

A  
Vertical  
Market  
Solutions  
For  
Retail

Reader

By:

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## **Preface**

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# Cluetrain Manifesto

Chapter 1: Internet Apocalypso

Library reference: none

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

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..." - Herman Melville

Learning expectation: My expectation is that I will learn many things that I don't know yet after reading this chapter.

Review:

While reading chapter 1 you can learn many things especially those happened in the past like how the internet did helped people in their life before and now. Before many people doesn't mind or care about the internet because they don't know how the internet works but now we can see how the Internet came to be and how it help many people in their life. Internet nowadays is really very important for businessman, students, professors and other people.

As a student I always use the internet in everything I do because internet can really help me find things, watch movies, download music and many more. I remember before when I was a kid when there is a schoolwork I go to the library and find a book. It is really hustle for me because you will find a book and check whether the assignment you are finding is in that book if it is not there you will get another book and find again.

When I knew how to use the computer especially the internet I was happy because I don't need to go to the library anymore ill just find it in the internet. But they say that is a bad practice that I agree on because with our generation today I see that many kids nowadays are lazy and they depend on the computer or the gadgets that they have.

For me using the internet has a positive and negative side. The positive side is that it can make your job or the things you do a lot easier than without the internet. The negative side is that it makes you lazy and you will be always depending on the internet.

In business internet is very important to them because they sell or buy products in the internet, they use the internet to communicate with their customers. Internet has been one of the priorities of the businessman because without internet they can't do their job. Computers as well really help business people do their job because before when they write contracts or they make documents they use type writer but now with the help of the computer it is easy and faster for them to make documents.

Everywhere we go now has internet access so you will not have any problem when you need to search for something or chat with a friend because even cellphones now has internet connection. When you don't know how to use the computer especially the internet you are being left behind because nowadays in elementary or kindergarten they are already teaching the students how to use the computer and the internet.

Our country is easily adapting to the changes that is happening example the use of internet. Before many people doesn't know how to use the computer and they also don't know how to use the

internet but as time pass they easily adapted how to use the internet and the computer. Google is now earning billions of money because of the many users of the internet.

One of the factors why our economy is rising is because of technology. Many things have been improved with the help of technology. Imagine life without using any technology. People will do their job manually and it takes too long for them to finish the things that they are doing. I am so grateful living in this world with all of those technologies we needed.

A business person nowadays doesn't need to open a shop or a stall in the mall he/she can just post the things he/she is selling in the internet. How convenient that is for us people who do not need to pay a rental fee because not all businesses now are earning income that's why the first thing we can do business is by using the internet and when our business is earning income then sell your products in mall already.

Getting use to the internet is fun because when you are having a hard time in finding a location or some articles, books etc. just one click and the internet give you the answer of what you are looking for that's why the internet is really very helpful to us. As a student I like seeing new invention of gadgets. Learning and knowing how it can help our country as well as how it can make our job easier. For me with the million of inventions being invented every month or every year we won't worry about anything anymore because technology nowadays are being created all in one so no more problem for anybody.

Lessons learned:

Internet helps us in our daily life especially in school or in work. So we should thank those people who made the internet because they made our life easier rather than before.

Chapter 2: the longing

Library reference: none

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 expectations: I can apply all the things that I have read in my work and in my daily life.

Review:

As I read chapter 2 it is somewhat related to chapter 1 because it talks about the web. Web now has been so popular that it has been use for business nowadays. Before communicating to people is by using the telephone but now with the web or cellphone we are already able to communicate with people where ever they are. The web has helped many people with their studies or their work. Our life is managed by our self that's why whatever we do it is our own decision whatever happens. But in business we can't manage it but we can run it. The business is managed by executives and they are the ones who manage the business as well as the employees.

If only our life is manage by the law there is a good and bad side of it. The good side is we will be disciplined but the bad side is we can't do the things we love to do. We have experienced the martial law already and many people didn't liked it because the government is to strict but even if it is like that the crime rate has decrease not like now the crime rate has increase again and I think that it will never decrease again if we will not be manage by a good president.

I think that half of our daily routine now is manage by the web because when we wake up in the morning we check our email, then when we go to work we work with the computer after we go home from work we use the web again to check email or search for something. We can't really remove it from our routine especially when we get use to using the web almost every day. That's why some people have no more social life because of the web they treat their computers as their best friend, wife, husband anything they like to treat their computers.

There are so many reasons why people hate their job. Sometimes they hate their job because they have many things to do, their boss is strict and their salary is to low that they work overtime every day. For me when I get a job I will not complain because it is hard to find a nice job right now so no matter what happens you should first stay for your job then when you find a nice job then you could retire from the previous job that you're working on.

Staying too long in front of a computer can cause many bad effects such as your eye sight will get bleared, you will not know how to speak with other people correctly and attentively, your brain will decrease due to lack of interaction with other people. Having no social life is not fun that's why we should know how to balance our work and family or fun. But of course many people nowadays doesn't know how to balance their life from work because there might be a deadline in their work, many projects are being made that's why they need to do it and what so ever.

Our voice can do a lot of things it can show how you feel, body language and many more. It is a strong expression of who we are. That's why we need to use our voice we should not only speak in front of the computer but to people also. Without our voice we will have a hard time understanding what other people says. We should make use of our voice whether we are in work, school anywhere we go. I am so thankful than I can speak but the truth is I don't talk to other people because I am shy. I have learned that

when you are shy you will not finish anything especially in work. That's why I'm trying to learn and socialize with other people right now before the time comes.

Before we don't know what web is but know with the success of the web many people now know what web is. Even elementary students now know what web is because they are now also using web in their class. That's why we can see that the web is now being so successful that even the smallest companies has its own web page already. It is now easy and fast how to make a web page that's why there is no reason that a company has no website.

Lessons learned:

The web is a complex system of interconnected elements or also known as the World Wide Web.

### Chapter 3: Talk is cheap

Library reference: none

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

Quote: "Customer loyalty" is not a commodity a company owns. Where it exists at all -- and the cases in which it does are rare -- loyalty to a company is based on respect. And that respect is based on how the company has conducted itself in conversations with the market. Not conversing, participating, is not an option. If we don't engage people inside and outside our organization in conversation, someone else will. Start talking.

Learning expectation: After reading this chapter I expect that I can learn how to communicate with people and not be shy.

Review:

Communication is very important to us we use it in our daily life. Everywhere we go we use communication example when riding a jeepney, going to the mall, watch a movie with a friend, group study and many more. Without communication people will have a hard time understanding each other. Communication is like internet without it people will have a hard time doing the things they needed. We can relate communication/conversation with many things in life for example money without money you can't live in this world right now because the prices of food now is very high not like before when you like to buy a food it is very cheap.

Technology has now make communications a lot easier. The cellphone is one example of communication that can help communicate with people from different parts of the world. Internet also has made communication a lot easier and many more technology that is being made right now really helps a lot in communicating with different people. No matter where you are there is a communication around you.

In business organizations conversations/communications is being use a lot especially when they talk to their clients/customers or even talking to their co-employees. There are different forms of communications being use right now. That's why there is no reason being separated from your love ones. It now depends to people what type of communication they like to use in their everyday life. For me the best way to communicate with people is 1 on 1 conversation so that you will see the face of the person you are talking to and at the same time you will know if the person you are talking to is telling a lie or not. Not like with the use of cellphones, chat, e-mail and telephone you can't see the person you are talking to that's why there is a big tendency that the person you are talking to is sometimes telling a lie. The advantage of using cellphones, telephones, computer and other communicating devices is that it is more convenient.

If only those communicating devices are made before it would help many people especially those OFWs. But I think that everything has a reason that's why only now communicating devices are made. One of the factors why our market is increasing is because of those communication devices. Before only few people has mobile phones but now everywhere you go you can see people with mobile phones. Mobile phones now are serving every people with the cheap price every people now can buy a phone.

As a student I always bring my cellphone with me so that where ever I go I can communicate with my parents, friends and many more. When you use to bring your cellphone everywhere you go sometimes when you just forget it in your house sometimes you will really go back home and get your

phone or you will just leave your phone and say to yourself that how stupid you are and your day will be miserable. Many people are like that so we can't blame them because they so love communicating.

Lessons learned:

Communications is really very important to us that's why don't be shy and express what you feel inside. Show who you really are and be proud of yourself.



The Cluetrain Manifesto (chapter 4 – Markets are conversations)

Library reference: none

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

Quote: English is the perfect language for preachers because it allows you to talk until you think of what to say. - **Garrison Keillor**

Learning expectation: To know what market conversation really means.

Review:

Market is a battlefield of people competing to earn profit and at the same time sell their products at a reasonable price. Markets are conversation for me this means that whenever we will buy a product in the market we should first research and ask people if the product is worth buying. There are so many products in the market that we don't know which one to buy.

Using the internet is very helpful researching or gathering information about a specific product. In the market nowadays they have many ways to promote their products or services for example they advertise their products through commercial or in the radio because they know that many people is listening to the radio or watching the tv.

For me sometimes I hate tv commercials because they waste a lot of time especially when you are watching a tv series half of the tv series is full of commercial. I know that I am not the only one who hates tv commercial there are also many people who hates tv commercial. Before tv commercial's is so boring to people because it is full of words and not very entertaining but now with the use of different technology commercial scenes are now very entertaining that some people even memorize the words in the commercial.

The internet is also very helpful in the market nowadays not like before. Before when you like to ask people or search about a product you will really go to the actual place or call a friend to ask about something but now with the use of the internet you can now search everything or anything you want to know. Internet is also very convenient because the things that you would like to search are not just local but also international as well. Many people use the buys from the internet nowadays because there are so many feedbacks about a specific product and at the same time it is cheap not like in a mall or in a store.

How people use their sales talk can also let people trust and buy their products because they are good in conversing with people. In the market when you don't know how to use sales talk no one will buy your product especially when your product is at a high price. Many people nowadays are very good in convincing people that's why sometimes people really doesn't like their products but with the use of sales talk many people will buy from them.

You should first really know the price of the product you want to buy because in the market there are so many sales people who will trick you especially when you don't know the price. There are a lot of stores now giving you the products that you are finding so you will not have a hard time finding the product. So don't be fooled research or ask people/friends before buying a product.

What I have learned:

In buying a product we should use the internet or ask friends/families about their recommendation or feedback about a specific product.

## Chapter 5 – The hyperlinked organization

Library reference: none

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

Quote:

Learning expectation: To know how important internet is to the market.

Review:

In companies or businesses internet is very important because they use to send information or gather data to their co-employees or to their CEO. All companies now have internet connection to keep them on track with other competitors. In a company they need communication, org chart, managers, career path, information, goal oriented, deadlines, customers, office buildings, and professionals to keep their work and business successful.

Example: CEO's and employees needs to communicate to understand and know what to do. Org chart shows the different position of employees in the company. A manager manages the work of the employees to know whether the assign tasks are being done correctly. Career path lets employees know what will be their next position when promoted. The manager gives information to the employees to let them know what to do. The company is goal oriented that means that the task is broken down to small parts and well marked steps so that the task can be tracked and manage easily. There is a deadline in each task so that you can move on and do other task. Office building is very important to operate a business. A professional knows the rules and knows what to do in the company.

The internet is not only for business purposes but also for entertainment. People like using the internet because it's very convenient and at the same time all you need is already there. People will not have a hard time using it because it is user friendly. Many people have been using the internet nowadays that's why every company has its own company website to be in touch with customers/consumers. In a business hierarchy you can see the top management it is like a org chart you can see the different position of each employees.

Whatever hierarchies you are in a business there is always still an internet connection because it links you to different co-employees so that task/jobs will be done fast and you can coordinate with each other. The internet can also make a company less paper work you just post the rules and regulations or the task in the internet so that everybody can read it/see it. Each employees now knows how to use the internet whatever position you are in a company because when you don't know how to use the internet you are being left behind and also the company might not hire you because the simplest thing to do you don't know.

Hyperlinked organization is like the web there are many different people connected to the web in different parts of the country. The webs character are the following hyperlinked, decentralized, hyper time, open, direct access, rich data, broken, borderless.

Hyperlinked is letting people get connected to the web. Decentralized means that the web is not in a specific location but it is everywhere. Hyper time means that the web is fast responding to the results that you are looking for. Open direct access means that there is no more password or any login before you will search/use the internet. Rich data means that there are many results to choose from and it is also

reliable. The internet cannot be broken as long as you use it properly. Borderless means that there is no limit accessing different sites in the internet.

Lessons learned:

Having internet in a company can help the company make jobs easier and they can also chat with their clients where ever they are.

## Chapter 6 – EZ answers

Library reference: none

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

Quote: "Still, we yearn for easy advice. It's so hard to give up the old wish for stimulus-response marketing and management. Hard to go back to the days of the "talking cure" when psychotherapy meant years of slogging through memories and dreams instead of a slap on the back, and instructions to "nurture the inner child" and eat two bran muffins every day.

Learning expectation: How to make a business internet successful?

Review:

As time pass by the market is changing with the different tools or strategies being used. Before we can see that they only use the things that they know and do not try other strategies to make their business a little bit faster. But now many businesses are adapting to the change with the environment because when they do not adapt many people will not buy from them because their strategy is old.

Customers now are very smart when buying a product. When an employee tells the customer a price the customer will really remember the price no matter what happens even if the employee made a mistake in telling the customer the price. The customer will even complain because the employee told the customer the wrong price. So we should be very careful in conversing with customer's right now not all customers understand the reason why a product or service is expensive.

The internet is everyone's friend nowadays because they can rely on them and it can help them in their work, school activities, gigs and many more. Online businesses are now booming because many people are using the internet and it is very easy to setup a e-commerce site. Before when you like to put up a website you will pay people to make you a website and it takes weeks or months to finish the website but now with the different sites that let you make your own website it will only take you 5 minutes to make your own website.

In buying a product we should ask our self many questions before buying. For example: when we will buy shoes we should ask our self if the old shoes we have can't be use already or they are destroyed because when we don't ask our self questions we might just waste our money and maybe we will regret later. In the market there are different questions that we encounter that we should first think before answering these questions. Not only in business we encounter these questions but also in our everyday life we encounter these questions especially when we are deciding about the things we want to do.

In making a business internet be successful is the following: 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. You should first and foremost relax and enjoy your work because when you don't relax the results of your work will not be good. Having a sense of humor can help you in your job, many people would like to speak to you and you will gain many friends. Conversations in the company lets you express what you feel and you will understand each under clearly. In the market you should tell the truth so that many people will trust you because when you don't tell the truth the image of the company and the image of yourself would be destroyed. Even if you have many things to do especially in the internet you should not panic and finish the things you have to do one by one. The internet has it all for you whatever you are finding for so you should enjoy yourself take a break for a while. Be brave to express yourself in front of your co-employees and also to the CEO with your ideas. Be curious about the

things you don't know because it will let you gain knowledge and ideas as well. In life we should know how to balance work from play. Dreaming is not bad because when you dream you are thinking of the future and you know what your plans are already. We should listen to people's conversations and get some ideas about it. When you have finish doing the different types of business internet success you can now enjoy and apply this success to your life as well.

Lessons learned:

In business we should learn how to balance our work from our family because not all of the time our family is there with us. Applying the different success tips we should now know how to make our life easier.

## Chapter 7 – Post-apocalypso

Library reference: none

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

Quote:

We will strive to listen in new ways -- to the voices of quiet anguish, to voices that speak without words, the voices of the heart, to the injured voices, and the anxious voices, and the voices that have despaired of being heard. - **Richard M. Nixon**

Learning expectation: To know and understand what does post apocalypse means

Review:

The internet has now become so popular that even we have adapted to it quickly. Before we don't mind about the internet not knowing that it will help us do things faster and the easy way. Many of us see the internet as a phenomenon which I believe it's true because without the internet many people will still do things manually especially in the market. With the market you can now make business wherever you are and you don't need any store/stall anymore just to sell your products. Everybody now is connected to the internet because it is easy to use, they can do their job faster and they can gather information just a click away.

Ignorance in the market has a good and bad effect. The good effect is that you don't mind about small details in the market and the bad effect is that when you keep ignoring something you might also get ignored. Ignoring people is a bad thing because the people you are ignoring feels that they are not worth living because no one is talking to them or they can't be trusted.

In the market before people ignore commercial/advertisement because they are full of text and the people are not interested in their product or services but now with the help of the internet, television and some other kind of media. People don't ignore commercial/advertisement now because they put role play in commercial/advertisement that's why it makes people watch the commercial/advertisement even if they don't like to watch it. The market now is good in selling products and services with the use of the internet example they put flashing words that can easily attract customers that let costumers buy from them without giving doubt about their products.

Many people don't like working because their boss is always telling them what to do; they hate their boss because their boss is so strict, they have low salary and many more. As we think and analyze we can see that some of the reasons are true but when we think carefully many people has no jobs this days that's why when you have a job you should stick to your job first and when you have find a better job then you can change your job.

In our market today our unemployment rate is very high that's why all of the people would like to get a job even if they have not finish their studies just to feed their family. We Filipinos are very good in complaining especially when it comes to our work we don't think first before we complain to our boss or to the people who are higher than us. If only many people would understand how important is to have a job there will be no more problem in the market.

Lessons learned: The market has played an important role in our life whatever the situation of the market is.

# The 95 thesis

## **Markets are conversation**

When there is a new product or a good quality product in the market people will talk about the product so we need to listen to them. We should not buy a product without thinking first or without researching about the product. So that when we already buy that product we will not regret about it. It is now easy to know what the latest trend of products in the market is and also the good quality products you just search it in the internet and the internet will give you the results not like before when you like to know about a specific product you should go to the mall or a store to ask for that product. With the help of the internet our life now has become a lot easier. You should first really know the price of the product you want to buy because in the market there are so many sales people who will trick you especially when you don't know the price. There are a lot of stores now giving you the products that you are finding so you will not have a hard time finding the product. Many products now are very expensive that's why when you find a product that you really like and you know that the quality is good you should buy it already and not wait until the product gets a little bit old maybe you will like another product. So think wisely before buying something.

## **Markets consist of human beings not demographic sectors**

In the market human beings are the one who is operating their business. Market is use to sell things and not analyze the statistics of the population. Human beings are the one who is controlling the market. Whether the market is going up or going down we can't blame anyone because we are also involved in the change of the market. Being involved in the market we should know what is happening around us. For example the insurance companies and the investing companies in America are now having a problem about the stock market that's why we should be aware of it. Even if we are not being affected here in the Philippines but some of our companies are being affected. When the problem of America happens in the Philippines many people will suffer especially those people who are investing their money in the market. Every day the market is changing we don't know what will happen tomorrow, next month etc. that's why we should really check or invest wisely our money in a company that we trust and we know that they will not be bankrupt in the future. As a student I really don't know how to invest yet and I have no sufficient knowledge about the market but I am reading the newspaper and watching TV to learn and gain knowledge about the market. So that when I plan to invest my money in a company I already know what to do.

## **Conversation among human beings sounds human. They are conducted in a human voice.**

Human beings are good listeners and good speakers as well. That's why when we hear a conversation we will think about what they are talking about but if we hear a conversation that is not familiar with the daily conversation that we people use to hear that means that maybe they are talking about their work, the market or some other stuff that we are not familiar with. We humans are very friendly that's why even the people who we don't know we still talk to them and make friends. Same as in business we converse with the customers if what they want to buy and convince them to buy from us. Ordinary people understands his fellow ordinary people this means that many people nowadays are making their own language or jargon that's why not all people now understands everybody. Computer science people have their own language, doctors, architects and many more. Some of us now are having a hard time talking to people because we have our own world for example the belief of religion, the own understanding of a subject etc. Conversation in the market is very important. You sell your products in the market by conversing to people the same as when you are buying a product. When promoting a

product we should be really good in promoting our product so that many people will buy our product and they will tell their friends or family about the product. Conversing really help us make our product easy to sell because we give people idea about our product and the option to buy our product.

### **Whether delivering information, opinions, the human voice is typically open, natural, uncontrived**

Human ideas is very important especially when conversing or reporting to people. In a meeting you shouldn't be shy asking a question even if the speaker is still talking because the speaker is open to questions. We shouldn't be shy sharing our ideas because there is no right or wrong in the ideas of people. We can change a lot of things in our business by sharing ideas about how to improve the business. Conversing can help us easily understand the problem or the solution to the business. Brainstorming is a good way to converse and share opinions it can make your project get a high score or in work you can finish your work ahead. No person is perfect that's why we should ask for some help when we don't know. In a group presentation we should report the information that we have gathered correctly and specific so that our clients will understand the presentation easily. We should listen to people's idea or opinions as well because we can learn from them and apply what we have learned. Conversing and sharing of ideas is one way how to know what are the needs or wants of the clients from you. You should have the guts in conversing/share your opinions with the customers to sell your products because when you don't know how to converse you will have a hard time selling your products and convincing your customer to come back again. When you share your ideas to people you will not lose anything at the same time you have helped or give knowledge to the people. So don't be afraid to share your ideas. We Filipinos are very fond of sharing our ideas so that when they encounter the same obstacle they know what they will do.

### **People recognize each other as such from the sound of this voice**

In business you should really be good in doing sales talk; implementing good strategy so that many people will buy from you, sometimes they add additional items to the product and sometimes business has commission to their sales. When a customer hears that the sales man is very good in introducing their product and at the same time very convincing. There is a big possibility that the customer will buy that product. Not because of the product itself that's why the customer bought from them but it is because of the sales person that who is really good in conversing and convincing. For example in a supermarket there is a new launch of new product and the sales person says that when you buy this you will get a 10% discount and it is buy one take one. The customer will buy the product but really doesn't care about the product but the customer only likes the promo that's why he/she will buy that product. It is also an opportunity cost to the customer but what the customer doesn't know is that there is really no discounts or promo to the product because they have already added it in the price. That's why when we hear promo many people will get distracted easily and assume that it is really a promo because of the sales people at the same time the strategy of the business. There is a great opportunity for you when you are really good in convincing people. Many people will buy from you and you will get easily promoted because you have increased the sales of the company. Sometimes when we hear people talking about something we will be listening attentively and spread about the things we have heard because we know that the person who has told the gossip is true. That's why we should not just easily believe about anything we have just heard. We need to verify it first if it is true.



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

The internet has change a lot of things in our life today. Conversing with friends, families made it easier for us just by using the internet to chat or send an e-mail. In the era of mass media before when you like to converse with your love ones you should send a snail mail that would probably arrive the person the other day. There is no other way to send it because not all of the families before can get a telephone in their household and when you will use the tv or radio it is expensive and it is hard to converse using those media. That's why the best way before is using snail mail. As we can see the internet has made anything possible from the simplest way to the hardest way. That's why anything you want to see or do is all in the internet you don't need tv or radio anymore. Many companies use the internet for letting the customers know about their companies' background, products and services, Vision mission and many more. All of the businesses have their own website nowadays so that the customers will not have a hard time finding the products and services that they are looking for. Almost all of the households now have internet connection because it is now very cheap to subscribe not like before almost companies or the rich people can only afford to connect to the internet that's why we can now see a lot of difference. We can compare the difference having an internet and without having an internet in our life. We humans really love to converse even before without the internet many people finds a way just to be in touch with their families or their love ones that even if it is expensive they still do it.

### **7.) Hyperlinks subvert hierarchy**

The internet can be use by any hierarchy. The internet doesn't choose who among the employees in the company can only use the internet. In a business without using the internet the employees will not be productive because they can't find or gather information. Our work is sometimes depending on the internet that's why internet is very important to us. Before only executives in a business have internet connection but know as we can see secretaries, tellers and other positions in a business is also using the internet. The internet is also a way to let your business be known nationwide or even worldwide that's why every employee has his/her own internet connection in the office. Not all of the time your employees have a task to do so they also use the internet for entertainment. No matter what your position in life is you can access the internet. Before when you would like to subscribe the internet there is so many requirements and you should let them see your assets so that they will know that you can pay your monthly bill but now you don't have to show anything just pay the fee then you get connected to the internet. The internet has been very affordable that even the middle class people can afford internet connection in their own household.

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

The internet lets people get connected to each other where ever they are. Employees use the internet to chat with their co-employees to know the update of their work or some other stuff. Many companies now depend on the internet because it is less paper work and the employees are all connected to the internet to make their job a little bit easier. The market also uses the internet to sell their products online so that they will not rent a store space anymore and when the seller would like to go somewhere he/she can just leave his computer and go where ever he/she likes. It's so convenient having a internet connection in a company because it feels like that there is no more problems to the task that they are assigning you because you can just search it in the web then give the results as soon as you find it. When using a chat conference it feels like the persons you are talking to are just near you. Many inventions this days are coming to the market that's why we should adapt and cope with the market because when we don't we will have a hard time doing a task the easy way. Example when many people

doesn't know how to use the internet many people will have a hard time to search the things they want especially in the market when you don't know how to use the internet the company will waste time training you and at the same time maybe the company will not hire you. We should be ready to learn and adapt to our environment we will not lose anything when we try.

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

With the different forms of conversations nowadays we can say that the internet and the mobile phone is the best way to converse with people. Everywhere we go we bring our mobile phone or our laptop to be in touch with our love ones or do business on the go. With the use of cellphones and internet we can socialize with different people. In a company our computer is all connected so that we know what is happening and at the same time we can consult other people. When we don't know about something we can check the internet to add information to our knowledge. Helping one another in a company makes the business successful at the same time you gain confidence because you know you can do it. Conversation is also one form how to make a business successful. Conversing with co-employees lets you get different ideas and help each other about a task or a project. In a company when you know how to improve things you should share it with your co-employees so that they will get ideas and when they know that it is really helpful they will apply it. Don't think of yourself because you will not gain anything when you do not share your ideas. Some companies don't cooperate with each other they have their own ways to do their work that's why their business is not being successful. In business we should help each other in our work to make our business successful.

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

Internet has helped the market in many ways. Before we can see that the market is not that quite good and not that successful but now we can already compare the difference before and now. Many people have been happy about the result of the market nowadays because the market is getting smarter, more informed, more organized. Getting smarter means that companies or businesses now find ways to try different things and sell their products at a reasonable and affordable price. More informed means that when finding something especially in the internet the results are many results to choose from and full of information. More organized means that when you are finding something in the internet there are different categories that helps you easily find the things you are finding for. With the help of the different people who created the web many people has been thanking them because life now is not that terrible not like before. The secret to a successful market is teamwork because many ideas of people will combine and form a great plan. Big companies/small companies these days are participating in a networked market because they know that they can easily earn money and at the same time they can change the life of people. Example: Company A makes a e-commerce site that sells different kinds of accessories they know that many people like using the internet at the same time people likes accessories that's why they made a website. Nowadays it is easy to buy online products.

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

People have figured out that they get far better information and support from one another than from vendors because in the internet the results are international and not only local. The internet gives many results to choose from. They are all connected to one another so when there is a problem about a specific thing they can ask people. They get support from one another rather than from vendors is

because that they know each other very well, they trust each other not like vendors they don't know whether they will really support them and they don't know them really well. It is really a hard time when you ask for support from people who you don't know because sometimes you don't know whether they are telling the truth that they will really support your system or not. When your friend knows how to support your system then let your friend support you. In a business you should be really good in persuading or convincing your customers so that they will trust and buy your products. Many business use sales talk nowadays only to sell their products without this your business might be bankrupt because the customer is always saying in their heads that try to give me a nice reason or convince me why should I buy that product. As we can see in every business outlet now many people are very good in conversing and convincing their customers to buy their products so that they can earn income.

**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.**

Markets are conversation when we buy products in the market we share the results to our friend or family. Whether the result is good or bad we still tell them so that they can get idea what to buy or what not to buy. Customers are the users of the products in the market that's why there is no secret in it. It is up to us whether we like to share our experience about a service or a product. The networked market is already international and even if we hide what we have experienced about a particular product or service we are not the only one who has tried that product or service. That's why there is no more secret to people/consumers right now. When they find out about a particular thing they would share it in the public or ask some feedback to that particular product or service. People nowadays like sharing their ideas at the same time they like also sharing what they are doing recently that's there are many blog sites nowadays. Making a blog helps you meet different people over the country and share ideas. Sharing of ideas and experiences makes a company know them better. Many companies nowadays make their good quality because they don't want to destroy the image of the company and at the same time they don't want to get fired. The internet lets us share our ideas through different ways and with different people. Thanks to the internet our life is a lot easier now.

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

When the market is earning a lot of profit it is good for the employees because they can get their salary on time but when the market is not earning a profit the employees will be worried because they might not get their salary on time. Employees are very affected to the market because whole of their life is already dependent to the market. They earn their living in the market and without this market they can't live. Every person needs to work to feed their family and earn a living. When a person doesn't have a work it is hard for him/her to earn a living. As a employee or whatever position we are in the market we should know our role how to help the market. It is in every person that the market relies on. The market and the people have a very important role in the society. Without this people the market will not be successful and when the market is not around people will have hard time earning money. Many people don't know how important the market is in our life so we should not take advantage of it because not every time the market is there. Example: Before the Lehman brothers are one of the richest companies known worldwide but now we can see that it is already bankrupt. We should also know how to budget our salary and not just buy whatever we wanted because it is hard for us not to have money in our pockets especially when we are in need of something.

**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.**

In my understanding about the statement it says that a corporation doesn't share all the information about their corporation so that their competitors won't find out how they did a particular product. It is up to the people to find out how they make their products be sellable to the market. Many corporations keep their secrets to themselves because when they tell the people many people will copy them and they will not have any more income. Some companies use different terms so that people will not understand and not copy them. In the market nowadays there are many people very smart when they know that a particular thing is very popular and very sellable they will imitate the product and sell it in a lower price to let many customers buy from them because they know that it is very cheap. That's why it is very important to know how to keep secrets especially in business of course nobody would like to share their companies' strategy because when they do nobody would buy from them anymore and they might become bankrupt. In a company they think of the things that they would like to tell people and the things that they don't like to tell people the things that they would like to share to people is the common things about their company but the things that they don't want to tell people is their strategies, plans, and many more. Even our own life we don't like to share with other people.

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

In my understanding as time pass by technology, strategy changes that's why the current homogenized voice of business, the sound of mission statements and brochures will seem as contrived because every time the market changes that's why companies need to be updated with the market. Being updated with the market is good because you will know what to do in the future or what you need to do. It also lets you prepare your company to face the challenges that's coming to your way. There are many changes that have happened to our market now example before there is no internet but as time pass by people have invented the internet and we have adapted to it easily. Cellular phones also is a change to our market because before when we like to contact people we assume that they are in their houses or in their office but with the invention of cellular phone we don't need to worry about where they are because cellular phone can be carried anywhere you go that's why it is very convenient to people especially those business people. The market would change their strategy or how they operate their business is when they know that customers are not satisfied anymore about their products/service, and nobody is buying from them anymore that is the time when they will change things so that they still have good relationship with customers. A company should plan long term so that they will not have a hard time always changing their strategy.

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

With the different jargons being use in the market these days we have forgotten the jargons that is being use before because many people is not using it anymore and people would like to change it so that it will fit the generation these days. Things change and improve as well as how people would like to speak also changes that is why we can't tell people not to change things or how they speak because if they know that it would change things for improvement or for the betterment of the country then why not let them change things if we can also gain benefit to the change they are doing. For example: The internet before many people don't mind about the internet because they don't know what will it do to the

market as well as how can it help them in their daily life but as time passes by many people has been trying to use the internet and find things out. That's why many people now know how to use the internet whatever your situation in life is. The internet has helped people in their job as well as in their daily life because all of the things they are finding is already there they will not have a hard time finding things manually. E-commerce has also helped many people buy things that they can't find in the local market or when they don't have time for shopping. There are still many changes that will be happening to our market.

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

In my understanding this means that companies assume online markets are the same markets used to watch their ads on television are kidding themselves because customers now doesn't choose only one company to trust to that's why we can't assume that we have a loyalty customer and when a customer watch our ads on television it doesn't mean that the customer will already buy that product/service. The customer will first think whether he/she will use the product or not because maybe when he/she buys that product then he/she will not use it the money will just be wasted. When we like that we have a loyalty customer we will do anything just to let the customer stay with us. But now when we will do that we will have a hard time because customers now are very smart that they know more things than we do. Example: When a customer ask for discount you will give the customer discount then he/she will come back and buy from you again because you gave him/her discount but when you didn't give him/her discount then you will be assuming that the customer has bought from other company already. For me I have experience this kind of situation already when a customer ask for discount from us then we can't give the customer's request because the price of the product is already adjusted to its lowest price possible then the customer will find other company and when the companies price is much higher than our selling price the customer has no choice but to buy from us because we are the cheapest among the rest.

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

Companies don't realize that markets are now networked and they are getting smarter because markets are conversation with the help of the internet it is now easy to communicate with people where ever they are and when there is a new product or a good quality product in the market people will talk about the product so we need to listen to them. We should not buy a product without thinking first or without researching about the product. So that when we already buy that product we will not regret about it. It is now easy to know what the latest trend of products in the market is and also the good quality products you just search it in the internet and the internet will give you the results not like before when you like to know about a specific product you should go to the mall or a store to ask for that product. With the help of the internet our life now has become a lot easier. You should first really know the price of the product you want to buy because in the market there are so many sales people who will trick you especially when you don't know the price. There are a lot of stores now giving you the products that you are finding so you will not have a hard time finding the product. Many products now are very expensive that's why when you find a product that you really like and you know that the quality is good you should buy it already and not wait until the product gets a little bit old maybe you will like another product. So think wisely before buying something.

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

In my understanding companies can now communicate with their markets directly means that a company tells their clients/customers the truth but once they did not tell the truth nobody will trust them anymore. So they should assure customers the truth to maintain the customers trust in their company. Example when buying in a big company we assure that the product that we will be buying is 100% original and 100% good quality because it is expensive but when our expectation about the product did not pass. Then the company's image will be destroyed because we will share our experience about the product to our friends and love one's when they hear about it of course they will not buy that product anymore because they have been informed. When we don't like to destroy the image of our company then we should really tell the truth to our customers because when we fool people around it will also come back to us. Example: The China melanin milk scandal many people now is very scared about made in china products because their trust with China has been gone and it is very hard to get back the trust of consumers/customers when you have destroyed the image of your company. Many people have been fooled in the market this days especially the imitation of different products. Some people buy imitation products because they know that they can save a lot of money but they don't know that the materials they have use in making the imitation products can cause harmful things like fire, poisoning and many more.

## **20.) Companies need to realize their markets are often laughing at them.**

Companies need to realize that the market is laughing at them when they made a mistake especially when they don't change the price of their products when their competitors have already change the price that's why a company needs to know what is happening in the market so that the market will not laugh at them. No company would like to let the market laugh at them because when the market laughs at them nobody would like to buy from them and the image of their company will be destroyed. We can't prevent the market not to laugh at our company but we can lessen it. A good strategy can help prevent the market to laugh at a company because the company knows what to do with their operations and knows what is happening to the market. Many companies now are competing with each other that's why they make their strategy good and they don't like to make a mistake because when they do the customers will not buy from them or trust them and find other company. Being laughed is not a good thing especially in the market because you want people to buy or trust your company but when the market laughs at your company that means you need to change the way your company runs the market or if you don't do that nobody will trust and buy from your company. It is the same us how we live our daily life example when people are already using cellular phones and you are still using a pager many people would laugh at you because you are still old school and we don't want that to happen that's why we should know what is happening in the market so that sometimes we can relate.

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

In my understanding companies' needs to lighten up and take it less seriously because they are not the only company in the market nowadays and there are many companies now in the market that also competes with them. When they take it seriously customers might not buy from them anymore example A customer is finding a shirt and he saw that a company is selling a shirt that cost about 200php the customer will not buy the shirt yet he will canvas first and when he saw a shirt that is more cheaper than the other one then he will buy the shirt because he knows that he can save a lot of money rather than buying the other one. I think that many companies are now less serious about how they do their business not like before they are so serious because they are the only company who is selling that particular product but now we can't be so serious because there are so many companies that sells the same product as we do it is up to the customers to whom they would like to buy. We need to do different strategy to let customers be attracted to our products or services like promos, discounts, sale, free and many more. As I can see many companies now are doing many strategies just to let customers buy their

products/services because it is now hard to be bankrupt especially these days without money it is hard to live and earn a living.

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

In a corporate website the site should be serious, straight talk and a genuine point of view so that when other companies or users see the website they know what to say about the company or what to feedback. We should know that the corporate website stands as an image of our company because the things about our company is written in that website that's why when we would like to put some jokes or the things that is not related to our company in that website we are destroying the image of the company. We are not the only ones who can see our own corporate website but all over the world that's why we need to make our website presentable and lots of information so that the user will have knowledge about our company as well as our product/services. When we have built a corporate website that is full of information there is a big chance that the site would be visited by many people because when the site has the products or services that the user is finding for he/she can get information about a product or services. It is very helpful that a website has information about something so that the user will not have a hard time knowing what the website is about. Images are also very important to the users because they can really see the actual image of the things that they are looking for. There are many visual people nowadays that's why even if your website is full of information but there is no image/picture the users wouldn't use the website because not all of the users are reading what is written on the site.

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

When planning to build a business in the market we should really first study about it. We should know what is the background of the market we are building in, will it benefit people in the market, and does the person care about our product or service that is only some samples that we should have in mind because having no idea about the environment that we would like to build our business it will be very hard because maybe the products that we would like to sell in that particular place might not suite the people who is living there. For example a store that is selling raincoats but in that particular place there is no rain. The store might close because there is no one buying from them and also people doesn't care about the products they are selling. In that situation we can see that they haven't planned very well about the business that they would like to put up in the market. It is very hard when you don't have plans when building a business in the market because you will waste your time and you will also waste your money in building that business. It is really very helpful and important when we have plans in the market and also in our life. This days when you didn't have a good position in the market don't assume that many people would buy from you because the product that you are selling does not suite in the market.

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

All of the companies in the world would like to be better than the others and they would like to provide many people than all the others so that they will be popular and many people would buy from them. That is always the companies 'primary goal in the market where ever they are. No company would like to be left behind especially when it comes to the market because when you enter the market it is like a battle field that your goal is to just to earn many money among the rest. When a company gets a trust of the people then the company should be sure that they give their 100% effort to the people because when they don't maybe the trust of the people would fade away. People trust a company because they know that it is cheaper, the quality of product is good, they get many benefits and many more. Some

companies nowadays just think of their selves and at the same time they just like to earn lots of money. For example the companies that make China milk products they put melamine to their milk so that the quantity of the milk would be many .They don't think about those people especially the babies who will be drinking their milk products they just want to earn money and don't care about people whether they get sick or they die. It is not only the first time that companies am like that I think that it has already become an abuse.

### **25 Companies need to come down from their ivory towers and talk to the people with whom they hope to create relationships.**

A company needs to promote their products or find people who can buy their products because not all of the time people are finding a company that they would like to buy from. There is a saying that when you need someone you should be the one to go near them. That saying is the same with a company that needs to sell their products. Even if a company is so popular not all of the time they will always be remembered by people that's why even if a company is so popular already they still needs to build more relationships with other people so that their companies image will always still be remembered no matter what. There are many companies in the market now knows how to build strong relationships with customers because without this relationships your company might not earn any income because nobody is buying from you. Even if there is an internet in the market now companies should not still assume that they are being visited by people that's why they should still create relationships with people manually. When people don't need anything no matter how you promote your products or services they would not still buy your products and services because it is a waste of money and at the same time waste of time. But for me I think that not every time people is like that when they know that they can benefit from the products and services that the company provides then they will try to buy it.

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

In my understanding when the public would like to relate to the public they should put their side on the public. Companies are deeply afraid about their markets because the market now is falling down and they are really affected about the things happening to the market. Companies are afraid also as to the employees are also very afraid to the market because whole of their life is already dependent to the market. They earn their living in the market and without this market they can't live. Every person needs to work to feed their family and earn a living. When a person doesn't have a work it is hard for him/her to earn a living. As a employee or whatever position we are in the market we should know our role how to help the market and not make the market fall down. It is in every person that the market relies on. The market and the people have a very important role in the society. Without this people the market will not be successful and when the market is not around people will have hard time earning money. Many people don't know how important the market is in our life so we should not take advantage of it because not every time the market is there. Example: Before the Lehman brothers are one of the richest companies known worldwide but now we can see that it is already bankrupt. The market doesn't choose what company will shut down that's why we need to be updated about the things happening in our market.

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

People are throwing many things about the market that's why they build walls to keep the people say about them. People would not throw negative things about a company when they have a good quality products or good service. Maybe they have shown the people bad things that are why the people give many negative things about them. There is no perfect company these days especially the market is being so expensive with all its materials. Companies try different things just to stay in the market even if the products or services that they are selling are not that good anymore. When people would like a good



product they should know that it will be expensive that's why when people would like to buy cheap products they should not expect that it will last long. Some people are not thinking about the things they can afford to buy because they are always expecting the unexpected that's why when the things that they are expecting fails they will complain about the company that they have bought their product. They should not complain anymore because they know that the product or service that they have bought is very cheap and the materials that have been use in the product is just low quality materials example when you will buy an mp3 player if your money is just 1000 pesos don't assume that you can buy an ipod because your money is not enough and don't expect also that the mp3 player that you will buy has the same quality with the ipod.

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

In my understanding a company doesn't want to let the market see what's going on inside their companies because they are afraid that another companies might copy their strategy or how they do business in the market. No company in the world would like to let the market see what's happening inside their company even if it is so popular or not because when they do let the market see what they are doing inside of their company their will already be no competition in the market because the best strategy of a company would be copied in different companies as well. The market is trying to prevent the market to see what's going on inside a company. A company makes different strategies that the market would have a hard time seeing what's going on inside a company. There are many companies in the market these days that they have their own strategy on doing business that the market would not easily find out how they did that. Companies in the market these days have many secrets that's why even the smallest details about how the company does business are being kept as a secret. It is the same with us people we have our own private life that we don't want to share with the public because once they know about our private life it is hard to live. All the eyes of the people are stick to you and once you have made a wrong move it will already be showed in television.

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

In my understanding about the quote of Elvis "We can't go on together with suspicious minds" is that people should trust their selves when they want to achieve a particular thing in life or work for example projects, thesis, studies, work and many more. When you don't trust yourself nothing will happen to you because you are thinking that you can't do a particular thing right or you can't accomplish anything. It is the same in the market we should trust the market even if we know that the market is falling down because there is still a big possibility that the market will change. The market still have a big possibility to change because when the right people are hired to control the market then that is the time the market can change. Having a suspicious mind is really difficult because all the things you know you can do has a conflict. We can't easily remove the suspicious mind in our self we will still need to face many practice to totally remove it. When we have removed the suspicious things in ourselves it feels like a bird that has been release in their cage and ready to explore the world. In the market there is a mission/vision statement so that they know what to do in their company or business and not have a suspicious mind. We can see these days that big companies is very successful because they don't have suspicious minds they know that they can do it that's why they became successful.

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

In the market these days no customer has a loyalty in a particular brand because when they see a particular product that is much better than they will buy that brand. There are many competitors in the market these days that's why it is hard for a customer to choose a brand that they like. For example mp3 players there are many brands in the market there is apple, creative, zune, sony and many more. All of them are good but it is up to the customer what brand to choose from. When people would like to buy a particular product in the market these days they research about that particular brand and product so that when they buy it they will not regret. With the use of the internet people can find different product brands that are good. In the statement it says that brand loyalty is the corporate version of going steady that means that when a company would like to have a good name or have good feedbacks about their products they should make their products good quality and at the same time people can afford their products because there are many products in the market that has a good quality but the price is very expensive and it is not very practical to people. When you have gotten the taste of people about your brand then you can assume that people will buy from you then they will also tell their friends or family about your brand and you will also have a steady market.

**31 Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "loyalty? What's that?"**

In the market these days people have no more brand loyalty because things are getting expensive that's why when people see a particular product that they need or want as long as it is cheap whatever is the brand they will still buy it because it is cheap. Almost all the people in the market now are all practical. With the situation in the market these days it is very difficult to buy branded products because it is very expensive that's why there is no more loyalty in products. The internet can really change things in many ways for example when you have a product in mind that you really like to buy then suddenly when you search the internet and found out that there is a product that is much better than the product you like of course you would like to buy the product that you just recently found. People have no particular product in mind that's why the internet really helps people choose products or brands they want. The market these days is already networked that's why it is easy for us to ask or find the things we want or need. As I see the market these days has no steady customers because with the internet you will not pay anything when you like to find something, it is very convenient and you can buy from the internet now. For example when we like to find shoes we will just type in the internet then we can see different results of nice shoes not like before you should go to the store just to see shoes.

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

In my understanding this statement means that a company chooses their supplier when they have agreed about the price. It is already very common in the market to find a supplier that has all the things that a company is finding for. A company finds a nice supplier so that the company can take the advantages of getting that certain supplier. For example our hardware gets a supplier that the prices of the products are low and they can deliver the products to us without a fee or there is a big discount when we buy many things from them that are only some advantages of finding a nice supplier in the market. Not all suppliers can give you the things you want that's why it's hard to find a nice supplier. We should not think that finding a nice supplier is a waste of time but it isn't because when we have found the right supplier then we will have no more headaches because the things we want or the advantages of being a supplier they can give it to us. Smart markets are also smart at choosing their suppliers because they

know that when they have a nice supplier they will not worry about anything. The market has a standard in choosing their supplier that's why when a supplier likes to be known in the market they should have all the standards that the market is finding for. The market now is very smart because there are many suppliers in the market that fails the standards of the business firms.

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

In the market we can't tell a lie to customers/people when we want them to buy our products because when we do tell a lie of course they would not trust us anymore and they will tell other people of our products and what we did to them that's why when we want to get the trust of the people in the community we should tell them the truth. For example If our products is bad we should not tell them that its good because once you tell them it's good of course they would really try your product then once they found out that you have told them a lie then they will get mad at you or even sue you. Telling the truth in the market is not a sin and telling a lie is a sin. The market is easy telling a lie to their customers and having a hard time telling the truth. When the market really needs money they can do it in a good way and not having to tell a lie. As I recently watch on television the selling of chicken in the market the seller directs the light to the chicken so that customers would see that the chicken is fresh without knowing that the chicken is double dead. The seller just wants to earn money and not thinking about the health of the buyer. I think that is one of the reasons why the Philippines are not changing because the people are full of greed. There are many ways to do things by not telling a lie.

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

The market consists of human being that's why they should speak with a human voice if they would like people to listen to them. If a business firm would like to sell their products in the market they should study the people in their community and if it is safe with the people in the community. People are stronger than a company that's why when a company would not study and check the things they are selling or they would like to sell then people can complain and sue them for what they did that's why companies should be really be careful in selling or doing things in the community. For example the producing of milk in China they didn't think of the people who will buy and use their product they just want to earn lots of money that's why they have put some melamine on their milk even if the users and buyers would die they don't care that's why now many people are getting mad of the company who produces milk and at the same time the people are suing them for what they did. When a company would like to have a good image in the market they should share and have concern about the community. Having to share the concerns in the community can help the company a lot they can have a good image and many people would trust them. No companies would like to destroy their image that's why the market is trying to share their concerns with the community.

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

When a business firm would like to make a business they must be accepted and belong to the community. It is not easy to make a business in the market when you don't study your community because maybe the product you will be selling does not fit to the community or the people doesn't need your product. It is easy for a market to belong to the community but it is up to the business firm if how will they make the community like them. Business firms can't live in the market when they are not in the community because nobody will buy from them. Having a business in the community is that we should also have concerns with the people and not just sell the things we want. A business is needed in the community to sell their products and it easy to sell your products when you are in a community because there are people. That's why when a business firm would like to put up a business they should first belong

to the community so that they there would be a chance that people will buy from them. The community is very helpful in having a business because some people share the things they want or need that's why some business firms listen to the people so that people will buy from them because when they don't listen to the community's needs or wants then the business might be bankrupt. We should not think that being in a community is already fine but we should also think that the community is the one who can help us.

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

Companies these days are asking their selves if when will be the time when their company can't already follow the trend of the market. These days it is really being ask by many companies in the market because things are changing very quickly. When a company has already a culture in their businesses it is hard for them to leave their culture behind and make new ones. It is not easy for a company to change what they use to do in the market because when you follow the market and your company can't follow then it is like starting from scratch and rebuilding the company. In every company in the market there is a certain point when they can't really follow the market anymore that's why they just close their company because no customers would buy from them anymore. Companies really ask this question so that they will know what to do when their corporate culture ends. It is like a business man they can't always live to work but there is a certain point when they get old and they should think what they will do after retiring from their job or business. A good practice for companies is to plan the things ahead before the actual thing would come. It is not only in the market we can apply that practice but also in our daily life. Big or small companies have their own plans in the market that is a guide for them to know when their corporate culture will ends the market.

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

In my understanding the topic says that when a company sells a product that does not suite the people in the community then they will have no market. For example when a company is selling pagers but the people have already mobile phones of course no people would buy the pager because it is not the latest trend in the market and at the same time it is hard to use. People would rather prefer buying mobile phones than pagers because the screen of mobile phones is bigger than those of the pager. When a company would like to have a market then they should study the latest trend and what is happening to the market so that they know what to do because when they don't study the market sometimes the things you are selling doesn't suite the community anymore. As I see the market these days there are only few companies whose culture is ending that is the companies who doesn't study their market they just want to sell their things. E-commerce is the new type of business being introduced to the market that's why the culture of those companies in the market is quite ending because everything is changing. The companies should just follow the market so that they can still earn income and it can also help the companies add more profit when they follow the market because people are finding the latest things that's why it is hard for a old business to follow the market because they would change a lot of things and they will also change their culture.

### **38.) Human communities are based on discourse – on human speech about human concerns.**

The community is composed of human being that's why human talks about human concerns in the market. When the community doesn't listen to the people there would be a possibility that they would have encounter a big debate or war among the human beings. The community should listen to the people so that they know what to do or what to improve so that people will still be trust them. Human beings are in to anything they want to discuss in the market that's why the community should listen to the concern of the people. It is boring when the community doesn't share ideas about a certain thing because it is like they don't care about the community that's why they are not talking about anything. We use to interact

with people in our everyday life that makes a community understand the concerns of each individual. We can't live in a community without interaction because for example when we will pay the fare in a jeepney we use to interact with the driver to let him know where we came from or ask how much the fare to a certain place. It is the same in the market people use to interact with each other when they would buy a certain product or ask something about a product. Markets are conversation because we can see that in the market people always interact with each other. I haven't seen people in the market without interaction. I think that when there is no interaction in the community the companies will also close because no customers is buying from them anymore.

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

Everywhere we go we hear people discussing, debating about the market. Recently the market of America fell down and many people are debating whether America could recover or not from the market. Many banks, insurance companies, and people have been affected by the crisis. They talk about the market because they earn their living in the market and when the market goes down their life is very affected because they don't have money to feed their family or support them. These days no one can live without the market because anything we need and want is all in the market. The market is being discussed by many people because markets are conversation. We know that if a company has good quality products or good service then people will tell their friends or their love ones about that particular company so that they know what company has good products or services and they will also know what company has bad or poor products and services. With the market many people have shared their ideas to let other people know what they have experience or feel in the market. The market is like an artist that when something happened people will already be discussing it. People will be discussing about the market when something bad or good happened or the things they can relate to. We should know what we are talking about in the market because many people are also listening to what we say. If there is no market in the community people will suffer and die.

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

This statement says that when the community doesn't discuss or talks about your company that means your company is not popular or the goods and service of your company is bad. Die in this topic means that companies that are not known to the community has a hard time in earning income because no one in the community knows what they are selling. When we would like our company be known in the community we should tell the truth to the customers and have a good quality of products and services. There are many companies in the community now that are dying because they are not telling the truth to their buyers/customers and maybe they have poor quality of products and services. When we have lost the trust of our community about our company it is very hard to gain the trust back. For example China made products now have a bad name in the community because of the poor quality of products they don't think of the community who will be using their product but they just want to earn lots of money that's why even if their customers die they don't care about it. When our company is having a hard time in selling products then there is big a possibility that our company will close. Companies these days make sure that they study the trend in the market and at the same time they study the needs and wants of the customer. All companies doesn't want their business to die that's why they make sure that know what is happening in the market.

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

In my understanding the statement says that companies have a tight security on their market and workforce rather than their competitors because the market can change everything in their business and competitors can't that's why they concentrate in the market. It is not a joke that the market can change everything for example when your companies prices all went up you would be happy because you can have a lot of income but we don't know if our customers will still buy from us because of the high price. When you don't protect your competitors as well they will find a way to put your business down for example when you are selling a computer the price of the computer would be 20,000 then when your competitor found out that the computer that you are selling is 20,000 then they will sell their computer by 18,000 so that many customers will be attracted with the cheap price. It is not bad to have a competitor in the market because it is a challenge whether who is better in business but if we can prevent competitors knowing the prices of our products or the things that is happening inside our company then good. Sometimes there are companies that let their people go to our company to check prices of course we can't prevent that because they did not do anything wrong. Companies makes the security as their religion because these days there are many holdappers or rubbers in the streets or neighboring towns that's why companies makes sure that no rubbers can't go inside their company.

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

In my understanding the topic says that even if the market is already networked there are still people talking to each other inside the company because sometimes it is still hard to explain to co-employees, customers about a certain thing. Sometimes people would like to talk to the staff or the people inside the company face to face so that the person would check or know whether the person he/she is talking to understands it carefully. Sometimes also people also talk about anything they like especially when they don't have a work to do or if it's their break time. Not only inside the company we can see people talking to each other directly but also outside of the companies. For me Filipinos are very good in conversing with other people, they are open to any topic that would be discussed that's why even if the market is already networked people still have the chance to express their feeling, ideas, freedom to other people. The only advantages of network markets is that you can talk to people wherever they are and it is very convenient but the rest of the advantages belongs to the people who talks directly or face to face with other people. For example when your mother is in the province it is very convenient to call her cellphone or a telephone because it is very convenient but you will still be missing her because you can't see her in person. That's why not all of the companies are networked because they still want to express the things they feel.

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

In my understanding this means that these days employees are all networked in a company to make their life and work easier. It is not like before each employee needs to walk and find the person he/she is finding for just to tell them or give them something. Intranet has helped many companies in the market these days. All of the employees are all connected to the companies intranet so that when the CEO of the company would call for a meeting he/she will know the response of each employees faster. Intranet has good and bad effect in a company the good effect is that as I said all of the employees are all connected so that when they don't know about something they would ask their co-employees. The bad news is that when there is so many employees connected to the intranet the server will get slow and the message that you would be sending is always getting delayed. All companies these days have intranet because they know that it would help them a lot in their business. When a company doesn't have intranet

that means the company is being left behind and they still don't want to improve how their business runs they don't want to get rid of their culture. It is not bad for a company to have no intranet but it makes the work of the workers difficult. I think that intranet is one of the solution of some big companies why their business is successful.

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

Companies install intranets in their companies because they know that it will help them in their business and at the same time they can get in touch with their employees easily. In the companies intranet they post their HR policies and the corporate information so that when ever an employee would use the computer he/she can read,see and follow the policies. It is not like when you just post the policies in the corner or in the wall employees would just pass by and not even read it that's why it is nice to put it in every computer. We know that each employee in a company uses the computer that is the reason why companies typically install intranet. For example in CSB's computer laboratory in every computer there is a form in the desktop that shows the policy or rules in the computer lab so that once the student logs in his/her computer the first thing he/she will see is the policy and as time passes by he/she will remember the policies because everyday he/she is seeing, reading and understanding it. It is not only in companies or schools we can see that kind of stuff but also in our own houses. It is not called intranet but the concept is still the same we have our own house rules to be followed and we can't forget it because we have been doing it over and over again almost our entire life we have been doing it. For me it is already a practice to follow rules because where ever I go there are rules or policies to be followed.

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

In a company before we have noticed that when there is no intranet the employees are getting bored especially when they have no more work to be done but now with the help of the intranet when an employee has finish doing his/her job they will not get bored because they can chat with other co-employees that has finished their job as well or they can play with other co-employees. An intranetworked corporate conversation means that employees can talk or chat over the network. There are no more impossible things that can't be done especially when connecting or sharing of ideas to each other in a company. People use to construct things that they know it will help many people in a lot of ways. Some of the examples that people have constructed are internet, intranet, cars, mobile phones, television, computers and many more. We can no longer refuse the things that we have been using these days because it made our life easier. Maybe without this invention people will still suffer from the things that wish to do but they can't do it. Before intranet is not being noticed by many people because they don't know what it does and how can it help them through their work but as time passes by they finally figured it out and tried it and many people got satisfied with the results that's why up to now companies are still using intranet in their businesses. Intranet would not die unless other people construct much better than the intranet.

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

A good company knows how to control and organize their workers this means that when a company knows how to organize and control their workers their business has a good strategy and the company is controlled by their workers and they don't have to worry about anything. Workers are well trained and have a lot of experiences they know what to do especially when there are many customers buying from them and each of the employee doesn't need to be ask to do something they are automatically doing the things they need to do. These days there are only few healthy companies in the market because they have a hard time in controlling and organizing their workers because the workers wants a high salary even if they are just starters or they have no experience yet. When a worker doesn't gets satisfied with it's salary the result of their work is not nice. The outcome of the company comes from the workers that's why when a companies product is not being sold or the people doesn't like it maybe because the workers who done that particular product made something wrong or there is something missing companies hire workers that has an experience and knows the job very well so that they don't need to train them anymore and they can easily adopt to the changes that is happening in the company as well as to the surroundings. A healthy intranet means that in their company the workers doesn't need to go to their boss and ask what to do or what is their project but they just check their companies intranet then they can see all the things that they need to do.

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

What I understood in the statement is that there is no company that is perfect that's why they try to be perfect or they want to improve something in their company to make them perfect but that is not possible even if they improve all their system they will just prevent the things that might go wrong in the future. Companies want to share critical knowledge with other companies so that they know what to do with their company and at the same time they can have an idea on how other companies do their business but not all companies want to share how they do business because that is like their treasure. Some companies are afraid to share ideas that maybe other companies will follow their strategy and no one will buy from them anymore. Companies resist the urge to improve or control these networked conversations because they are afraid that when other companies got an information about the things they are doing inside their company then they might have no more business. Companies are also very careful when talking to the market because every word a company says people listen and put it on their mind so that when the company did not not follow the things they have said the customers can sue them. For example company aaa says that they have a 80% discount on all of their items then customers will go to their company and buy their items but there is no discount at all customers can sue them of what they did.

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

As I read the statement carefully what I have understood is that when a company is not forced by fear and legalistic rules the company would be happy and they can have their own freedom in the marketplace. It is very hard for a company being force and following rules because it seems like they have no control in their company. It is the same with people when people always force you to do something that you don't want to do then it is like they have control over your life because you can't do the things you want and just follow the people. It is not bad to follow the rules in the marketplace especially



when it is really needed. Companies encourage their employees to sound remarkable like the conversation in the networked marketplace so that they could get their customers attention because when you don't sound like the marketplace then maybe people will not buy from you because it is not very convincing or extraordinary. It is a very good strategy when a company knows how to sound remarkable because that is the time when people will listen to the company and when the customers are really being convinced then they will buy a product from that company. As I can see all companies these days knows how to sound remarkable that's why the market now is like a battlefield it is full of competition among different companies. These days it is not hard to sound remarkable because there are many companies out there that sounds remarkable and it is easy to copy them.

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

In my understanding the statement above says that org charts before in a company shows the positions, the ranking of each employee and how they distribute their work from the different positions in the company. These days' companies still have org charts but they often use it to distribute the work of each individual in a company instead they use it to see the different positions that employees are in. It is easy to distribute the work of each employee in the org chart because there is already the different positions of each employee but the difficult thing to do is that sometimes there would be a discrimination involve or power involved for example the CEO of the company has a favoritism with his/her employees that's why when he/she would assign a work he/she will call the employee that he/she doesn't like or the employee that doesn't know anything. Org charts are often being use right now because companies wants to hire employees that knows anything and everything so that when they assign a particular work for that employee he/she knows what to do. One of the reasons's how to keep a business successful is to hire an employee that knows everything so that the CEO or the manager would not have a hard time in training and at the same time they will have no problems. Sometimes org charts are not being followed in a company anymore because they the employees already know what their positions are and what their task is.

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

In my understanding this means that before companies org charts are based on the people or things according to status or importance but now companies doesn't follow the hierarchical org charts anymore because they know that it would not help their company when they base their people through importance or status. Companies these days like people who have knowledge even if they are not in the authority because they know that when they hire that particular person they would benefit from him/her and it would help improve their company with that particular person's suggestions. That's why we can see many companies these days not following their org charts anymore because they already know what will happen if they don't improve or change something in their company. Knowledge is really better than anything else because when we don't have knowledge we can't decide about a particular thing very well and we are always being fooled by the market for example when the market says that this particular product is nice we would buy it and not think first if we would use it or we need it. Many companies now has evolved and change that's why we can see many companies now has a easy way to embrace the market. There are big companies in the market that has all the people who have knowledge and they know that they are not regretting about anything because it helps their company improve in a lot of ways. Many people respect each other in the market because they know that all the people have knowledge and there is no person who don't have a knowledge.

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

In my understanding this means that people in a company is having a hard time to move, do things they want or do things on their own because they now that they are in a command and control management style. Many companies these days are in a command and control management style because they are afraid that their employees will steal from them, they don't trust their employees. For me I agree on a company that is a command and control management style because as I can see these days many things in the market are now very expensive that's why people have the tendency to steal things that's why big companies implemented the command and control management style. Before companies have no command and control management style that's why their stocks are always gone or missing and they don't know what happened. It is hard to blame people because you can be sued. That's why big companies are learning from their mistakes and even small companies these days are also following the style of big companies. Companies know that when they implement this command and control style employees will be afraid to steal from them or do unnecessary things because they know that they are being watch or controlled. It is not bad to implement this kind of things especially when they know that they would gain benefit from it and at the same time their job will be more easier to do. There are also advantages and disadvantages when implementing this styles. The advantage of this style is they have the control over their employees, employees would be afraid to steal things. The disadvantage of this style is people will be afraid in applying in that particular company because it is very tight.

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

Paranoia really kills conversation because when a particular product in the market has a negative image to many people whatever you say or do to people just to sell that particular product you still can't sell it because many people don't trust that product anymore. We can see that in the market these days example the milk products or the white rabbit that is made from China they have a bad image to many people nowadays because of the things that they have done with their products that's why when people would see or hear about China products the things that goes straight to their mind is don't buy of course no company would like to have a bad image to many people that's why they should not put anything in their products that would harm people or fool people. Open conversation kills companies in my understanding this means that when customers or consumers know how that particular company do things in the market then other companies would follow their strategy or customers/consumers would be hired just to tell other companies their secret. It is very hard to have a business in the market especially when you have already got this two things with you. The first things is paranoia and the second thing is open conversation. When we can prevent these two things to be in our company and at the same time in the market then we should do so. It is the same with prevention is better than cure.

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

The conversation inside the company means that people in the company find ways to sell their products or services in the market that's why they do some advertisement or promos, they study the things that they will launch or introduce in the market very well so that when their product or service is already in the market customers/consumers can accept the product or service. The conversation in the market means that when you have released your product in the market people are ready to test it and give some feedbacks or comments about your particular product. We can't tell whether our products name will be a success or a failure in the market it is all in the hands of a consumer/customer. For example when a company have introduce a product name called bolt energy drink the first thing they would do is to have advertisement everywhere so that people in the market would know that there is a new energy drink that would be introduce in the market then if the energy drink is already in the market

then people would buy it to test the energy drink when they didn't like the taste or something then they would have conversation with many people just to tell them that they should not buy that energy drink. The name of that particular product would be destroyed and next the company might shut down because of the negative feedback or comment in the market. That's why these days it is very hard to introduce a particular product because there are many competitors in the market and at the same time it is not yet enough to study the customers needs and wants in the market.

**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.**

In my understanding this means that a good company would have all this positive feedbacks or comments from their customers/consumers when their product has a good quality and their money is worth it but when there is just a little bit mistake about their product then their would the cause of failure come in. When a company has a command and control style then companies can trace the failure of that particular product. It would be easy for them to know the mistake then fix it so that when it reach the market it would not be a failure anymore. For me my example is again the same with China products because when I was a kid almost 90% of my toys or our things in the house is made in China and we saw no failure at all. China products are very nice before but now I think that China has become boastful that they know when they don't have China products in the market these days the market will go down. That's why the good quality products of China became all imitations just to earn profit/income and not think of the possible effects or harm to people. We don't want that to happen in our company and at the same time in our country because when our country has a bad image to many people like China then even the companies in our country would be affected. When we can prevent this kind of situation then we should do it.

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

As policy, these notions are poisonous it means when you have your own idea and not follow the policy then you would be caught. Companies and markets have their own policy and people should follow it because when they don't follow their policy then they would be caught for example when a company has a policy not to smoke inside the company then you still insist of smoking then the companies guards will let you out of the company or you can also be banned from going to that company. As tools, they are broken this means that when you are at your place you can do whatever you like because it is your own policy but when you enter someone's territory then you should follow the policy of other people. What I have understood in the last statement is that employees have unfriendly emotions toward command and control because employees can't do the things they want it is like the martial law and when they are trained inside the company about command and control then it would be hard for them to trust other people especially those internetworked markets. For example when you are doing your job inside the company then many people is watching while doing your assigned task, then you would think that why is their many people watching me you would have this feeling that they don't trust in what your doing that's why their watching you and of course when you already have that feeling then you would do it to other people.

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

In my understanding this means that the markets conversation and the customers/consumers conversation understands each other, they want to talk to each other and they are speaking the same language because the market needs the customers and the customers needs the market. Without the market, customers could not survive because almost the things that they need and want they can't buy it like food, clothing, shelter and many more it is the same with customers, without the customers the market could not survive as well because no customers is buying from them even if their product has a good quality or very cheap they will just waste money for renting the store space or they could not give the salaries to their workers. Markets and customers are partners in business that's why when you remove one of them then it would no longer be called a business. The market studies the needs and wants of the customers in their specific area very well so that when they sell a particular product it would be sold easily, many customers would buy that particular product because they know that they need it or they want it and it would not take months, years to sell that particular product. The customers do the same they study carefully what is happening in the market?, what is the latest trend in the market?, did price go up or down?, and many more. That's why they speak the same language and they recognize each other's voices. This two conversations are perfect.

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

In my understanding this means that when the market is falling down then smart companies will help other companies who are being bankrupt/closing their business. It will prevent the market from falling down when companies help each other it is the same with people. Helping each other can make things change for the better. It is the same with with our situation right now for example Jollibee has bought red ribbon, greenwich, chowking and many more restaurants because they know that those restaurants are not earning money anymore that's why jollibee has bought those restaurants to help those restaurants name from fading away in the market because it has been known to many people in the market. We can now see that those restaurants that Jollibee has bought is earning more than the ordinary. Not only in restaurants we can see that kind of situation happening but from different kind of business in the market. For many big companies it is not very unusual for them to see small companies from closing that's why some big companies study very well about those small companies that they wish to buy because they know that when they buy that particular company they will earn double than their income. Example: We can see that when the market of America almost fell down the government help those big companies from closing/bankrupt because they know that those companies can help the market rise up from crisis that's why they took the risk of saving many companies just to let their market prevent from falling down.

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

In my understanding this means that many companies in the market these days are not thinking wisely about the things they are selling or doing in the market. That's why many companies in the market are being bankrupt because they are not studying or planning the business that they are building. Companies that are successful in the market these days are those companies that study very well or have planned very long about the things that they are going to build. It is not impossible for a wise company to fall or be bankrupt especially when they have already planned and studied every thing about their market and about their company. It is the same when a company is being at risk it is easy for a wise company to over come those risks because they have already planned and studied everything that's why when we would like to put up a business or do something we should really study or plan everything first before doing anything else. For example Jollibee, they have really planned and studied their business

before putting it up and not like popoy's grill they just put up their business without studying it that's why when the market is falling down popoy's grill will really close for good but Jollibee can find a way to do something just to make their business keeps operating. It is the same with students, there are only few students who are intelligent that's why they are the only one who gets high grade most of the time.

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

In my understanding this means that many people are now connected to the internet that's why many people also thinks that all companies have their own company website and when these companies have no company website they are old fashioned. For me I don't agree that all companies should have company websites because some companies still follows their tradition on their company and sometimes old companies can't manage their company website because they are already managing their company and it is hard to adjust to the changes happening to the environment especially when your company is already use to the things your doing in the market. The advantage of an online website in a company is to be known worldwide and let people, companies know what you are selling/offering in the market. We can't do anything about those companies who don't like to make their companies online because they are not trained in doing such things. Online people are now the ones who is controlling the market because they are all networked and they share about the things happening in the market. For example When a customer buys a product from company xyz then he/she doesn't like that particular product then the customer would share over the web about the things he/she has bought from company xyz so that many people would also be aware or know about that particular product. That's why when we would like to fool people in the market we should first think that the market is now networked and markets are conversations.

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

In my understanding this means that when the market is falling down, they find companies that will help them rise up that's why they want to talk to companies and without these companies the market can't live. The Market is like the outer part of the human body and the company is the inner part of the human body that's why both of them are very important to each other. The statement is the same with the situation with our market today. We can see that the market is almost falling down because of the changes happening like the prices going up and as I can see the market is having a hard time to talk to companies especially those big companies because they don't trust the market anymore with the situation happening nowadays. For example Many people want the peso rate to become the same with the rate of the dollar before but now many people find that very impossible because the things in the market is going up especially the price of the oil that's why many companies in the market doesn't trust the market now. If only the market could change I think that companies would trust the market again. For me no matter how bad the situation in the market is right now it is still has a big chance to change or improve. It is the same with the situation of China. The market of China these days is still having a problem because of their products that has harmed many people especially those companies that's why many people, companies and different countries doesn't trust Chinas market. When they want to get back the trust of the people, companies and different countries they should study the products they are producing and they should not fool people anymore.

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

This statement means that the market wants to talk to is the CEO's of big companies or the managers and that is very difficult to happen because CEO's or the managers of the companies doesn't entertain such things especially when they know that they will not benefit from it or it would not help their company. But some companies lets their people do things they want to and the CEO or the manager doesn't do anything unless when the company is falling down. Big companies train their people to do things on their own but when they made a mistake they should now the consequence of this mistakes that's why many big companies hire people who they can trust because they don't want that particular situation to happen to their company. It is very difficult to move especially when all of the task of the employees are given to the CEO to check whether it is correct or not. It is the same with people who would like to complain about a particular product to a company they would not let people talk to the head of the company because if they do let people talk to the head of the company then the employee might get fired because of the things he/she have done. The head of the company of course listens to most of the customers because the customer is always right and if they don't listen to their customers then their companies image might get destroyed. Companies are all in the hands of the customers.

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

In my understanding this means that the market doesn't want to be talking to those companies or those people who they know that can't help the market rise from crisis because when they do talk to them their just waisting their time and effort because nothing will happen. That's why the market concentrates more on the big companies that they know that could help them and get ideas from them. As we can see many people and many companies doesn't trust the market these days that's why the market wants to participate on the conversations going on so that they could get back the trust of many companies and the people. It is very difficult when we don't have the trust of the companies and the people because it is like we are already dead when that situation happened. As I have said earlier helping each other can make the market rise up from crisis that's why we should not be greedy because the market is only one and when the market falls down many companies and many people will be very affected. For example when all the prices of the foods, appliances and many more goes up of course many people would not buy those things anymore and some companies will take all the risk just to sell their products. When that situation happens the market will still fall down because of the people and the companies being greedy and not thinking about the things that will happen around the community.

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

This statement says that before markets are only talking to companies because they know that they are the only one who can help the market but now they are also talking to people because they know that there are many smart people who has the power to do things or invent things that would make the market improve or change for the better. The situation with our market today is very difficult to explain that's why many people are suffering from hunger with the prices of foods, things going up we can't estimate when our market will change. That's why many people or companies should not lose hope because even if the situation in the market is already like that there is still a big possibility that the market could change by helping each other and government officials will not be greedy about money. For example the lights in Mac Arthur bridge in manila they cost a lot of money buying those expensive lamp post when it is not necessary to put those very expensive one's they could have just put those ordinary lamp post because the money that they have spend from those lamp post can feed or educate those people who are in need. With that kind of situation it is very obvious that the government officials are not

thinking about the things that they are implementing or doing. Thinking long term and at the same time thinking about the community is the first step to make the market change.

**64. We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.**

This statement says that all companies in the market these days can't survive when they don't know the prices, how other companies sell their products or the plans and strategies of their company that's why we can see that almost all businesses in the market have similar prices. That's why the market wants access to many companies as possible to know the things happening. As I can see even big companies can't hide their secrets from the market because there are many people who can be paid just do research or tell information about their own company. That's why we can't trust anyone anymore especially in the market because even your co-employees can tell the market about the things you are planning to do or have planned to do. I was thinking that if we don't want other companies, market to know the plans and strategies in our company then we should make it really simple so that even if other companies copy the plans and strategies we will not feel bad. For example Apple Company has an employee that other companies are paying for just to get the information about their own company. Another example is company xyz has an employee that doesn't like the job or hates the job that's why the employee has a big possibility to share or tell the information about their company to the public. That's why some big companies threaten those small companies to tell them their plans and strategies so that they can copy it.

**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.**

In my understanding the workers in the statement is the customers/consumers in the market. The workers makes companies go means that not all companies in the market would last long or will be known to people in a long time because of the crisis happening in the market or sometimes it could also be the product or services of the company that people doesn't like that's why some companies doesn't last long in the market. Companies are now very competitive in the market that's why they like to talk directly with their customers/clients and not by letting other companies be the one to talk to their clients because companies knows that there are no one left to be trusted anymore in the market that's why when they will promote their products or sell their products then they should not be afraid of the market. For example when company abc sells products in the market they don't just write about their product because anyone can copy them or not believe them that's why they really try to reach their customers and let them test if their products is okay. They can also get feedbacks from their customers and at the same time they would know what the things to maintain, improve or change are. That's why it is very hard to make a mistake in the market because markets are conversation. When we would like our company to last long we should really study the things customers want or the community wants so that many people will buy from you.

**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?**

In my understanding this means that workers and markets are bored of listening to the dictation of customers because they don't have any freedom to do things when they get dictated. We can relate the statement to our own life for example being a student we know the things we should do and we don't want others to tell us to do. As I can see customers are stronger than the market and as well as the workers

because it is all in the hands of the customers whether they would like to buy a particular product from the companies or they could also let companies go. Customers are always right in the market that's why it is difficult when you don't follow the things they want. Many companies in the market are now very strict with their employees they don't like to let them meet with other companies employee because they are afraid that maybe they would tell or share their companies plans and strategies. Some companies are very busy doing their business that's why there is no time for people enjoying the things they want to do or socialize with other people. Especially when the company you are in dictates the things you are to do inside the company. For example company def wants to be above the rest of the the other companies in the market that's why all the things that they can do just to be no. 1 is to dictate all the things that their employees should do and all of their employees will be working overtime.

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

In my understanding about the statement is that there are many businesses in the market these days that are fooling many customers that's why many people are not listening to them. As a customer we can be fooled once but we can't be fooled twice because we already have learned from our mistakes. As I can see many businesses in the market are now selling poor quality products or services just to earn money. As a customer when we see those kind of products or services being offered in the market we would not like to buy or try it because it is a waste of money, it will not last long, and maybe their will be a negative effect to our health. That's why even if the sales person is good in doing sales talk a smart person would not be fooled. For example are those mp3 players or those cellphone that are made from China. There are many of those things in the market that's why many people are also being fooled about those products because even if the products are cheaper than those original cellphones or mp3 players it would not last long and all of the time the people who are buying those things are not looking at long term perspective. They are not thinking that when the products they bought gets destroyed then the cost of the repair would be more expensive than buying a new one, of course they would be attempted to buy a new cellphone or mp3 player that is made from China again and when we compare the cost of buying a China made mp3 player or cellphone it is like buying an original one.

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

This statement says that some companies in the market are only thinking of their self and not thinking about the community they are serving that's why they don't last long in the market. When we would plan to make a business in the market we should really study the people in the community and the needs or wants of the people. We can't boast anything about our company because we don't know that there are much more better companies in the market. There is no company that is perfect that's why we should learn to accept our companies weaknesses and we should change it so that it will be our companies strength. It is very funny to see some companies in the market that thinks that when they are not in the market the market would not live. For example is apple when apple has introduce their ipod many people wants to buy it because it is the only portable mp3 player in the market but as time passes by people realizes that why will they buy an ipod when there is other mp3 players more cheaper than the ipod and the output is the same. There are many smart or practical people in the market these days that's why we can't boast about our companies. Some companies advertise their products and services in the radio or television because they want their companies name and products to be known even if their products or services is not that good. It is not bad to advertise but we should not exaggerate it.



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

In my understanding this means that many companies or people nowadays impress many things that they see but they don't get impress in the market because many companies or people knows that the market has no chance to change. It is the same with our government many people knows that there will be no chance of changing because the President has promised many things that she didn't accomplish that's why many people don't trust her anymore. Before there are many people saying that the market would lower its prices but up to now we can see that all the prices is going up that's why many people don't trust the market. You're not impressing us means that when we don't impress the market there is a tendency that the market will shut down because there are no more businesses that will be in the market. Without the business there is market and when there is no market there is no business. Both of them are related to each other that's why we should still give a little chance to show the market that there is still a possibility to change. All of us can still change for the better what more of the market. For example the price of oil has increased and many people knows that there is no chance that it will go down because of the crisis happening in our country but as we can see now the price of oil is slowly going down and many people are getting the change they need.

**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.**

In my understanding this means that when we don't trust or believe the market then the customers who would buy from those businesses would go away because companies and the markets are both related to each other. Many people doesn't understand the things happening in the market that's why they still don't trust the market. But When people observe very carefully the things happening in the market then they can get the feeling of a possibility to change. For me I believe that there is no possibility that the market would change but as time passes by i see that our market is striving hard just to make the market change for the better. Anything has a chance to change even if we see that there is no more possibility. We should always think positively because it can help us in the things we are doing. Example: the rate of dollars to peso before is going down and many people are happy but now it is going up again but time will pass it will go down again because of the things that the market is trying to do. When many people see the results of our market these days many investors would not invest because they are afraid that there money will just be waisted. If we see it in that particular situation in can be true that there money can be waisted that's why they should first study and analyze the market before investing there money. There is always a right timing for everything.

**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.**

In my understanding this means that the so called market now is getting weaker that's why some people blame each other of the things happening. People don't want to be involved in the things happening in the market because when they knew that the market is falling down they have a tendency to think that they will never recover or overcome the things they have invested or bought. As a consumer of course we don't want the market to fall down that's why we should do our best and help the market rise from crisis. These days the situation in the market is very hard to explain. Sometimes it goes up and sometimes it goes down. For example the price of gasoline before is very high that many people don't want to use their car so that they would not spend lots of money they just want to commute but now we can see the difference of the prices of gasoline it became a lot cheaper than before. Many people is tired of the market because as time passes by the market is getting worse especially when the economy is going down. There are many situations happening in our economy that is not supposed to happen for example the expensive street lights our government is buying. They should buy cheaper street lights because they know that many people will steal it and the rest of the money they should help other people

especially those who are in need. That is why our market is falling down because many people see our country a corrupt country.

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

This means that when things innovate or change people would like to try it or live their because they know that they have a chance to live a better life or have more income than the ordinary. As time goes by many things change especially the development of technology. The market is also changing for the betterment of the country. We may not notice the things happening easily because people don't want to let other people know the things they are doing in the market and once they have made something successful then that is the time when they can let other people know the things they made for a change. Being a student I can't easily know the things happening in my surroundings but as time passes by I notice that many things have change. It can help our daily life easy and it can also improve the market for example of this is the Light Rail Transit (LRT) and Metro Rail Transit (MRT) this two trains make the life of people go to any places easily and without any hustle it can also add attraction to our tourism. Many people are tired of the market but as we can see there are also people who are trying to change the market so that the notions of people about the market will change. There are many creations in the market these days that we don't know which can help the market change. Every person should contribute and help change the market.

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

In my understanding this means that the market is not ours so we should live with it. We can't complain because we don't have the power to change it but we have a chance to contribute to the change. If people want to help change the market they should do something about it. Many people are the same when it comes to the market they are sick and tired of it because they know that there is no chance that the market would change. We should think positively because no one owns the market but we are also the one who is making the market. It is like a party people invite you to their house to celebrate but you can't do anything you like there are rules followed. When people don't follow rules they will have a hard time to cope with people. It is very common for people to be ashamed especially when they know that they don't own that stuff or thing. As I see these days the world has change especially the behavior of people. Before when you invite people they are being polite and kind but now when you invite people they don't follow rules anymore because they know that they also have the power to do the things they want. There are many visual people nowadays that are why even if your website is full of information but there is no image/picture the users wouldn't use the website because not all of the users are reading what is written on the site.

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

In my understanding this means that many people in the market doesn't like seeing advertisements because sometimes they know that the ad is not true or they are being tempted to buy new things when they see an ad. Many people in the market are now very practical when buying things because every cents or peso is hard to earn. It is very lucky for those people who have permanent jobs they don't worry about anything and they can spend whatever they can because they always get a salary not like those people who have no permanent jobs. For me ads are very attempting to let me buy things especially when I like the product in the ad. I know many people are also like me but some people will buy those products even if they don't eat. It also depends on the ad about the product or services their selling because some ads are not very attempting to buy especially when you don't like the product. As I can see these days there are millions of ads in the street that are very disappointing to see because they cover buildings or they cover the street. Many ad companies are now very weak because there is already an internet where people can check things out. Ads are very expensive that some companies can't afford to make one because they know that it is not worth it to make ads. If companies want to make some ads it should be very attractive or eye catching to people so that they will always remember your ad or they would buy your product that is placed on the ad.

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

In my understanding this means that when you want the market to give attention to your products or services you should show them something different or something special. There is a saying that when you need someone you should be the one to go near them. That saying is the same with a company that needs to sell their products. Even if a company is so popular not all of the time they will always be remembered by people that's why even if a company is so popular already they still needs to build more relationships with other people so that their companies image will always still be remembered no matter what. There are many companies in the market now knows how to build strong relationships with customers because without this relationships your company might not earn any income because nobody is buying from you. Even if there is an internet in the market now companies should not still assume that they are being visited by people that's why they should still create relationships with people manually. When people don't need anything no matter how you promote your products or services they would not still buy your products and services because it is a waste of money and at the same time waste of time. It is not very bad to let people see your products instead you should be proud of yourself as well as your company because they have made another creation in the market. Change is what the market needs.

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

This means that In the market these days no customers has a loyalty in a particular brand because when they see a particular product that is much better then they will buy that brand. There are many competitors in the market these days that's why it is hard for a customer to choose a brand that they like. For example mp3 players there are many brands in the market there is apple, creative, zune, sony and many more. All of them are good but it is up to the customer what brand to choose from. When people would like to buy a particular product in the market these days they research about that particular brand and product so that when they buy it they will not regret. With the use of the internet people can find different product brands that are good. In the statement it says that brand loyalty is the corporate version of going steady that means that when a company would like to have a good name or have good feed backs about their products they should make their products good quality and at the same time people can afford their products because there are many products in the market that has a good quality but the price is very expensive and it is not very practical to people. When you have gotten the taste of people about your brand then you can assume that people will buy from you then they will also tell their friends or family about your brand and you will also have a steady market.

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

This means that people have no time waiting for people to answer their questions. In other words opportunities don't come very often that's why when you missed it too bad. Many people in the market are too busy that's why when they visited or ask you something you should not keep them waiting because even if they are already too busy they still find a time to visit your company or yourself. When a person doesn't have a work it is hard for him/her to earn a living. As a employee or whatever position we are in the market we should know our role how to help the market. It is in every person that the market relies on. The market and the people have a very important role in the society. Without this people the market will not be successful and when the market is not around people will have hard time earning money. Many people don't know how important the market is in our life so we should not take advantage of it because not every time the market is there. Many corporations keep their secrets to themselves because when they tell the people many people will copy them and they will not have any more income. Some companies use different terms so that people will not understand and not copy them. In the market nowadays there are many people very smart when they know that a particular thing is very popular and very sellable they will imitate the product and sell it in a lower price. Don't miss any opportunity in the market.

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

In my understanding this means that when the market wants to let customers pay for their product they should first really make their product very convincing. When customers buy products they assume that the company is in charge whenever there would be something wrong or if the product gets destroyed. People in the market are all the same when it comes to buying things or services because they spend their allowance or their salary just to buy something. We know that it is not easy to earn money that's why there are many practical people in the market these days. I see that even if the market is falling down people will not still help them unless the products or services that they sell in the market are good. It is very hard to let customers be convinced to buy your products when they don't like it or they don't need it. There are no more impossible things that can't be done especially when connecting or sharing of ideas to each other in a company. People use to construct things that they know it will help many people in a lot of ways. Some of the examples that people have constructed are internet, intranet, cars, mobile phones, television, computers and many more. We can no longer refuse the things that we have been using these days because it made our life easier. Maybe without this invention people will still suffer from the things that wish to do but they can't do it.

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

In my understanding this means that don't be afraid to be involved in anything especially in the market. People should be very active so that they know what to do and what will they do. We can't boast anything about our company because we don't know that there are much better companies in the market. There is no company that is perfect that's why we should learn to accept our companies' weaknesses and we should change it so that it will be our companies' strength. It is very funny to see some companies in the market that thinks that when they are not in the market the market would not live. There are many smart or practical people in the market these days that's why we can't boast about our companies. Some companies advertise their products and services in the radio or television because they want their companies name and products. Everybody don't want to be by their self because they have nothing to do. The Market is like the outer part of the human body and the company is the inner part of the human body that's why both of them are very important to each other. Many people in the market are now very practical when buying things because every cents or peso is hard to earn. It is very lucky for those people who have permanent jobs they don't worry about anything and they can spend whatever they can because they always get a salary not like those people who have no permanent jobs.

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

This means that even your company is not earning income anymore there is still a way to earn money. But companies should not always think of money because it is very dangerous especially when the products they are making is no longer the standard of the product. We can see this in the situation of China now. China just aims to have money even if their products are not good or bad for the people. When people knows the bad things you are doing in a particular product then you can't regret anymore because people will tell their friends or other people about the things you are doing. When a company has a command and control style then companies can trace the failure of that particular product. It would be easy for them to know the mistake then fix it so that when it reach the market it would not be a failure anymore. For me my example is again the same with China products because when I was a kid almost 90% of my toys or our thing in the house is made in China and we saw no failure at all. China products are very nice before but now I think that China has become boastful that they know when they don't have China products in the market these days the market will go down. That's why the good quality products of China became all imitations just to earn profit/income and not think of the possible effects or harm to people.

# Web 2.0 Heroes

Max Mancini eBay

Library reference:

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1224505244&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224505244&sr=8-1)

Quote: "Our role is to inspire innovation through experimentation"

Learning expectation: I would learn and know what web 2.0 is and why is it important to internet users

Review:

It is my first time to hear the word web 2.0 because I know that the web is all the same and the only difference is the interface of the web. Now that I know that there is a web 2.0 I am not ignorant anymore. As I read what web 2.0 is I have learned that it is term describing changing trends in the use of World Wide Web technology and web design that aims to enhance creativity, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web-based communities and its hosted services, such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies.

Web 2.0 helps websites be known because the user interface is very creative; users are secured in sharing their information and at the same time very functional. All users want a web that is really nice not knowing that they are already using web 2.0. Many users don't know that they are using web 2.0 because it is all the same but when we are really concern on the things we are using then maybe we know that we are already using web 2.0.

The quote of Max Mancini is very helpful it can help us fully understand what the web 2.0 really is and how our economy copes with the web 2.0. "Our role is to inspire innovation through experimentation" in my understanding the quote means that when they introduce something new they first do experiment so that when they launch a particular product it is already ready to be sold or ready to be use. When they do not do experiment before introducing something new then maybe the things has many bugs, many errors and many more. It is a good habit experimenting things before launching it or telling people about it.

"You can't necessarily rely on individual sites being where the internet economy is going" in my understanding this means that buyers expectations have grown in terms of what they demand from online commerce. Users expects flash, ajax and javascript enabled. It is not like before that users are satisfied with what the web looks like as long as it is fast and it works but now it is really very different with the technologies and experimentation that people are doing.

"What needs to evolve is the monetization models otherwise a lot of companies will go out of business" this means that companies make ads in the internet also because they know that many people are using the internet that's why it is easy to introduce their product to the internet users. With the ads now you can already make money.

"The bigger the target, the more attention you get from the bad guys" this quote is really true for example when we become rich and famous of course many people will know us and we will be a talk of

the town because they know that we are rich and when they do bad things they know that they will still get money.

“As messed up as our cell phone service is in the United States, I can’t imagine us in a situation where we always have connectivity” this means that with the help of the different technologies anything is possible. For example when we talk about the internet before we assume that it is only in a particular place but now when we hear about the internet it maybe wifi. It is now very possible in doing a thing because anything we want or we do it is already in our surroundings.

“I believe in enabling your business to operate no matter what the next big thing is, and letting other people catch up” when we would like to make a business we should not compare our business to the things in our surrounding because when we compare things nothing will happen to our business.

Lessons learned: I fully understood what web 2.0 is. The quotes of Max Mancini that helps us understand what web 2.0 is.

Alan Meckler – internet.com

Library reference:

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1224505244&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224505244&sr=8-1)

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”

Learning expectation: to know when internet.com began and how did Alan Meckler found internet.com

Review:

The internet is not new to many people these days because it has been introduced before. Many people have already tried to use the internet and they know that it helps them find things easier and the fast way. When I think about how life would be without internet it would be hard for many people because many people these days use the internet not just to browse the things that they are looking for but they also sell different things through the internet. Some people consider the internet as their market because they earn their living in selling different things and when there is no internet they would not earn any money. Many students are all dependent in the internet because they don’t want to go to the library to find books or research about a particular topic. There is a positive and negative effect when it comes to the internet. The positive effect is that internet can make anyone’s life easy and fun. The negative effect is that people get addicted to the internet, they believe what they have read in the internet and many more.

Before the internet is only used by government officials or the people who are rich. As time passes all the people have already internet connection with its cheap prices. These days when people have no internet connection you are already left behind because you don’t know what is happening. All of the companies have internet connection in their office because internet has already been part of their business. Companies make use of the internet to let people know the things they are selling or about their company. The internet has improved through the years. As a student I have been dependent with the internet but I also make sure that I go to the library to find some books because I know that not all the information in the internet is a fact.

The quotes of Alan Meckler says that “The internet was going to have a greater impact, perhaps, than the computer and it was going to be all-encompassing” as we can see this quote of Alan Meckler is true the internet had a greater impact than the computers because when you have a computer but no internet connection it is incomplete and you can’t do anything with your computer you can only do the basic stuff. Internet now is part of the computers need.

“What was really needed was a web site that would be very, very specific or vertical that would cover a topic really well” users want a web site that all the things they are looking for is already there and it is very specific. When there is a website that has all the needs of the people the website will surely have many viewers and they can earn income when they know that users are willing to pay.

The following quote of Alan Meckler says how web 2.0 will be: “I am one who thinks that many web 2.0 properties are jokes. Very few will ever be profitable” as I have read the web 2.0 by Max Mancini there are only few sites that are using web 2.0 it is hard for some sites to catch up because all the known sites are covering the small and unknown websites. For example when you hear ebay you would already

know that they are selling products online and they tend to still improve their site because they know that many people are looking and using their site not like unpopular websites they don't want to make such improvement because they know that there are only few people visiting their website.

Alan Meckler says that the 99% of web 2.0 will not make a dime for me I believe it's true because as we can see Friendster, facebook, ebay and many more are all free they will not earn any money but their site will be known internationally and many users will still be using it because it's free. Many websites these days are all free that's why when you make a site that people would pay before visiting your site you should not expect that people will still visit your website.

Lessons learned: Alan Meckler bought the domain name internet.com from a company that is going bankrupt that is how the internet.com began and I also learned how Alan Meckler sees the web 2.0.



Eric Engleman – bloglines

Library reference:

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1224505244&sr=8-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224505244&sr=8-1)

Quote: “web 2.0 brought the learning curve down to a really low level so you didn’t need to be a computer engineer to be able to run your own blog site”

Learning expectation: to learn how important is blogs to our generation, what is bloglines and how did it started?

Review:

Eric Engleman

As we all know blogs is writing the things you have experienced or the things that interest you the most and post it in the web. There are many reasons why people like to blog and share it with other people. For me I don’t blog before because I don’t like sharing the things that happens to me in my everyday life but now that we are required to make a blog I got interested and I already like sharing the things that I have experienced. Many Filipinos like blogging because they want to share the things about them. It is not bad sharing ideas or the things you like to tell people when you do blogs you are already socializing with other people.

Bloglines uses web 2.0 because they want to let users experience creative user interface; users are secured in sharing their information and at the same time it is very functional.

Gina Bianchini: Ning

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote:

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

Learning expectation: to know and learn what Ning is?

Review:

Ning is a social network that defines the web 2.0. These days there are many social networks to choose from, it is free and it will take us less than 5 minutes to build or make our own social network. We are trying to ask our self if how can a free web service earn profit the answer to our question is advertising, there is a right for people to buy the right to advertise and also people can purchase some premium services. Before it would take us very long to make our own social network because they didn't improve the thing that should be improved that's why we can see how things change so fast. Many people are following the change in their community that's why we can see how the community responds to the things happening in their environment.

Many people are trying to define the meaning of web 2.0 and we also get different understandings or answers. Ning defines web 2.0 is giving people the freedom to create. Many people don't agree on the meaning of web 2.0 and people doesn't usually notice whether they are using web 2.0 or not. There are apps now that doesn't need internet connection it is already offline so that people who don't have an internet connection can still use the app that they would like.

Software + service this means that people are creating social network inside their companies for internal purposes or for intranet. We can see that there are many things that social network can do in our life. Social networks helps us socialize with other people so that we can make friends or relation.

“I think about the time were living in and it is really, really cool” in my understanding this means that when we follow the things happening in the change in our community it could help our life change a lot especially the internet and many more. When our communities have all the future things that we are thinking it would be very cool because it would make our life easy.

“The best, most innovative ideas, we haven't even come close to seeing it yet.” Before we think that all the best things that we have already encounter in our life is finally here but the book says that we have not even the best, most innovative ideas that's why it is very interesting when we already have the best, most innovative ideas I think that our country would be known and many the economy of the Philippines will rise.

“its so global and its so cool” the internet is international that's why many people are fund using the internet because they can search the things that they are finding international and it is easy to know the different feedback of different people from different part of the country. Social networking is very helpful to many people because you can share the things you are doing to different people all over the

world. Internet has helped many people in many ways especially when it comes to making our own social network.

One other thing about Ning is that it offers the users of the web to release their creativity in the internet. This is made possible because Ning is a social network that gives the users the freedom to make their own template. They can design and integrate it to a lot of things. They can place colorful backgrounds, flashy images, and many more. With their own preferences and specifications posted in the web, they can now put up a post which talks about things about their experiences and stuffs.

It also gives people the variance to do stuff in Ning. They can also just simply join a current social network group which talks about something that interests them.

Lessons learned: I learned what Ning is, how they define web 2.0.

Dorion Carroll: technorati

Library reference: none

Amazon link [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1):

Quote: "One person can now communicate with a mass audience, most of whom they'll never encounter"

Learning expectation: to know and learn what does technorati do

Review:

Technorati is a blog site that is founded by David [Sifry] and a couple of people. Many people are making blogs these days that's why there is many blog sites that we can choose from. I don't blog before because I don't have anything to write and at the same time I don't know who will read the things that I write. But now we are required to have a blog that's why I get use to making blogs. Blogs is very important to people who love to share their ideas, experiences, and many more. They can express the things they want to say through a blog. I remember before when there is no blog yet people use to have their own diary and write the things they have done that day or people use to write letters to each other to know what they are feeling. Technorati made a blog because they know that some day it will be popular and now we can see that it has been proven to be true. Ping is very important in many blog site so that the people will know if you made an update or add new blog it will not let people check your blog site whether you made a new post or not because it is also hustle to people. Blogging is not really a household word at that time, technorati came onto the main stream.

Technorati considers web 2.0 to be a public social discourse, the aspect of the social web that lets people connect, that gives an opportunity to have an open sharing of ideas. People can be published quickly, easily, found, discovered and read and other people can react to those things. As I see all the blog sites have the same consideration when it comes to web 2.0. These days there are so many blog sites that are competing with their user interface and not the content of their blog site anymore because all blog sites are the same and the users want their interface to be attractive so that when people will see and read their blog they will come back and read again. For example wordpress, technorati, typepad, blogger and many more they have all the same content of their blog site the position and the UI are different that's the only way to make blog sites these days to be known internationally. Sometimes not all people like attractive UI's or the position of the content inside their blog that's why some blog sites make simple UI because they know that teenagers are not the only people who uses blogs but also the adults.

"what people are saying about me? It turned out that [David Sifry] wasn't the only person asking that question" this quote doesn't just apply to blogs but also many things in our life for example when you are having a hard time using the application we should also think that we are not the only person who is having a hard time using the application so that if we can understand and fix the things that needs to be done we should do so and help other people who are also having a hard time with that application. Applications are being tested again and again by different users to know whether there are bug problems or there are something wrong with the application.

"blogging back in 2004 was not a common word" the people who made technorati focused their attention on people who expressed light weight gestures that is how technorati came to be and also some

other blogs. Technorati also knows that the internet will be popular that's why they made a blog to combine those things together and came out with a nice result that we are now using.

"it's no longer the one way web" in my understanding this statement means that blogs are now being use by different people from different parts of the country that's why it is no more longer a one way web because people from all over the country has now internet connection that's why there is no reason for people who loves to blog don't blog.

"one person can now communicate with a mass audience, most of whom they'll never encounter" as I said earlier many people have internet connection these days that's why people can communicate with people from all over the country. Blogs is also one thing to communicate with people from all over the country.

"Tags are probably the most widespread microformat out there" tags are very important so that people would know what the person wrote and the relation to their blog.

"[people] taking photographs, capturing the moment, writing quick instant messages about their reaction or what they saw – it is kind of mind blogging" this means that blogging have different kinds and not only by writing but also by mind bllouging. For me I think that by writing a blog and mind blogging are quite related because you would first put the things you saw or experience in your mind then you would write about this things.

Lessons learned: Technorati is a blog site, blogs is very important to people especially those people who love to share their ideas with different people from all over the country.

Raju Vegesna: Zoho

library reference: None

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation: To know about Ajax

review:

I don't know what is zoho and I never heard of it but now as I read the e-book about zoho I know now what it does. Zoho is not a company it's a brand and not a division within a large organization called AdventNet. AdventNet focuses software in general and zoho is only the division that focuses on online software. There are many softwares these days that are being sold in the market.

Zoho defines web 2.0 as a buzzword they have the same ideas with technorati. It is a grassroots movement where the control is given back to the users. Zoho really fits the worksite because they provide a set of tools that enable an individual or business user to do the work online. Working online is very advantageous for me I agree on the saying because when you work online you can ask other people about the things you don't understand or you can search the web about the things you are looking for. Zoho plans to take advantage of those applications or those concepts to make them top of the list from other softwares. Collaboration is needed in work, in projects, activities and many more so that we can accomplish a thing right or a nice outcome when we have no collaboration the project we are doing will have a bad outcome or the results doesn't satisfy the requirements.

Many people have wrong perspective about what web 2.0 really means because they think that when they have use java script or ajax that is already web 2.0 but what they think are wrong because when we would like to consider web 2.0 it should be community driven. As a student I really don't get what web 2.0 really means as long as they are using java script or ajax that is already web 2.0 but I am also wrong now that I have read the different definition of different sites about what web 2.0 really means I have already fully understood.

“wisdom of the crowds” in my understanding this means that the users are very intelligent nowadays especially when it comes to software application or anything a certain thing. Users know what are the wrong things or the things that are missing on a particular software or a particular thing and they would tell the people about the things they have recognized in that particular software. These days many programmers get ideas from the users because when they build a program or software they would like it to be successful and not many negative feedbacks from the users that's why they ask the users what they want and what they need.

Before many people use to define that ajax is a part of web 2.0 but that's not the case Ajax is a technology. Ajax plays an important role in web 2.0 but we still don't consider Ajax to be part of web 2.0. I think that this is the chapter where they really define web 2.0 very clearly. I don't consider that the other people's explanation or understanding about web 2.0 is wrong but I just see to it that this really defines the real meaning of web 2.0. When we ignore what web 2.0 really means then we would not understand it until the end of the chapter of this book that's why we should already know and understand the meaning.

“Wikis are going to die and merge with online word processors” for me this is true because anything right now can merge with other things for example sony have bought ericsson because they know that ericsson is not earning any income or profit that's why they bought them to make them merge and earn profit. It is not hard for sony not to earn profit when they merge with ericsson because they already have plans in their business.

People in the web are very particular in the security. It is import because people wants to have secure accounts and applications that they can safely use in the web. The internet is a channel for people to communicate and transact their businesses. Security has been in the lives of people ever since the beginning of time. They can get it from their houses and from the people that surrounds them. Security is something that people wants to have whatever it takes. They want this because having a secure network to their things such as blogging, communicating, e-mailing, and many more is very important. It is important because they do no want anyone to change or delete the things that they had given time to accomplish and finish.

Lessons Learned:

Ajax is not part of web 2.0,

Richard Macmanus: Read/WriteWeb & Web 2.0 Workgroup

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *"Whereas the last era of the Web was people publishing things and you went onto the Web to read it, with the current era anyone can contribute, can write content, or can launch applications on the Web."*—Richard MacManus

Learning expectation: To know what is read/writeweb, how did it become a hit to the market, to know and understand the meaning of semantic web.

Review:

In the name itself we can easily relate to the web before and now because before people are publishing things on the web and we just use to read it but now anyone can contribute and can write content or launch applications on the web. Read/Writeweb is a popular weblog about web technology and it covers news, reviews and analysis. Technorati ranked it as one of the top 20 blogs most visited by many people from different parts of the world. These days blogs are very popular to many people because people like to share different ideas and share the different experience they have encountered. They have built a blog site because they knew that someday it will be popular. Having a long term plan is very nice because you wouldn't have to worry about anything anymore especially when you know the things that you are expecting to happen.

Read/write web defines web 2.0 as a social sites and software, and social networks such as Myspace, and facebook but But, also user generated content such as YouTube. It is all those things plus technologies like RSS and using APIs and Web services to hook sites and things together. It means a lot of things. In a nutshell it defines the era of the Web we are in right now, just like dotcom was used to describe the last era. As what I have understood what read/write web defines web 2.0 is that almost all social networks are web 2.0. If that is the meaning of web 2.0 for read/write web then we are already been using it the time we have created our account on a social network. There are many social network these days that means maybe all of them are already using web 2.0 to get the attraction of the user but in reality even if you say that social networks are using web 2.0 the users would not even notice it because I think that it is not very noticeable and there are many definition of web 2.0 that's why it is hard to tell whether what is the real meaning of web 2.0.

The misunderstandings of people about web 2.0 one thing that a lot of people are sort of tricked on is that because everyone can contribute content, it is hard to focus on the best content. Filter technology is still being worked on. It is not quite there in terms of having the technology for filtering out just the good stuff and to mine for all of this information on the Web now.

Semantic web is to do with meaning in the web this means that in the web these days people are not just building non-sense things but they study very carefully about the things they would build. "Ajax made web sites more interactive" this means that websites now have enabling technologies. There are two basic trends the first trend is browser based example google is going with ajax and other technologies and the second trend is webified desktop, which is adobe and microsoft.

Software as a service or software plus services what I have understood in the statement is that software will be delivered as a service over the web rather than being software that you install on the



computer. For me I like software as a service more than software plus service because you would not have to worry about viruses when you would download a particular software and it is also hassle free.

Read/write web have issues coming with free flow of open information this means that people are copying everything you have done and not giving credit to the person who have done it. It is already very familiar to me the issues of read/write web because we can see that when people download songs or copy some lyrics they don't acknowledge the person who made it and where they got it so that it looks like they are the one who made or produce that particular product or services.

The following are Richard Macmanus observations and connections with the industry lead to a number of insights

- Web 2.0 has come to be a marketing term. In a nutshell Web 2.0 is defines the era of the Web we are in right now, just like dotcom was used to describe the last era.

- Whereas in the last era of the Web, professionals published and people visited a site to read it, with the current era anyone can contribute

and write content.

- Because everyone can contribute content, it is hard to find the best content.

- Semantic Web is slowly coming, but it is bubbling up rather than being defined top-down.

- We are seeing a lot of activity in search at the moment. In the next few months we will see more applications having offline functionality. We'll see a lot more action on the mobile front in the next few years.

- In the near future, we'll see more Microsoft software delivered as a service over the Web. This will happen to a lot of other types of software as well.

- Premium content is kind of a lost art on the Web.

- The big dream is that the Web becomes more intelligent.

Lessons learned:

The meaning of read/write web

Read/write web became a hit to people because many people like to share different ideas, experiences.

The meaning of Semantic web.

TJ Kang: Thinkfree

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation: What is thinkfree, how do they define web 2.0

Review:

Thinkfree is an online web-based application ( office productivity solutions ) it is compatible with Windows, Macintosh, Unix, and linux. For me the name thinkfree is a nice name because it let us think of the things that would make our life more relax or more easier to think is free that's why we should think of all the possibilities that we like. As a student it is very important for me to have my own word processing documents, presentations, and spreadsheets to make assignments or use it in school. Before the office productivity solution that I only know is microsoft office word documents but now there are many word documents competing in the market. As I can see think free for me is very nice even if it is my first time to know about it because thinkfree is compatible with many operating system. Thinkfree also has its sister site called ThinkFreeDocs for me it is like a blog because you can share your various documents with the community at large and it is the same with you, you can find documents that other people would like to share.

Thinkfree defines web 2.0 to be an application platform, and a vendor- and device neutral. There are different answers from different people what web 2.0 is but I think this is the most different answer I ever heard. I am not saying that it is wrong as long as they know what they are talking about then nothing is wrong. As I have said earlier that before the word document I only know is microsoft word documents. It is the same with other people they don't remember there were other office productivity solutions because Microsoft office became so dominant for many years.

Thinkfree knows that there are no misunderstandings of people about web 2.0 because many people have different things or ideas. There are no correct answer about what web 2.0 really is that's why it is hard to say that people misunderstands what is the real meaning of web 2.0 for example when you were ask to evaluate about a particular person or thing of course you would say or write what you think about that particular product or person. You wouldn't go to other people and say what you think is right and tell them that they are wrong because that is what people think about that particular product or thing you can't correct them because many people have different mindset.

Thinkfree's thoughts or opinion on the semantic web is that it is very interesting and it would be very helpful in the future. Right now they just offer a full text search on the text you have either in your own private storage or in the shared area in your storage that you have given access to your colleagues, as well as ThinkFreeDocs. Thinkfree thinks that semantic web is quite promising because they have all kinds of interesting ideas that hold great promise, like classifying

and searching documents based on meaning rather than matching keywords. Thinkfree is ahead of other Software as a service online applications and they don't know what will be the next big thing in five years. The important thing is seamless support for transition between offline and online.

The following are some notable comments from TJ regarding Web 2.0, online office suites, and more.

- We are now calling it “Software as a Service,” but back then it was called ASP (Application Service Providers).
- There are two main issues or barriers that keep people from moving from the desktop to the Web: security and the offline issue. Security is more an issue with enterprise customers.
- People do most of their work inside the browser, except when they have to use their office software that they run on their desktop. You, therefore, need to provide a way to cache data and the application so that they can continue use when not connected.
- Web 2.0 is an application platform, and a vendor-neutral one at that. This is probably a different definition than what most other people give. The other aspect of Web 2.0 is that you have this idea of “wisdom of crowds.”
- Microsoft Office has been so dominant for so many years, that most people don’t even remember there were other office productivity solutions. We’ll see some real changes taking place in an area of the market that had been stagnant for the last 15 years (online applications).
- Just because somebody does come out with an application that works better and at a little bit cheaper price, most users won’t switch because the cost of converting is so high.
- When the computing platform itself changes, then people are forced to change the way they work.
- In the next couple of years we will see more vendors trying to convey that you could really do your work anywhere on any device, and do it without Microsoft Office.

Lessons learned:

Thinkfree is an online based application ( office productivity solutions )

Thinkfree defines web 2.0 to be an application platform, and a vendor- and device neutral.

Patrick Crane: LinkedIn

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation: what is linkedin?, how does LinkedIn define web 2.0, what is Patrick's insight about web 2.0

Review:

LinkedIn is a professional networking site. It uses many of the core technologies and capabilities of the social networks, but is exclusively for connecting professionals together, and through those connections, enabling them to accomplish tasks, get information about their market and their industry, do research, and ultimately get things done. LinkedIn defines web 2.0 as a fundamental course direction for the internet. Web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of media. It is a fascinating era we are in web 2.0. As I have said earlier there are no correct answer about what web 2.0 really is.

LinkedIn considers web 2.0 as a new thing to solve an age-old problem which is maintaining and keeping alive human relationships that matter to you, towards a specific end. Ajax, Adobe air, or microsoft silverlight are all just small components of web 2.0 those technologies help with publishing component. One of the foundational components of web 2.0 is extremely advanced database technology. The functional components of web 2.0 is social networking, publishing component and the sharig aspect for me I think that with out this three functional components it would not work. For example friendster when you would like to blog or post a shoutout or something then you should publish it so that people from all over the world would see it but when you have written something but you didn't publish it then it is very useless it is like writing something on the air.

Head content is produced by the great publishing houses: it's well-researched, it's done by trained and skilled people who know how to do that, and it's fairly general in its scope, i.e., the news of the world, that kind of thing. A television show that's being produced by qualified producers and writers for 6 million people. Tail content is generally not well produced, not well produced, not well edited, is highly specific, and it's for an incredibly niche audience. The important feature that linkedin didn't cover yet is to mix and remix.

This are some of the examples of LinkedIn's strategy API First, we're enabling people to access their LinkedIn network anywhere on the Web, and take action with it. Let me give you an example: On *Business Week*, you'll be able to read an article about a particular company, and then right there, you'll be able to access your LinkedIn network, find out who you know in that company or how many degrees away you are from someone

you *want* to know in that company. You will then be able to take action on that article—whether you want to do a deal with them, work for them, research them, or whatever it might be. You can find a company

insider on any article that's been written. The second part is that we will be doing the kind of Facebook approach in terms of having third-party application providers and publishers launch applications on LinkedIn, but again, we're 100 percent professional—that's all we do. We won't be letting just anybody launch things; we'll do so on a very selective basis.

Patrick's insight about web 2.0 are the following.

- Web 2.0 re-establishes the relationships we have in the offline world, puts them in the online world, and enables that group consumption to again happen. Web 2.0 and social networking is not a fad.
- It matters hugely to people that they do well and that they are seen as doing well in their chosen pursuit. LinkedIn's unique take on Web 2.0 and unique take on social networking is such that those relationships that are formed are a reflection of you, and you need those relationships for life.
- I consider Web 2.0 a new technology that solves an age-old problem. The age-old problem is maintaining and keeping alive human relationships that matter to you.
- 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.
- The moment you do something that isn't transparent and doesn't give the user 100 percent choice, you'll get in trouble.
- Sites must be really obvious, transparent, and front and center on the choices they give to a Web 2.0 user about what is broadcast about that user.
- The way that you consume on the Web, and ultimately 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.

Lessons learned:

LinkedIn is a professional networking site.

LinkedIn defines web 2.0 as a fundamental course direction for the internet.

The insights of Patrick about web 2.0

Shaun Walker: Dot Net Nuke

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *"Web 2.0... was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology an innovative ways that people are using the Internet."* —Shaun Walker

Learning expectation:

To know what is DotNetNuke

how does DotNetNuke defines web 2.0

What are the features built in DNN?

What is Semantic Web?

Review:

Shaun Walker is the president and chief architect of DotNetNuke Corporation. DotNetNuke is a website and at the same time it is also a platform for building websites. DotNetNuke (DNN) is licensed under an open source agreement. Being an open source website let's people do whatever they want with the platform. A lot of the players will need to evolve with the technology this means that companies in the market should use technology in their company so that they would not be left behind from their competitors. There are many technology in the market these days that can help our company a lot easier for example the internet before without the internet companies have few customers because they are not yet known by the public but now with the help of the internet companies now have their own website so that people would know about their company.

DotNetNuke defines web 2.0 into a number of different quadrants. One aspect is the user-generated content this means that the public is now interested in contributing content to the internet as a public good. Users want more ability to interact, ability to express their opinions. Social networking is also an important role in web 2.0 because it lets people interact with each other from different parts of the world. Some of the examples of social networking sites are facebook, friendster, myspace, multiply and many more. Another part of the web 2.0 is the search and syndication of content because there are so many content out there and it is difficult to find what you're looking for that's why there is the search capabilities and syndication of content- so sharing content between sites is becoming more of an issue ch and is something that web 2.0 tries to address. The last thing about web 2.0 is the rich user interface because that is the face of the website and it is also the first thing that the user will see when he/she searches about a website that's why when your user interface is not nice then many people will not visit your website anymore.

The feature that is built into DNN to support the web 2.0 is its fundamental benefit of user-generated content. It allows users to build their own websites, but it also has a modular architecture where you can plug in features such as discussion forums, blogs, and wikis. DotNetNuke doesn't see any most important feature in the web 2.0 because the things are intricately linked together. The most misunderstood about web 2.0 is the term itself because it can mean so many things to so many people. The benefits of using web 2.0 technology are the rich user-interface because for me it is the first thing that

users would see in a website. There are many people that sees ajax is web 2.0 but Ajax is just one building blocks of web 2.0. It becomes part of the fundamental infrastructure behind web 2.0 but there are a lot of ideas around 2.0, which are more network-oriented, human-oriented, rather than just pointing at a specific piece of technology.

There's no doubt that technology is going to continue to advance in the market which I believe is true because as of now we can see how technology in the market keeps finding new ways and new inventions of technology especially in the web there are many intelligent people who are good in web apps that's why it is easy for them to improve technology in the web.

The semantic web as a concept might represent a whole new paradigm shift, but there are going to be a lot of other supporting infrastructure, technology, and ideas that have yet to emerge as part of the semantic web that's why it is not yet well-defined to call the semantic web on it's own web 3.0.

Lessons learned:

What is DotNetNuke

How dotnetNuke defines web 2.0

The features built in DNN

The advances of technology

Semantic web

Biz stone: Twitter

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation:

What is twitter?

How does twitter define web 2.0

The feature that stand out from web 2.0

The misunderstanding of people about web 2.0

What is API?

Review:

Twitter is a worldwide community where members send updates about what they are doing or thinking at any given moment. Twitter for me is very nice because you can share the things your doing with other people especially when you have a crush on someone. Having that concept can make a lot of things change especially in the social network.

Twitter defines web 2.0 as a social networking because web is increasingly a social environment and that people are using it to communicate with one another. All of these tools that you see emerging, that you would associate with web 2.0, like tagging, where you can easily categorize a piece of media, you do all of this in an effort to express yourself and to share your thoughts with other people—that is, communication and self-expression.

Ajax, adobe air, or Microsoft silverlight are tools that are freely shared, or the codes and ideas behind them are freely shared among developers, as well as being publicly available for free on the web. The idea is that the more open these technologies and services are the better. Twitter says that it is easy to say something web 2.0 because people can understand what you're talking about.

The feature or something that stands out more so than others in regard to web 2.0 is the open factor, the idea that the more you can open up your platform, your idea, or your concept to invite other people to build on top of it, and work within it, the better.

Twitter knows that people doesn't misunderstand what web 2.0 really is because when they talk about the web it refers to a set builders who work on the web who've decided to lump together a bunch of different aspect, trends, and technologies. The term web 2.0 is the one the people misunderstood because people have their own meaning and understanding of what web 2.0 is.

Twitter has built an Application programming interface (API). Twitter is one of those things that people might associate with web 2.0 and with openness. API is very important so that other developers



can build on your platform. API has become a must have for twitter and at the same time it is a sort of a key driver.

The business model of twitter is on reliability and user experience. Twitter's business model is going pretty diverse platforms. Twitter is on SMS, on the web, instant message and the mobile web. The business model is going to be as simple as the concept of twitter.

Web 3.0, semantic web Twitter and DotNetNuke are quite familiar when you ask them about web 3.0, semantic web because it is like very advance when people are talking about web 3.0. Twitter is catching up what's supposed to be web 2.0 and what gets added into that and what doesn't.

Software as a service and software plus services is moving towards this idea that you can add a lot of value to the web. Twitter is just growing awareness of, "we can connect, we can make this software a lot more social, and we can bring a lot more value to it if we connect

it to the Web and thereby connect it to other people."

Twitter proves that simple concepts can result in big communities. Several notable observations follow:

- For most people there is no Web 2.0; there is just the Web.
- Around 90 percent of the people do not check the privacy box on Twitter. They want their posts public. That's something that is not entirely unique to Twitter; it's something that's happening in blogging, MySpace, Facebook, etc. People are increasingly okay with others knowing what they're up to and hearing what they're saying. There seems to be a lot of value in keeping that openness.
- Web 2.0 is this big, growing realization that the Web is increasingly a social environment and that people are using it to communicate with one another, like they've always done—but now in such an open way.
- If you look at a flash-card deck of different things and ask, "Is it Web 2.0, or not?" it's more like a gradient where you see things as, "That's pretty much Web1.0...that one's more 2.0, etc." It's just easy to say something's Web 2.0 because people can understand what you're talking about.
- The more you can open up your platform, your idea, or your concept to invite other people to build on top of it, and work within it, the better.
- You have to provide an Application Programming Interface so that other developers can build on your platform.
- If you're talking about new technologies or a new idea, especially on the Web, then it makes sense to really work on the concept, the product itself, and the reliability first.
- SaaS is just a growing awareness of, "We can connect, we can make this software a lot more social, and we can bring a lot more value to it if we connect it to the Web and thereby connect it to other people."

Lessons learned:

Twitter

Twitter defines web 2.0

The feature that stand out from web 2.0

The misunderstanding of people about web 2.0

Application Programming Interface (API)

Seth Sternberg: Meebo

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation:

What is Meebo?

How Meebo defines web 2.0

What is the insight of Seth Sternberg about web 2.0

What are the misunderstanding of people about web 2.0

Review:

Meebo is an instant messaging that programs like hotmail and gmail are to e-mail. They bring the ability to socially interact with anyone else in the world with the only requirements being a browser and an IM handle.

Meebo defines web 2.0 as an interactive web. There are concepts that made the web overall more attractive to people. You can break this concept to certain buckets. One bucket is the whole Ajax thing. Ajax lets people create much more application-like experiences on the web.

Another piece is the empowering of individual voice so that blogs, youtube, flickr let any given individual become a publisher. Another part is subdomain it is the whole open concept of such as open API's. Another area is the whole monetizing of things. Putting some ads on website is a form of monetizing because you promote your products.

Open source has been really, really, really good for meebo because they become popular and many people are using their web service. Open source can also let the code be check by other people and improve it.

Meebo doesn't see misunderstanding in web 2.0 because many people have their own understanding and meaning to what web 2.0 is that's why there is no right or wrong. Meebo finds people having trouble inside or outside is having great people to join the team.

Meebo's coolest thing that they have done or seen is youtube there are two reasons why. The first reason is because of Meebo's goal is to make IM super available they made web video super available. Te other thing that is reall cool for meebo it lets stories that would be hidden come out.

Web 3.0 is not yet defined that's why many companies don't know what that will be. Meebo thinks that each wave of innovation happens because a couple of fundamental technologies come out that enable new things. I agree on that one because as we can see these days there are many technology in the market that is being introduce almost every month or year. For example many companies don't know about what web 3.0 is but as time passes by they are already using web 3.0.

The following are the insights on web 2.0 by Seth Sternberg

- Advertising on the Web is now very, very efficient—an efficient, liquid market.
- There are a lot of are people saying there has to be this advertising fatigue thing, but I don't think that is the case at all.
- You are going to build a very different kind of organization if you are going after the enterprise.
- Because of Open Source you can go in and fiddle with the code to make it better.
- Everybody says, "I don't think I know what Web 2.0 is" because nobody really knows what Web 2.0 is.
- I don't think there is anything right or wrong about Web 2.0.
- If you don't do Web 2.0, then you'll lose market share and you'll wish you did.
- At the end of the day, the great thing about the Web is that if you have really smart people, they can do really awesome stuff.
- The market forces efficiency.
- Folks will have to figure out ways to make money other than by just serving up a bunch of page loads.
- Without a doubt, the user experience with this Web 2.0 stuff is a lot better.

Lessons learned:

The meaning of Meebo

Meebo defines web 2.0

The insights of Seth Sternberg about web 2.0

The misunderstanding of people about web 2.0

Joshua Schachter: del.icio.us

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation: To know and understand clearly what is Del.icio.us

How they define web 2.0 and semantic web.

Review:

Del.icio.us is founded during 2003, it is a system for saving bookmarks, finding things that you found previously, organizing those things and basically providing a sort of memory for the web. As we all know many people like saving bookmarks because they have many favorite or interesting sites they want to visit. Del.icio.us made their website to help people organize, find things easily and many more. "There is a lower transaction cost for trying those things out" this means that you don't have to pay a large amount of money just trying those different websites that the internet offers.

Del.icio.us defines web 2.0 as an artifact of the economic conditions of the ability for people to take passion in a topic and actually implement something. This means that Del.icio.us did not aim about web 2.0, they just build this website and they suddenly knew that they are already building some web 2.0 on their site. It is the same with many builders they have no intention of being popular, they are just building something up to help many people and when many people like the things they have made/created then that is the time when they will be popular.

"The cost implementation and the cost of failure are so low that were able to prototype and try lots and lots of things, very, very quickly." For me this means that Del.icio.us didn't have a hard time trying different things because the builders like what their doing and the cost are very low. When we like the things we are doing then we will not be bothered about the things around us even if the cost are high, etc.

Del.icio.us considers the most important feature about web 2.0 is the economical, the cost of implementation and the cost of failure are so low. They didn't have a hard time making and trying things with those things that they consider as the most important feature about web 2.0.

It is very hard to tell who is defining web 2.0 correctly because many people have different ideas and belief about a particular thing and it is not easy to let them believe that you are correct unless you show them evidences. It is the same with many things for example Many people have different religion and it is not easy to know what religion is correct because each religion have their own belief/understanding about a particular topic that's why it is hard to tell people to believe your religion.

Del.icio.us defines semantic web as exchanging of databases with foreign schemas, and harmonize schemas across the databases. Semantics are around the definition of the schema rather than the definition of the data.

The next big thing on the web is the variety of little things that will come together once again, change the costs and technologies. More and more computation will be pushed to the edge. Data stores will get smarter, bigger and faster and more appropriate for web-scale use.

Social bookmarking is the core of del.icio.us the following are a few tidbits from Joshua Schachter:

- Instead of spending millions of dollars on technology, people are able to build a low-end PHP/Linux sort of environment for building pretty much anything. As such, you are able to try out a lot of ideas, many

more than previously, because there are lower transaction costs for trying things out.

- Web 2.0 is less the name of a specific phenomenon, and more of a label we put on particular observations.

- Because Web 2.0 is vaguely defined, it's also similarly vaguely used.

- If the Semantic Web is version three of "something," then SQL was version two of it, not the Web.

- People don't agree on terms, methodology, technology, parts, or components, and there are radically different ways that people implement and even think about problems. Right now it is deep, magical voodoo.

- If computer technology stopped advancing for a few years right here, we probably wouldn't be in terrible shape.

Lessons learned:

I understood and know what is del.icio.us

Del.icio.us defines web 2.0 and semantic web

Ranjith Kumaran: YouSendIt

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

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

Learning expectation:

To understand clearly what YouSendIt is

How they define web 2.0

What are their perspective about web 2.0

Review:

In the name itself we can easily know what it does to further understand what YouSendIt does is a site that focuses on transferring of information and files to others for example With the larger averages size of files that are being sent yousendit.com made easier options. Yousendit touches many critical issues that people faces with the web. This includes securely sending information as well as tracking where information has been sent.

YouSendIt defines web 2.0 in 3 things. The highest level is the ability for the web to connect people and enable collaboration. This is enabled through allowing the re-syndication of data and services by anyone. The second thing that yousendit defines in web 2.0 is the network effects that are built around these services and sites. The example of this one is that yousendit's relationship with customers that is important. The third thing is about the breadth of use cases. This are some of the things that traditional service constrained by shelf space couldn't address.

The most important feature that yousendit considers in web 2.0 is the ability for people to easily adopt services and thus connect to more people and start more conversations. Yousendit considers also the new and interesting types of User Interface(UI). For me I agree about the User Interface because it is the first thing that users would see in a website that's why when your websites UI is not that interactive then of course people would not visit your site anymore even if it is nice. I also think that there are many visual people nowadays that's why there are many different themes, designs on websites to impress those people who loves art.

"What were finding is that 80 percent of collaborative efforts do happen asynchronously" People are moving data and someone will mash it up with something else and send it back, and it doesn't happen in real time. It is very important to be able to push some of these applications back out of the browser and onto the desktop, but to make it accessible and as easy to use- and as connected as possible.

The most misunderstood thing about web 2.0 is that people thinks that it all happened in a sudden. For me I believe this is true because many people don't mind about things that are not yet popular or the things that they are not familiar with. That's why when there is a particular thing that became popular then that is the time when people's attention is on that particular thing for example

Before the internet is already in the market but many people doesn't mind about it because they don't know how to use it and when the internet became popular then many people focused on the internet.

The benefits of web 2.0 is technology-wise and distribution-wise. “ From a service perspective, I'm seeing a lot more services almost make web pages obsolete” this means that in the coming years their will be many sites that offers services rather than just web pages.

“By outsourcing a lot of the services through companies like ours, people are becoming more productive” this means that Yousendit outsource their services because they know that it would help and be easy for companies to do their job.

The following are the experience, insights, notable perspective about web 2.0

- The ability of the Web to connect people and enable collaboration is enabled through allowing the re-syndication of data and services by anyone.
- At a high level, Web 2.0 is about enabling interesting conversations and collaboration. The more people you can service, the more value they get out of it.
- One of the most important things of new services applications is complex user interaction, and I think that AJAX does enable more robust user interactions.
- It is very important to be able to push some of these applications back out of the browser and onto the desktop, but make it as accessible and easy to use and connected as possible.
- Folks think that Web 2.0 happened overnight. It's a 10-year-old overnight success. Things like Ajax have been around for quite awhile.
- There's kind of a balance between how you want to enable your team to be productive and at the same time, the onus is still on vendors to make sure that we live up to the promises that we make on security and usability and availability. Additionally, by outsourcing a lot of the services through companies like ours, people are becoming more productive.
- If our users aren't asking for it, we're going to leave it out. There's almost a stigma if you're not following the latest and greatest thing.
- The desktop is pretty engrained right now in the way people do things, but I think it's almost coming full circle to where the desktop is more of a terminal to more sophisticated applications on the Web.

Lessons learned:

I have understood clearly what is Yousendit

Yousendit defines web 2.0

Yousendit's perspective towards web 2.0



Garrett Camp: StumbleUpon

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *"Web 2.0 is really about the user experience and not the underlying technologies"* —Garrett Camp

Learning expectation:

- To further understand what is Stumbleupon
- how they define web 2.0 among others
- what are their notable things about web 2.0

Review:

StumbleUpon is a website that enables personalized content discovery. For example stumbleupon allows you to share those interesting sites that you stumble upon as well as helps you to discover sites others have found. StumbleUpon gathers positive and negative ratings to help those sites that are really good float to the top while others sink out of sight.

"The web becomes a lot more of an interactive platform rather than just a way to buy or read stuff" this means that before when we are using the web we usually just read the things written on the website but now there are websites that let's you try the code inside the website so that you can know what does the code do.

StumbleUpon defines web 2.0 as more interactive. Sites have more participation from users, and there are community elements to it with things like profiles, reviews, ratings, and user-generated content. In short StumbleUpon defines web 2.0 to be a social network. "If it wasn't for open source, it would have been much harder to get started" for me I believe this is true because when there is no open source you would start from scratch and that would be very hard but with open source you can get your codes from different sites then change it or improve it then you can use it.

Many people says that web 2.0 is Ajax but they are mistaken because it is only a tool that is used in web 2.0. Web 2.0 is really about the user experience and not the underlying technologies. StumbleUpon considers Lamp Platform as the feature that stands out from the rest because the Lamp platform has enabled a lot of it with the low-cost, robust, Open source platforms. Lamp is the base on which most web 2.0 systems are built. It is one of the core technologies that has allowed people to do so much with free tools.

StumbleUpon believes that Open source has enabled web 2.0 the whole point is to be able to build apps in an interactive fashion based on user feedback and to start with something small instead of a big app with a grand launch. StumbleUpon believes that people doesn't misunderstood about web 2.0 because there are many interpretation of people about web 2.0 that's why it is hard to tell what is the right one.

"The Semantic web is a great idea, but the problem is that it never got widespread adoption" In my understanding the statement says that many people are already talking or getting idea about what

semantic web is but it is not being spread to people that's why it is not yet known. The third wave is trying to utilize human input to define what good content is, and it has the technology to help manage and organize that information.

Discovery, recommendation, personalization, and generated content are all parts of the third wave.

*" Today, if you have an idea you want to experiment with, it doesn't cost very much to try" this means that there are many open source softwares nowadays that's why it would not cost very much not like before when we have an idea and want to try it we would search the net and buy the software just to try it.*

*The following are tidbits of information and notable items from Garrett Camp.*

- *Today, if you have an idea that you want experiment with, it doesn't cost very much to try.*
- LAMP is one of the bases upon which many Web 2.0 systems are built. LAMP is one of the core technologies that has allowed people to do so much for free. A lot of start-ups, including StumbleUpon, would have had a difficult time if they had to pay for software or database licenses.
- The whole point of Open Source is to be able to build apps in an interactive fashion based on people's feedback, to start with something small and improve based on people's feedback.
- Companies need to think about how they collect data, use data, and what people's expectation of privacy is. It's each company's responsibility to make the people realize what they are submitting to, what information will be made public, and so forth.
- 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.

Lessons learned:

The things stumbleUpon does

their definition of web 2.0

StumbleUpon's notable items from Garrett Camp.

Rodrigo Madanes: Skype

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *"The most important thing is that even though we felt in the '90s that the Internet was having a big impact in people's lives, we're seeing in this decade that it's reconstructing a lot of industries and shifting a lot of value around while improving people's lives."* – Rodrigo Madanes

Learning expectation:

What is Skype?

How skype defines web 2.0?

What are the interesting opinions of skype about web 2.0?

Review:

Nowadays many sites in the internet helps people do things the easy way. Skype is one of them and many people use skype because it is very convenient. I really don't know if skype is still popular right now because I can see almost all computers have yahoo messenger installed. As a yahoo messenger user I have observed that yahoo messenger is more on chatting and skype is more on call. Many people uses these things because they are free especially to those business people. To further explain what skype is Skype is a piece of software that people can use to talk for free, all over the world. As we think of it, it is like cellular phones because where ever we go we can send SMS, call. It is the same with the internet there are many shops and houses connected to the internet so that you can do things online. "Broadly speaking, [web 2.0] is the resurgence in web innovation" in my understanding this means that as time goes by the web is becoming stronger and more popular again because of the change people are doing in the web.

Skype defines web 2.0 as complex set of technologies and enablers. The best definition is that it is the resurgence of web innovation. There are no correct answers to the definition of web 2.0 but in the side of skype innovation is one of the key factors because innovations focus on rich interactions between people. Some interactions that people do in skype is voice and video calls, social networking, share tv, video clips, music and many more. Many people thinks that Ajax, adobe air, flash is already web 2.0 they are wrong because those technologies have just contributed and are components of web 2.0 and they are not web 2.0. Skype's important thing about web 2.0 is the large industries that are being constructed. "One of the reasons I like my work is that the benefits are all very real" in my understanding this statement is related to the people who are looking for a job because there are many people finding a job that will give them many benefits because these days the salary of people are very low that's why they want benefits to add up to their salaries. The misunderstanding of people about web 2.0 is about Ajax or about a particular set of technologies. The benefits that skype sees in web 2.0 is the benefits are all very real.

The following are Rodrigo Madanes interesting insights into the changing industry and into web 2.0

By definition, Web 2.0 is the resurgence of web innovation after the dotcom bust in 2002. It was triggered in great part by technology and the critical mass of broadband users around the world, and led to people being able to communicate more.

- AJAX, AIR, Flash, and those kinds of technologies have contributed to and are components of Web 2.0, but Web 2.0 is the result of a critical mass of people with broadband, enabling technologies, large investments and start-ups, and a combination of low-cost, Open Source packages that enable these start-ups to accelerate very quickly—all of those things led to a transformation in the industries of telecommunications, advertising, and television.
- 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.
- In most periods of substantial innovation, which tend to last five to ten years, you will encounter a number of obstacles and problems along the way. This is typical with technology and innovation.
- The Semantic Web is a way to figure out how to structure this whole set of data on the Web so that you can navigate through it much better.
- You can grab a widget, copy and paste it, and put it somewhere else. Years ago, that would have been unthinkable. The Web is getting more homogenized and more easily "cut and paste"-able.
- Web 2.0 is one of the great technology phases that was mostly consumer- led. We've seen a lot more benefit to consumers in this phase and a lot more lagging response of passing these benefits on to enterprises

Lessons learned:

What does skype do?

Skype defines web 2.0

The interesting opinion of skype about web 2.0

Rod Smith: IBM Corporation

Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *“Web 2.0 is about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they’ve ever had before.”—Rod Smith*

Learning expectation:

To further understand what IBM is?

How IBM defines web 2.0

What are the interesting opinions of IBM about web 2.0

Review:

As we all know International Business Machines (IBM) has been so popular in the market especially in the computer industry since 1911. IBM focuses on many areas, including products and services. They have asked IBM about their opinion on current and new technologies because IBM has been through many things already. It is the same with artist many new starters in the industry ask those people who have been very long in the industry to know or get some tips. Web 2.0 is the intersection of social changes, economic changes, and a technology change that means with web 2.0 everything have change and many people can unlock content to be used in new and innovative ways.

IBM defines web 2.0 as the intersection of social changes, economic changes and technology change. It’s all about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways—much faster and simpler than ever before. For example before when we search the web we just read the content we can’t do anything with it but now when we search something in the net we can edit it or copy the code and try it ourselves. “Today with web 2.0, we can come back to [vendors] quickly and engage them at a business level” this means that with the innovation of web 2.0 we can partner with businesses easily. *“Now you’re seeing IT and the line of business [side] really collaborate.”* This means that in every business nowadays they all have internet connection because it can help their customers easily do business with them and the process of their business will be a lot easier. A company without IT will have a hard time in the market because they don’t know the things happening around them.

Information impacts the consumer as I can see this is true because there are no consumers in the market that likes to be affected with the prices of things in the market. For example the price of gasoline before people doesn’t mind the price because they still can afford to buy but now the price of gasoline is increasing and many people are being affected. No matter how reach people is there is still a big possibility that they will be affected.

Consumers are open to information this means that many people wants to know the things happening in the market so that they will not be left behind. For example the products that is made from China is being affected and many people already knows about it that’s why they would not buy those anymore and you not knowing the information you will still buy that particular product until you realize about something wrong and you will regret.

“It doesn’t take 18 months to respond to a new opportunity” this means that when there is an opportunity being given to you, you should not think of it but you should accept it immediately because

opportunities comes only a few times in our life. The single most important thing about web 2.0 is that content services really expanded business opportunities.

Rod Smith's interesting comments and thoughts are the following:

- Web 2.0 is that intersection of social changes, economic changes, and technology changes. It's about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they've ever had before.
- Users want to share information, and in the past did not have a cost effective channel with which to do that. Web 2.0 offers them that and they seem to resonate quite well with it. Line-of-business people need to be involved in the decisions of publishing and making that information available.
- A lot of folks that are getting their lead customers and their people together really do cross-pollinate on ideas that a business can try to turn around and harvest and harness and go to market quickly.
- Some innovations will be, business-wise, successful, and some will fail. And that's a good thing. You want to have some successes and some failures, at the right cost point.
- Now you've got a different level of granularity where you've got widgets and things talking back to data sources on the backend, but architecturally, it's just a nice extension.
- Applications don't have to live forever. They're "disposable," and they really are situational: they're good for a certain partnership, and then they can go away.
- Web 2.0 really is empowering and can help transform IT and line-of business relationships. A lot of what Web 2.0 does is let you visualize your middleware investments.

Lessons learned:

- IBM
- IBM defines web 2.0
- IBM's opinion about web 2.0

Tim Harris: Microsoft Corporation  
Library reference: none

Amazon link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1225111892&sr=1-1](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_1?ie=UTF8&s=books&qid=1225111892&sr=1-1)

Quote: *“Enterprises want to take advantage of the social and collaborative aspects of Web 2.0 but don’t necessarily want the business models of Web 2.0 shoved down their throat.”* —Tim Harris

Learning expectation:

To further understand what Microsoft is

Microsoft defines web 2.0

What is the interesting opinion of Microsoft about web 2.0

Review:

Microsoft has been known to many people especially in the modernized world. Microsoft made many things that help change the IT industry. Microsoft is a big player in the web 2.0 market. They have created key tools to develop web 2.0 websites. Some of the tools are ASP.NET Ajax control toolkit and ASP.NET Ajax extensions. Even big companies in the market has their own definition of what web 2.0 is that’s why there is no right or wrong answer about it.

Microsoft defines web 2.0 in three different pillars. The first pillar is the technology pillar where people are talking about things like RSS, ASP.NET AJAX, and technologies for building websites and web application. The second pillar is the business model the fact that business models have become inextricably linked to the software and so most of the focus there is on advertising models of all sorts of subscription models and other business models around the delivery of software to the user. The third pillar is the social networks it lets people to have a tendency to talk about are these social constructs examples of social networks are blogs, wikis, and social mapping software.

*“People have a tendency to put Web 2.0 in the ‘browser bucket,’ and say that if it is not running in a browser it is not Web 2.0.”* In my understanding this means that when people liked your browser then they will save it as bookmark and recommend it to other people but when they see that your browser is not that good then they will mind it. The misunderstood about web 2.0 is that all people thinks that when you have used ajax you have already a web 2.0 I have read that many times and it is always the misunderstanding of people in web 2.0. Ajax is just a component of web 2.0 but it is not really web 2.0.

*“It is hard to not say that Web 3.0 has already jumped the shark.”* In my understanding it is really hard to say about web 3.0 because almost all people doesn’t know what it is yet and what does it do. It is easy to imagine but hard explaining what it really is.

The following are interesting opinions of Microsoft about web 2.0

- People have a tendency to put Web 2.0 in the “browser bucket,” and say that if it is not running in a browser it is not Web 2.0.
- Microsoft is the only company that can provide developer tools that span all of the consumer scenarios, all of the enterprise scenarios, the consoles, mobile phones, desktop, and browser based—you name it.
- The real key is making sure that standards, protocols, and interoperability are there.
- It is obvious that business models are changing.
- The need for developers to be cognizant of the business model under which their application is going to be distributed is greater than ever.

- 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.
- A lot of people think that if you build an AJAX application with an RSS feed, you've done Web 2.0.
- There is no consensus in the industry of what Web 2.0 is.
- It is hard to not say that Web 3.0 has already "jumped the shark."
- It has taken almost 10 years for Web 2.0 to come about after the technological underpinnings were put into place.

Lessons learned:

The things that Microsoft has done in the IT industry.

The definition of Microsoft in web 2.0

The opinion of Microsoft about web 2.0



# **Vertsol group project**

Benguet Lumber Inc.

A study on the Sales System of Benguet Lumber Inc.

## **Submitted By:**

Babiera, Jann Michael V.

Dee, Morgan Jay T.

Semilla, Christopher R.

Ward, Paul Maverick B.

Submitted in Partial Fulfillment of the Requirements

Of the Course, Vertical Solutions

De La Salle – College of Saint Benilde

## **Company Profile**

**Company name:**

Benguet Lumber Inc.

**Address:**

457 Magsaysay Avenue Baguio City

**Nature of business:**

Retailing

**Established:**

1935

**History:**

Benguet Lumber Inc. was founded by Tan Eng Lay in 1935. As being one of the few hardware stores in Baguio City, it has easily earned profit. The profit that they have earned has expanded their business to different locations in Baguio. With the help of their Vision & Mission statements their business is still going strong even if there is already an increasing competition of hardware stores in Baguio City.

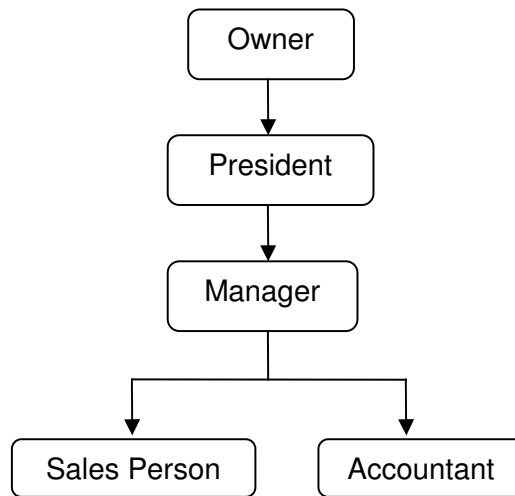
**Vision:**

To be known nationwide with our good quality products.

**Mission:**

To provide good quality products to people/customers that they will never regret on the things they bought from us and provide all the needs of the customers in construction materials.

### Organizational Chart:



### Products:

- › Paint
- › Lumber
- › Screw
- › Nails
- › Paint brush
- › Deform bar
- › Gravel
- › Sanitary pipes
- › Sanitary fittings
- › GI wire
- › GI sheet
- › Cement
- › Electrical wiring

### Services:

Delivery of construction materials to customers

## **Objectives of the System:**

The proposed system that would be implemented aims to:

- make the system of the company automated
- provide accurate information
- avoid losing important files due to human error

## **Significance of the study:**

- **Significance of the study to the company**

This study would help the company increase their sales by changing their current system. This study would also give the company the opportunity to improve the way they are handling their management. The improvements and enhancements that would take place would help them be much effective and efficient in their management of the business.

- **Significance of the study to the group**

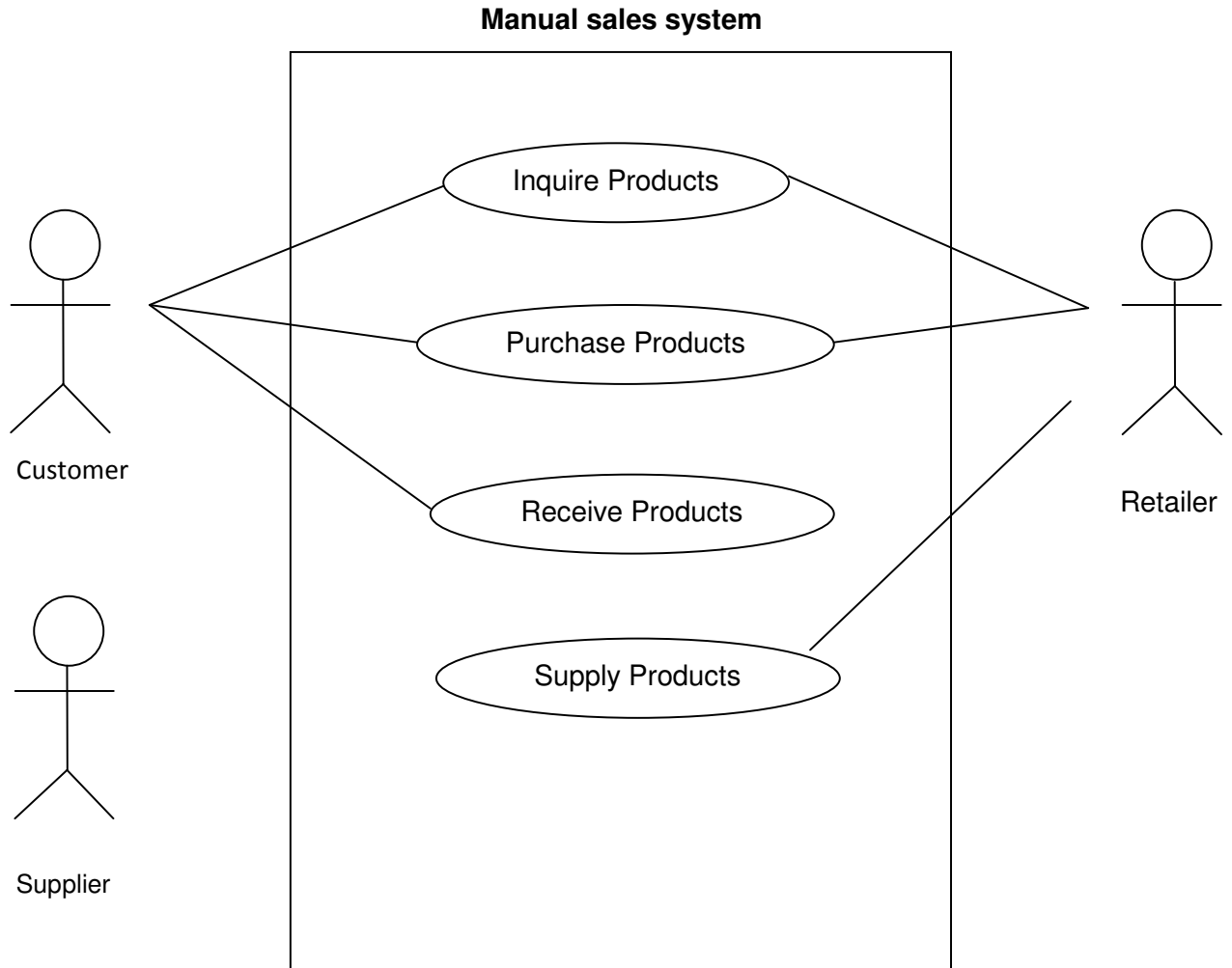
This VERTSOL proposal project lets us use the things we have learned in vertical market solutions like the blogs, the book reviews and many more. It also makes us think and decide about the things we will implement and we also feel that we are already in the vertical market. This project for us is really challenging.

## **Scope and limitation:**

Our study will encompass all process involving sales. Our study will not include any processes or systems involving inventory, marketing, finance and accounting, and human resource.

**Use Case Diagram (Existing System)**

Manual System



**Use case narratives of the existing system:**

**Title:** Inquire products

**Summary:** This allows the customer to ask the sales person if they have that particular product they wish to buy.

**Actors:** Customer, Salesperson

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Dee, Morgan Jay T.

**Flow of events:**

**Preconditions:** When the store opens at 8 am and the sales person are available

**Main success scenario:**

- 1.) The customer will ask the salesperson if they have that particular product.
- 2.) The salesperson will get examples or list of the things that the customer is looking for.

**Alternative sequence:** The customer might just ask for details

**Error sequence:** When all of the salesperson are busy.

**Post-conditions:** The customer inquires successfully and the customer knows what to buy with the help of the salesperson.

**Title:** Supply Products

**Summary:** This allows the supplier to deliver products to the retailer

**Actors:** Retailer, Supplier

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Babiera, Jann Michael

**Flow of events:**

**Preconditions:** If they accumulated the minimum quantity of stock the retailer orders from the supplier

**Main success scenario:**

- 1.) The retailer will ask the supplier if they have that particular product.

- 2.) The retailer can check the items they needed from the supplier
- 3.) The supplier can deliver the right quantity to the retailer.

**Alternative sequence:** The customer might just ask for details

**Error sequence:** When all of the supplier is busy.

**Post-conditions:** When the supply arrives successfully

**Title:** Purchase products

**Summary:** This allows the customer to buy products that he/she selected.

**Actors:** Customer, Salesperson

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Ward Paul

**Flow of events:**

**Preconditions:** When they already have selected an item to buy.

**Main success scenario:**

- 1.) The customer chooses the products that he/she likes.
- 2.) If the price is okay the customer would pay for the product.
- 3.) The salesperson will issue a receipt.

**Alternative sequence:** The customer might not buy the product because of the price.

**Error sequence:** When the product they chose is out of stock.

**Post-conditions:** The customer purchases the product successfully.

**Title:** Receive products

**Summary:** When the customer finished paying the product that he/she has chosen.

**Actors:** Customer

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Semilla, Christopher

**Flow of events:**

**Preconditions:**

**Main success scenario:**

1.) The customer then receives the products that he/she bought.

**Alternative sequence:** The customer

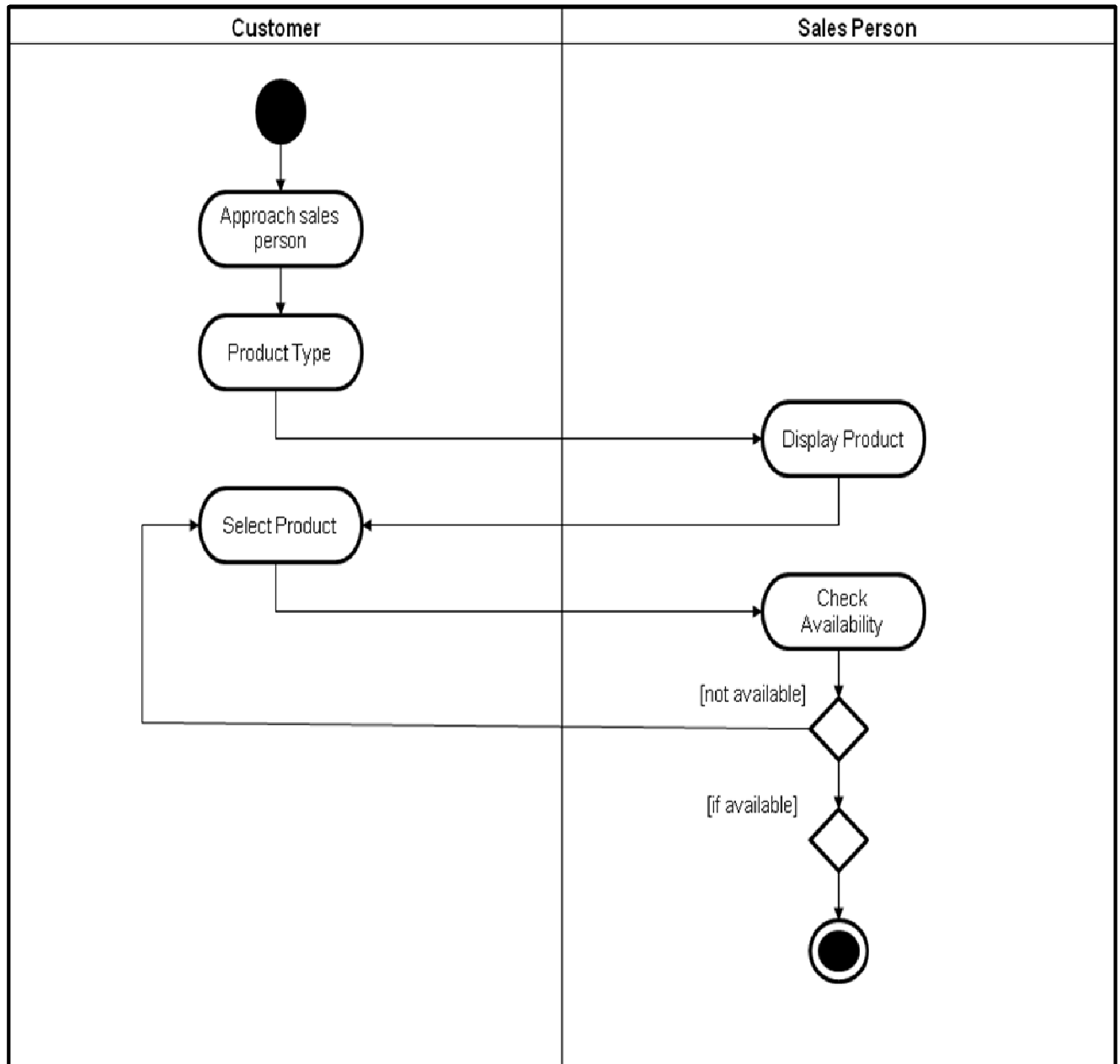
**Error sequence:** When the product they chose is out of stock.

**Post-conditions:** The customer receives the products successfully.

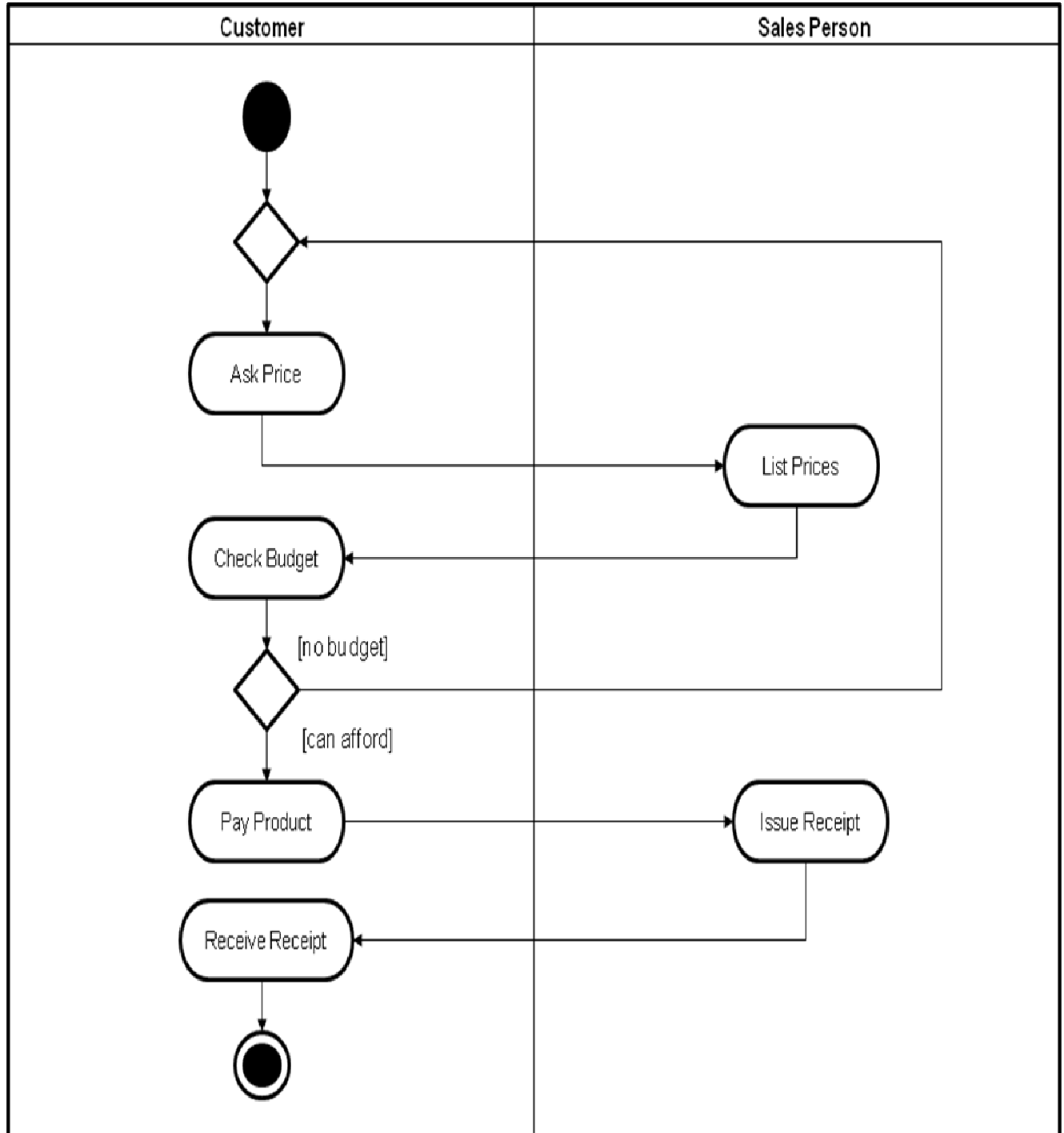


## Activity Diagrams (Existing System):

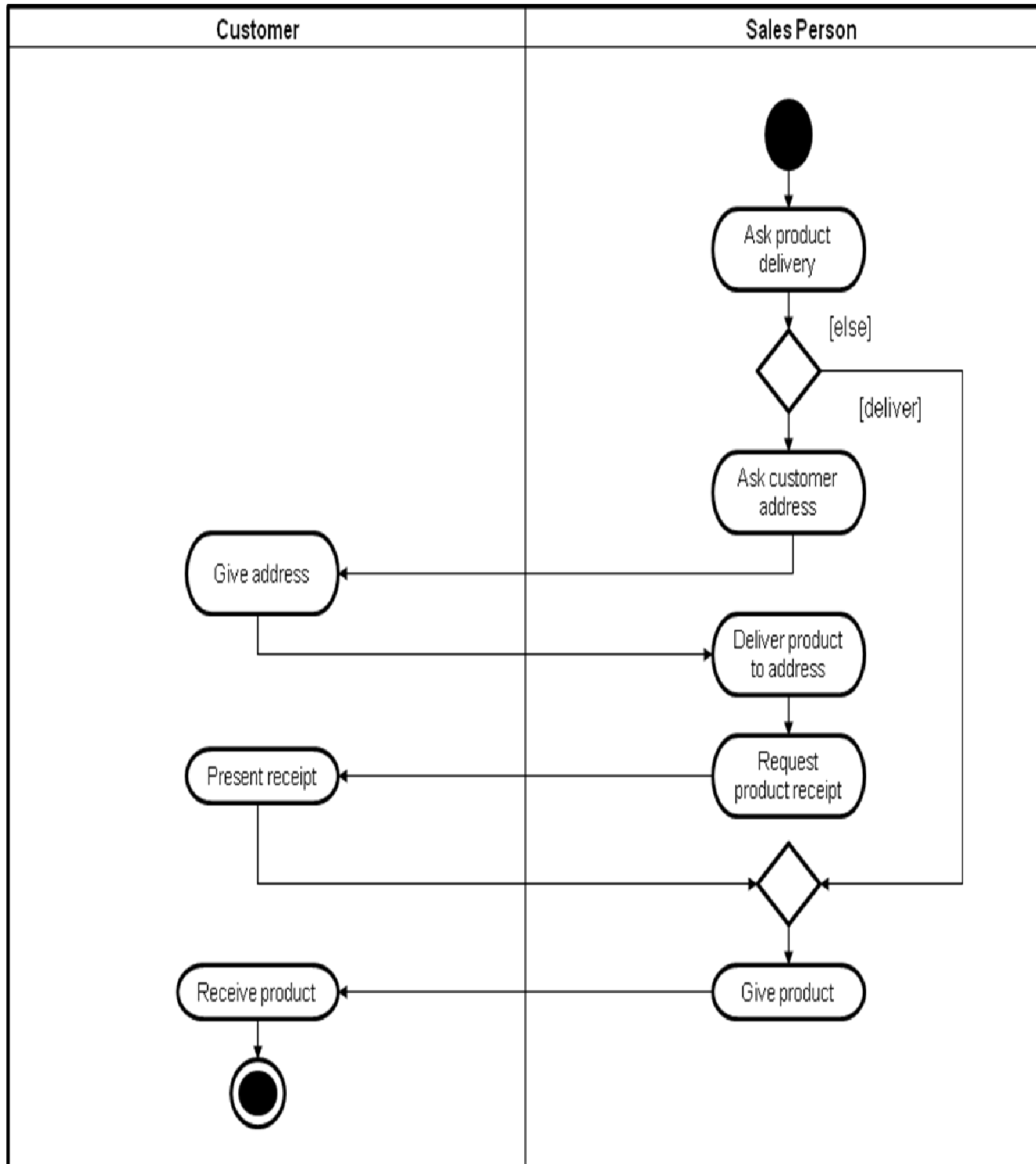
### Inquire products



## Purchase products



## Receive products



### **Statement of the Problem (Existing System):**

Our study concentrates on the manual system of the company. The problem of the company is their sales.

- **Difficulty in tracking and managing the files**

The Company manually writes down the order of the customer's in a receipt. It is usually being misplaced by the employees especially when there are many people buying. It is very hard to find the receipt files especially when the customer wants another copy of their duplicate.

- **Time consuming processes**

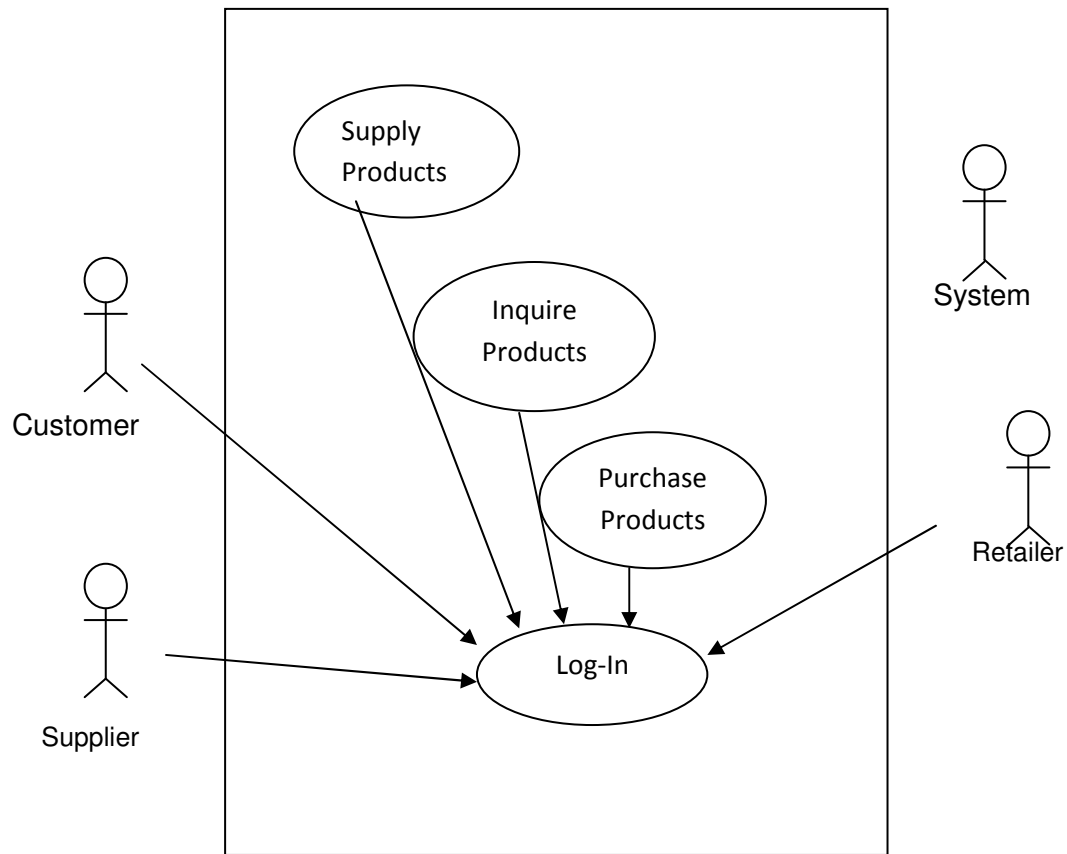
The salesperson waits for the manager to say what the discounted price the customer is asking for. The products that the customers return will be double checked whether they are not destroyed and are complete.

### **Table of Recommendations:**

**Problem:** The Company is having a problem on listing down the orders of the customers because they just write it down on a piece of paper. This results to employees misplacing the paper and it is time consuming.

**Recommendation:** We recommend them to train their employees so that they can contribute better to the company. If they have the ability to purchase equipments, machines and computers then they should buy it to make the work easier and faster.

### Use Case Diagram (Proposed System):



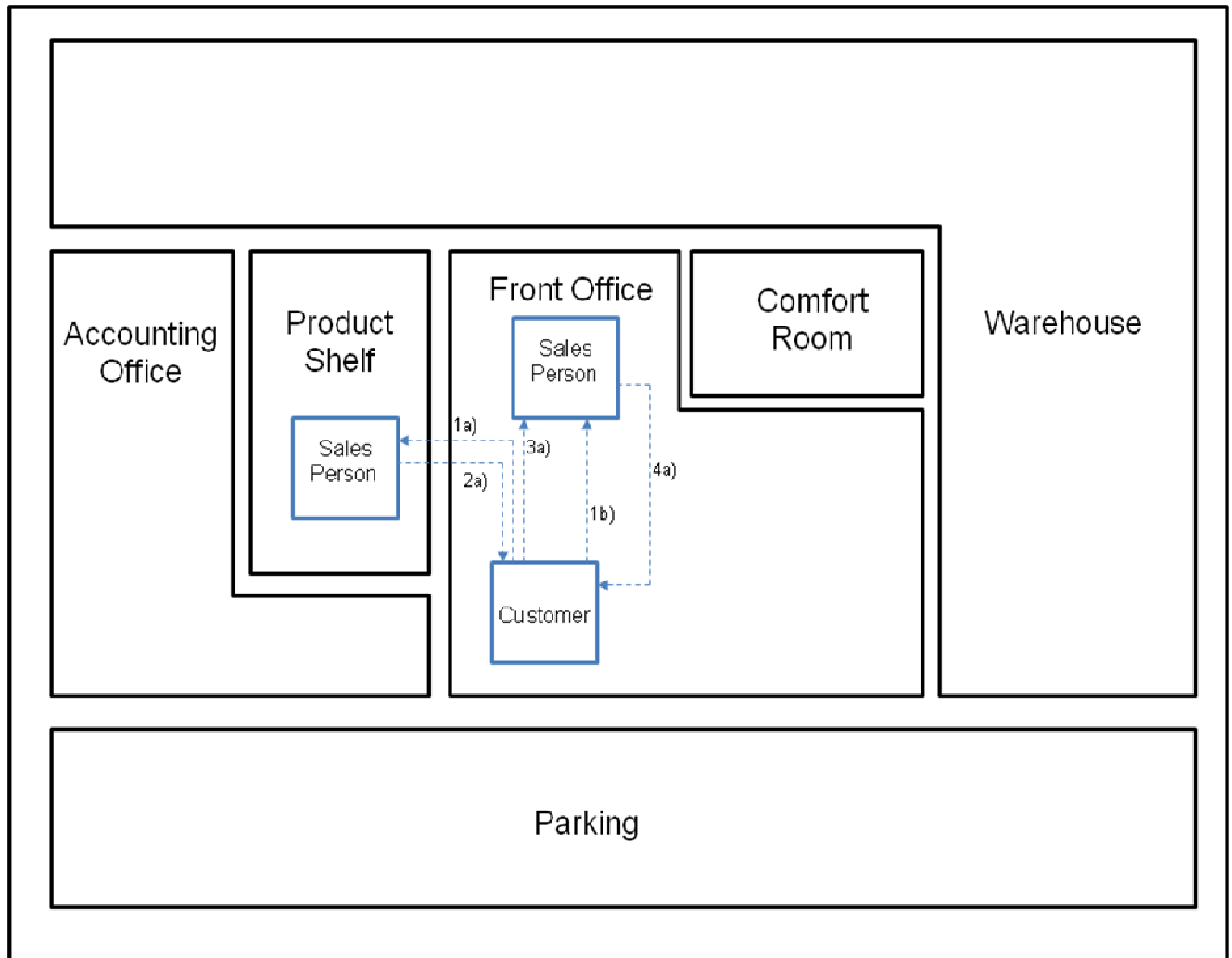
### Benefits of the Proposed System:

Decreasing proposal turnaround time by 20 to 50%

Reducing costs by more effectively deploying resources

Growing revenues by increasing win rate and participation

## Geographic Flowchart:



The following legend explains the manual processes in the use case:

- 1a) The Customer would **inquire products** to the Salesperson in the Product Shelf to know what the products the customer needs to purchase. (This implies to the customers who don't know what products to purchase.)
- 1b) The Customer would go directly to the Salesperson in the Front Office to purchase the products that the customer needs to purchase. (This implies to the customers who already know what products to purchase.)
- 2a) The Salesperson would look at the Product shelf to see if the products are available for the customer and if available, would give the products to the customer to pay for it in the Front Office.
- 3a) The Customer would then **purchase the products** by paying in the Front Office.

4a) The Salesperson in the Front Office would then record the transaction. When the purchasing is completed, the customer can then **receive the products**.

**Actual time vs. Target time:**

**Inquire Products**

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Answer questions	8 mins.	5 mins.
Recommend alternate products	5 mins.	3 mins.
Ask for specific details	5 mins.	2 mins.
Tell the most sellable products	5 mins.	3 mins.
Explain products	10 mins.	5 mins.
<b>Total:</b>	33 mins.	15 mins.

**Purchase Products**

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Give list of prices	5 mins.	3 mins.
Show sample of products	5 mins.	5 mins.
Issue receipt	10 mins.	5 mins.
<b>Total:</b>	20 mins.	13 mins.

**Receive Products**

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Double check the products	8 mins.	4 mins.
Put products into package	10 mins.	6 mins.
Give change	5 mins.	3 mins.
<b>Total:</b>	23 mins.	13 mins.

Based on the target time and actual time information we can see that there are things that can be removed because it makes the process to long.

### Benchmarking

<b>Metrics</b>	Apco hardware	Benguet Lumber
	(Competitor)	(Company)
<b>Number of transactions:</b>		
a. week	200	300
b. month	800	1200
<b>Number of branches</b>	1	2
<b>Equipments use</b>	3	5
	Trucks	forklift
<b>Number of products &amp; services</b>	10	13
<b>Type of clients</b>	anyone	anyone
<b>Annual Premium income</b>	Php. 700,000	Php.1,000,000

### Streamlining

#### Upgrading:

This tool allows the company to upgrade all their existing equipments. The company will now then have to replace the equipments that do not contribute a lot to the sales of the company. The company should look for heavy equipments that would help them increase their sales and maximize profit. It will ensure that the company can provide large amount of orders from their customers.

#### Simple Language:

Having different language in the store can make process slower. It is due because employees use different languages. They should apply a standard language which everybody can understand. In this way, if all of them can communicate with each other including the customers then they can have faster transactions. Their time will be consumed efficiently and the employees can entertain more customers.



