market because people can exist without companies and companies won't be able exist without the people running it. People helping each other as a community would be able to accomplish more than an individual.

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

What the statement at slide 92 means to me is that pretty soon companies that don't belong or fit in with the market are going to be eliminated. This is why they should start paying attention on getting the trust of the people in the market rather than spending billions of dollars on meaningless projects that makes profit. Profit should be seen as a reward for all the excellent services that a company has accomplished and not a goal. Companies should focus on improving the services they render to their customers. They should also allocate more resources on projects that would come up with products that are relevant to the market. But in my opinion the most important thing that a company can do right now is to recognize the importance of the market. Without the market a company won't survive or even exist. Companies should start engaging in conversations with the market to better determine the needs and wants of the consumers. Corporations should always remember that people in the market are human beings and human beings converse comfortably when they are in a comfortable situation. When two people are uncomfortable talking to each other or when the conditions for their conversations are not right then their conversations are meaningless because they are not voicing out their real thoughts and ideas. In order for a company to produce high quality and relevant products they need to come with unique ideas. In order to do this they must get all the inputs of their employees. Companies should allow conversations inside it to happen. By doing this employees can come up with new ideas and get feedbacks with each other. One person comes up with an idea and shows it to other people in order to get feedbacks and make it an even better idea. In this way ideas created inside the company are good and fresh. Another conversation going on in the business world is between companies and the market. In order for companies to produce goods that are relevant and of high quality they need to engage in conversations with the people in their target market. By engaging in conversations with the people in the market companies can determine what kind of products they need to make. Also they can better determine what consumers are looking for in a product. This is how important conversations are. From the creation of an idea to the selecting of what kind of products to produce conversations is the key ingredient that makes these two unique and better. A company that does not engage in conversations produces products that are boring and very common. Also their products are irrelevant because they are unable to suit the consumers' true needs and wants.

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

What the statement at slide 93 means to me is that pretty soon conversations between companies and the market will occur more and more. These conversations will also become more and more important in order to stay competitive. Companies need to accept that these conversations need to happen because if they don't than they won't survive this ever changing marketplace. Companies should let the people in the market join the conversations going on inside the company. In this way companies will be able to create products that really suit the consumers' needs and wants. Also their products would be really unique and high quality. By letting the two conversations meet and converse with each other the consumers would be able to brainstorm ideas with the company's employees and who knows what the consumers need and want better than the consumer themselves. This way the employees can quickly determine what the product must be like and generate ideas that would make that product unique. If companies refuse to allow the two conversations to talk to each other they are missing out a big opportunity. When they conduct these conversations separately it is not as effective. They would just ask what the consumers want then that's it. They won't be able to determine if the product being developed is what they really want. But if the two conversations are allowed to converse with each other than they will achieve great things. New and unique ideas will be generated. Products that are relevant to the market will be produced. These are the benefits of allowing the two conversations to speak with each other. The two conversations are the same anyway why not let them speak to each other.

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

What the statement at slide 94 means to me is that traditional corporations need to start accepting the fact that networked conversations need to happen and they need to join it. A lot of companies that are moving on today are part of these networked conversations and if traditional corporations stay put and do nothing they will be left behind and they won't survive. . Companies should allow the people in the market to contribute to them by asking for ideas. We can see companies today like Google asking for ideas from the people in the market and then they would give the people whose ideas were chosen and give them prices. Companies should also share the ideas that they have come up to the people in the market. Companies will benefit from this because there might be someone in the market who can make the idea that you have shared even better. Another benefit from this is you can be able to get the comments and opinion of the people in the market during the planning stage. Companies would be able to save a lot of money because if they found out that the product would not click in the market during the planning stage they can still improve it or scrap it while it's early. Companies should not keep everything to themselves. They should share ideas so that other people and other companies would share their ideas to you.

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

I guess the most meaningful statement out of the 95 thesis for me is the 95th thesis. What it means to me is that people are now linked with each other and this links are growing. More and more people contribute to the web. We see markets and companies today talking with each other in a humane way. Sure there are still only a handful of companies that sees the markets as conversations but I believe that in the near future more and more companies will realize this. In order for companies to be able to reach out to the market they must talk to them in a humane manner. We no longer need to wait for it to happen because it already is happening. Slowly but surely these networked markets are growing and growing. There are companies joining communities and sharing information with each other which was never done before. All these things are happening through the Web. The Web has enabled the markets to be networked and pretty soon I hope the companies would be able to join this network. Companies no longer need to stay isolated from each other because innovations and new technologies are being thought up in the Web. In order for companies to survive they need to get out there and take advantage of this growing network of ideas and information. All in all I really enjoyed reading all the 95 thesis and learning from it. The 95 thesis has changed the way I look at the markets today. I will always remember the words "markets are conversations."

VI. System Proposal

A Systems Analysis Study on the

Customer Information and Sales System

of

Aqua Health Alkaline Water

A Study Presented to the

Faculty of the Information Systems Program

in the 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:

Adela, Ronald Joshua

Hao, Monica Frances T.

Tablan, Miguel Eduardo

Submitted To:

Mr. Paul Amerigo Pajo

Customer Information and Sales System

TABLE OF CONTENTS:

Chapter I

Chapter II

Chapter III

COMPANY PROFILE

Official Name of the Company:

Aqua Health Alkine Water

Address:

31. Callejon 1, Bambang ,Pasig City

Types of customers:

Regular consumers (retail) and consumers who buy in bulk.

Types of transaction/s:

- Retailing

- Wholesale transactions

COMPANY BACKGROUND

WATER in an icy stream, rolling from a mountain top is water in its pristine state. People in some parts of the world live to be over 100 years old and remain in excellent overall health as a result of consuming this kind of water. This water is Alkaline Ionized Water.

Today, we don't have to get water from streams or rivers because we now have easy access to Alkaline Ionized Water provided by AquaHealth.

Aquahealth uses a unique process called Silver Ionization to produce "hi-tech water," Alkaline Ionized Water with Colloidal Silver.

Through this state-of-the-art process, silver ions are introduced into the water to keep the water free from disease-carrying bacteria, while keeping all healthy minerals intact. The ion kills bacteria by being attracted to the bacteria at such force that the membrane of the cell is ruptured, allowing the ions to disrupt the DNA.

This technology is being used in the Philippines for the first time, but NASA had been using it since the 20th century as a reliable, lightweight and non-chemical form of water sterilization on long-duration space flights.

Vision

To be the market leader in the water refilling industry in terms of water quality, purification technology, service, profitability and franchising.

Mission

To provide excellent quality and healthy drinking water to people from all walks of life.

PRODUCTS AND SERVICES

- Delivery of alkaline water to the customers location
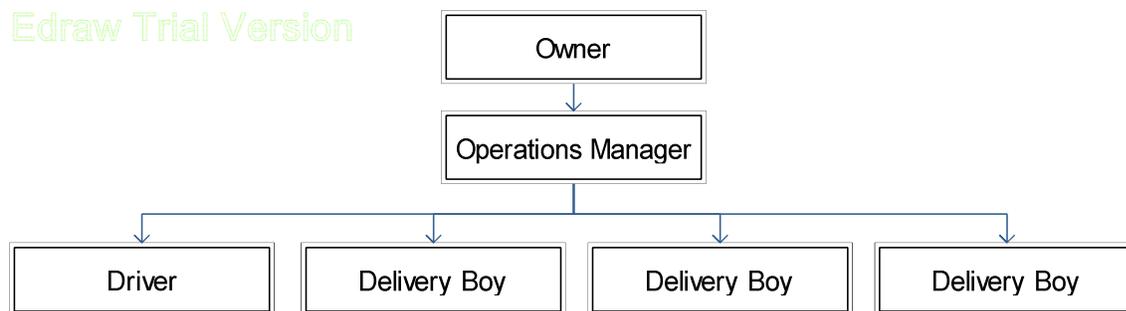
- Alkaline Water

A healthy body takes real effort for an individual. Most people's lifestyle promotes toxic build-up due to the foods they eat, the body's exposure to harmful environmental elements and lack of exercise. It is this pattern of lifestyle that reduces one's probability of living a longer life. While the body will take great extent to keep it healthy, it is the overload of the harmful elements that makes the body hard to keep in phase with the fast toxic build-up.

Alkaline water is the better anti-oxidant. Unlike chemical anti-oxidants found in our food supplements, alkaline water carries with hydrogen, that is responsible for supplying energy to the body, and oxygen, that supplies life component of the cells. Along with this is its "janitorial action" by helping eliminate unwanted body wastes.

We can help prolong our health and life by keeping the right supply level of alkaline water inside our body. With its long-term benefits, alkaline water stands incomparable to other forms of common household water, making it a wise, healthy investment. No other kind of water does the job.

Organizational Chart

As of November 2008

```
                        ┌──────────────┐
                        │    Owner     │
                        └──────┬───────┘
                               ↓
                        ┌──────────────────┐
                        │ Operations Manager│
                        └──────┬───────────┘
        ┌──────────┬──────────┼──────────────┬──────────────┐
        ↓          ↓          ↓              ↓
   ┌─────────┐ ┌───────────┐ ┌───────────┐ ┌───────────┐
   │ Driver  │ │Delivery Boy│ │Delivery Boy│ │Delivery Boy│
   └─────────┘ └───────────┘ └───────────┘ └───────────┘
```

STATEMENT OF THE PROBLEM

In this study we decided to focus on the customer iformation and inventory process of Aqua Health Alkaline Water. We discovered that presently, the company is experiencing a number of conflicts in recording of daily transactions. These are

- I**naccuracy in counting if product**

    Sometimes the numbers of inventory record do not match with the actual counting,

- **Incorrect input of records in the customers records**

    They sometimes record a transaction to a different customer

- **Don't record the item that the customer purchased**

    Sometimes they forgot to record the item or product that the customer purchased.

- **The company uses a Manual System**

    The company is currently using a manual system that uses index cards as recording materials

OBJECTIVES OF THE SYSTEM

This proposal will help the company

- Reduce their error

- Track the receipt of transactions

- Easily calculates the quantity on hand

- Trace the items or products that are going in and out of the company

SIGNIFICANCE OF THE STUDY

The study will help us identify errors that the company encounters and will help them solve them. This study will help us analyze solutions to the problems or errors that the company encounters and help them to improve their processes and procedures. This study will help the company to be more efficient, effective and productive not only to the products and services cycle but also to other aspect of their business or company.

SCOPE AND LIMITATION

In the study we have made we decided to focus on the sales and inventory system because we have found out that they have encountered many problems with regards to recording sales transactions, inputting wrong products or items in the customers' record. The system that we are proposing focuses on the recording of the sales transactions and customer information. The system will help us minimize human error in recording the transaction, keep customer records and transactions, and also calculate daily sales transactions easily. Other things are not included such as advertising and marketing process of the company.

ANALYSIS OF THE EXISTING SYSTEM

USE CASE DIAGRAM of the EXISTING SYSTEM

Aqua Health Alkaline Water Sales System
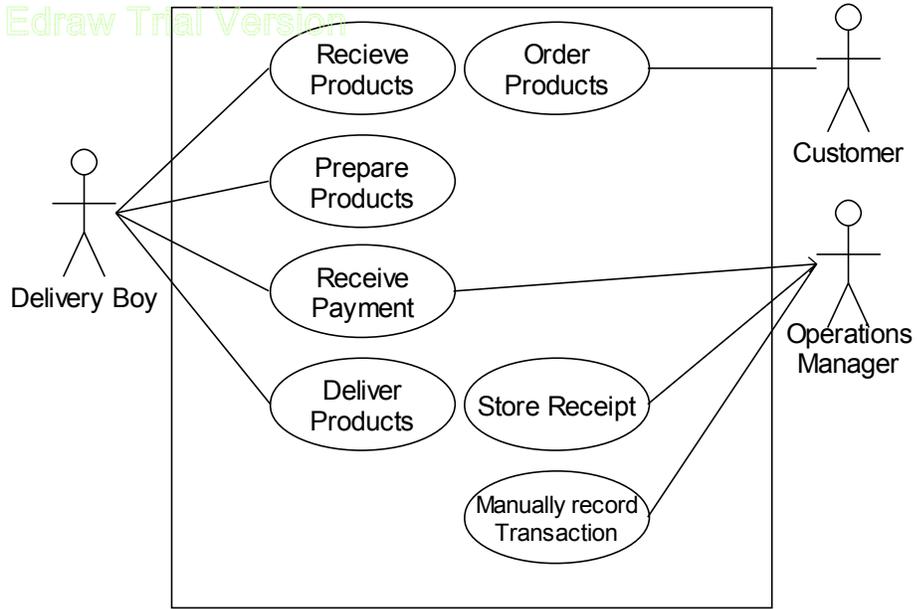
Use-Case Narrative of the existing system

Title: Order Product

Summary: Customer will order the products

Actors: Customer

Creation Date: November 24, 2008

Date of Update: November 24, 2008

Version: 1.0

Person in Charge: Ronald Joshua R. Adela

Flow of events

Precondition:

1.   The customer orders the product.

Main Success Scenario:

1.   The customer will choose their desired products.

2.   The customer will order it and wait if the product is available.

3.   The customer will now ready the payment.

Alternative Sequence:

A1. The items in the store cannot fulfill the number of requested items

Error Sequence:

E1. The ordered items are not supplied by the store

Post Condition:

1. If order done by phone the customer will now wait for the products to be delivered by the delivery boy in the other hand if the order is done physical the order will be given by the people in charge of the store.

Title: Receive Orders

Summary: The delivery boy will receive the order

Actors: Delivery boy

Creation Date: November 24, 2008

Date of Update: November 24, 2008

Version: 1.0

Person in Charge: Ronald Joshua R. Adela

Flow of events

Precondition:

Customer must have their own order or desired need that the company can provide

Main Success Scenario:

The customer orders the product.

The delivery boy will receive the order.

The delivery boy will ready the order.

Alternative Sequence:

The items in the store cannot fulfill the number of requested items

Error Sequence:

The ordered items are not supplied by the store

Post Condition:

The delivery boy will now know the order of the customer that they will process to be given or delivered.

Title: Prepare Product

Summary: The delivery boy will prepare the order

Actors: Delivery boy

Creation Date: November 24, 2008

Date of Update: November 24, 2008

Version: 1.0

Person in Charge: Ronald Joshua R. Adela

Flow of events

Precondition:

The delivery boy should have received an order

Main Success Scenario:

The customer orders the product.

The delivery boy will check the availability of the product.

The order will be processed by the delivery boy.

Alternative Sequence:

The items in the store cannot fulfill the number of requested items

If the customer has their own container

Error Sequence:

The ordered items are not supplied by the store

Post Condition:

The ordered items by the customer will be ready to be receive or delivered

Title: Receive Payment

Summary: The delivery boy will receive the payment

Actors: Delivery boy

Creation Date: November 24, 2008

Date of Update: November 24, 2008

Version: 1.0

Person in Charge: Ronald Joshua R. Adela

Flow of events

Precondition:

The delivery boy should process the order already and is ready to be given to the customers.

Main Success Scenario:

The delivery boy gives the order to the customer.

The customer receives the order.

The customer pays the order to the delivery boy.

Alternative Sequence:

The payment is not enough for the order

If there is no one to pay the order

Error Sequence:

The ordered items are not supplied by the store

Post Condition:

The payment for the ordered items will then be received

Title: Deliver Product

Summary: The delivery boy will give the order to the customers

Actors: Delivery boy

Creation Date: November 24, 2008

Date of Update: November 24, 2008

Version: 1.0

Person in Charge: Ronald Joshua R. Adela

Flow of events

Precondition:

The payment should be settled already

Main Success Scenario:

The customer will order via phone.

The delivery boy will receive the order.

The delivery boy prepares the product.

The delivery boy will deliver the product

Alternative Sequence:

If there is no one to receive the order

Error Sequence:

The ordered items are not supplied by the store

Post Condition:

The order will be delivered or given to the customer

Title: Store Receipts

Summary: The operations manager will keep the copy of the receipt for inventory process.

Actors: Operations Manager

Creation Date: November 23, 2008

Date of Update: November 23, 2008

Version: 1.0

Person in Charge: Monica Frances T. Hao

Flow of events

Precondition:

The Operations Manager must keep or store the copy of receipt.

Main Success Scenario:

The delivery boy makes the receipt.

The operations manager will get the payment

The operations manager will store the receipts.

Alternative Sequence:

A1. If the receipt has been misplaced or lost.
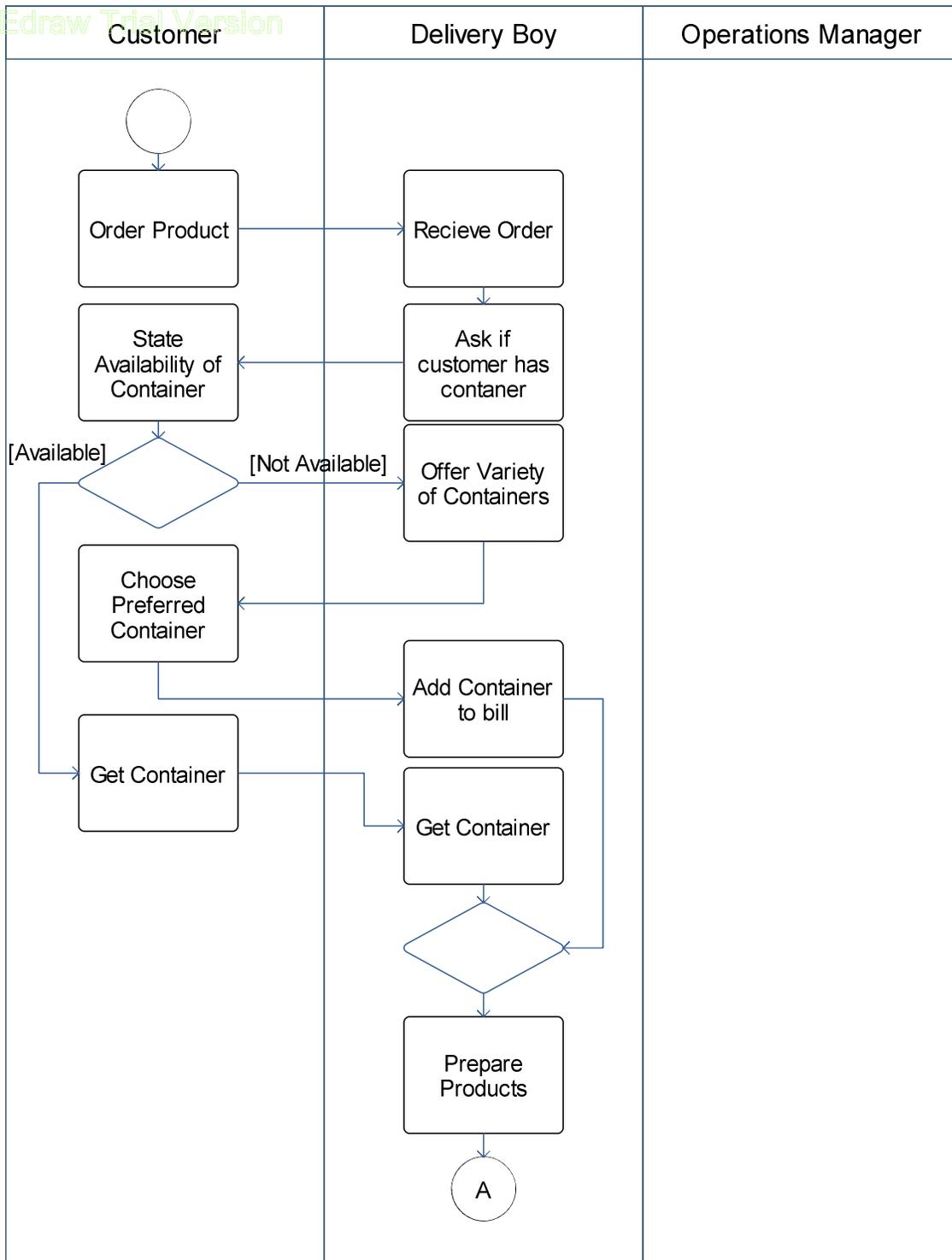
Error Sequence:

The receipt that the Operations Manager receives is of the other product.
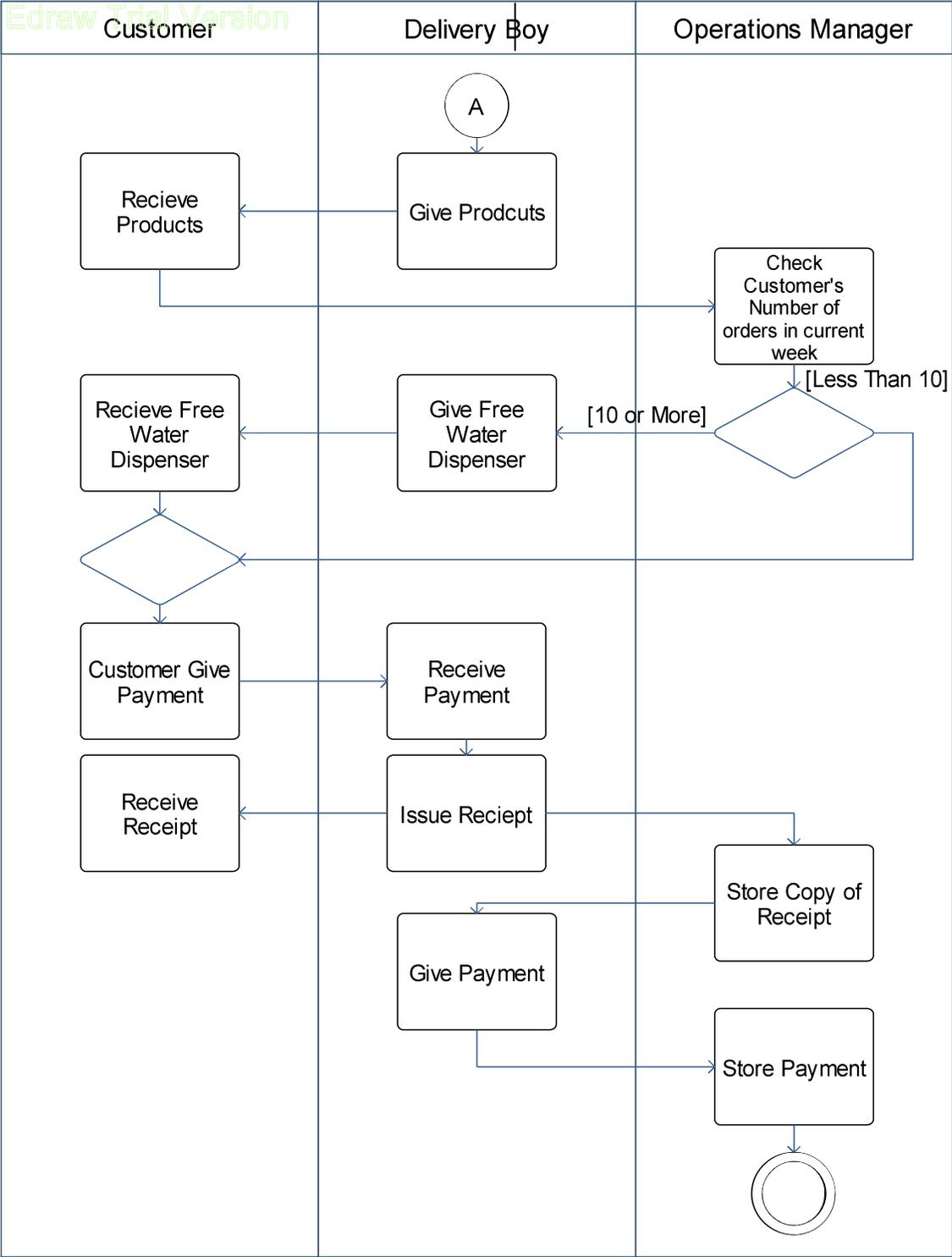
Post Condition:

The Operations Manager Store the receipt for inventory process.

ACTIVITY DIAGRAMS of the EXISTING SYSTEM

Purchase Order(Physical)

Customer	Delivery Boy	Operations Manager

Customer	Delivery Boy	Operations Manager

A

Give Prodcuts

Recieve Products

Check Customer's Number of orders in current week

[Less Than 10]

[10 or More]

Give Free Water Dispenser

Recieve Free Water Dispenser

Customer Give Payment

Receive Payment

Receive Receipt

Issue Reciept

Store Copy of Receipt

Give Payment

Store Payment

Purchase Order(By the Phone

Customer	Delivery Boy	Operations Manager

Order Product → Receive Order

Ask Customer Name and Address

Give Name and Address

Receive Name and Address

Look for Name in Records

[Available]

[Not Available]

Record Customer Information

Check Customer's Number of orders in current week

[Less Than 10]

Include free wanter dispenser in delivery

[10 or More]

A

B

Customer	Delivery Boy	Operations Manager

A

B

Prepare Product

Receive Product ← Deliver Product

Deliver Product →

State Availability of Container ← Ask if Customer has Container

[Not Available]

Add Container to Bill

[Available]

Give Container → Recieve Container

Give Payment

C

Customer	Delivery Boy	Operations Manager

C

Receive Payment

Issue Receipt

Receive Receipt

Store Copy of Receipt

Give Payment

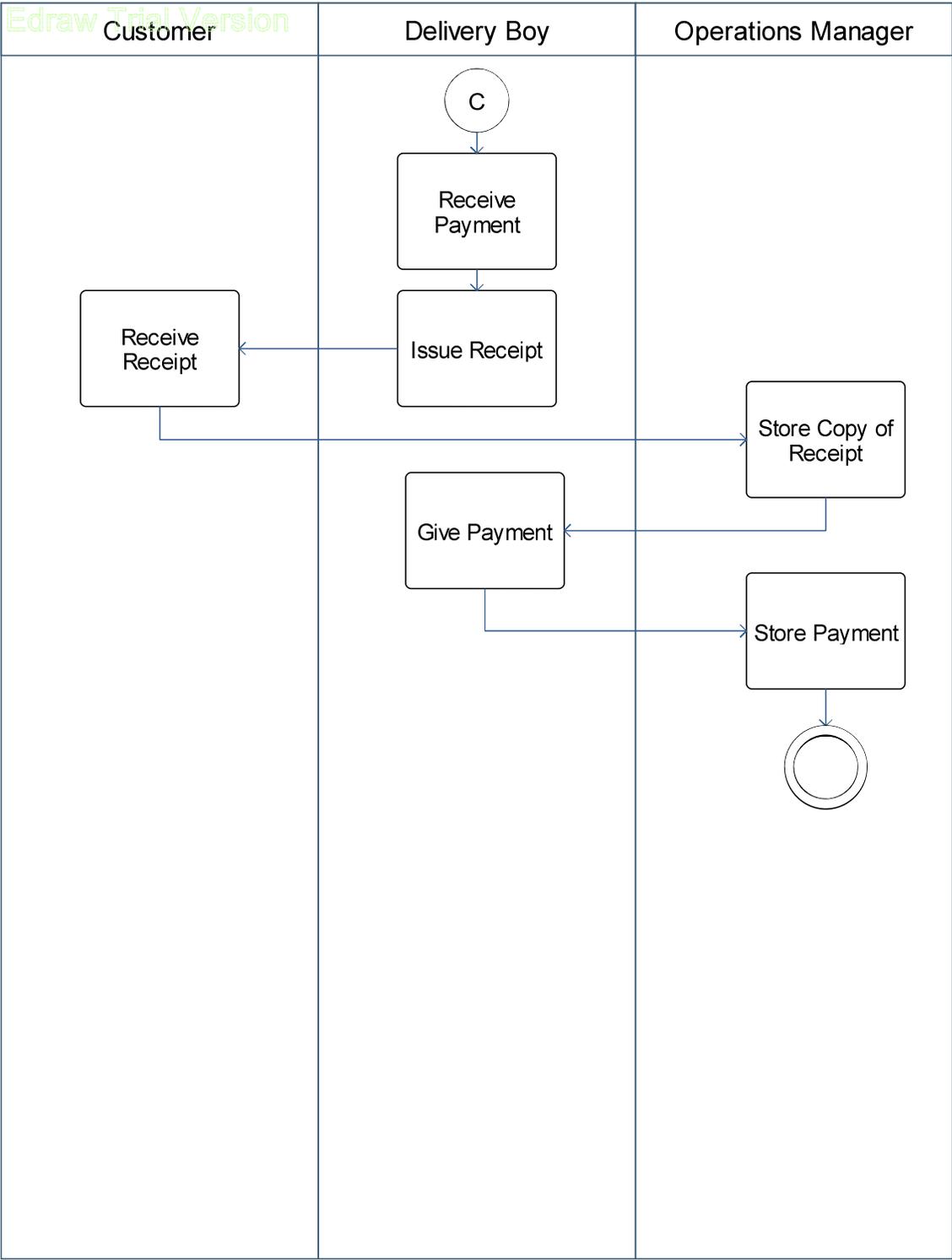Store Payment

Estimated Aqua Health Alkaline Water Actual vs Cycle Time Per day if they have 10 physical orders and 10 order by phone

Activity per day	Actual Time	Cycle Time	
Getting Order	1 hr	1 hr	**Act ual vs Targ et time**
Preparing Order	2 hrs	2 hrs	
Order Given to Customer	6 hrs	6 hrs	
Receive Payment	1 hr	1 hr	**Geo gra phi cal Flo wch art**
Record Sale	**1 hr**	**.5 hr**	
Computing for the day sale	**2 hrs**	**.5 hr**	
Total	13 hrs	11 hrs	
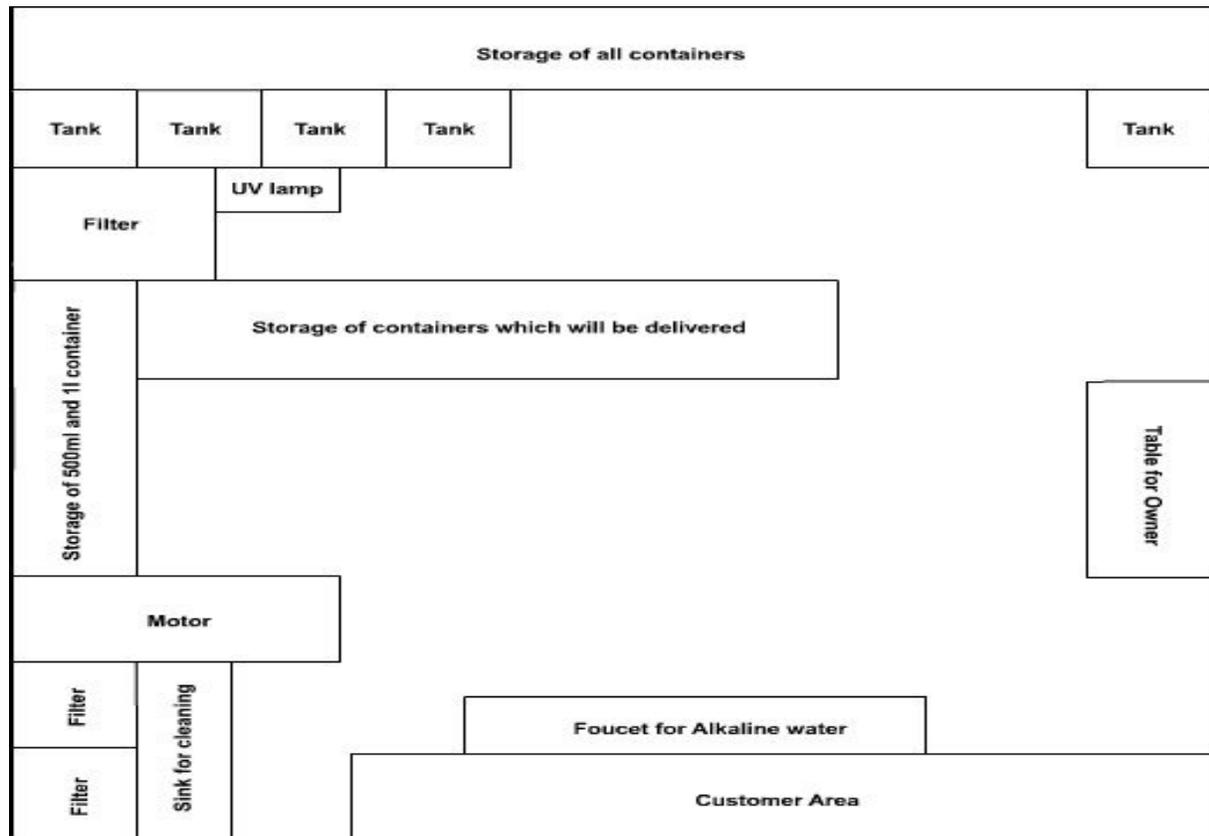
DESIGN OF THE PROPOSED SYSTEM

TABLE OF RECOMMENDATIONS

PROBLEMS	RECOMMENDATIONS
1. Untraceable receipts.	1. All receipt numbers must be recorded in a ledger together with their corresponding sales transaction.
2. Missing sales records.	2. All sales transactions along with the receipt numbers must be recorded in a ledger immediately after the transaction occurs.
3. Duplication of records	3. All sales transactions must be recorded in a ledger immediately after the transaction occurs.

USE CASE OF THE PROPOSED SYSTEM

Proposed Customer Information and Sales System
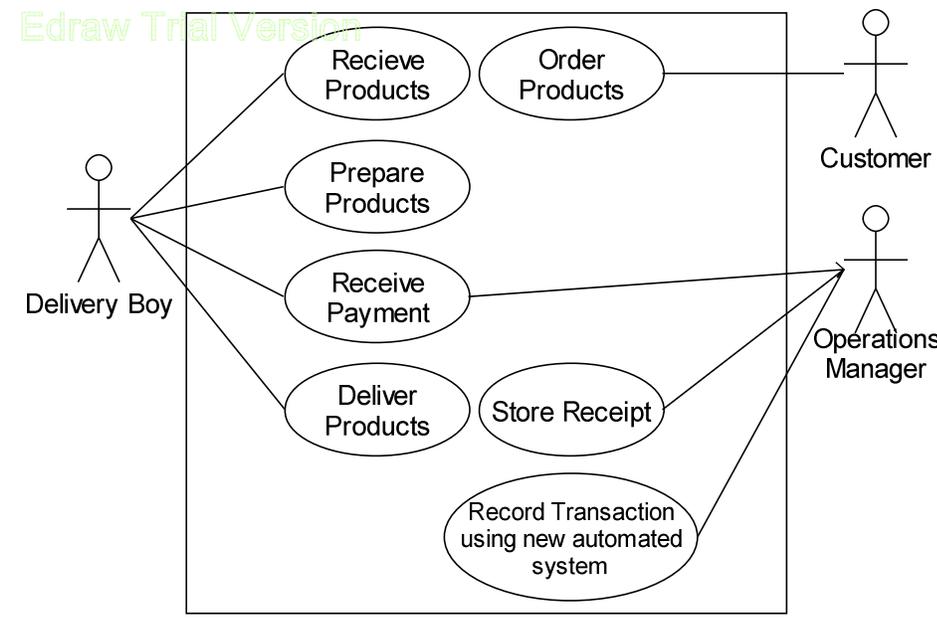
BENCHMARKING

Metrics	Maxx Alkaline (Competitor)	Aqua Health Alkaline Water
Number of transaction		
Week	400	1,000
Month	2,000	5,000
Numbers of branches	1	2
Equipments use	1 delivery trucks, 2 delivery bicycle, 1 tank, 1 motor, 2 filters	2 delivery trucks, 3 delivery bicycle, 2 tanks, 1 motor, 3 filters, 1 ultraviolet lamp
Number of products and services	2	2
5.Types of clients	Anyone	Anyone
6.Annual premium income	1,500,000.00 PHP	1,820,000.00 PHP

Our group chose Maxx alkaline because they have the same industry. We have noticed that Maxx alkaline is the number 1 competitor of Aqua Health.

STREAMLINING

In the proposed system of having a Customer Information and Inventory System that focuses on recording the transactions for the company which we have noticed that the operations manager have a hard time in recording the transactions. Our group used three streamlining tools and these are record keeping, easy transaction and inventory, and error proofing.

Record Keeping

The record will be kept in a logbook, or a ledger that will serve as a file and will guarantee data and records security.

Easy Inventory

They can have a daily inventory because of the file or logbook that they can see their daily transactions. They can see their sales improvement from time to time. If we have not proposed this kind of system they will be having a hard time in their inventory because they will have to look for the receipts and if the receipt have been misplaced they could not trace it or they

cannot have their daily transaction because they will be having a hard time in recording it in another log book just to see the sales.

Error Proofing

We cannot really avoid the errors especially the human errors but we can prevent it by having a more organized log book that we can easily find the customers and track their transactions.