

A Vertical Market Solution Reader

Cluetrain Manifesto, Web2.0, My own Book
Review, Company Proposal, etc.

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Table of Contents

Preface	3
Dedications.....	4
Cluetrain Manifesto.....	5
Web 2.0	93
My Own Book Review	132
System Proposal.....	140

Preface

Words aren't enough to express my gratitude and joy about this whole new experience. I have learned so many "cool" things. There are times that I had to go through different trials and challenges so that I can be motivated to go beyond my limitations.

Vertsol is a really fun and truly a unique experience for me...

Dedications

I dedicate this to my loving family...

- **to my mother, Mrs. Loleni E. Jose**

- **to my siblings, Jonnel E. Jose,**

Jefferson E. Jose and Ma. Jessamine

E. Jose

- **to my God!**

Markets are Conversations

Markets are conversations. Actually, this is my first time to hear this phrase. At first, I couldn't understand what does this mean. It seems unclear to me. How can a market be a form of conversation when it is done by two people and not by markets.

As I have done some readings and researching, I've come to know the true meaning of this phrase. It doesn't literally mean that a market can do a conversation. It means that in order for a market to be successful, you got to have a good conversation. It's so practical because nowadays, any successful business/market has a good connection/bond with their clients/customers. You have to treat your consumers as best as you can. You've got to listen to their needs and have a good conversation with them because by doing this, you would be able to know the things you should do and would be able to adjust according to their needs and wants.

Now, I have come to realize that consumers has a vital role in every business, so you have to treat them well and do everything to cater their needs because at the end, you will also be the one to benefit from it. Nowadays, there are a lot of latest and coolest technologies that we could to help us business transactions all over the world like doing retailing, biddings, shopping via online and other businesses. With these technologies, it had helped us make everything easier and faster communicating with everyone.

Markets consist of human beings, not demographic sectors

As to what I've understood, this phrase means that Markets are not just simply demographic sectors or just simply a place of concrete buildings that do business of buying and selling of goods. It is mostly compose of people that are making the business work. In every business, the people are one of the most important components because without them, there would nothing and the business wouldn't be successful and progressive.

Markets are not just simply demographic sectors because it is also compose of human beings that do the work and the things needed by a certain market. Markets are created due to the people who do business.

Market has a very wide scope than we can ever imagine. It is not just a place for simply buying and selling of goods and earning of money. There's more it and we have to understand its mechanics. Some people seem to only care about the money and the benefits they would get by doing a business transaction, they didn't seem to care about the different things that composes a business market. We should always remember that a successful business can be done if we know the right equipment that should be included in the business, the right perspectives and goals of the business and of course, the right people to do the work and to work with. In this way, we would have a better chance of having a successful business someday and a better knowledge about the importance of people in a market

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

The first thing that came in to my mind regarding this phrase is that, as human beings, we are capable of communicating with one another. We can understand each other by means of talking and hearing one's voice. We can also communicate just simply with our actions. What I'm trying to say is that everything in this world can be learned and explained if we just simply listen to one another. We can do conservation and solved any problem if we will just be open minded and not be selfish. Same goes with doing a business transaction. It is very important to know and listen to the needs and wants of a certain customer because this would be the basis of the project you would be doing. By having a good conversation, you would have a better idea or understanding about how would you do a specific project that would cater to the customers' desired outcome.

As what I've said, communication is very important in doing business because by doing so, you are making ways of having a successful business and it will really give you a big edge among other companies for you have understood the basic elements of how to get what your customers really want, and because of that, you would be able to plan ahead of time and do dome adjustments that would best fit to their needs. So, don't be afraid to explore new things and take risks because we may never know what will happen until we try it.

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

One important characteristic of a successful businessman/businesswoman is being an open minded person and someone who is a risk taker. We should be open about the things that matter to us most especially in business. We should build a good relationship with our clients and co-worker because they play an important role of how the business would operate and their participation and suggestions would also affect the company that's why we should be able to adopt and be flexible to the changes that might be necessary for the business's progression. Bonding is also very important because with this, you are able to know more about their different personality and lifestyle. You would be able to connect with them and would be able to create a good working environment.

Human voice is typically open. We hear different opinions, suggestions and arguments, etc. and it is up to whether who will we listen to and whether who will we side to. All the information of thoughts that we hear, see, gathered may not be true. We should be able to determine which is bad or and which is good for the company because it would be reflected on the company's image and it could make or break the business depending on the content of the said information. We should be stable and be competitive in all that we do for the business because everything can change and if we cannot go on with that change, we will be left-out and we'll be the one to suffer the consequences in the end.

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

Every one of us recognizes each other from the sound of our voice. Although some of us have the same voice, it all matters how we speak and the way we talk. Conversations towards people are very important, especially if you are a business concerned type of person. If you want to have a successful business, you have to communicate with your clients as clearly as possible. You have to build a good impression and a good rapport to your consumers because it is one important factor that will give an advantage to the company and also, you have to get their trust so that you would have a longer working relationship and you will have more referrals from them, thus will increase the company's profit.

In every business, you've got to have integrity. It is very important to be consistent in every business transaction and the actions that you do. You have to treat and speak with them in a human manner. Treat them as nice as possible because they're just like everybody else. We are all the same even though we are unique from one another.

We have to fight and stand up for what we believe in. Each of us have our own opinion and if we think that we're right, we shouldn't be afraid to suggest something because we will never know what could happen unless we try to do it. Through the combined efforts of everyone in the team, the more chance of having a successful project.

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

Internet is really a big help to the public. It has given us a lot of benefits and advantage in our daily living. It made communications easier and faster and I couldn't imagine our life with this new technology. Unlike the other form of media, Internet has opened a lot of new opportunities and offered more jobs for everyone.

Internet is really different from televisions, radios, newspapers and other types of mass media. Although these things really help us and give us a lot of facts about daily happenings, the Internet is much accessible, faster and more universal. It educates more people because it is more affordable. With the help of the internet, we had a new form of learning and entertainment.

With the development of internet, many of us evolved and we gained new things that we didn't believe can be possible. Now, new industry is more evolving and helping a lot of people because there's new job offers and new ways of earning easy money. I know that someday, with my course of Information System, I will have a better chance of having good career in the near future.

The internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Instead of picking up a newspaper, or watching the 10 o'clock news, people will log onto the internet to get the news they want, when they want it. Many workers listen to the radio through the internet while sitting at their desk.

Hyperlinks subvert hierarchy

In my own understanding, this phrase means that, with the help of Hyperlinks, the hierarchy of different things or documents is reduced and it also simplifies things. Like if we have to do so many things, we have to get different data's from different websites, Hyperlinks made these things so much easier for the user. With just a couple of clicks from the mouse, we would be able to get the needed information if we just link it to the proper webpage.

With the hyperlinks, it's not just pure text. We can explore new things with it and learn that there's more to it than just linking WebPages and making things simpler. With the help of hyperlinks, we can also embed new things like images, music, videos and other stuff like in business retailing, blog in to our preferred websites.

Tim Berners-Lee said that hyperlinks can link any information in to almost everything over the internet. We also have what we call HTML and this is a little bit more complex. It also adds more features that we could do over the internet. We can edit and use different styles based on what we need and want.

In the business world, hyperlinks are so much important because we do a lot of presentations and we want to impress our audience, we could use hyperlinks. We can also use it on our assignments and in our different businesses. We can earn money in just doing this simple stuff so for me, Hyperlinks are really important and useful.

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

For me, this statement means that in just few more years, the business transaction that we have now will be change and will evolve into a much more advanced way of technology. The Mission Statements and Brochures will also be changed. People will not believe it anymore because it will seem artificial and fake.

In our current condition, we now have the latest technologies and tools that we used to continually help us in our day to day living and also, continually broaden our knowledge about different issues and things surrounding us.

I believe that people now have what we call homogenized voice in the business world. We have the capability and the capacity to conquer and rule the world business. Like us, being students and taking up a business information course, we have the opportunity and the advantage to learn the things that some people don't know. This course is so useful for the future and it is also very advisable because it would give us a lot of benefits and people will be more knowledgeable about the latest technologies that could help them and they would also gain a lot profit from it.

We are now in the 21st century and in just few more years; we will have more development and advancement in everything that we are used to. It's a good thing for us to start now so that we will be more competitive in the near future for it is also for our own good.

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

For me, this phrase means that people now have the tool for continuous human development and business evolution. Now, the only hindrance and problem that I could personally see is how could we totally use it and put it for the good of everyone.

Almost all of the big companies now use the internet because of the benefits and advantage people get from it. It is the answer for almost all of our problems because it solves almost everything and makes things easier for us. It saves our time and it also makes us more competitive in everything that we do. It opened our eyes for so many opportunities and so much development. It gives us knowledge while having entertainment at the same time.

A person that doesn't know the use and the importance of technology is now at the losing edge because they're missing a lot that more than that they could ever imagine. They are being left behind about the different good things our technology has to offer. It is now so evident that a lot of successful companies all over the world use the internet. They have the access to communicate and do conversation in almost everywhere in the world. We owe it all to the latest technology we have now because life is now more meaningful and I couldn't imagine life without the use of it. We have to continuously develop it so that it will grow more and a lot of us will still benefit until the next generations.

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

This phrase means that our technology is continuously evolving. From time to time and bit by bit, technology is changing and even we are affected by these changes. Almost all of the big companies nowadays use the advancement of our technology. With the help of these tools, life is so much easier and faster. Things now seem to be easy and possible even if it seems hard and we're far from each other.

Before, the tri-media is the only source of information for the public and even up to now, it is still very useful. It gives people a very positive and valuable information that help us and guide us through our day to day activities. It is also one good form of entertainment for everyone because of the different things we could see on televisions and we could here on the radios. There's also the newspaper that we could read every morning. But Internet is just so different. The online information is on a much larger scale and it is so much accessible for the public. It has a lot of use especially for the business world.

In the previous years, People don't realize the importance of using it. They just ignore it maybe because of the lack of knowledge on how to use it properly. But as time pass by, it became more known to the public and we are now harvesting its good benefits. We just have to continuously develop it and use it for the good of everybody.

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

It is now very evident that network conversations are very much useful and helpful to everyone. It has given us a lot of opportunities and benefits in our day to day activities. With its use, everything seems to be easy even if we're very distant from one another. More practical ideas are now produced in creating and helpful in a certain project.

Network conversations have made us smarter and wiser specifically in business and in our decision skills. With the rightful information, the public will be guided in making their specific decision on a certain topic. Companies that don't use network conversations are at the losing end. They are losing more than to what they realize because now, network conversations are the trend for our latest technologies. We just have to learn to adopt and learn on how to use it and its different features so that things will be much easier for us and we will have the benefits and we will gain more profit.

Big companies have made a lot of connections with the use of network conversations. They can now work properly and it is now easier for them to innovate things because they have the tools for development. I presume that in the near future, more advancement in our technology will happen and it is part of our job to be flexible and go with the flow because it is also for our own good. More opportunities will be available and we'll have the chance to grab it and have a good job someday.

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

It is true that companies' nowadays can communicate with their markets directly. It is one of the many opportunities that they have in order for them to grow and expand their business.

They can directly talk with their clients and customers and with this, they will now have the freedom and the advantage to know and ask what their customers really want and so, they will come up with the rightful decision and also do the necessary changes needed for a certain company.

In the business world, especially in the IT world, it is very important to be competitive because it is needed so that you'll be updated with the changes that are happening every day. It is advisable to be alert and be prepared for everything that may happen for we don't know what might occur. The important thing is that we are ready for it and we will have the chance to alter some things that will make a certain project better.

If we are not careful, some important things and problems might occur that may blow or drive the project away. We should be professionals in handling these kinds of thing because it is our job to cater the needs and wants of our client and if we want to keep them and survive in this industry, we have to be flexible and cope up with the different changes and development on our technology. Learning is a daily process and it doesn't stop in school. It's a good back up for us so we should take it seriously.

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

This phrase means that sometimes, companies also commits mistakes. They are not perfect. Even though they have the most advanced tools and equipments, there are still some risks and things that companies cannot control. In this regard, there are so many ways on how to handle the different problems that may occur on a certain project. We just have to remember that one of the most important things in doing a project has something to do with our customers. We have to listen to their needs and wants because that would be the basis for the project that we would be doing.

The markets' behavior will be dependent on the performance of a certain company. If the consumers are satisfied with your performance, then they would probably refer you to other possible clients and they would return to you to do business again. But if they are not satisfied, you will have less customers and you will be at the losing end.

Customer satisfaction is very much important in every business. Being students now, we will be practitioners to different business industries someday. It is very important for us to be professional in the field that we have chosen because this will help us in the near future if we want to be successful in the business world.

Markets laugh at those companies that didn't meet their expectations. It can also be vice-versa. What's important is that you did your best to meet the objectives and goals that are needed because that would increase your chance of having a successful project.

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

In everything that we do, we should always remember to take things less seriously and enjoy the things that we do. Let's live life to the fullest for we will only live once and for because time is short. Sometimes, we will be able to do great things if we will not take it seriously. We can learn and do great things while having fun at the same time.

Companies need to lighten up and they should also learn to take things less seriously because it is also needed in the business world. People or companies should have a sense of humor because it will put them at ease will working. They would be able to work more properly while enjoying because they will not be pressured with their work and it would also help them be more creative. It is also very important to have a good working environment. This is needed for you and it would be very useful for everybody because you will be working on different companies someday, you will be dealing with different people and you have to be flexible and you should be able to adapt to the different working conditions that would help you survive in your chosen industry.

Having a sense of humor is good for everyone. It will help lighten up things and will make your environment livelier. It will also help our co workers because you will have better ideas about the project and will have better contribution about a certain topic.

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

This phrase simply elaborates that enjoying and having fun in what you do is different from being complacent and irresponsible to your responsibilities. It tells us that we should have fun and the enthusiasm to our work because this will help us be more productive and competitive. Besides, it's also for the good of the company because by doing this, it creates a healthy working environment.

Corporate websites and any other company needs to have values, humility and integrity. This is so important because this serves as a basis for the consumers to build trust and respect for a certain company. Companies should not play around forever. This phrase simply states that we shouldn't be too serious on doing things because it will not help us and it will just make our work slow and will have a hard time focusing on other things about the project.

Companies should have a straight talk and a genuine point of view with their clients. They should be clear about their goals and objectives in the company because in doing a conversation with the consumers, it would be easier for the people behind the project to work better and faster because of the understandable needs and want of the consumers.

We can enjoy while doing our work properly. We just have to balance it and take note of the things we do. Unity is so important in a type of business because this would make the team work more efficiently and effectively, thus will result to the success of the project.

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

As much as possible, a company should be competitive in order for it to last and be a success. Companies should learn to position themselves correctly. This means that they should get what their markets' needs and wants. In other words, they should get the right vaccine for them to cure someone. In doing this, it will make things easier for the company because they will only do the necessary things according to what is required.

There's a term called value chain. It refers to the things that matters or important to a certain company. This will clearly state the requirements needed to be accomplished by the team of the company for their target market. They should also care for what's good for their consumers and not just earning profits. They should produce a good quality service for their consumers so that their company will lasts long and that they will have more clients because of their good products and services.

Established companies have strong perspectives and clear objectives about what would they want to accomplish. They have successfully put themselves on their desired position and this is because of work hard and the right attitude towards their clients, their work and their working environment. If you want to have a successful and long lasting company, you should be more realistic about the things you would want to achieve s that someday, you will achieve your goals and you will be positioned as one of the top companies all over the world.

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

This phrase is trying to tell us that being boastful or having too proud advertisements will not help the company. It will not put them on their desired position. Being too arrogant is not a good trait of a successful company. People won't have the desire to go to a company who seems to be overconfident. It's okay to be confident with what you do because it will boost your personality and it will make you more comfortable with what you do. But as many people say, having too much of something is not good. We should consider that our consumers are people who think and watch the every action of the company. Every little thing that the company does also counts.

If we want to do or say something, we should be careful about the words that we will use because it will reflect on the image of the company. Even if you're the most successful business company in the whole wide world, you should always take note about the goods of your consumers. You should take good care of your credibility and reputation because it is one of the important ingredients of a successful business. This will make your consumers believe and trust your company. You should always check your actions especially your products and advertisements all over the world because one single error could blow up everything that could result to a business failure. You should stay focused and simple, yet effective as possible for this will make the company stay longer and stronger for the next generations to come.

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

Companies need to build a good relationship with their customers. They should relate to them and learn their lifestyles or know the things that matter to them like their needs and wants so that you would be able to adjust or adapt to their environment. Value chain is one important factor in a good business relationship. It is knowing the things that matter in a business transaction.

In order to be a successful business, you should listen to your customers or to your market because it will be your basis on how will you run your business. It will serve as your guide in doing the things that will make them like your company.

Companies need to have integrity and credibility because it is so much important for the consumers because it will be an advantage for a certain company. They will have bigger market and it will help them develop their business further.

In order to have a good customer relationship, you need to have good public relations. You need to have good communication skills and the enthusiasm in doing your work. When you're having fun in the things that you do, you will also be developed into a much mature personality and your creativity will be maximized. You have to have the ability to talk and do a good conversation with people and not just treating them like robots. Give them a good quality products and services and for sure, you will get their trust and their loyalty.

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

From this phrase, it is said that some companies are afraid with their markets. They are afraid to do conversations with their market maybe because they're not ready for it. Some companies just want to earn profit and they don't care whether what they're doing is good or bad. They are missing a lot of opportunities for they are afraid to connect with their clients. It is not a good habit because you will be at the losing end. Your company will be left out with what's new in terms of the people's preference.

Companies should not be afraid to expand and take risks. It's one important factor of having a successful business. You should be a risk taker because nothing will happen if you won't do or believe on the things that you can do.

This phrase is trying to tell that companies should understand their market. Pure buying and selling of goods is not good, but there's more to it than what the naked eye can see. Having a good relationship is a plus factor because it will make things and your life easier. Markets are irrational and they are changing. They are also conversations that's why doing a conversation with them is important. It's not just plain useless talks but it should be an important one. You should share something with your consumers. Something that they will use and that they will also learn something new from it that would be helpful for them to their day to day living.

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

Build a good relationship with your consumers and that will make your life easier. But for some companies, this is not an easy thing to do because some of them are arrogant, uninviting and distant. People in the company should not worry about doing good stuff to people because they will also be the one to gain benefits from it.

With the help of the latest technologies, doing great things is now possible and it is now much easier. People and companies should continue to do conversation with each other so that they'll have a good working environment and relationship

Everything now is possible. Things are possible with the help of our latest technologies and equipments. Companies need not to be arrogant for they are nothing without their markets. It will just be a disadvantage for them for people won't like them anymore if they are boastful. They need to be humble and simple so that markets will have an easy time on understanding their companies. Companies wouldn't like to lose their customers and that's why they should set a good example to the public. They should also have a good promotion and useful advertisements so that people will also enjoy doing business with them.

They should treat market as part of their business because they're nothing without it. It is their stepping stone for them to be successful in their chosen field. They should continue to be innovate on their products so that they will not be left out with what's in.

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

Some Companies are afraid to have a good relationship with their customers. They are afraid to open up about things that matter in their company. They are afraid that the market might see what's really going on inside the company. This may be true for some companies that have little secrets that need to be private.

They should be afraid if there's really something to be afraid of. Their objectives and goals should be clear if they really want to have long lasting clients. If they want their business to last long, they should do well for the public and they should start by being honest and being loyal with their consumers. They should not be afraid to take risks and it is also not a bad idea to trust their customers because they will also gain from this.

I know that its hard to trust someone because there's so many threats in this world. We cannot someone who we don't know and we have the fear that it might be one of our competitors. We just have to have faith with our trusted clients and we should monitor and analyze all the business transactions that are happening inside our business.

Risks are part of business world and we have to be ready and be prepared of the things that may come. Life is like that and it will go as time starts by. We have to adapt to the changes that happens in our daily life and day to day activities.

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

In starting a business, we should start with clear objectives and clear goals. We should have trust with our co-workers and the enthusiasm with our work. We shouldn't be suspicious with nonsense things. If we have some things that we don't understand, we shouldn't be afraid to ask because there's nothing to be shy of. It will also help us learn more things and will make us more knowledgeable about different things that will be helpful for us.

In any relationship, being suspicious is not a good thing. If we want to have a long lasting and good working relationship, we should start by treating others like you treat yourself. Give them comfort and care on different stuffs and you'll have the advantage of it. People will see that you have a good intention and that you'll get their trust and loyalty. This also applies to your market. Customers are smart people. They know if what you're doing is just for business or it is from your heart. Although, being suspicious is also good for it will let you understand some unclear things for you. You will have the determination to know some unclear things about the business that might be helpful or bad for you.

Being suspicious has a good and bad side. It depends on how you will look at it. What matters most is that you're doing what you like to do and that's the most important thing. With this, you go on greater heights in business and in life.

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.

Loyalty is an important factor in a customer. Loyal customers' stays with the company for a long period of time and having a loyal customer means that the business is doing well. It also means that they are satisfied and enjoying the goods and services the company gives to them.

We should treat all of our customers equally and nicely for they are the ones that make the company work. We should serve them and treat them as king or queen. We should always know their needs and wants so that we would be able to do it and make changes based on their desired output.

People do always have a choice. They have the right to do and choose what and where they want to go. They have a lot of options based on their preferences. In the business world, a company should always be competitive and aggressive in order to survive. They should also be flexible in order to adapt to our changing environment.

Nowadays, smart networked companies have the capacity to renegotiate relationships with a blinding speed. They are able to do this with just a single click because we now have the technology and the tools for this kind of business. It is easy to renegotiate to our other clients because we can now reach them wherever they are. We can cater to their needs in a much quicker way. They can also be pirated by other companies but it's up to us to make and accept this as a challenge for a certain business firm.

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?"

It is true that markets can change suppliers overnight. With the help of our latest technologies, life is so much easier now. People are now able to do things in a much easier way. We can change almost everything depending on our choices in just a short period of time.

Now, our loyalty is being tested. With the aid of technology, we will have more options to choose where we find it more comfortable and where we will have less expensive. Of course, it is just normal that people will go and stay where they find something unique in a certain business firm. Loyal customers might be tempted to transfer to other competitors because they might find something that they didn't see in your own business, and that's why, being innovative and competitive in a certain project has a big advantage to other business firms because it will give or make your project more advanced and unique than to other business' products.

We can now get a lot of workers in our company in just a short of time. Networked communications offer us a lot of jobs over the internet and other business firms. We can change employers easily for there are so many people that need work. It's just a matter of whether you are qualified enough for a certain job. Nowadays, being a call-center agent is the most renowned and eminent job all over the Philippines for it offers a lot of benefits and a high amount of salary.

Smart markets will find suppliers who speak their own language.

It is very true to say that markets now can easily find their suppliers who speak their own language. It simply means that the people who understand each other would be more compatible and it would be easier for them to work together. There are so many available suppliers all over the world. It depends on what is needed by the company. You may also treat your suppliers as your customers because their existence matters to the company. It would be advantageous in a certain company to have a certain supplier because it would be so much easier for them and it would also be less cost for them. They wouldn't have a hard time getting the things that they need. It would help them maximize their resources and they would be able to produce more products needed by their clients.

Smart markets are reliable and they also have a good reputation. They are able to do these things also with the help of their trusted suppliers. Any business without a good supplier wouldn't be successful. They are also a part of any business be it manually and automated. Nowadays, there are so many available suppliers all over the world. It is just a matter of whom we are satisfied and who are we going to trust and bet our business on it. If we have steady suppliers, we just have to continue what we are doing and develop it more to make things more convenient for everybody in the business.

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

As what have stated in the past, learning to speak with a human voice is not that easy. You have to understand deeper that there's more to it than talking and saying a lot of nonsense things. You have to learn what really matters in a certain being in order for you get and understand what your clients/others really need and their desired outcome.

Doing or speaking to someone you really don't know is not easy. You don't know their personality and their lifestyles that's why you'll have a hard time on dealing with their necessities. We cannot learn to speak with a human voice if we will not try to understand what's really going to understand on our surroundings and our environment. We have to adjust and adapt to our changing society so that we would be able to know the things that matter to them then we would be able to give it to them. It's not a matter of who you're talking to; as long as you are able to understand each other then there wouldn't be so many problems.

We have to do so much learning and experimentations in order to really understand speaking with a human voice. We shouldn't be afraid to take risks for it will always be a part of our life. Remember the saying, "No pain, No gain". It is very simple yet very true for it reflects on our day activities and we just have to live to it for it will make us stronger.

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

If we want to be a successful business owner someday, we have to learn the things that matters to our community. We have to know and understand our communities' concerns because it will be the basis of our project and the changes will be making to fit the necessities of our customers. It is also a good practice to know any single information that's happening in our surroundings because it will make us aware to the different changes that may occur every single day.

Speaking in a human voice might seem easy if we will not look at it seriously. But if we will focus on it deeply, we will come to think that it's not that easy as it seems because we have to be knowledgeable enough to adapt to our newest and latest advancement of our technology. We have to study harder for there are now so many languages and terms over the internet that might seem vague to us. I'm so thankful to my course because it had helped me cope up faster with the latest tools that we're using these days.

Meeting up with our customers' expectations is not that easy. There are some clients that will test our patience and credibility. We've just got to have enough confidence to face and deal with these kinds of problems. Problems and challenges will always be a part of our life and it will make us more competitive so that we will last in the business world and to our society.

But first, they must belong to a community.

Of course, I believe that everyone belongs to a certain community. There's a saying that, "No man is an island". We need others in order to survive in this world. I cannot imagine our life with doing conversation to each other. We must belong to a certain community in order to have a normal life. We have to learn to socialize with other people in order for us to understand everything that are happening around us.

Community is part of our society. People are engaged in day to day activities because it is needed for us to endure in this world. We cannot escape the fact that we need each other for us o develop in a more mature person. This also applies to the business world. It needs time for us and it also takes a lot of experience for a certain company to be developed and be strong enough to face our challenging and changing environment.

If a company/business succeed to be a part of its community, then it would be easier for it to have to gain benefits and customers all over the world. It will have the advantage over those other companies that doesn't know the importance of having a community. Being a company owner, you should be able to converse with your clients so that we would put their trust on your company and they will choose your company over your competitors. Treat your competitors as a challenge because it will make you work more aggressive and competitive.

Companies must ask themselves where their corporate cultures end.

In a company, you should always set your scope and boundaries. It will help you for it will put a limit to your area of project. You should always lessen the cost and you don't have to include the unnecessary things. As what the topic says, "Companies should ask themselves where their corporate cultures end." It only means to say that you should always put limitations and restrictions with whatever you do. Of course you're doing business, but it should be clear on your mind what are really your objectives and goals so that you'll give more focused on it.

Another thing, when we say culture, it's like saying the traditions of the company or its way of life. It doesn't necessarily mean that it should be "the old ways" because our environment changes, so if we want our business to survive long, we have to cope up and adjust to the unlimited needs and wants of the people. We have to continuously be innovative with our goods or services so that people will continue to buy and support our products and services. We also shouldn't forget the concerns of our market, most especially the value chain. We should know the things that matter to them so that we will be able to adapt and make changes for their different needs and wants. Doing business may not be an easy job, but with the help of our latest tools and equipments, everything now seems easier, faster and very much possible.

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

This statement means that in every business culture, it should begin with its community. Meaning, it should always have to be for the good and concerns of its market. The products and services it offers should cater to the needs and wants of the customer. According to some reading materials that I have read, the customer should always be the King. They should always be followed and their ideas must be implemented at all times because it's what they like and remember that you're doing the certain product or project or service just for them. Business owners must always keep in mind that they should keep the things that are important to them and to their company because it is what they need to further develop and expand their business. They shouldn't worry or care much about those unnecessary things that won't help the business. It will just increase the cost of the business that's why it should be eliminated as soon as possible.

Market is one of the most important components of a business. Without it, I can't imagine how any business will survive. The only thing is, you should follow the trend of the market. You should always cope up and follow where it goes because if you've been left out, your company dies. It may not be easy to catch up with the business trend, but you should be as competitive as possible so that your market will grow and you would be able to venture on other fields of business.

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

Basically, human communities are based on conversations. We said that markets are also conversations because our market is mostly composed of the people in our community. We talk and do things for we are able to understand each other. We are able and free to express things we want to do and say what we want to say. Now, it's just a matter of what are we going to do or say to our community that would make them do business with our company. We should relate to them and know their concerns so that they would be able to build up trust on our company and engage business transactions with us.

Once the company is able to get the trust and able to meet the expectations of the people, then they will have loyal clients that will stay with the company long enough for the company to expand and have more outputs to be produced for the communities' continuous support. They should be able to see that the company really cares for them and not only caring for their money. Communities are more than that. It may be easy to say but hard to do and that's part of life. We have to fight in order to survive. It's just a matter of doing conversations and doing business with the right people. When you have successfully accomplished these things, then you are one step closer to having a successful and booming business that all people would be proud of.

The community of discourse *is* the market.

The community or the main topic of conversation is the market or the people behind it. It is said that markets are conversations. How can a business survive without its market? How will it be successful without the support from the people? Market is a very large and complex part of the society. Nowadays, there are so many available markets depending on what your business offers. There's a hierarchy of the people in the market. There are many diversions and it is basically composed of adults and young adults. They are the ones capable of participating in the business field. They have so many ideas that might be helpful for the company. But of course, we should not forget those people who have so many experiences with the business world. They are a very big advantage for the business for they already know the do's and don'ts in a business. They already had the experience of so many trials and failures in a business that's what has made them stronger through the years.

It is already a fact that market is part of community. Businesses have to be one with the community for it to survive and to get people support and patronage. They have to follow the human rules to do things right and produce useful goods and services that people will be interested in and they will also gain new knowledge and benefits from it. It's also best for them to experience things that will teach them something valuable.

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

It is really true Companies should get involved with the community for it will serve them best. Otherwise, it will not survive and it will soon die. How can you imagine a business without a market? How can it survive? Companies are built for the people. It is there to give the needs and wants of the market. Therefore, they should belong to a community for community is composed of people who have unlimited needs and wants and so as our markets. If you'll just have a look and think of it, people are markets, markets that are just waiting to be served and waiting to be discovered. You have to make to satisfy your consumers for they will look for a company that serve them best and stay with it for long period of time. They might even refer it to other possible clients and that's why good promotions are also very important.

Business reputation has a very big impact to consumers. It will be their basis on whether to trust or go to your business depending on the impact of the goods and services that have been produced and have been continuously doing for the market. It's also a good way to be a part of the community for people will get to know more about your business. They'll have the interest and your company might be even known worldwide. Nowadays, things are so much possible. There are now so many possibilities for so much advancement and development for the technology and to our markets.

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.

This quote means that companies need to have a secured security. Successful companies have a secured and tight security for them to protect their company and their working organization against outside factors and competitors. Companies should protect their market so that they won't be pirated by other companies. The company should work its way to build a good, strong and a long lasting relationship so that you'll have a bigger scope of market. More people would be able to trust your company because they have rest assured that they are somehow secured by the company.

We have what we call benchmarking. We study our competitors profile to know their status. After that, we try to leverage our differences so that we won't be left out. In our community, information spreads so much faster than we expect. Every detail that we can get is so much important because it will help the company to make the necessary changes needed to meet the needs and wants of the consumers. We should also protect our own organization and the people working under our company because it's them who are making the company work. They deserve to be treated well because we all owe it to them and if we do these necessary things, then they'll be able to contribute more and they can generate greater ideas that can help the business firm be more developed. We should also listen to their needs and wants, their suggestion that could help the company improve its working condition.

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.

We should explore the things around us and not just the things that we could see inside the organization. We should expand and gain new experiences outside the company because there's a lot more outside the business world. With more experiences in life, we will have the knowledge and the awareness about the different things that we should and we should not do. We shouldn't talk about the same things over and over again because we have a changing environment. Change is the only constant thing in this world. We have to learn different things that would help us develop within ourselves so that we be able to contribute more to our company.

Don't judge those people outside the company because we may never know their potentials and the things that they could contribute to our company. We should listen to them especially to our consumers because they are the most important factor of our business because they make the company's existence more important. Customer is king. But of course, not all of the time, we have what we call value chain. We should only consider the things that are important to our company and we shouldn't mind those unnecessary things that won't do our company good. To cut this short, a good relationship with our people and our clients is the key to having a good and long lasting business firm. It's all that matters because people will find that certain thing about your company so we should stay as competitive as possible.

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

It is true that nowadays, conversations are taking place in our corporate intranets. But as a lot of people say, holiday is not every day. We have to work hard and find the perfect time to launch our certain product to the market so that we can get the maximum profit that we can get. Before we launch a certain product to the market, we have to think it more than twice and we have to make sure that we're on the right time so that it will be a success. Remember that a business company should be not be afraid to take risks because it's part of the business world and it is needed to make the company stronger and successful.

We should have the right tools and the right equipments for us to be able to communicate properly with the intranet corporate companies. There are rules and regulations in everything that we should follow in order to have a good working relationship. Markets are conversations and it's the most important thing. We should know the working conditions of the business so that we'll be able to adjust and adapt depending on the certain situation. Some companies use different software's and system that would help the company. They use different technologies depending on their preference. This would make them work more efficiently and effectively. Remember that analyzing the problem is the most basic, but the most important step in proposing to use a business system because it will identify the things that are needed to be accomplished.

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

Nowadays, some companies used some information system in their organization because it's really advisable and advantageous to have this because it would really help you and your people to understand more deeply the processes that are happening within your working environment. It will make the company work more efficiently and effectively because they have the tools and the equipments to be able to be more productive and with that, they would be able to generate more ideas that would be able to help the company.

This phrase above is trying to tell us that companies typically install intranets top-down to distribute HR policies, but the workers are trying their best to ignore this. In any company, there'll always be policies and rules that should be implemented because it's for the good of the whole company. Even though some rules are really hard to follow, we should still do our very best to abide with it because it serves as our guide on the things that we should and should not do when we're inside the company. There's nothing wrong in following the rules, as long it's for the own good of the company. Of course, we are free to make some suggestions or changes to the rules depending on what may seem wrong with it. It's not wrong to make objections as long as we're on the right track and it will be for the good of the company. Even in life, we have rules that should be followed and we should follow it because it's also for our own good.

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

As to what I've learned from my other subjects, intranets are like the linkage or the connection between or within the corporation. It's the one that makes everything work more efficiently and effectively in an organization. But of course, that's not enough. You need to have more than that and there are things like the rules and policies that should be followed within the organization. Aside from that, you should also be able to make a connection with other companies outside your own business organization. We all know that any business won't stand a chance to survive long if it is all alone. It should have other connections that would help it be more advanced and it to be able to cope up with the different changes and survive each challenge that's happening in our whole society.

Intranet worked corporate conversation is more broad and has a larger scope. With these, our company would have more resources and it will be more competitive because it will be able to adapt to the different working environment in the business world and it will have better inputs, better processes and as a result, highly productive outputs. It is now given that we need the latest technologies to help us survive in this generation. We just have to use it and maximize its full potential so that our business firm would also be at greater heights and would be a highly productive. Each company should be unique from each other because it will help the company be more recognizable and successful.

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

It is really true that a business firm should have a healthy policy that should be implemented and should be followed because it will serve as their guidelines through their working conditions. It can be revised according to the necessary changes that should be made. Also, a healthy intranet *organizes* workers in many meanings of the word. It only means that a successful business firm should have a healthy and organized intranet because it will make everything within the company be more organized. Its implementation will have a greater effect on the company and the company would be more productive and they would have less risks and business failure. Intranet conversation has more benefits than we can imagine. With this, thing would be better and easier.

The workers of the organization would also be able to work more efficiently and effectively because they now have the knowledge, the tools and equipments, and the right information that would help them be more productive and competitive in the business world. It's important to be organized than other companies because it will serve as your edge to other companies as more consumers would be able to build trust on your company. This should be a routine to your company because it's a good practice and intranet conversation is the key to future advancement of technologies. It will make your company to be more stable because you will have a dependable source of information that would be good for the whole organization of the company.

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.

Of course, not all companies use the latest technologies available today because of different factors. One of these factors maybe the cost of using the latest equipments and tools for network conversations. It's not a joke to maintain good and stable prolife of the business. One factor is also because the company is afraid to accept the changes that are happening in the organization. Maybe, some are afraid to accept the fact that in any business firm, the only constant is change. We should always put on our mind that business people should be risks takers. We need to gamble in order for us to be successful in our chosen field. There's a saying of "No guts, no glory" and I personally believe on this because it's what will keep us move on and be motivated all the time. We should have the enthusiasm in what we do so that we'll grow and we'll learn so many things as if we're not working and we're just doing it for fun. We should also keep on studying and learning so many things even if we're out of the school because we should have the knowledge on how to use this technology so that we'll be able to use and benefit from its advantage. Remember that experience is the best teacher of all. We should not be afraid to experience and commit mistakes because it's what will make us stronger and better for the future. Let's use the advantage of our technology.

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

Companies should not be afraid to experience problems or commit mistakes because its part of life and it will always be present. It cannot be ignored and it should be fixed before it becomes bigger. We should do something about it as early as possible so that it wouldn't be that hard when the time comes. We can do ways to prevent it so that we wouldn't have a time later on. All we need is a plan or strategy. If there's a will, there's a way. Problems are meant to be solved. We shouldn't run or be afraid form it because it's our lost. We'll be at the losing it if we will not do something about it as much as possible. Now, the tools and equipments for technological advancement are very much available all over the market. It can be easily accessed almost everywhere. It is not the trend of business world. So, all we have to do is have the initiative, the knowledge and the guts to face whatever may be the circumstances that may come our way. It is now very easy to study and learn the networked conversations of the business world. It's not as complicated as it may seem. We just to understand the needs and wants of our consumers so that we'll be able to cater their needs, but then of course, we should give them good quality and service so that they'll have the trust and the loyalty on our company, and that, we also should give them customer satisfaction that they deserve so that they'd be able to refer as to other people.

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

Organizational Charts are very useful in a business. But, as we are changing and developing, we now have more advanced and developed ways that are somehow the same with org charts. I am not saying that it is not so useful today because it's still is. The only difference is the way people see it and use it inside the corporation. Before, we have the old ways of using the org charts. Old methods and techniques that help us understand the different levels or management of the company. Nowadays, there's so many alternatives that we could use and it's also because of the help of the internetworked conversations. There are different styles that we could choose from depending on our needs and wants. It is already made available in the online market to help the company and also the people and market to know more and understand each other better. With the help of online conversations, org charts are now simpler. More people are now able to participate with the business transactions going on. More people are now interested with the business and the market scope is now much larger than before. Change is really the only constant thing in this world. We just have to go with the flow and change for the better so that we can be as competitive as possible so that we'll have more to offer to our market. People everywhere will know about our company, about our products and services and well continue to develop also because for their own good.

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

Nowadays, with the help of our latest technologies, everything has evolved. Like in the business world, Organizational charts now are hyperlinked, it means that now, it is much easier to understand and it is now much accessible. It's not hierarchical anymore. Organizational charts are representations of the level of the whole management of the company. It represents the position of each staff and the different heads of a certain company.

Hands on knowledge are really more advantageous than just pure abstract ideas. It's not advisable to just create great ideas without proper strategy. You have to be idealistic and realistic as much as possible because it is the key for the business' success. A company would be able to generate more great ideas and they'll be productive if they have the tools and equipments for networked conversations. Before, everything really seems hard to do, even those simple things because everything is done manually. But now, with are latest gadgets and devices, we can now do great things for our company and for the people. We just have to learn on how to use it properly so that our potentials would be maximize and resources would be allocated properly. We should respect the rules and regulations set by our company so that we'll have a guideline and a basis so that we won't be messed up and we'll know the things that we should do. Most importantly, we should be responsible with the things that we do for the company because it will be reflected and if we do things right, then will have a greater chance of success.

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

Command and control management is a good practice for a certain company because by practicing this, the people within your organization would be able to interact more. The head of the business firm will command the workers and with that, they'll be able to control the performance of each and every member of their staff. But, it also has some disadvantages, being too controlling and being too bossy is not good. In any business firm, good working relationship is very much important because it's key for the business' success. People in the organization should cooperate and help each other because it's also for the good of the business. You should let them feel at home with their work and let them have the freedom to do what they want, of course, still with limitations. We should not let them feel that they're alone and that they're just our employees. We should always put on our mind that they're also human being and they deserve respect. We should abuse them because we all owe it to them with what's happening within the business organization. They make the company working and help the company cope up with the different challenges and changes every day. It's still not a good habit of abusing our authority for we may never know what can happen in the future. We should always be good with them, but not too much for they might get abusive too. Love thy neighbor's and they'll also love and respect you more.

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

It's true that paranoia kills conversations. It's like the root of all evil. Fear will destroy everything that's we shouldn't let it control over us. It's not good for our self and to our company. Why should we let it control us when we can control and destroy it. It will just do harm on our company and to our employees or co-workers as well. Why should we fear anything when everything can be fixed in good conversations? It's really what's important to a certain company because as we said, markets are conversations. Everything can be understood if we have clear conversations. We should also have clear goals and objectives for our company so that people will trust and believe on our company. Remember that customer is king. We should do what they want and we would be able to know this by doing a conversation with them. Of course, it is very important because by doing so, we would be able to know the different needs and wants of our market, we would also be able to adapt with these changes and we'll have a way to do what they want to satisfy them. When they are satisfied, they'll come back with us and they refer us to other people, then we'll have broader scope of market. We would all earn so much profit that would be needed for our company's daily expenses. With this, let's all remember that good conversations are the key for a successful business firm.

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

Yes! It's true. Actually, there are so many conversations in the business world, people are free to do conversation with each other. It's a way of expressing ourselves to the world. In the business world, there are two major conversations that we should not forget if we want to have a successful company. One is the conversation happening inside the company. It's with the people behind the corporation that's making the whole business work. With good conversations, they'll be able to identify the necessary things that should be done in order to improve the company's working conditions. It's all for the market. How can a business be successful without a market? Of course, there's also conversation within our market. It's the conversation happening within the different market. Business markets talk with each other because it's important for they'll be able to know trend of the market. They'll be able to adjust and create the things that people need and want. It only boils down to one point, everything is about conversation. It's really very important because it will tell the company the things that should be done in order for it to grow and to be successful. It will depend on the market or the people. Business is for people. Companies should cater the needs and wants of majority of the people so that it will continue to grow and develop as time passes by. Also, we should take care of the people inside our business because without them, we're nothing.

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.

As what I've said before, command and control is really not a good practice in an organization. It's like the root of all evil. It will ruin the conversations in the market and people might get distracted from it. In an organization, good working environment is needed for it to survive and for it to be successful. In most cases, neither conversation is going very well. Almost regularly, the cause of failure can be traced to outdated philosophy of command and control. Command and control should be used and implemented properly. The workers of a certain company might get confused on whether what to do or follow. We shouldn't be too bossy with our employees because they are also human beings like us, we are all equal and the same. Why treat them less when they deserve the best. We all owe it to them that's why the company is working and progressing. Without them, business can't go on. WE can replace them but, machines and our technology is not enough for them to replace in their jobs because our technology is only limited. There are some things that computers can't do that and human beings can. We now have the resources, we just have to learn to use it properly and control it. We shouldn't over use it for it will also do us harms. If we take care of our people, then everything else will follow and everything will fall on its proper place, also for our own usage..

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.

This statement is trying to tell us that these notions are so poisonous. It's bad for the company if we don't do something to it as early as possible, it'll die. They are broken and they are not followed strictly and properly. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets. Some people might lose their trust in your company if you continue doing wrong things. If we want to get the right number of consumers of the market and the right people to work in or company, then we better start fixing our self and our own business agenda. We shouldn't be leaders of the business world, if we ourselves know that we're doing something wrong. How can people trust our company if they know that we're doing something wrong. Let's always remember that by doing a good conversation, everything would be okay. It's just a matter of treating your people and abiding with the rules and regulations of the business. People cannot be controlled. We can help them improve by giving them the right inputs and the right treatment. If we treat them right, then they'll also probably do the same. Let's help each other so that the company would be more productive and we'll all earn from it at the end. Treat them as human beings and not as tools for our business. They're more than that and they are just like you, like everyone else around the whole organization.

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

Our whole world is composed of conversations. Conversations inside and outside the company are related with each other. They help each other for the business' success. They are speaking the same language that's why they are able to understand each other and they recognize each other's voice. People, Markets and conversations should not be controlled, they are free to do to and no one can stop anyone for doing or expressing his/her own opinion. We should just respect it for we are unique and we have our own identity. Markets are composed of different people on our society. They are different for one another and they have their own choices and preferences. Business firms should know the ways on how to get the choice and wants of the market if they want to be successful. We should continuously innovate our products and services that we can offer to the market. Internet networked conversation are help a big help for the company because it offers so many benefits and other things that makes life easier. We'll be richer with the help of internetnetworked conversations. People can understand each other more with the help of internetnetworked conversations, and so do to our business firms. Business conversations are talking about the market and the things that can be offer for our market. With this, it's a good thing because they'll have more great ideas for the public and they should even collaborate to produce more good stuffs for everyone to enjoy and choose from.

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

Smart people or companies will do everything for their company. They'll plan strategies and plans ahead of time before something happens. We all know that problems are inevitable and part of business and life, but that doesn't mean that we should just let it happen and do nothing. Problems are meant to be solved and they are there to make us stronger and better for more challenges in life. There's a saying that "if that something doesn't kill you, it'll make you stronger" and I believe in that saying because life is full of trials. We need to deal with it so that we'll be more mature and we'll grow up to be a better person. Life is just like a game. We have to have the guts if we want to be successful in business. It's important to us to be risk takers because it will make our company more stable and ready for more trials. Our business won't be developed and successful if we'll just let things go and pass by. Remember that opportunity knocks only once, so we better grab it as soon as possible. There's no wrong in trying, as long as we're doing the right things to do. We should plan and strategies that we should follow so that we won't get messed up. It's better that we try than doing nothing. Life is short. Let's make the most out of it. Do something good for others and for yourself. Now is the right time.

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

We shouldn't be afraid to face the problems in our life and in our business because they're part of life. If a company is afraid to face its problems, then nothing will happen. I'm pretty sure that it will soon die. Problems are everywhere. Everyone has his/her own problems. If your company is wise, then it'll find ways to prevent or at least minimize its problems. A company should be willing to deal with its problems because it will not be eliminated easily if the company will not have plans or strategies to solve them. There are now so many available strategies or plans available online that can help you have a stable and established business firm. We just have to explore everything and we shouldn't be afraid to take risks because we may never know what can happen. As long as we have the right ingredients that we need, then there'll be no problem. Nowadays, successful business' have right strategies and plans that have made them stable and secured. They have successfully developed the right methods and ways that can make their company be more successful because they have faced the problems of their company in the best way that they can and with their brilliant ideas and the right people within their organization. They should be role models for other small companies because they have done a tremendous job and they should serve as a good inspiration to those other starting business that wishes to be successful someday.

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.

People should try to understand that Markets are conversations. Online conversations are now easily accessible and really a reliable and good source of information. We should learn to develop to use it and learn deeply more about our modern technologies. However subliminally at the moment, millions of people now online recognize companies as little more than appealing legal fictions that are actively preventing these conversations from interconnecting. People are different and unique from each other. We have our own freedom to express our own opinions and suggestions. We have to learn to respect that people may have different objections about a certain topic or idea. So, we have to be prepared for it. Our company needs to have many alternatives as much as possible because it will let the market have more options to choose from. Markets want to have so many things to do in your company. With the help of our newest and latest technologies, companies now have more advancement and features that they can do with their company. Companies need to communicate with each other as much as possible. We're all living in a community and a business needs to be part of it in order to survive. The more appealing your company is, the more customers you'll have. You need to get their full trust and let them feel secured with your company. You need to have tight security for your company because there are also many hackers that have scattered online. Let your company communicate.

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

Markets need to talk to companies because this is the only way for them to understand each other. In this way, they can freely exchange information and they can interchange their ideas in order to generate greater ideas. In order for them to understand each other, companies need to know the needs and wants of the market. They need to know the trend of the market and they'll only know it through good conversation. When they get the inputs of their market, then it'll be their basis in creating the necessary products for their market. It's important for them to listen to each other so that they'll get what they want. I cannot image a company without talking to its market because it'll not survive and it'll die. Companies are for markets and vice-versa. Companies need to adapt to the different needs and wants of the market, because if it will not do so, it will be left out. It's a suicide. Markets want to talk to companies regarding their concerns and their necessary questions about certain subject of the company. Remember that Markets are conversations. It needs feedbacks and suggestions from its markets so that it'll know the different things it needs to improve and develop so that they'll grow more and be a more established business firm. No matter how high tech our technology is, it will still be not enough if we lack the essence of communication. It's the key for everything. Simple yet it is very effective.

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.

Being loyal and honest to your market is one of the many factors of having a long lasting and good relationship with them. Your markets are smart and they can understand what's going on easily because they are part of the community. Companies don't need to fool them in order to have customers because they will not stay soon and any one wouldn't like to be fooled. They maybe ignorant and they don't know that much about the technicalities of the company, but I'm pretty sure that they all know what they want and what they want to happen. Our online market is broad and too complicated to understand, but it can be easily learned if you will just follow the rules of doing business right and if we have the enthusiasm with what we do. People might believe something that is not true, so we have to be very careful about guiding them and leading them to the right place because they are our responsibility. We have to establish trust between our company and our market. It's the only way for us to understand each other better. We don't need to do tricks and other stuff that may do bad to our markets and so to our own business. We have to establish a good reputation with our clients because they are the most important part of the business. Without them, our business won't survive long. We have to be flexible for their needs and also, we should cater their wants because customers are king. They are always right, but not all of them.

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

Markets want to participate in the conversations going on behind the corporate firewall. We just don't lure them away and just tell them to like the products that our business offer. We have to get their full trust, and we also have to trust them. Let us make them understand what's really happening inside our business organizations. Although, some companies really have something private and cannot be viewed for public, we just have to learn to handle our customers properly. Let's communicate with them as good as possible. In every business, there's always a part where customers are restricted to know because it's not anymore their concern. All we have to do is let them understand the things that are part of their concerns. The part where it's important for them to know, don't tell them lies about your company just to make them believe about something. Your company will be at the losing end by doing so. Learn to adapt changes and be flexible enough to support and cater the needs of your clients. Market is broad. People are very unique from each other. Be more innovative and be productive because it's for the best of your company. Treat your people as good as possible, but not too much because they might get carried away. Markets wouldn't like to talk to liars and posers. I believe that all of us just want to earn money, but in a good way. Hard work and patience is the key to everything.

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

When talking or connecting to your market, be sincere and honest. Get personal and just be true to them because in this way, you'll get their trust and support. A market wants to talk to companies who are true and sincere to their goals. They are willing to negotiate with them only if they see that they are telling the truth about their company. As I have said, our market is composed of intelligent and smart people. They can't be easily fooled for they are part of our community. They have the can get knowledge about our business everywhere. Markets and companies need get a little bit personal with each other because in that way, they can create good relationship and they can most probably know the capabilities and potentials of each other. They would be able to understand each other and they can develop new great ideas and concepts for their market. Loyalty is a good sign in a business and to markets because it will give them more confidence with themselves and they'll be able to generate more great products for the market. In the business world, you have to be competitive as much as possible because everything now is developing and changing, you also have to cope up and don't let other company get over you because your business will suffer. Doing business may not be easy from the start, but as you go on, you'll know more things are not that hard also because of the help of our technology.

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.

Advertisements are a big help for the company. It helps the company be more known all over the world and to be marketed everywhere. It will help them have more market scope because people will get to know more about the company and the different things it offers. People want to be one with the company. They want their voices to be heard and thus, get the best result they desire. Listening to one another is one factor of having a successful and long lasting business relationship. It's important because it will make the people put more trust on your company. Your company should be able to successfully put up a good credibility so that people will not easily forget about your company. That's why we shouldn't fool our consumers by just good advertisements. It should have a good substance and matter. Nowadays, there are so many advertisements available all over the world like in televisions, radios, newspapers and billboards everywhere. People are so amazed by these advertisements, but we should remember that those things might not really tell the truth. They are just doing it just to market their products. Let us all remember that it is not a good practice. Let's not do it just to earn more money because it will be are lost in the end. People might not trust are company again. Let's not put our credibility at stake. So, as early as possible, let start right so that we will not have any regrets in the end.

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.

As what have said before, markets are conversations. Nowadays, people cannot be easily fooled. They are now also thinking and they are picky when it comes to buying a product. It is not an effective tool to just use scripts and fool your consumers. People are not tools or machines that you can just program so that it will follow your orders. They should be treated well and let's be concerned with their situation. Let's not just put or make up plain stories just to earn money. Remember that in any business, it's important to be creative and innovative most of the time because we're on a competitive business world and if we want to be successful and we want to stay long in the business world, let be unique on our own little way. We're living in a world that's full of complications and problems. If it doesn't kill us, it'll just make us stronger. Let's face the reality of life that everything is changing and we cannot do anything about it. Let just cope up and be ready for whatever may come our way. Successful business firms should be risks takers because it is needed for the company to be more developed and established. Let's not follow the wrong doings of company that just follow the trend and don't realize the importance of being more productive and innovative. Let's just put profit as one of our goals. Make our consumers the top priority of our objectives and everything else will follow.

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

For me, this phrase or quote is trying to tell us that we now have the latest gadgets and technologies that we could use to our advantage, so why not use it to its maximum capacity. Nowadays, everything seems to be easy and possible with the help of our technology. Why do we need to complicate things for us if there are available tools that can help us do things in a much shorter and faster way? Like us, we're students of College of St. Benilde. We're taking up the course of Bachelor of Science in Information Management. We're being taught of how to use these advance technology that would be able to help us in the near future. It will be our stepping stone for us to have a good job someday. That's why it is very much important to take good care of our studies. We should always bear in mind that it's not a joke and let's be more responsible with what we do. Why should we be discouraged if we have the right foundation within ourselves? Learning can also be fun if we will just give it a right amount of time and dedication. We should have the enthusiasm with what we do because it will make things easier for us and we will not have a lot of problems. We will be able to solve it easily because we like what we're doing. Remember that every day is a learning activity. We should take notes of everything that's happening in our life.

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

In business, sometimes, we have what we call misunderstandings. Also, it's applicable in real life. It's not just a simple joke that we be careless about. It's normal to have misunderstanding, but what's important is that we know how to handle these things. We should be prepared for whatever may happen in our life. We should be flexible enough to accommodate our consumers so that they'll be able to like our company better. We should make our consumers listen to what we offer. Advertise is the answer. Let's publicize everything that would be able to help the company have more market scope. It's a good thing to have more than less because in that way, we'll have more options and so to our consumers. If people are not listening to us, then maybe it's the right time to start innovating new strategies and products that we can offer our market. Remember that it all boils down to one idea. Be Unique! In that way, people will tend to remember more about your company than to your other competitors. Now, people are beginning to get bored and find something new that would best suit their interests. Company should listen to the people's different needs and wants because it's one important key factor that would be able for them to tell and determine the things that they should do for their products to be more successful. We may be speaking in different languages, but as long we're being united with just one goal and objectives, then nothing could go wrong.

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

Everything is just about right advertising. Don't just say or invent things just to promote your products. Remember that you're dealing with the people around your community and they can't be easily fooled. You don't have to boast anything about your company if that doesn't have to do with your market. It is nothing if it doesn't concern your market. Nowadays, there are so many advertisements that have scattered all over the world. But we are not so sure that all of them are telling the truth. Maybe some of them are just telling lies just to market their products. This is not a good practice for it may ruin the credibility of your company in the near future. People will start to notice that there seems to be wrong about the products that a certain company sells over the market. Integrity is important in an part of business because it will help boost the company's morale and people will get to trust more on your products rather than your other competitors. Having a little bit of confidence is also important in a business because it will help the company achieve its goals. Remember that you should have the guts and that you should take risks if you want to further improve your company's status. Business world may seem to be complicated. But, everything now is possible with the right knowledge and right attitude towards our work and towards with the right usage of our latest tools, gadgets and other technologies.

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

Yes. This can be true in some companies. You need to impress your investors and your business partners. But most importantly, above anything else, you should impress your market first because they are the main key of your business. Everything will be useless if you won't be able to get your markets full trust. Remember that it's important to get your market's loyalty for it will help the company earn more and have more markets than the other competitors of a certain company. Impress the people with the good work that you do and not just by advertising about your products which are not true at all. Fooling people is not a good strategy in getting the loyalty of your market because you'll be at the losing end. People will get to notice that your products are not that really good and that there seems to be a problem. Its okay if it just minor errors for we are just humans. We're not perfect and we just have to admit it. But, of course, we should start doing something about it. Let's not just be contented about it. Let's be innovative and be progressive. Let's be unique most of the time and as much as possible for it will help the company be more solid than to other companies. Use the right market strategies and don't just use false advertisements to our company's advantage. Use it properly for it can also affect your company's image if you will abuse it.

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.

Of course, it's also very important to impress your business partners and your investors for they keep the business running. They are one of the factors that make a successful business firm. Even though you have the right market, it will still be useless without the help of your business partners and investors for they keep the business alive. They are part of the business that supports its day to day activities and transactions. They add more power and substance to your company. They support the business life and they contribute more to the company for the existence of the company to stay and last longer and for them to generate and offer more creative ideas that would be very much available and helpful to your market. Don't mind those people who have got nothing to do with your business. Just stay focus and remember to trust those people who really help your company. Treat everyone equally and with right attitude and perseverance, everything will be alright. Don't worry about committing mistakes because it's just normal. It's part of life that it would make people stronger so that it can cope up with the challenges that it may come ahead its way. People will start to realize that your company is not just like any other business firms that promote stuffs and really don't know what they're talking about. Just do your thing and be prepared about things that should happen and have the right tools and gadgets that may help you survive in the business world, also with the help of our latest technologies.

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.

Nowadays, people are more knowledgeable and smart. We are now more equipped with facts and hands on experience of our latest technologies. People are tired of the old ways of marketing and advertising. We need something new and more innovative so that we can cope up with the changes and technologies that are happening around us. If we will not follow the trend today, we'll be the ones to suffer at the end and we'll be at the losing end. Image is a good factor in any business because it gives the company the reputation and the credibility to give people what they desire. Companies should be flexible enough to adjust to the different needs and wants of their consumers. It's boring if we will not try to expand and explore new horizons. Let's not be afraid to take risks and go step ahead. It's what will make our company even more competitive and ready for the different challenges that may come our way. We know that we're now something in the new phase of our life. We just have to live with it and know the secret and survive. Learn and get used to everything that we can so that we can apply it and use it for our own advantage. Life now may not be easy, but there's no wrong in trying. Life is just short and we have to live our life to the fullest. Make the most out of everything and we'll experience more great things.

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

Of course, everything is changing. Every day is a new day and each of us is part of our community. As what we have been saying from the start, markets are conversations. It's not hard to create a new market place, in fact, we are creating it. Nowadays, we have new marketplace that we can or we start doing business. We experience hands-on experience there from the things that we should and should not do. All what matters is the way we do conversation with the people that matters to our company or business firms. With the development of our technology, we now have more options on developing new ideas and creating new possible creative and productive results that could better help the company and our clients. People now area starting to like this new marketplace because of the many benefits it offers to us and the things that we learn and uncover with this. This new marketplace will be more developed as time comes and we are now ready for it. We just have to be prepared and be equipped so that we can have the maximum benefits of the technology. It's not too late to start and create more creative and artistic ways of developing new products and services for the people. Who knows what may happen in the near future. Let's not waste time and the opportunity to be greater and better other than scandalizing and screwing things up because it's bad that we succumb to something.

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!

We're just living on the same community. We are communicating with others and that's part of life. It's important for us to take part and be part of the world we're living in because in that way. We'll be able to explore new things and discover other things. As what have said before, markets are conversations. Nowadays, people cannot be easily fooled. They are now also thinking and they are picky when it comes to buying a product. It is not an effective tool to just use scripts and fool your consumers. People are not tools or machines that you can just program so that it will follow your orders. They should be treated well and let's be concerned with their situation. Like us, we're students of College of St. Benilde. We're taking up the course of Bachelor of Science in Information Management. We're being taught of how to use these advance technology that would be able to help us in the near future. It will be our stepping stone for us to have a good job someday. Learning can also be fun if we will just give it a right amount of time and dedication. We should have the enthusiasm with what we do because it will make things easier for us and we will not have a lot of problems. Let's collaborate and be part of our community because it's what will make our business firm survive long and endure the problems that may come its way in the coming years.

We are immune to advertising. Just forget it.

Nowadays, Advertisements are a big help for the company. It helps the company be more known all over the world and to be marketed everywhere. But, its not effective if the company is just telling a lie. The company should have a good reputation so that people would be able to trust their company and they'll be more developed.. They want their voices to be heard and thus, get the best result they desire. Listening to one another is one factor of having a successful and long lasting business relationship. It's important because it will make the people put more trust on your company. Your company should be able to successfully put up a good credibility so that people will not easily forget about your company. Let's not put our credibility at stake. So, as early as possible, let start right so that we will not have any regrets in the end. Everything is just about right advertising. Don't just say or invent things just to promote your products. Remember that you're dealing with the people around your community and they can't be easily fooled. You don't have to boast anything about your company if that doesn't have to do with your market. It is nothing if it doesn't concern your market. Nowadays, there are so many advertisements that have scattered all over the world. But we are not so sure that all of them are telling the truth. Maybe some of them are just telling lies just to market their products.

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

Let's be true to our market so that they'll be able to trust our company. If we want to be a successful business firm, let's be innovative and creative with everything that we do. Let's always remember the concerns of our clients because they play a vital role on our business. Just stay focus and remember to trust those people who really help your company. Treat everyone equally and with right attitude and perseverance, everything will be alright. Don't worry about committing mistakes because it's just normal. Its part of life that it would make people stronger so that it can cope up with the challenges that it may come ahead its way. People will start to realize that your company is not just like any other business firms that promote stuffs and really don't know what they're talking about. Just do your thing and be prepared about things that should happen and have the right tools and gadgets that may help you survive in the business world, also with the help of our latest technologies. Remember that opportunity knocks only once, so we better grab it as soon as possible. There's no wrong in trying, as long as we're doing the right things to do. We should plans and strategies that we should follow so that we won't get messed up. It's better that we try than doing nothing Life is short. Let's make the most out of it. Do something good for others and for yourself. Now is the right time.

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?

There are now so many available tools and gadgets on the internet and all over the world that can offer us and help us with almost into anything. We just have to explore everything and we shouldn't be afraid to take risks because we may never know what can happen. As long as we have the right ingredients that we need, then there'll be no problem. Nowadays, successful business' have right strategies and plans that have made them stable and secured. They have successfully developed the right methods and ways that can make their company be more successful because they have faced the problems of their company in the best way that they can and with their brilliant ideas and the right people within their organization. People should try to understand that Markets are conversations. Online conversations are now easily accessible and really a reliable and good source of information. We should learn to develop to use it and learn deeply more about our modern technologies.. We have our own freedom to express our own opinions and suggestions. We have to learn to respect that people may have different objections about a certain topic or idea. So, we have to be prepared for it. Markets want to have so many things to do in your company. With the help of our newest and latest technologies, companies now have more advancement and features that they can do with their company. Companies need to communicate with each other as much as possible.

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

Companies are for markets and vice-versa. Companies need to adapt to the different needs and wants of the market, because if it will not do so, it will be left out. It's a suicide. Markets want to talk to companies regarding their concerns and their necessary questions about certain subject of the company. Remember that Markets are conversations. It needs feedbacks and suggestions from its markets so that it'll know the different things it needs to improve and develop so that they'll grow more and be a more established business firm. Being loyal and honest to your market is one of the many factors of having a long lasting and good relationship with them. Your markets are smart and they can understand what's going on easily because they are part of the community. Companies don't need to fool them in order to have customers because they will not it soon and any one wouldn't like to be fooled. They maybe ignorant and they don't know that much about the technicalities of the company, but I'm pretty sure that they all know what they want and what they want to happen. Our online market is broad and too complicated to understand, but it can be easily learned if will just follow the rules of doing business right and if we have the enthusiasm with what we do. People might believe something that is not true, so we have to be very careful about guiding them and leading them to the right place because they are our responsibility.

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

We need to pay attention to our clients because we need to give them maximum satisfaction. We have to establish trust between our company and our market. It's the only way for us to understand each other better. We don't need to do tricks and other stuff that may do bad to our markets and so to our own business. We have to establish a good reputation with our clients because they are the most important part of the business. Without them, our business won't survive long. We have to be flexible for their needs and also, we should cater their wants because customers are king. They are always right, but not all of them. . Market is broad. People are very unique from each other. Be more innovative and be productive because it's for the best of your company. Treat your people as good as possible, but not too much because they might get carried away. Markets wouldn't like to talk to liars and posers. I believe that all of us just want to earn money, but in a good way. Hard work and patience is the key to everything. When talking or connecting to your market, be sincere and honest. Get personal and just be true to them because in this way, you'll get their trust and support. A market wants to talk to companies who are true and sincere to their goals. They are willing to negotiate with them only if they see that they are telling the truth about their company. As I have said, our market is composed of intelligent and smart people

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

It is true that nowadays, conversations are taking place in our corporate intranets. But as a lot of people say, holiday is not every day. We have to work hard and find the perfect time to launch our certain product to the market so that we can get the maximum profit that we can get. Before we launch a certain product to the market, we have to think it more than twice and we have to make sure that we're on the right time so that it will be a success. Remember that a business company should be not be afraid to take risks because it's part of the business world and it is needed to make the company stronger and successful. Before, everything really seems hard to do, even those simple things because everything is done manually. But now, with are latest gadgets and devices, we can now do great things for our company and for the people. We just have to learn on how to use it properly so that our potentials would be maximize and resources would be allocated properly. We should respect the rules and regulations set by our company so that we'll have a guideline and a basis so that we won't be messed up and we'll know the things that we should do. Most importantly, we should be responsible with the things that we do for the company because it will be reflected and if we do things right, then will have a greater chance of success.

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

Don't be selfish and think about your market too. It's not a good practice to just invent products for your company to just earn money. People are now smart. We need to pay attention to our clients because we need to give them maximum satisfaction. We have to establish trust between our company and our market. It's the only way for us to understand each other better. We don't need to do tricks and other stuff that may do bad to our markets and so to our own business. We have to establish a good reputation with our clients because they are the most important part of the business. Without them, our business won't survive long. We have to be flexible for their needs and also, we should cater their wants because customers are king. They are always right, but not all of them. Let's be true to our market so that they'll be able to trust our company. If we want to be a successful business firm, let's be innovative and creative with everything that we do. Let's always remember the concerns of our clients because they play a vital role on our business. Just stay focus and remember to trust those people who really help your company. Treat everyone equally and with right attitude and perseverance, everything will be alright. Money is not everything. Although it's an important part of the business, if it's the only thing that your company will care of, you'll slowly loose everything without you even noticing it.

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

Remember, when you do business, you shouldn't just think of money. You should have the enthusiasm with what you do so that it will give you the interest to exert more effort and you'll be able to bring out the best in you. It will be boring if you're doing something just for the sake of earning money. There so many conversations in the business world, people are free to do conversation with each other. It's a way of expressing our selves to the world. In the business world, there are two major conversations that we should not forget if we want to have a successful company. One is the conversation happening inside the company. It's with the people behind the corporation that's making the whole business work. With good conversations, they'll be able to identify the necessary things that should be done on order to improve the company's working conditions. It's all for the market Markets are conversations and it's the most important thing. We should know the working conditions of the business so that we'll be able to adjust and adapt depending on the certain situation. Some companies use different software's and system that would help the company. They use different technologies depending on their preference. This would make them work more efficiently and effectively. Remember that analyzing the problem is the most basic, but the most important step in proposing to use a business system because it will identify the things that are needed to be accomplished.

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

The CEO of the company is responsible for everything that's happening inside the business. If something goes wrong, he/she should have some plans on how to face this kind of situation. Remember, no man is an island. Cooperation is the key to the success of the company. Hands on knowledge are really more advantageous than just pure abstract ideas. It's not advisable to just create great ideas without proper strategy. You have to be idealistic and realistic as much as possible because it is the key for the business' success. A company would be able to generate more great ideas and they'll be productive if they have the tools and equipments for networked conversations. Before, everything really seems hard to do, even those simple things because everything is done manually. As what have said before, markets are conversations. Nowadays, people cannot be easily fooled. They are now also thinking and they are picky when it comes to buying a product. It is not an effective tool to just use scripts and fool your consumers. People are not tools or machines that you can just program so that it will follow your orders. They should be treated well and let's be concerned with their situation. Let's not just put or make up plain stories just to earn money. Remember that in any business, it's important to be creative and innovative most of the time because we're on a competitive business world and if we want to be successful and we want to stay long in the business world, let be unique on our own little way.

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

As to what I have understood from this phrase, you have to give your best in everything that we do. We're living in a world that's full of complications and problems. If it doesn't kill us, it'll just make us stronger. Let's face the reality of life that everything is changing and we cannot do anything about it. Let just cope up and be ready for whatever may come our way. Successful business firms should be risks takers because it is needed for the company to be more developed and established. Let's not follow the wrong doings of company that just follow the trend and don't realize the importance of being more productive and innovative. Let's just put profit as one of our goals. Make our consumers the top priority of our objectives and everything else will follow. Companies need to lighten up and they should also learn to take things less seriously because it is also needed in the business world. People or companies should have a sense of humor because it will put them at ease will working. They would be able to work more properly while enjoying because they will not be pressured with their work and it would also help them be more creative. It is also very important to have a good working environment. This is needed for you and it would be very useful for everybody because you will be working on different companies someday, you will be dealing with different people and you have to be flexible and you should be able to adapt to the different working conditions that would help you survive in your chosen industry.

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

It simply means that people should collaborate more and enjoy what we are doing. Let's work as a team and let's be more productive with what we do. Most corporations, on the other hand, only know how to talk in the soothing, humorless monotone of the mission statement, marketing brochure, and your-call-is-important-to-us busy signal. But learning to speak in a human voice is not some trick, nor will corporations convince us they are human with lip service about listening to customers. They will only sound human when they empower real human beings to speak on their behalf. A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter—and getting smarter faster than most companies. However, employees are getting hyperlinked even as markets are. Companies need to listen carefully to both. Mostly, they need to get out of the way so intranet worked employees can converse directly with internetworked markets. Nowadays, with the help of our latest technologies, everything has evolved. Like in the business world, Organizational charts now are hyperlinked, it means that now, it is much easier to understand and it is now much accessible. It's not hierarchical anymore. Organizational charts are representations of the level of the whole management of the company. It represents the position of each staff and the different heads of a certain company. Remember, we're not living in our own world, we are somehow connected with one another.

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

Know your people. Be close and know their concerns. Think about their situation and always treat them as good as possible. Treat them equally. They are one of the most important part of your business. Without them, your business won't succeed. Collaborate with each other because it what's will amke your company survive and be one of the best. It simply means that people should collaborate more and enjoy what we are doing. Let's work as a team and let's be more productive with what we do. Most corporations, on the other hand, only know how to talk in the soothing, humorless monotone of the mission statement, marketing brochure, and your-call-is-important-to-us busy signal. No man is an island. We need each other for our survival. Make our consumers the top priority of our objectives and everything else will follow. Companies need to lighten up and they should also learn to take things less seriously because it is also needed in the business world. People or companies should have a sense of humor because it will put them at ease will working. They would be able to work more properly and also, they'll have fun because they will not be pressured with their work and it would also help them be more creative. It is also very important to have a good working environment. Give them comfort and space so that they won't have a hard time and they'll give their best in everything that they do for the rest of their life.

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

In business, marketing your business is very important. Business Marketing is the practice of individuals, or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations. Market specialization is a business term meaning the market segment to which a particular good or service is marketed/ It is generally studied and mapped by an organization through lists and reports containing demographic information that may have an effect on the marketing of key products or services. Group of persons for whom a firm creates and maintains a product mix that specifically fits the needs and preferences of that group. For example, the furniture market can be divided into segments described as Early American, contemporary, or traditional. A marketer may choose to target the entire furniture market with the generalized product, promotion, distribution, and pricing strategy meant to appeal to everyone, or may go after one segment of the furniture market with a customized strategy or several segments of the furniture market with more than one strategy. Selecting a target market segment for a product rather than attempting to sell to the entire market can be a more efficient use of promotion dollars, because a greater market share can be achieved by capturing most or all of a segment via a carefully directed marketing plan that reaches precisely the right people with the right message than by trying to capture market share with a generic approach.

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

Never underestimate your market. If you already solve a specific problem, then targeting your market as much as possible should be the obvious next step. However, this is where many marketers fail, for they are trying to be "all things to all people" and attempt to market their product to everyone. Instead, try to discover the demographics and psychographics of your niche -- your specific (or greatest) market. Then market to that audience more than any other and as often as possible. In other words, who buys from you specifically? If you were to say "everyone," then you are falling in the trap mentioned earlier. Avoid it as much as you can. Try to be as specific as possible. But if you do cater to a diverse market, find out who buys from you the most or the most often. On the other hand, psychographics are made up of the emotional and behavioral qualities of your market. They include the emotions, reasoning, history, psychology, and thought processes behind people's decision to buy your product. For example, they include interests, hobbies, associations to which they belong, previous purchases, other related products your market has consumed, and length of time they remained with a particular company. In other words, demographics include the segment of the population that needs your product, while psychographics are those within your demographics that want your product. If you don't know this, you can easily conduct a survey as part of a marketing research campaign among your current clients, potential clients and clients of other similar products or companies. Don't underestimate your greatest source for marketing research.

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

It is very important to know the things that are important for your company. You don't have to include everything in your scope. Only put those things that have something to do with your company. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom? A value chain is a chain of activities. Products pass through all activities of the chain in order and at each activity the product gains some value. The chain of activities gives the products more added value than the sum of added values of all activities. It is important not to mix the concept of the value chain with the costs occurring throughout the activities. A diamond cutter can be used as an example of the difference. The cutting activity may have a low cost, but the activity adds to much of the value of the end product, since a rough diamond is significantly less valuable than a cut diamond. The value chain categorizes the generic value-adding activities of an organization. The "primary activities" include: inbound logistics, operations (production), outbound logistics, marketing and sales (demand), and services (maintenance). The "support activities" include: administrative infrastructure management, human resource management, information technology, and procurement. The costs and value drivers are identified for each value activity. The value chain framework quickly made its way to the forefront of management thought as a powerful analysis tool for strategic planning. Its ultimate goal is to maximize value creation while minimizing costs.

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

It's important to be always creative and productive so that people won't be bored about the things you offer in your business. Let's face the fact that there are many available competitors around the world. But don't worry, do you think that creative people are born, not made? Creativity is a skill that can be learned. You may be interested in diving deeper into artistic pursuits, or you may just want to re-experience the wonder you felt as a child. Creativity isn't just about drawing pictures or writing books. It's about finding solutions and seeing opportunities too! A "new" idea is a combination of old elements. Being able to devise new combinations depends on your ability to discern relationships between seemingly disparate items. Creativity is the juxtaposition of ideas which were previously thought to be unrelated. It is your ability to combine ideas in a unique way or to make useful associations among ideas. There is virtually no problem you cannot solve, no goal you cannot achieve, no obstacle you cannot overcome if you know how to apply the creative powers of your mind, like a laser beam, to cut through every difficulty in your life and your work. The good news is that creativity is a skill and a talent that can be learned and developed through practice. With this skill, you can dramatically accelerate your personal and professional growth. By sharpening your thinking skills and exercising your natural creative powers, you can multiply the value of your efforts and rapidly increase the quantity and quality of your rewards.

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

Always remember that Markets are conversations. The more we have conversations, the more good it will do to our business firm. They might be a potential customers that may get interested in our business. Now, with the help of our latest technologies, we now have a larger scope market because people can know more about our company without even having a hard time. Let's use this to our advantage because that's primarily the reason for this technological advancement. Let's face it that nowadays, we have a lot of competitors all over the world. We have to stand out and be unique so that they'll choose our business other than our other competitors. The most important part of any business are its customers. Without consumers, we are nothing. Remember to take care of your market because everything will go easily if we give their needs and wants. Remember, customers are king. They are always right. But not all of them. You just have to know the ones that are important to your business. You don't have to include those things that are not necessary for your business. In that way, you'll be able to identify the right things that you should cater and you'll have more time and greater savings that can help your business. Doing a business might not be easy, but it's worth it. Just remember to enjoy and you should have the enthusiasm with everything that you do because it's the most important thing in any aspect of a business.

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

Remember that no man is an island. We need to communicate with each other in order to survive. The more people you have, the more chance for success. Diverse work environment may determine a company's success. Job seekers with an online degree may have a harder time finding a position. Although more workers are furthering their educations over the internet, it doesn't mean they are guaranteed a job. Most companies are not adopting new ways of helping people to understand and communicate complex messages. According to an article that I have read and written by Professor Colin Coulson-Thomas, "There is a wide gulf between boardroom aspirations and achievements on the ground. People need to understand why changes are being sought. They also need to be equipped to help bring them about." Companies should enable key workgroups to communicate in a 'winning way' according to Prof. Colin Coulson-Thomas, addressing corporate communicators this week at a Chartered Institute of Public Relations event at the East Midlands Media Technology Centre. The University of Lincoln Professor will explain how pioneering companies use new tools to engage key workgroups and enable them to handle communications challenges such as helping customers to buy complex products. Coulson-Thomas's research programmed concentrates upon identifying critical success factors and what high performers do differently in areas that are vital for corporate success such as building relationships, bidding, pricing, purchasing and exploiting know-how. Some 2,000 organizations have contributed to studies to identify critical success factors and 'winning ways'. Therefore, allegiance is a vital part of company's success.

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

At first, I have no idea what Y2K is, but with my intensive research, I found out that Y2K bug was a clicking time bomb for all major computer applications. The computer and system application companies came out with year 2000 compliant operating systems and system software. IT companies around the world spent billions of dollars to go through their entire application source code to look for the Y2K bug and fix it. Almost everybody raced around to make themselves Y2K compliant before the fast approaching deadline. Finally when the big day came, many utilities and other companies switched off their main computers and put the backup computers on work. When the clock ticked Jan 1, 2000, no major problems were reported. Almost every bank worked fine, no major power outages were reported, airplanes still flew and the whole world went on with its normal life. During 1960s to late 80s there was a widespread practice in all computer softwares to use two digits for representing a year rather than using 4 digits. This was done to save computer disk and memory space because these resources were relatively expensive in those times. As the year 90's approached experts began to realize this major shortcoming in the computer application softwares. In year 2000, the computer systems could interpret 00 as 1900 messing up all the computing work. For example if a program function is calculating difference between two dates, it would calculate a negative number. For example difference between 1 Jan 2000 and 31 Dec 1999 could be calculated as -100 years rather than 1 day. This was a major bug for the whole finance industry.

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

With more knowledge and more people to work with, it would be easier for us to achieve success. Always bear in mind that your own resolution to succeed is more important than any one thing. A plan should be implemented that considers a platform for growth and profits as well as takes into consideration. People do always have a choice. They have the right to do and choose what and where they want to go. They have a lot options based on their preferences. In the business world, a company should always be competitive and aggressive in order to survive. They should also be flexible in order to adapt to our changing environment. The first step is to identify your special set of critical success factors. You may have thought this through in the past; you may think you know them intuitively. When asked "What matters?", many executives reflexively say things like sales, customers, people, or product development. These are all good answers, and they may be correct answers, but you will want to think deeper and broader. Be specific when you identify your factors. Don't say "people" when the issue is recruiting, employee satisfaction, training or compensation. Don't say "marketing" or "sales" when the issue is lead generation. Remember the chain value. Don't mind those things that are not important to your company. It will just complicate things for you and for your clients. Remember to cater their needs and wants because it will make them more comfortable with your company.

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

Let's not complicate things. We have now the advanced tools and technologies that help us and make our life easier so let's use it to our advantage. As what have said, we have better tools, more new ideas, no rules to slow us down. So what else is our problem? The only thing is how we are going to use it and implement it to get maximum benefits for our company and to our consumers. Nowadays, with the help of our latest technologies, everything has evolved. Like in the business world, Organizational charts now are hyperlinked, it means that now, it is much easier to understand and it is now much accessible. It's not hierarchical anymore. Organizational charts are representations of the level of the whole management of the company. It represents the position of each staff and the different heads of a certain company. It's true that paranoia kills conversations. It's like the root of all evil. Fear will destroy everything that's we shouldn't let it control over us. It's not good for our self and to our company. Why should we let it control us when we can control and destroy it. It will just do harm on our company and to our employees or co-workers as well. Why should we fear anything when everything can be fixed in good conversations? It's really what's important to a certain company because as we said, markets are conversations. Everything can be understood if we have clear conversations and set a clear goals and objectives.

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

This time we are still evolving and linking with each other. We are growing and so our knowledge about different things. Let's continue to develop more and more things so that we would be able to cope up with the development of our latest technologies. I know that with the help of continuous research and examining different things, it's not impossible that we can create something new and more advanced that we have now. Let's not complicate things. We have now the advanced tools and technologies that help us and make our life easier so let's use it to our advantage. As what have said, we have better tools, more new ideas, no rules to slow us down. So what else is our problem? The only thing is how we are going to use it and implement it to get maximum benefits for our company and to our consumers. Nowadays, with the help of our latest technologies, everything has evolved. Like in the business world, Organizational charts now are hyperlinked, In starting a business, we should start with clear objectives and clear goals. We should have trust with our co-workers and the enthusiasm with our work. We shouldn't be suspicious with nonsense things. If we have some things that we don't understand, we shouldn't be afraid to ask because there's nothing to be shy of. It will also help us learn more things and will make us more knowledgeable about different things that will be helpful for us in the near future.

Reflection

Chapter 1: Max Mancini: 1 eBay

Learning Expectations:

I expect to learn more about eBay. The things that it can teach me, I know that eBay now is so famous all over the world and to the internet. I want to know some background information on how to use it and how it started because it can be a big impact on me for the future.

Book: Web 2.0 Heroes Interviews with 20 Web 2.0 Influencers

Quotes: *"You blur the lines between a desktop experience and a Web experience, and that's really where everything is headed."*

"[Our] role is to inspire innovation through experimentation"

Review:

This chapter started on discussing about the use of eBay. eBay is not just an online selling and auctions of things all over the internet. It's basically a business transaction. It talks about the process of how eBay earns money from being the tool between the meeting of buyer and the seller. eBay is not just doing ecommerce business; it also includes the service of PayPal, which, like eBay, makes money when transactions happen. PayPal makes it easier for both buyer and seller because they can do these things with just simple transaction model.

This chapter also talks about Max Mancini who is the senior directory of disruptive innovation at eBay. He led over 70 developers at eBay, focusing on eBay Stores, registration, sign-in, merchandising, and more. He has also worked with eBay's classified business, Kijiji.

Max Mancini explained the parts of his team. Actually, there are two parts; one is the platform side which enables the third-party developers to create applications and other innovations that accelerate commerce around eBay. The other side is the Disruptive Innovation which role is to inspire innovation through experimentation. They studied the trends of their market and they provided infrastructure and resources that encourage developers, internally—and also externally—to think and create within the boundaries of their known silos. The trends they concentrate on shift over time.

Now, people are more willing to share the information they have over the internet. There are now applications that enable people to communicate and work together their works to other people all over the world. A good example of this is the face book. We are in a social environment, and the interesting things we learn while we are having fun. We discover new things with the help of our friends and people around our community.

Things learned:

I have learned so many things about the background of eBay and how it really works. How it helped so much people and made our life easier. I now know that it's not just a simple buying and auctions of different things all over the internet. It has so many features like the PayPal that also made each business transactions so much easier for the market. I now know more about Max Mancini and how he does his work through the success of EBay.

Reflection

Chapter 2: Alan Meckler: Internet.com

Learning Expectations:

I would want to know more about Internet.com and about Alan Meckler. The significance and the contributions that made and helped so many people these days and background information about Alan Meckler.

Book: Web 2.0 Heroes Interviews with 20 Web 2.0 Influencers

Quotes: *“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.”*

“The Internet was going to have a greater impact, perhaps, than the computer and it was going to be all-encompassing.”

Review:

Chapter 2 talks about the Web and the Internet. It talks about Internet.com and about Alan Meckler. Internet.com is a site name that is very easy to remember for obvious reasons; however, it is just one of the many web sites and company products that make up Jupitermedia.

Jupiter media is the leading provider of images and information for creative, business, and information-technology professionals. It is divided into two primary divisions. Jupiter images supplies photos and other graphic images electronically. JupiterOnlineMedia provides information to IT professionals, developers, and creative professions through five different channels as well as through events and jobs areas. Internet.com is one of the outlets within JupiterOnlineMedia.

Internet.com is a doorway to an inspiring list of sites. Also, there’s the more impressive CEO in charge, Alan Meckler. He is one of the early pioneers in beating into the Internet, particularly from a media viewpoint. As such, he has some interesting insights and perspectives. Alan details on his history about the business. He’s been in the publishing business since 1969 and he also had a PhD in American History so on and so forth.

He detailed all the background information and details his own perspectives about stuffs on internet.com. He then realized that the Internet was going to have a greater impact, perhaps, than the computer and it was going to be more comprehensive.

With the evolution of the Internet through time, it also changed Internet.com and Jupitermedia so that it can cope up and adapt to the changing environment of our society. He talks about the Jupitermedia and Internet.com today.

What happened to him then was that he was approached by several companies in 1998 about buying the business, and he then sold the company in 1998. He had been building the company along the way, from 1993 on, and had one of the first web sites in the world, launched in early 1994, and at the time it was known as "Meckler Web" as a codeword, but it got picked up by the press and it was written up in *Fortune* and *Forbes* magazines.

Things Learned:

There are so many things I have learned specially about Internet.com, Jupiter media and the background information about Alan Meckler and his contributions to the continuous development of the internet.

Reflection

Chapter 3: Eric Engleman: Blog lines

Learning Expectations:

I would want to know more about Blog lines and about Eric Engleman. The significance and the contributions that made and helped so many people these days and background information about Blogs and Web 2.0.

Book: Web 2.0 Heroes Interviews with 20 Web 2.0 Influencers

Quotes: *"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."*

Review:

Chapter 3 talks about Blogs and Web 2.0. If we do a survey now about naming the most popular sites about blogging, we'll see that their answer is Blog lines. Blog lines started as a tool created by Mark Fletcher in 2003. It quickly grew from there. Today the site bills itself as a free online service for newsfeeds, blogs, and rich content. It helps you to search, subscribe, and share these services without requiring you to understand the core technology.

This chapter also tackles about Blog lines is just a brand of Ask.com under the management team of Eric Engleman who serves as the general manger of the said company. He worked under Yahoo!, EarthLink, and Excite/Excite@Home. Also, he had an old media background and made a transition to online at CNN. He has a wide range of experiences, with a lot of focus on start pages which started in 1996. He also launched Excite Live, which became myExcite and won an award in 1998 as best start page. He also worked on start pages at EarthLink and Yahoo!, so he is also familiar with the RSS feed reader space.

There's also some background information about how Blog lines started. Blog lines was one of the early innovators for Web 2.0. It was launched in 2003. It was really a self-funded operation by the founder, Mark Fletcher. Mark built the tool for himself, basically. He saw that there were a lot of blogs that were coming online, and people were writing a lot of really interesting things. He didn't want to spend all his time going to these different sites individually, so he built this application to grab the content via RSS and display it in one application.

With the success of this application called Blog lines, Eric Engleman tried to connect things between the Cluetrain Manifesto and O'ReillyWeb 2.0 doc. He tried to make the application as a platform for the end users. The application is a system of users and consumers of the application and the data that is created by the user. It is really about the user. It is about creating a user-controlled experience and leveraging the end user to create additional significance.

Bloglines may not be the app as a platform yet, but it is definitely “web as the platform.” Bloglines is all about consuming data, all about consuming RSS feeds. Nowadays, with the development of our technology, there’s now more options for the end users like java scripts and AJAX that will be helpful for everybody who uses this kind of technology.

Things Learned:

Now, with the help of this chapter, I have some background about how blogs started and how it changed the lifestyles of so many people. People now have so much knowledge about blogging and we continue to develop new things and ideas because with this kind of technology, communications over the internet is so much easy and business transactions are more possible.

Reflection

Chapter 4: Gina Bianchini: Ning

Learning Expectations:

I would like to learn about Gina Bianchini and about Ning. I would like to know more about this chapter of this book. I would like to learn more about the use of our latest technologies.

Quotes:

"I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound."

"I think it [Web 2.0] just means a lot of different things to a lot of different people."

Book: Web 2.0 Heroes Interviews with 20 Web 2.0 Influencers

Review:

This chapter talks about Ning. Ning is actually a social networking website called Ning.com, which was started by Marc Andreessen and Gina Bianchini back in 2004. Marc has worked with Netscape before. What sets Ning to other social networking sites is that it is actually a platform for *creating* social networks and not necessarily a social network itself.

In other words, people can go to Ning and set up a social network on any topic for any people with any features they want. Ning provides the platform for creating the social network and leaves it to individuals to decide the topic of their social network.

Well, creating a social networking website in Ning would just take a few minutes. People now have the freedom to blog, put videos, pictures, edit your own profiles and lots of interesting things.

Gina is a hero in the Web 2.0 space, and her work on Ning has helped propel her to that status. It is interesting to hear perspectives on the topic of Web 2.0, social networking, and more from a hero in the space. It is worth pointing out that not every person is sold on the term Web 2.0.

To sort it out, Gina and Marc had helped each other to put Ning.com which had helped them earn so much profit and it's just because of doing the things their passionate to do. It's so simple yet it should from a lot of hard work and determination. This just explains that if we want to be successful in the business world, we should do the things we love the most.

You shouldn't spend too much time on irrelevant things. Ning has so much benefits, for example, In the time the company has had many meetings, interviewed stakeholders, hired enterprise software

companies to build them out this “special thing,” they could have been up and running with a social network on Ning.

Things learned:

I have learned so many things about Ning. How simple it is and how can it help people from our daily lives. Now, I know that social networking website is very advantageous for the people because of the many benefits it can give to us.

Reflection

Chapter 5: Dorion Carroll: Technorati

Learning Expectations:

I would like to learn about Dorion Carroll and about Technorati. I would like to know more about this chapter of this book. I would like to learn more about the use of our latest technologies.

Quotes:

"For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the people powered or the social web."

Book: Web 2.0 Heroes Interviews with 20 Web 2.0 Influencers

Review:

Basically, this chapter of this book talks about technorati which tracks about how many blog users are there all over the world. It's different from Web 2.0 which deals about blogs, and many more. Dorion Carroll is Technorati's vice president of engineering. Prior to working at Technorati, Dorion worked with companies such as Postini, Excite@Home, Electronic Arts, and Oracle. His experiences are in search, email processing, E-commerce, CRM, ad targeting, and numerous web and enterprise technologies, thus making him an expert in his field and a great person to discuss the topics of Technorati and Web 2.0.

The company was founded by Dave Sifry and a couple of people that he brought in. That first year was a lot about inventing something that didn't exist at all, recognizing this phenomenon of blogging. Technorati was able to find these connections again in near-real time. Real time is important because some of the basic underpinnings of blogging are different from the rest of the Web, fundamentally.

Social Networking websites are about authenticity, accountability, interaction and people powered websites. Before you start your own social networking website, you should make it unique, I mean as you're own and not just any other website. You should create it as your own and make it appealing for the consumers or your market.

Technorati has been part of the creation of what is Web 2.0. On the other hand it's this idea of public social conversation, that 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. There's also more of an importance on this view of a people powered Web, whether it's through trivial social gestures of connecting, people.

Email is basically a back-and-forth between two people; with blogging, the video sites, photo sites, all of these different types of social media, one person can now communicate with a mass audience, most of whom they'll never encounter, but they can actually see their own stuff rising in

rankings and getting better and see a wave building around it; there are a lot of folks out there that really like that.

Thing learned:

Now, I understand what Technorati is. It's for tracking those users of social networking websites. It's very useful for people because it made conversations over the internet so much easier. It had so many benefits that made Dorion Carroll earn so much Profit. It all boils down to one point; it's all really hard work and determination. If you have the enthusiasm with what you, then there's no way for you not to be successful. I have also learned about Dorion Carroll, she has so many experiences in so many fields of technology and it served it as her basis to start Technotari.

Jerome E. Jose

BOOK REVIEW

BS-IS

Sir. Paul Pajo

Reflection

Chapter 6: Raju Vegesna: Zoho

Learning Expectations:

I would like to learn about Raju Vegesna and about Zoho. I would like to know more about this chapter of this book. I would like to learn more about the use of our latest technologies.

Quotes:

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

Review:

With the quote above, I can start by saying that this chapter talks about Enterprises that are complex and that it has complex workflows. Those online applications are just not ready for it, but of course, with some more advancement, it will get there.

It talks about a small company called Zoho.com. How it became so successful in the field of our industry. Zoho.com is an office productivity suite from AdventNet. Zoho provides a number of tools including an online word processor (Zoho Writer), an online spreadsheet (Zoho Sheet), an online presentations tool (Zoho Show), an online conferencing tool (Zoho Meeting), an online notebook (Zoho Notes) for taking notes, a scheduling and planning tool (Zoho Planner), a project management software tool (Zoho Project), and a mail program (Zoho Mail) that allows for a mail account.

There are other tools as well, including CRM (Customer Relationship Management) tools, a database application, wiki tools, and chat. Utilities include a web site monitoring tool, a viewer, online polls, and more. While companies like Google and Microsoft are moving forward in the online office space, it is easy to see that when it comes to collaboration and online office productivity tools, Zoho has already got a grip in the field.

I have learned that Raju Vegesna is the spokesperson of Zoho and he’s been working with Zoho and the parent company AdventNet for the last seven years. He’s an evangelist for Zoho currently. He have been with the company for about seven years and prior to that he started his own start-up back in India. Literally this is the second company he has worked with.

Also, Zoho is not a company; it's a division. Many people think that Zoho is a separate company. In fact, it's a brand, not a division, within a larger organization called AdventNet, a private company that was founded in 1996 and has been profitable from the first year. [Over] the last 11 years, AdventNet has [had] more than 20,000 customers, not considering Zoho. It has been very profitable without raising any venture money. It is a private company. Zoho is one of the brands of AdventNet, and AdventNet has several brands; one of the well-known brands is ManageEngine that is on the management space. And there are other brands like, say, Jambav that is for kids and education for kids. The headquarters are located in Pleasanton, California. All of our development is in India. We have offices worldwide in London, [England]; Beijing, China; and Tokyo, Japan. Zoho is the only division that is focused on online software. All of the other divisions of AdventNet primarily sell software. In some cases Open Source software like vtiger, but primarily software.

Things learned:

I have learned that Zoho is not just primarily software. It's fast rising software that's now competing with other big companies with its so many features listed above. It is very useful and so easy to use. It is now becoming more famous to the public.

Zoho is so compatible with web 2.0 and it is not AJAX, although it does help a lot. Web 2.0 is a combination of the wisdom of the crowd and the Read/Write Web.

Reflection

Chapter 7: Richard MacManus: Read/Write Web & Web 2.0 Workgroup

Learning Expectations:

I would like to learn more about Richard MacManus and about Read/Write Web & Web 2.0 Workgroup. I would like to know more about this chapter of this book. I would like to learn more about the use of it to our latest technologies.

Quotes:

"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."

Review:

With the help of AJAX, websites became more interactive. It adds more features and offers more things that people can now do. Richard MacManus founded and runs Read/Write Web in September of 2005; he had also started the Web 2.0 Workgroup along with Fred Oliveira and Michael. He has worked for companies such as ZDNet, Micro Media Corporation, and more.

Read/Write Web is a popular weblog that focuses on Web technology news, reviews, and analysis. It was started in 2004 and is now ranked by Technorati as one of the Top 20 blogs in the world. Richard, along with Fred and Michael, is recognized as being in tune with Web 2.0 and the trends around Web 2.0. The starting of the Web 2.0 Workgroup is just one example of their early efforts to help bring attention to the topic. The Web 2.0 Workgroup site was originally an attempt to bring focus to the key blogs discussing Web 2.0 technology. As Web 2.0 has become more mainstream, the Web 2.0 Workgroup has become above all a simple gateway for some of the leading Web 2.0 sites.'

It offers people more ideas online and not like before, the only source of information are the likes of TV's and radios. Now, we have Read/write web that offers people to interact with the news that are happening as of the moment. It also allows people to give comments, suggestions and feedbacks that can further improve the business processes of the system.

Richard has been involved with Web 2.0 since before the term Web 2.0 become mainstream. As one of the founders of the Web 2.0 Workgroup and as the proprietor of Read/Write Web, Richard has insight into what Web 2.0 has been, and into what Web 2.0 is.

Things Learned:

With the help of this information, I have learned some background information about the Read/Write web. Before, I have no idea that this kind of website exist. I didn't know that there's this web that can really help people regarding the latest news and events that are happening as of the moment. As

what this chapter is saying, AJAX had helped people become more interactive also with the help of our latest technologies. I have learned the history of Read/Write web and how it started. It gave me ideas and encouragement to do things on my own with right perspective and goals on my mind. Now I also know more about Richard MacManus as one of the founders of Read/Write web. He had successfully revolutionized our web technology with his ideas and contributions with his creation of Read/Write web.

Reflection

Chapter 8: TJ Kang: **8** ThinkFree

Learning Expectations:

I would like to learn more about TJ Kang and about ThinkFree. I would like to know more about this chapter of this book. I would like to learn more about the use of it to our latest technologies.

Quotes:

"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."

"Competing against Microsoft, which...I've been doing all my life, was becoming more and more difficult."

Review:

Online applications are gaining good reputation. More important, online applications are gaining authority and functionality. ThinkFree is a major example of how much authority and functionality a little Java can bring to the Web. While companies like Microsoft and Google talk about online applications, ThinkFree actually is an online application suite that also happens to be Microsoft Office compatible. Although its origin predates the concept of Web 2.0, it is in fact one of the early leaders in the online office application space. Being an online web-based application, ThinkFree is also compatible with Windows, Macintosh, UNIX, and Linux.

Using ThinkFree, you can create a number of different types of documents, including word-processing documents, presentations, and spreadsheets. You can also edit existing documents. As an example, ThinkFree online will let you edit existing Microsoft Office 2007 Word documents

Here adding up to ThinkFree, there is also ThinkFreeDocs.com. ThinkFreeDocs.com is a site where you can share your various documents with the community at large. You can find documents that others have chosen to share as well. If you are looking for an example document or a starting point, then ThinkFreeDocs is likely to have them. For example, if you need an invoice document, you can search ThinkFreeDocs to see what others in the community have posted. You can then use these documents. Ratings, groupings and other features make finding the right documents a little easier.

TJ Kang is the CEO of ThinkFree, where he leads the tactical direction of the company. He has worked with ThinkFree since 1999, when he founded it. Like many people in the Web 2.0 world, TJ has a background that helped lead to what is now considered a prominent Web 2.0 site. TJ talks about his background, about ThinkFree, and about technology.

Things learned:

I have learned so much information about TJ Kang and ThinkFree. It is an online application by java that enables online users to create different types of documents and you can edit it through online. It is also compatible to Microsoft Office and it is very useful to people because it made our life so much easier. Since it's an online application, a lot of people able to see it and interact with it. Online communication is now achieved and much accessible everywhere.

Reflection

Chapter 9: Patrick Crane: LinkedIn

Learning Expectations:

I would like to learn more about Patrick Crane and about LinkedIn. I would like to know more about this chapter of this book. I would like to learn more about the use of it to our latest technologies.

Quotes:

"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."

"Web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of media."

"One of the interesting things...is the ability to mix and remix."

Review:

In my opinion and my own understanding, LinkedIn is just like the monitoring of people who are linked in with each other. It's like Friendster. You will see how people are connected with each other. This same principle has been applied to a web site, LinkedIn. LinkedIn is an online network of more than 17 million experienced professionals from around the world. Within LinkedIn, you can connect (link) to other people you know. Those people can also connect to people they know. The end result is a giant network with everyone linked together.

The LinkedIn network can be searched and used to extend your network. You can search for clients, consultants, subject-matter experts, friends, family, old acquaintances, jobs, business opportunities, new hires, and much more. You can use it to do everything you would want to do with the professional network that you would previously have created with a Rolodex and lots of business cards.

The difference is that you have the power of the computer and of a very large network helping you. One other difference is that if you find someone with whom you want to connect, you can see how many degrees away you are from them. Patrick is the vice president of marketing at LinkedIn. He also has more than a decade of high-tech, world-wide business experience. A lot of this comes from having worked with organizations such as Vodafone and Yahoo!. Rather than detailing his experience here, it makes sense to suggest you take a look at his profile on LinkedIn. Patrick had a number of insights to share.

He has been in B2C marketing for about 13 years. He has worked on trying to make sense of new and emerging technologies for the consumer for pretty much his whole career. He have done that in

a number of different countries; first on the wireless side for Vodafone, and then more recently, four years at Yahoo!

Things Learned:

I have learned the use of LinkedIn and how Patrick Crane started this online application. It's just more than knows how many people are connected with you. With the help of LinkedIn, it had made online communication which had helped people to do conversation much more.

Reflection

Chapter 10: Shaun Walker: DotNetNuke

Learning Expectations:

I would like to learn more about Shaun Walker and about DotNetNuke. I would like to know more about this chapter of this book. I would like to learn more about the use of it to our latest technologies.

Quotes:

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

“It’s becoming more difficult to find what you’re looking for.”

“To categorize things as Web 1.0, 2.0, 3.0...it’s pretty difficult.”

Review:

DotNetNuke is both platform and a website for building a website. It is very useful for everyone because it has made things simpler and things more possible. DNN is available for free. Additionally, it is licensed under an Open Source agreement that allows people to do whatever they want with the platform.

In 2006, DNN was formed into a company, DotNetNuke Corporation. This was to allow for a focus on the management of DNN and to provide a solid foundation for future support. These characteristics have resulted in over 440,000 people using and supporting DNN. As a framework, it has been downloaded millions of times. The end result is that it is the most successful Open Source community project on the Microsoft platform.

It is not just like Ajax; Ajax is just one of the building blocks of Web 2.0. You couldn’t exactly just point to AJAX as a technology comprising all of what Web 2.0 has to offer. 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.

Shaun Walker is the president and chief architect for DotNetNuke. He is the creator and continues to be its key spokesperson. Having been involved with DNN and having seen the sites that have evolved from the framework have given Shaun a number of interesting insights into Web 2.0 and more.

Things Learned:

I have learned so many things especially about DNN and Shaun Walker. It has a user-generated area that allow people to create whatever they want and that what makes DNN unique.

Reflection

Chapter 11: Biz Stone: Twitter

Learning Expectations:

I would like to know more and I expect to know more about Twitter and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies.

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.”

“The Web is a very highly social utility. If we create more open systems, it will be even more social.”

Review:

I personally have a twitter account. Honestly, I find it so unique and helpful because it’s a way of communication but with immediate response. Like ym, people can response fast with the message you send to one another. You can also track the other people to know what they are doing as of the moment.

Twitter is a worldwide community where members send updates about what they are doing or thinking at any given moment. These updates are sent via text messages from the Twitter site or from a mobile phone, or via instant messages (IM) from Jabber, AIM, LiveJournal, or Gtalk.

As a member, you can post short (140-character) messages about what you are doing at any given time. All the other members can be doing this too. Of course, if you try to read all of these messages, it could get very noisy. However, if you subscribe to people that are interesting to you, then you can keep up with what they are doing by seeing what they post to their Twitter feeds.

Twitter is often described as a micro-blog because of its short-message format and its ability to follow what a person is doing. Regardless of how you describe Twitter, it has struck a chord with the worldwide community.

Biz Stone is the creator of a number of web sites. In addition to co-founding Twitter, he also helped with sites such as Xanga, Blogger, Odeo, and Obvious. He has shared his insights offline as well

in books such as *Blogging: Genius Strategies for Instant Web Content* and *Who Let the Blogs Out?: A Hyper connected Peak at the World of Weblogs*.

A lot of what people talk about when they talk about Web 2.0 is openness; I think the tools mentioned 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.

Things Learned:

I have learned so many things especially about twitter and about its creator, Biz Stone. I've learned some background information about Biz Stone and how he started creating Twitter. How Twitter contributes to the success of our latest technologies. It is kind of unique because people can interact in a much shorter period of time. It's not time consuming and it offers so many options. It also has so many features that you could detect what other people is doing.

Jerome E. Jose

BOOK REVIEW

BS-IS

Sir. Paul Pajo

Reflection

Chapter 12: Seth Sternberg: Meebo

Learning Expectations:

I would like to know more and I expect to know more about Meebo and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Seth Sternberg to our latest technologies.

Quotes:

"If you don't [innovate], then you'll lose market share and you'll wish you did."

"Empowering the individual voice...let[s] any given individual become a publisher."

"Empowering the individual voice...let[s] any given individual become a publisher."

Review:

At first, I really don't know and I have no idea what Meebo really is. But as I have read this article, have learned that Meebo changed instant messaging by doing two key things. First, it provides a single interface that can be used to connect to all of the different IM networks. Second, and more important, Meebo removes the need to install software on your machine. Instead, you end up with the ability to access your IM networks via a web browser.

In terms of social interaction and Web 2.0, Meebo takes social networking to a whole new level. As what have said in the article: There are Six million unique people sign into Meebo every 30 days and the average person spends two and a half hours per day on Meebo. When you do the math, you realize that about 250 years of time is spent with Meebo every day. That is a lot of social interaction.

Along with Elaine Wherry and Sandy Jen, Seth Sternberg was one of Meebo's three cofounders. He was an undergrad at Yale before working with IBM. He then attended Stanford business school. A few weeks into his second year at Stamford, he left to work full-time at Meebo. The result of the work of these three heroes is a social network of millions of people.

Meebo is to instant messaging what programs like Hotmail and Gmail are to email. They bring the ability to socially interact with anyone else in the world with the only requirements being a browser and an IM handle. With growth from start-up to over a million users in the matter of about a dozen months, Meebo has shown the power of Web 2.0 and the community.

Things Learned:

Meebo is not just like any other network social interaction; Meebo is above the other social interactions like emails and etc. It connects to the other users of instant messages and build a connection with them. It make things very easy and it is very useful for people around the world who wants to have a connection and communicate through the network.

Jerome E. Jose

BOOK REVIEW

BS-IS

Sir. Paul Pajo

Reflection

Chapter 13: Joshua Schachter: del.icio.us

Learning Expectations:

I would like to know more and I expect to know more about del.icio.us and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Joshua Schachter to our latest technologies.

Quotes:

"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."

"The cost of implementation and the cost of failure are so low that we're able to prototype and try lots and lots of things, very, very quickly."

Review:

Del.icio.us allows you to store your favorites on the Web, so that you can then access them from anywhere, on any browser on any computer. More than that, you can also share your favorite links with friends, family, or the world. In my personal opinion is so cool because of its features. It makes everything easier for its users allowing us to make favorites and we don't have to memorize our favorite stuffs on the net because Del.icio.us made it easy for us. It's such a big help.

In addition to storing and sharing your favorites, using del.icio.us also allows you to add tags to them. Using tags provides you the ability to easily categorize, sort, and search your favorites. Del.icio.us, however, is also about social bookmarking. You can search other people's favorites using the tags they have added as well. This makes it Easy to find out what web sites others thought were worth adding to their favorites.

Joshua Schachter is the founder and creator of del.icio.us. Even after Yahoo! acquired del.icio.us in 2005, Joshua has continued as the director of engineering for del.icio.us. His experience with del.icio.us provides great insight into Web 2.0.

It is for saving bookmarks and organizing our thing all over the internet world. Del.icio.us has a low barrier to entry because Joshua Schachter made it that way because he had no business plan, not because he thought there would be money there, but because he wanted it; he had the ability to build something and the desire to see it happen. It's not just an AJAX application, although it had some help of AJAX.

Things Learned:

I have so many things that I have learned after reading this article. About Del.icio.us and the things it does for users. Now I know what it does and how it helps its users. It made everything for its users easier. I have also learned about its creator, Joshua Schachter and his experiences that contributed to the success of this new application.

Reflection

Chapter 14: Ranjith Kumaran: YouSendIt

Learning Expectations:

I would like to know more and I expect to know more about YouSendIt and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Ranjith Kumaran to our latest technologies.

Quotes:

“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.”

“By outsourcing a lot of the services through companies like ours, people are becoming more productive.”

Review:

YouSendIt is a site that has a primary focus and they do it well. That focus is the transferring of information and files to others. In the past, this has generally been done with FTP software; however, with the changes that have occurred on the Web, and with the larger averages size of files that are being sent, there are now easier options, one being YouSendIt.com. They make sending and receiving files a much easier, much more “on demand” endeavour.

While YouSendIt has a focus on what they do, you’ll find that their task touches on many of the critical issues that people face with the Web. This includes securely sending information as well as tracking where information has been sent. For some perspective on current Web trends, including Web 2.0, one of the co-founders of YouSendIt, Ranjith Kumaran, has some experience to share.

Ranjith is a founder of YouSendIt, where he’s currently responsible for product management and corporate marketing. His experiences prior to YouSendIt include Veracity Design (which was acquired by Cadence in 2005), as well as Red Hat, where he architected Open Source software.

Things Learned:

YouSendIt is a site that has a primary focus and they do it well. I believe in what this article is trying to explain. It's the ability for people to easily adopt services and thus connect to more people and start more conversations. That's where it started.

This application is so much amazing that it makes everything easier for its users. Like what Ranjith have said. Its for people to use and believe and he has working experiences to other companies like his work to open source software.

Reflection

Chapter 15: Garrett Camp: StumbleUpon

Learning Expectations:

I would like to know more and I expect to know more about StumbleUpon and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Garrett Camp to our latest technologies.

Quotes:

“Web 2.0 is really about the user experience and not the underlying technologies”

“The Web becomes a lot more of an interactive platform rather than just a way to buy or read stuff.”

Review:

StumbleUpon allows you to share those interesting sites that you stumble upon as well as helps you to discover sites others have found. By using the community, 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 overall result is that with a little bit of tagging and categorization, you can quickly find sites that others thought worthy of recommending on any given topic.

To make it easy to recommend sites, they've also created add-ins for Microsoft Internet Explorer and FireFox. With more than 4 million people contributing, it should be no surprise that you can get results.

Garrett Camp is the founder and chief product officer for StumbleUpon. Since 2001 he has been helping others share the sites they stumble across. The result of this experience helps to provide some interesting insights into Web 2.0.

All I can say is that StumbleUpon is just one of the amazing sites available in the internet. Like other websites, it has some unique features like it allows you to share the interesting sites you stumble upon. It also has some add-ons.

Things Learned:

There are so many things that this article has taught me, especially about how StumbleUpon works and some of its other features. Like its chief officer, Garrett Camp. He said that unlike Google, where you have to tell it exactly what you want, the general trends are leaning toward community interaction, social systems, personalization recommendations, and proactive information filtration. Systems in the future will look at your past preferences and try to recommend what you personally will find interesting or useful. That is what StumbleUpon is doing in the context of web sites, photos, and videos online.

Reflection

Chapter 16: Rodrigo Madanes: Skype

Learning Expectations:

I would like to know more and I expect to know more about Skype and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Rodrigo Madanes to our latest technologies.

Quotes:

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

“People don't tend to see...how the Web is getting more homogenized and more easily 'cut and paste'-able.”

Review:

Skype is considered a Web 2.0 site and company; however, its web site is a minor part of what it is. Skype is used to make phone calls to other people through the use of peer-to-peer technology.

You can use Skype to call other Skype members free, or you can pay small fees to call other people on regular or mobile phones. In fact, Skype has made it easy to call other people no matter where they are in the world. Several interviews from this book were done with people who were using Skype. That allowed calls from London, New Zealand, and other far-off locations. In fact, Skype meant that the location did not matter.

Skype goes beyond a desktop browser. It requires that you download a program to your desktop in order to make calls. The downloaded program is similar to some of the common instant message programs, so it is easy to use. While most phone calls are all about voice communication, Skype also allows for chatting and video. The power of the Internet is pulled into what you can do.

Rodrigo Madanes, who leads the product strategy at Skype. While he could talk to you about user centered design, virility, disruption, and a variety of other topics, he is also the person at Skype to talk to

about Web 2.0. Skype is a piece of software that people can use to talk for free, all over the world. As of version 2.0, they can even video-call with each other. Most people are familiar with Skype at this point.

Things Learned:

The article has taught me about how Skype originated and who are its inventors. Skype is now famous and it is used worldwide. People are now used of using it. Like other instant messaging tools, Skype is so easy to use and very much user friendly and it is one of the many factors why it became so successful.

Reflection

Chapter 17: Rod Smith: IBM Corporation

Learning Expectations:

I would like to know more and I expect to know more about IBM Corporation and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Rod Smith to our latest technologies.

Quotes:

“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.”

“Web 2.0 really is empowering and can help transform IT and line-of-business relationships.”

Review:

Before, I really don't know what IBM is. I have no idea what really it is about and what it does to people. All I know is that it's a big company and that's it. I have no more background information about it. Reading this article, i have learned so many things about this company. IBM stands for International Business Machines and is a name that has been around the computer industry for a long time. In fact, IBM incorporated nearly a century ago, in 1911. Its roots, however, go back even farther than that.

IBM focuses on many areas, including products and services. The company is well-known in the mainframe arena and has also been a big proponent of Open Source, Linux, and more. It would take an entire book to describe what IBM has done and what they do now. With such a vast history, IBM is a company worthy of being asked for an opinion on current and new technologies.

Now I know that Rod Smith is the vice president of Emerging Internet Technologies. Rod has stated in interviews that blogs, wikis, and innovative sites like Wikipedia and Google Maps are going to change the way that productivity applications are developed. Given that he's made such statements in the past, it is worth hearing what Rod has to say about Web 2.0 today.

Things Learned:

One of the few things that i have learned is that IBM is nicknamed "Big Blue" (for its official corporate color) IBM has been known through most of its recent history as the world's largest computer company; with over 388,000 employees worldwide, IBM is the largest information technology employer in the world. Despite falling behind Hewlett-Packard in total revenue since 2006, it remains the most profitable.

Reflection

Chapter 18: Tim Harris: Microsoft Corporation

Learning Expectations:

I would like to know more and I expect to know more about Microsoft Corporation and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Tim Harris to our latest technologies.

Quotes:

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

“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.”

Review:

Microsoft Corporation is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices. Headquartered in Redmond, Washington, USA, its best selling products are the Microsoft Windows operating system and the Microsoft Office suite of productivity software.

Originally founded to develop and sell basic interpreters for the Altair 8800, Microsoft rose to dominate the home computer operating system market with MS-DOS in the mid-1980s, followed by the Windows line of operating systems. Microsoft is showing itself as a big player in the Web 2.0 market. As a tool maker, they have developed some of the key tools people are using to develop Web 2.0 web sites. This includes their ASP.NET AJAX Control Toolkit and ASP.NET AJAX Extensions. A newer tool provided by Microsoft also can be considered a Web 2.0 site.

Things Learned:

I have learned a lot of information about Microsoft Corporation. Not only that it is one of the biggest business firms when it comes to technologies, it is also one of the best corporations in the business world. It had helped and changed the way of life of so many people. I cannot imagine our life

without the use of it. We really need it for our daily life, We need to develop it more so that we can still use it to the next generation.

Reflection

Chapter 19: Bob Brewin & Tim Bray: Sun Microsystems

Learning Expectations:

I would like to know more and I expect to know more about Sun Microsystems and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Bob Brewin to our latest technologies.

Quotes:

“Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday.”

“If you have something to offer, it will get noticed.”

Review:

Robert Brewin is a distinguished engineer and the chief technology officer for software at Sun Microsystems. He has been responsible for developer products and application platforms including the Java platform, mobility, enterprise software, and business-integration products.

He has been chief architect for Sun’s developer tools portfolio, where he led in such initiatives as strategic enhancements to the NetBeans IDE, the creation of Java Studio Creator, and more. He is responsible for Sun’s role in Web 2.0 technologies.

Sun Microsystems is a multinational vendor of computers, computer components, computer software, and information technology services, founded on 24 February 1982.^[5] The company is headquartered in Santa Clara, California (part of Silicon Valley), on the former west campus of the Agnews Developmental Center. Sun is a proponent of open systems in general and Unix in particular, and a major contributor to open source software.^[6] Sun's manufacturing facilities are located in Hillsboro, Oregon and Linlithgow, Scotland.

When it comes to web technologies, at Sun, the Java language and other initiatives that have occurred have been deeply involved with what is happening on the Web. Their work in hardware and operating systems has also given them perspectives that are worth noting in regard to the Web as well.

At Sun, two distinguished engineers took time to answer a few questions about their perspectives, and that of Sun Microsystems, in regards to Web 2.0. Although there was general

agreement in most of the comments; at times the two definitely had different perspectives—perspectives, however, that are both interesting.

Things learned:

I know a little about Sun Microsystems because we a course that deals with it. I also know a little about programming java codes and other stuffs about sun Microsystems. But, reading this whole article, my knowledge about is have increased because i have learned some background information about it and the people behind its success. I hope it continues to develop so that more people will benefit from its features.

Jerome E. Jose

BOOK REVIEW

BS-IS

Sir. Paul Pajo

Reflection

Chapter 20: Bob Brewin & Tim Bray: Sun Microsystems

Learning Expectations:

I would like to know more and I expect to know more about Sun Microsystems and what does it really do to us. How it started and who invented it. I would like to learn more about the use of it to our latest technologies. I would also like to know the contributions of Bob Brewin to our latest technologies.

Quotes:

Chapter 1: What is retailing?

Learning Expectations:

I would like to learn more about this topic called Retailing. I would like to learn more about the different advantage and disadvantages about retailing. I would like to broaden my knowledge about the different things retailing could give me and how will it help my day to day living. I would also want to know the different careers I can get from retailing.

Book: Retailing by Patrick Dunne, Robert Lusch, Myron Gable, Randall Gebhardt

Review:

Chapter one of this book talks about the real meaning or Retailing. According to this book, Retailing is the final stage in the flow of merchandise from the producer to the consumer. It is not a static or unchanging business function; rather it is definitely combining an individual's creative and analytical skills to make a profit in an ever-changing market environment.

At first, I really don't know what retailing exactly means. All I know is that it's just like any other business method that buys and sells goods and services. I have no idea that it is more than that. Retailing is evolving in much more advanced way of marketing for the used and good of all mankind.

With more knowledge about retailing, people will have the chance to have a good career in the near future. We now have what we call Electronic Commerce or Ecommerce. It is a combination of business with the use of technology or electronics.

Hard work is the key for a successful business. With the right combination of skills, creativity, flexibility, knowledge and the ability to communicate, it is more likely easier and faster to have a good career on retailing and business world.

In communicating, it is very important to learn to listen to your customers and to your market. It will be a very big advantage for the business to do this because with this, you will know the needs and wants of you consumers. Also, in a job interview, you should be able t make a good impression and a good connection with the interviewee. You should make an eye contact and you should be clear about your goals and your objectives in a specific company because with this, you would be able to have a greater chance of getting your desired job in the near future.

Things learned:

I have a lot of things that I've learned from the chapter one of this book. I have learned that retailing is not just pure buying and selling of goods and services. It is more than that.

Retailing offers a lot of things. It will help us do a lot of things and also help us earn a lot of profit without having a hard time. It develops the creativity and analytical skills of an individual because it will give them the ability to adapt and be flexible with the different changes in our market.

This chapter also taught me the different careers that retailing could offer me. With more knowledge about retailing, it will give anyone an advantage and will make them more competitive in our ever changing market. I should take retailing as a serious matter because this is the future of Ecommerce. This will make me a more effective business owner or worker someday.

Reflection

Chapter 2: Planning and Managing

Learning Expectations:

I expect to learn more about the importance of managing and planning in a business. I also expect to learn how to have a successful business firm with the proper managing skills and the rightful steps on how to allocate each and every resources of the business.

Book: Retailing by Patrick Dunne, Robert Lusch, Myron Gable, Randall Gebhardt

Quote: "Planning and the financial performance of the retailer are intertwined"

Review:

Planning and the financial performance of the retailer are related. They've got to work together for the continuous improvement of the business firm. Good performances do not just happen without proper planning. They are engineered through high performance operations and proper administrative management.

In order for a good strategic planning, the company should have a good statement or purpose for the firm and to its consumers. They should specify their goals and perspectives for the firm. They should also develop the basic strategies that will enable the company to fulfil its mission.

Strategic planning should match the companies' mission and goals. Administrative management also involves planning because I believe that when a certain company do this as a routine on their day to day activities, they will achieve high performance results.

Now, I truly believe that strategic planning play an important role in any business. It will help the business through meeting its objectives. It will help the management team to work more competitively because they will know the latest with what's happening around our business society.

The most important job of management in any retailing business corporation is strategic planning. They will achieve and maintain balance between resources and opportunities. Remember that not all retailers can achieve high performance results, but the ones that do will be those that did the best job of planning and managing.

People need to work hard because it will be the best for the company. With right perspectives and right mission for the company, nothing will be impossible and everything will be easy and doing well.

Things learned:

With this chapter, I've learned so many things about the real importance of right planning and managing. They play a really good part on the business success. It will serve as a guide for every business to do and serve its customers properly. The company have to adjust and adapt to the different needs and wants of the clients so that they'll be satisfied and wok with your company again for a long period of time.

Reflection

Learning Expectations:

I expect to learn more about the importance of managing and planning a business. I also expect to learn how to have a successful business firm with the proper managing skills and the rightful steps on how to allocate each and every resources of the business. I would like to learn how to earn more money from the future of our vertical markets.

Book: The Long Tail

Quote: "Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of bit stream".

Review:

This chapter basically talks about the trend market. It shows the importance of trend market in the business world. Trend is like the latest and the newest in a certain time. It is what people want to buy in a specific time.

It also showed some examples, like the book of Joe Simpson entitled "Touching the Void". At first, it is not selling well in the market, although it has some good reviews, it is not enough to make it stay long in the market and people forgot about it quickly. Then there came the book of another author entitled "Into thin Air" by Jon Krakauer. It has the same story line with the first book of Joe Simpson. They both had an increased in sales because it had successfully linked the story the two books. People had an idea that it became automatic that when they buy Joe Simpson's book, they also buy the book of Jon Krakauer, It had served them as their reference.

With the help of the technology, it had result to a high demand with an obscure object. This chapter taught us that now, with our so many latest tools and gadgets over the internet, it had opened a lot of opportunities and options for the mass market. Now, with so many available economic models for media like the internet, life is really so much easier. It had opened the doors for new advancement and we now have different choices that will fit the desired output of the people.

We can now get obscure objects over the internet. With the proper knowledge and ways on how to utilize things over the internet, people can earn so much money from it. This is so important especially for students like me because it would be an advantage for us in the near future and also for our future chosen field of work.

Things Learned:

From this power point presentation, I have learned the 3 basic rules that would help me earn money and understand the whole idea of this book and that's the 3 rules for entertainment economy. First, we should make everything available for our clients. It would be hard to do but if we do this, everything will be easy and everything will enjoy. It's just a matter of hard work. Make

every available so that the people will come to you and you can now control the flow of your business because they will have no choice to follow your orders if only you have the thing that they need. Second is that you should cut the price in half and lower your price. There are big companies that may also have the same things that you offer, but if you have a much lower price, then they might probably buy from you. Lastly, you need a lot of hard work to do these things so you need help from so many resources. This only boils down to one idea. Hard work will result to good outcome and we shouldn't just be contented with what we have, we should continue to explore new things because it will help us cope and survive with our ever changing environment/society.

Reflection

Chapter 7: Internet Apocalypso

Learning Expectations:

I would like to learn more about this topic and about Post-apocalypso. I would like to learn more about the different advantage and disadvantages that the net has brought us. I would like to broaden my knowledge on how internet has started so that I will have more background information and my skills will be more efficient.

Amazon:

Review

This chapter talks about Invisibility and ignorance as powerful weapons. They are not as what many of us have expected. The people before just ignored the use of the internet. They really didn't pay that much of attention on the different things that it could contribute and help to our daily lives.

The business world is not that as competitive as of today. Our technology and equipments are not that advanced and people are just not ready for advancement. Life before is just so hard because there's a lack of conversation. People cannot express much that much about their thoughts and ideas because of some obstacles. As a result of this, communications everywhere is so much limited. It seems so hard to just do a single conversation. You have to do a lot of things just to have a connection with your loved ones and sometimes, people might have a misunderstanding because of this.

This chapter also talks about choosing our goals and how we would live up to that goal. We have what we call traditions and those things are hard to change. There are Different traditions for different people and culture.

We meet a lot of people in our day-to-day work. A lot of different kinds of people. It's important to be flexible and we should be able to adapt to different working environments because we may never know who will we work with so we have to be ready for whatever may happen.

Human voice is so much important for we use it almost every day. We do conversations with every people we meet. In this way, we express our selves and we are able to know the different wants and needs of certain someone. In the business world, communication is so much important because it's one of the most vital key for a business to be successful.

Corporations are able to communicate easier and much faster because of the help of the internet. These have made their jobs easier because with just a single click, your are now one step closer connected with each other.

Things learned:

I have learned so many things especially about the different advantage and disadvantages that internet has brought us. How Internet changed the lives of so many people. In this chapter, I have also learned the different ways of how people communicate before internet came. It shows the comparison of our communication between the old days and up to the present.

I have also learned the true meaning of the phrase “Invisibility and ignorance as powerful weapons”. Each and every one of us has a choice and ignorance to something is not an excuse.

**A Systems Analysis Study on the
Buying Process
of Marksman**

Presented to the
Computer Applications Program
School of Management and Information Technology
De La Salle – College of Saint Benilde

In Partial fulfillment of the
Requirements of the subject
Vertical Solution

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VERTSOL – 00B

November 20, 2008

Submitted To:

Mr. Paul Pajo

Table of Contents

I. Chapter 1

- Company Background
- Statement of the Problem
- Objectives of the System
- Significance of the Study
- Scope and Limitation

II. Chapter 2

- Use Case Diagram of the Existing System
- Process Walkthrough
- Activity Diagrams of the Existing System
- Process time vs. Cycle Time (based on process walkthrough)
- Geographic flowchart

III. Chapter 3

- Table of Recommendations (based on Activity Diagram in Chapter 2)
- Benchmarking
- Streamlining
- Use Case Diagram of the Proposed System

Chapter 1 – Organizing for Improvement

Company Background:



Profile: Marksman is a store located in Makati Cinema Square (MCS) They retail products such as Gun parts, Gun accessories, Tactical Gear, Knives, and Apparel. They retail brands such as: Glock, Smith & Wesson, Remington, Cold Steel, Benchmade, Krukspec, and many more. Marksman has sort of an edge over other stores because they sell brand-new and second-hand products, which the rest of the stores don't do.

Mission: To provide the latest Gun Parts & Accessories, Tactical Gear, and Apparel.

Vision: To be one of the known store/retailer of these brands and products.

Location: Basement, Makati Cinema Square, Pasong Tamo St. Makati City. Philippines.

Tel: 811-1769

Statement of the Problem:

Marksman is a Gun Parts and Accessories, Tactical Gear and Apparel retail store that has only one branch and it is located in Makati Cinema Square. The store provides products that were not usually offer by other retailer.

Since it only has one branch, it can only provide products for the people who have time to go to their store and purchase it personally. They miss the revenue that they would get to the people who doesn't know there store location, doesn't have time to go to their branch, or those who live far from the Makati Cinema Square.

Objective of the System:

The objective of our study is for the Marksman to have its own e-commerce store which they can put their products and make it available for everyone. By creating the online store, Marksman will have a wider market, which will increase their revenue. It can also help the retail store of Gun Parts and Accessories to gain stability and growth on its respective industry.

Significance of the Study:

This study is substantial especially to Marksman because they will have additional sources of revenue without gaining too much cost. In addition, this study will prevent the store not just in incurring cost but on business survival as well. With an e-commerce site, Marksman can now provide Gun Parts & Accessories, Tactical Gears and Apparel to a broader market that can also establish their name on their industry.

As for the groups, this study will enhance their knowledge on vertical market solution. It will also serve as a measurement on how well the group understands the

concept of niche or retailing market. This study is not only for the knowing what the groups knows, it is also for the enhancement of each members critical thinking which can be an advantage once they face the real corporate world.

Scope and Limitation:

The study was base on the Buying Process of the Marksman. This study starts from the costumer who looks for a certain product up to the moment the person purchase it.

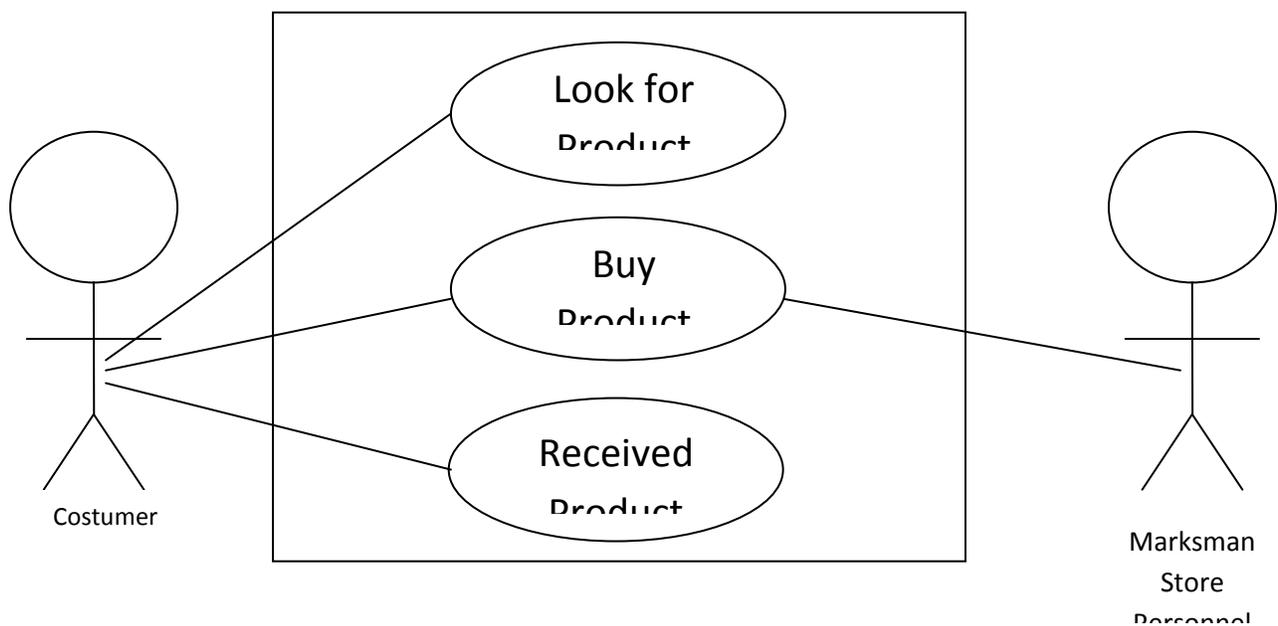
Everything that is outside the buying process such as products inventories, supplier's relationship, returning and exchanging of goods are not included on this study. In addition, delivery of products that has been purchase

Chapter 2 – System Analysis

Use Case of Existing System:

Narrative of Use Case Diagram of Marksman Existing System

1. The customer will go to the store and look for a product he need.
2. Once the customer fined what he was looking, the customer will purchase it to the Store personnel.
3. Once the receipt is being issued and received what he purchased, the customer leaves the store.



Process Walkthrough:

-Buying Process (Current)

1. Customer travels to the store
2. Once the customer arrives, he checks out or browses for products
3. If he or she finds something interesting, demonstration is possible (example: fitting a shirt or apparel)
4. If he or she likes it, the person purchases it.
5. The customer now leaves the store and travels to his next destination.

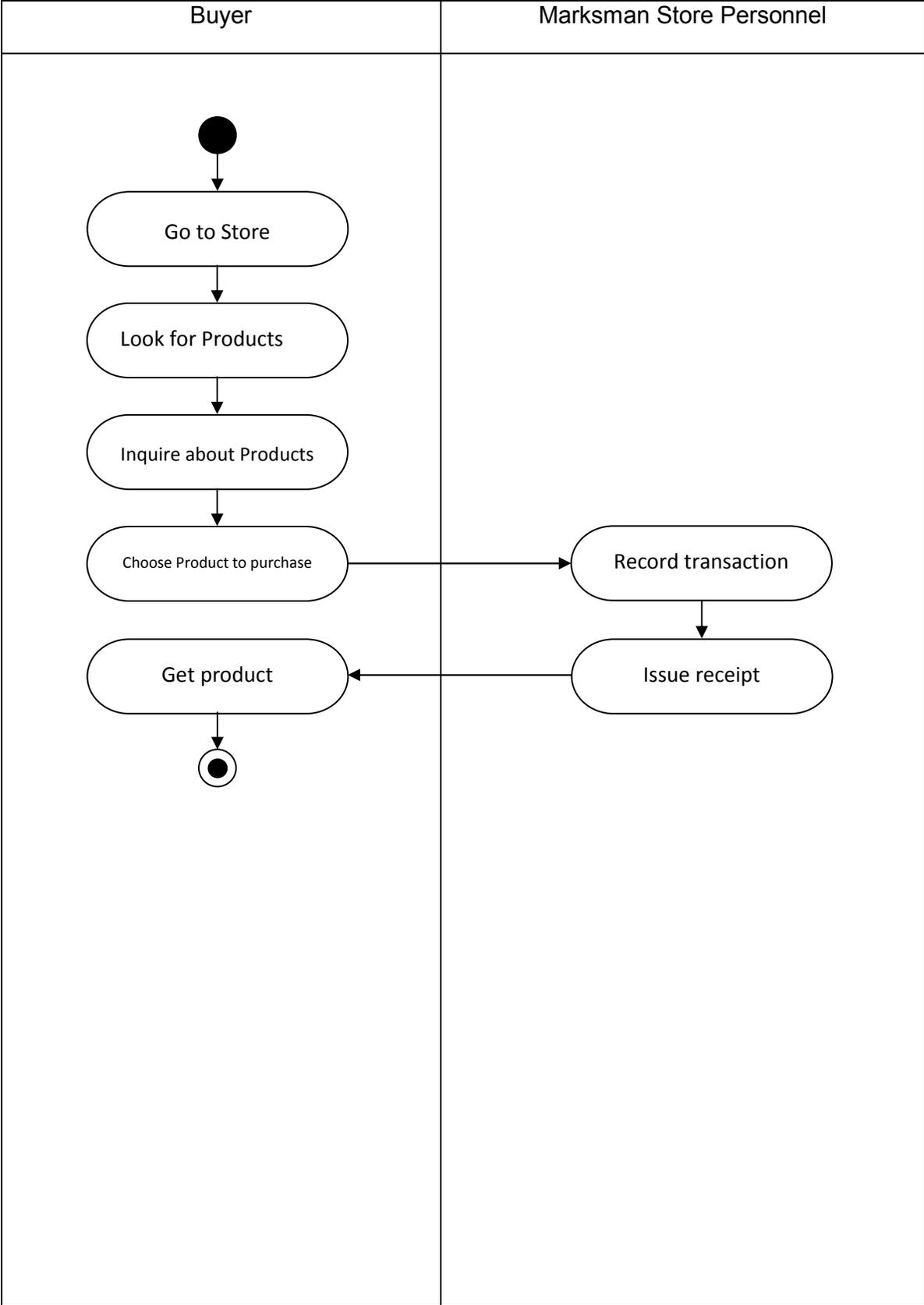
-Buying Process (With the Proposed System)

1. Customer logs in the website
2. Searches and browses through the available products
3. Customer looks at the description of the interested product
4. Customer clicks buy/order product to make the purchase.
5. After, the customer now logs out.

Activity Diagram of Existing System:

Narrative of Activity Diagram of Marksman Existing System

1. The customer will go to the store.
2. Once inside, the customer will look for a product that he needed and inquire about it.
3. Once the customer already chooses which product he will purchase, he will go to the Store cashier.
4. The cashier will record the transaction then issue a receipt.
5. The customer can get his product and leave the store.



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Process time vs. Cycle Time (based on process walkthrough)

a) Travel Time:

Actual Time: Depending on location *Target Time:* 0 Minutes

b) Search products/browse products

Actual Time: 5 Minutes *Target Time:* Same

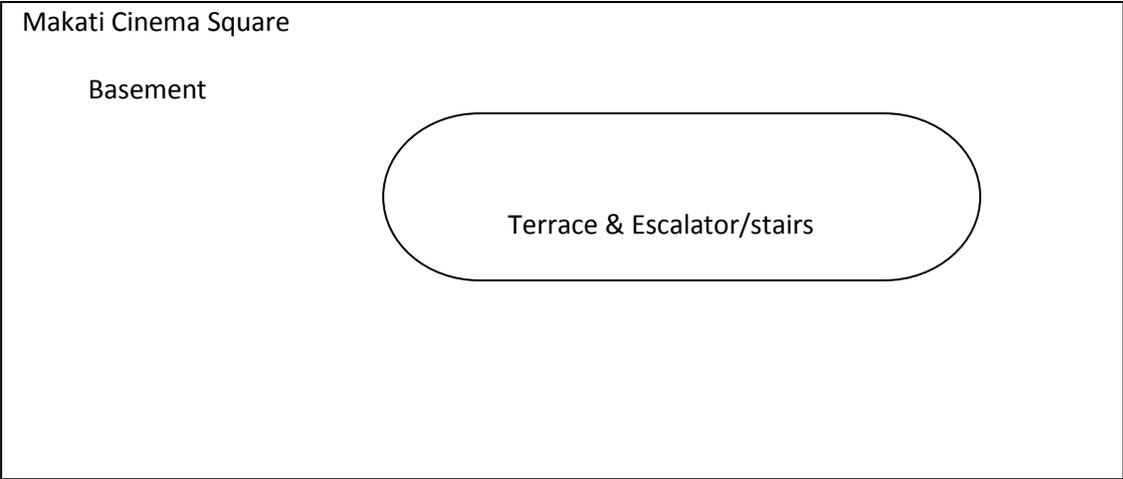
c) Demo the product of choice

Actual Time: 5 Minutes *Target Time:* N/A

d) Purchase product

Actual Time: 3 Minutes *Target Time:* 1 Minute or less

Geographic flowchart



Jethro

Marksman

Other Stores

Chapter 3 – System Design

Table of Recommendation:

Problem	Recommendation	Activity Diagram Change
Marksman had only one branch that limits them to reach a broader market	Build an e-commerce site that show displays Marksman	

Benchmarking

Company Name:



Location:

Basement, Makati Cinema Square, Pasong Tamo St. Makati City. Philippines.

Contact:

811-1241

About the company:

Twin Pines is the closest rival of Marksman. Basically, Twin Pines is almost the same as Marksman, which sells products such as tactical gear, apparel, gun parts and accessories. The only thing Twin Pines have, which Marksman doesn't sell are gun parts. Other than that, the two stores are very similar as they have similar mission and visions as well.

Description:

Our group has chosen Twin Pines as Marksman's competitor because it is the closest rival of marksman. Other than Twin Pines, Marksman pretty much doesn't have any competitors, as it has a class on it's own.

Time Table

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ACTIVITIES	Marksman (mins)	Twin Pines (mins)
Travel Time:	Depending on location	Depending on location
Search products/browse products:	10 minutes	5 minutes
Purchase product:	10 minutes	5 minutes
Approximate TOTAL	20 minutes	10 minutes

Marksman aims to have a maximum customer satisfaction. The company knows that they should listen and adapt to the different needs and wants of their customers in order for them to survive longer and be one of the best in their chosen industry.

The company's products/services should be improved as much as possible to make their sales profit increase. The Marksman and Twin Pines both aims to satisfy the customer needs and also aim to make great deal to the customers.

One of the vital business processes is the time cycle wherein the company may have a risk in doing the actual time and have a possibility losing sales profit. As shown on the timetable

between Marksman and Twin Pines, that's why our company is proposing an ecommerce website that would be our edge to our other competitors in the market like the Twin Pines. Because of benchmarking, we are able to determine the competitors' advantages and disadvantages that our company's best practice has.

Streamlining

1) Automation And/or Mechanization

We have proposed to build an e-commerce website for Marksman. This will enable people who live far from the store to view and order products at their homes. Moreover, this will allow Marksman to have more sales and more customers.

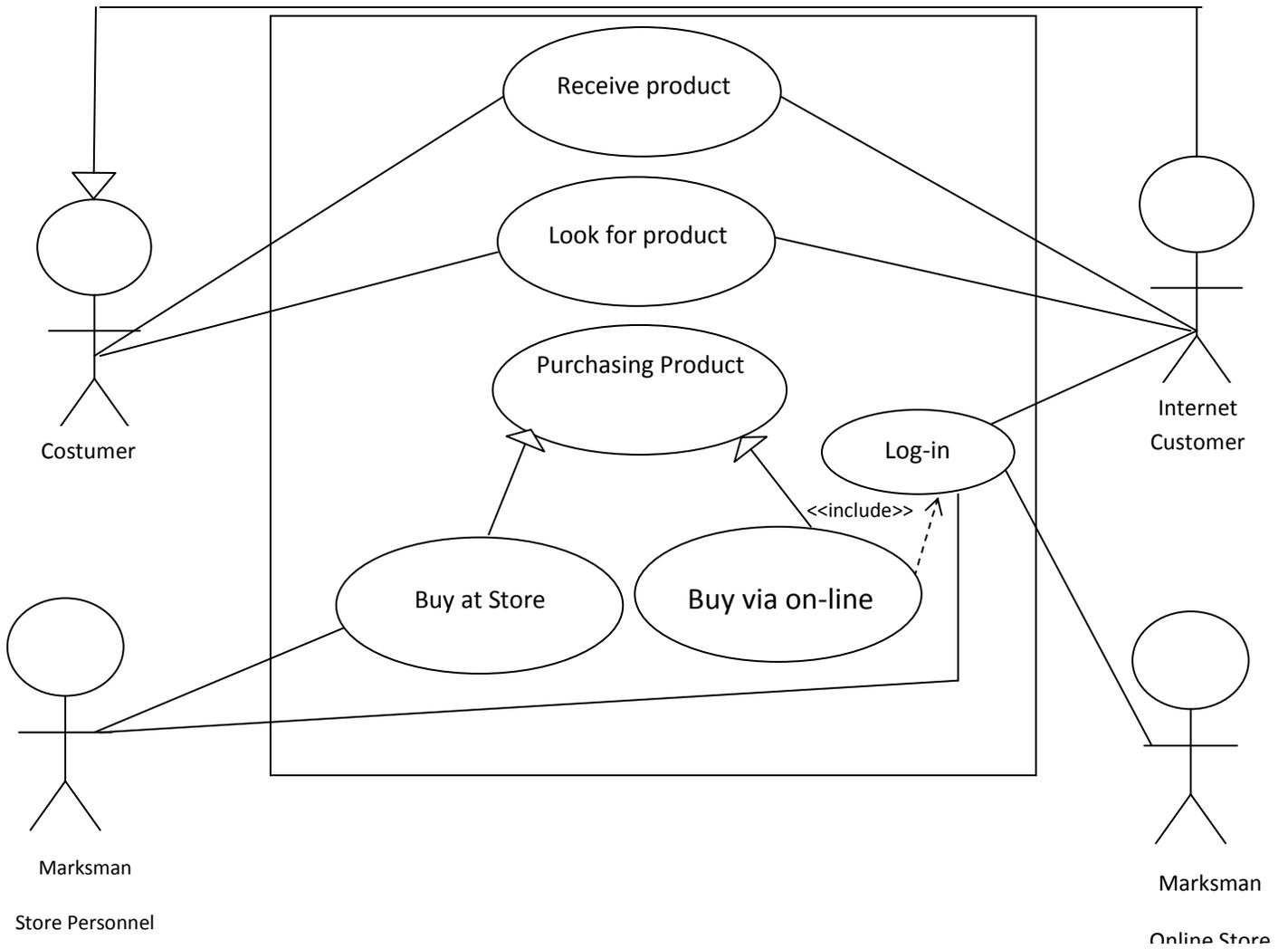
2) Process Cycle-time Reduction

By creating an e-commerce website, customers wouldn't waste time traveling the distance ending up with nothing. With an e-commerce website, customers can view products effortlessly. So, when they go to the shop, they know what to buy or when to go to the shop.

Use Case Diagram of the Proposed System

Use Case Narrative of Proposed System.

1. On the proposal system, Marksman Store will have an E-commerce website where it can post its products.
2. The customers who are now divided into two: Customers and Internet Customers can look for the product.
3. Once they choose a product, the customer, which buys from the store, can pay to the Sales Representative and then get his purchased item.
4. The Internet Customer need to log-in to the website and validate his payment before the Sales Representative can process his order and ship it.
5. Once the shipment has made, the Internet Customer will wait until the product reach to his place.



Activity Diagram of the Proposed System

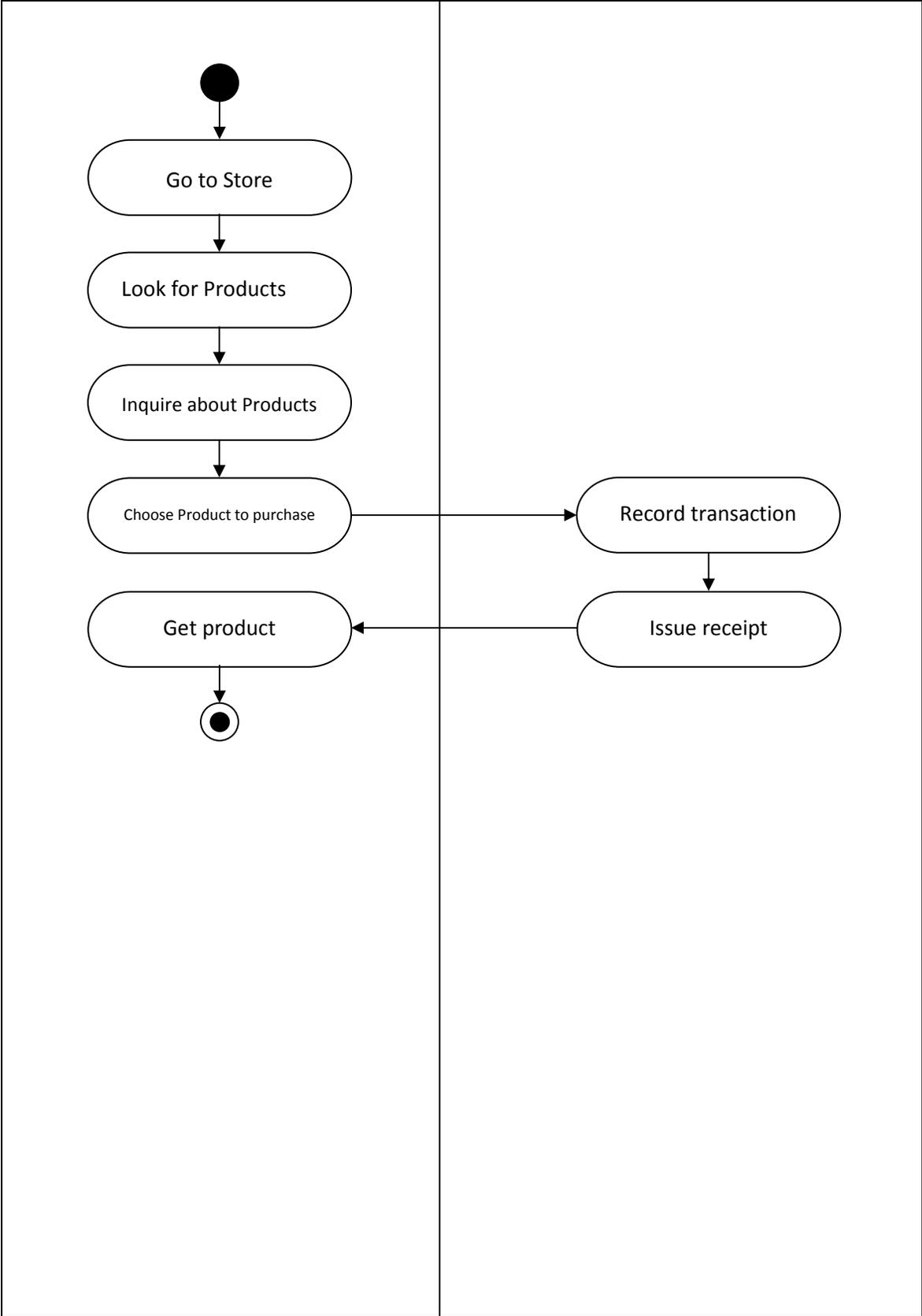
Narrative of Activity Diagram of Marksman Proposed System

On store:

1. The buying process on the store will remain the same.
2. The customer will go to the store.
3. Once inside, the customer will look for a product that he needed and inquire about it.
4. Once the customer already chooses which product he will purchase, he will go to the Store Personnel (cashier).
5. The cashier will record the transaction then issue a receipt.
6. The customer can get his product and leave the store.

On store:

Buyer	Marksman Store Personnel
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Internet Customer	Marksman Online Store	Marksman Store Personnel
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Online:

1. The customer will go to the Marksman on line store by accessing the Internet.
2. Once inside the website, the internet customer will log-in his username and password. If the website doesn't allow the customer to log-in, he will create an account.
3. When he already log-in, the customer can now scan the product and choose the thing he want to purchase.
4. After choosing, the customer will now order and encode his card number as a payment.
5. The website will validate the customer payment before it will send an order to the Store Personnel. If the payment wasn't validated, the website will tell the customer that his payment wasn't successful and needed to input another card number.
6. Once the payment already validated, the online store will notify the Store Personnel that there is an order and he will receive the customer's payment.
7. Then, the store personnel will ship the product to the customers place.
8. The process will end when the Internet customer already received his ordered product.

Online:

Internet Customer	Marksman Online Store	Marksman Store Personnel
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