

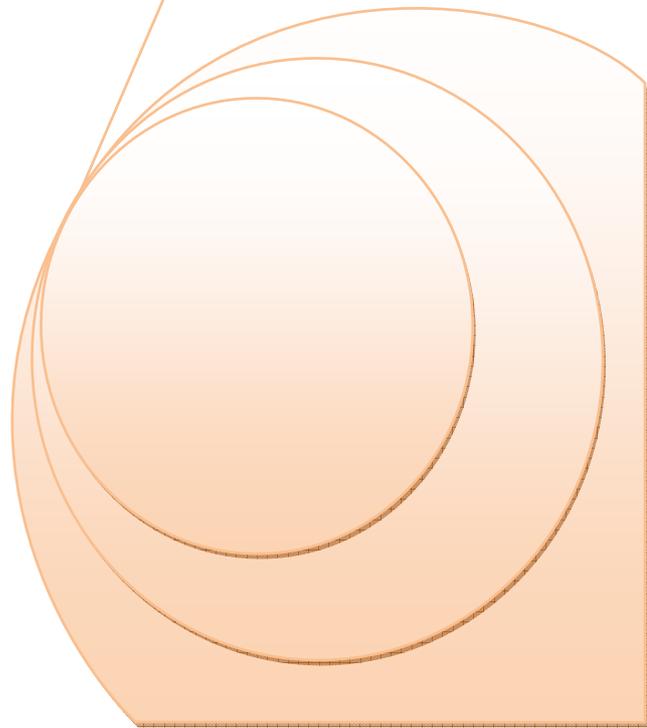
# *A Vertical Solution for Retail Reader*

VERTSOL

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*Table of Contents:*

I. <a href="#">Preface</a>	3
II. <a href="#">Dedication</a>	4
III. <a href="#">Cluetrain Manifesto</a>	5
IV. <a href="#">“95 Theses”</a>	18
V. <a href="#">Book Review</a>	63
VI. <a href="#">Web 2.0</a>	68
VII. System Proposal –LBC&	113

# PREFACE

The book you're about to experience is a proof of my dedication to my subject (Vertical Market Solution).

The book most likely teaches you how to analyze and correct not mainly errors but also how you could changed it to a better company you can rely more on. I've spent many sleepless nights just to give you this work of mine so that many aspiring students like me can view the side of life of open. This is the first book I have ever made, and I am very excited about it, to hear all the reactions and suggestion, but I am more excited to here, frankly the errors for me to learn. In the I.T. side it seems that the errors have a large portion when we talk about systems. It is the main reason why a system is made to be a projectile that can be fixed and enhance in all aspects.

It contains 4 parts. The first part is the Cluetrain Manifesto which opens you to the different chapters of the book entitled Cluetrain Manifesto's 95 Thesis and the second part is the 95 theses which show all my deliverables and reflection required by our lovely professor to include in our book. The third part is the Book Reviews; it is my own compilation of all the books I have red these term, the moral contents, and thoughts and acts that absolutely changed my sight to life. I've become a versatile person when I red the books I' am more flexible. And the last part is our System's proposal; it shows you how we analyze a retail store specifically hardware. In this part you will see all the parts we all agreed to change for the company to be more productive and liable to their customers. We honestly expect that our proposed system will level this company up to a higher one and it will be valued to a more useful and helpful company.

So I hope u will be amazed and glad after you experienced my book, I honestly made this book to be more efficient to the readers and created the parts to be more educational to the readers. I hope I could prove you that me as an I.S. student can prove something not in the computer side but also in you lives.

So I' am giving you now to..... my book!

# DEDICATION

## My Family

*For being there for me when I needed them most, for giving me enough strength and guidance when I'm about to give up.*

## TO GOD

*Who gave me all the opportunities to prove myself and anyone that I' am someone.*

## To My Special Someone

*For being a very regular person at my side, always gives a cheer when I am down and specially helps me believe in myself in what i am capable of doing.*

## To my Friends

*For giving me enough reason to continue pursuing my dream.*

# CLUETRAIN MANIFESTO

Book: Cluetrain Manifesto

Author: Christopher Locke

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

Library Reference: N/A

**Quote:**

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

- Herman Melville

I like this quote because for me it means, we all have our own weaknesses and faults that we shouldn't be afraid to tell the world. It would make us more stronger and live for our life. That problems may come, but they shouldn't be treated as a problem itself but we should think that it is a challenge for us to become more better. And to get out of that world that we have.

**Learning Expectation:**

In this chapter it's quite hard to tell what to expect, because the title itself is too deep to understand. But I expect in this chapter, to reveal something that we need to understand from internet. From the start till the end.

**Review: Chapter 1: Internet Apocalypso**

In this chapter, at first it talks about death. The first word that you can read is "we die" in this phrase you would think, what could be this chapter is all about. But as you go on you could see that it's all about life. Life that we live and take everyday. That life is too short so we make things a lot of it while we are here. A very busy day for everyone of us doing our own things. Living the life that we have, accepting every challenges that comes.

You wouldn't expect that internet will come. In this chapter it also talks about how internet starts, how the idea became big. Its like a BOOM that came to our life how it enters our life. That before people would laugh about and ignore it. Because they thought that it couldn't help them. Only government would care to use it. But as time passes you could see that in our industry we need something for us to grow. So people began to think that what if we try something new, then they start discovering and trying that they said the hottest damn World wide web. That people would start to understand how the whole thing would help them in their life. In their normal life that could make it easier.

And as time pass by. This internet became the centre of our life. Then we use it for communications, business, advertising, our own life and everything. That in your normal everyday life there is lot more that you could discover. Then it start to enter the business world. Most business using this internet for their marketing, this helps them to market their products through the world wide web that anyone can access.

This whole chapter just run on how world wide web starts, and how it could help us a lot until the end. And that change a lot of things especially in our daily life. That their simple idea helps us. It works, by just starting in a small and simple line that people could understand faster. That we could relate our daily works. Their people start to adopt to the new world, while internet starts to adopt to the people too. We could see how life can be so easy when we open our self to the world and loosen up a little. And either way we live.

**What I have learned:**

What I have learned to this chapter, I learned that we take life too hard. Life is too short but we don't need to take it too serious. We ignore things because we though that it couldn't help us. We should open ourselves to the world to try something new. We should be thankful that everything we need is already given to us. All we need is to give it a chance. Now I could see how internet and technology became part of our life. And I also learn that you don't need to start big idea, you first need to start with a simple things develop something that could be use by all. And in that we all live happy. And easy.

Book: Cluetrain Manifesto

Author: Christopher Locke

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

Library Reference: N/A

**Quote:**

“We don’t know what the Web is for but we’ve adopted it faster than any technology since fire.”

In this chapter I liked this quote most. Because it’s true. We adopt to this things fast. This web has become a big part of our life. We use to communicate with our family that is far from us. We use this for accessing information. But still we don’t understand what it is for but we came to adopt fast to this technology like a fire that scattered fast.

**Learning Expectation:**

From this chapter 2 of the book “Cluetrain Manifesto” and its title “The Longing” I expect that this would tell me more deeper, like in chapter one all about web and what it is for. How can be use it in our life. I expect that this would give me more information. And understand more about using web.

**Review: Chapter 2: The Longing**

In this chapter of “Cluetrain manifest” first it talks about what is web for, a longing for something that we don’t usually mind. So what is web for we already use it and make it part of our world. But still this idea is not clear to us, what is it for? We use it everyday without being clear how to use it and what is it for. And this web can only be understood spiritually. A longing that has become a question. That is said that missing of a human voice.

This also tells on how we can be managed. How we could make our environment managed. There are some ways that is said like Risk avoidance, Smoothness, Fairness and discretionary attention. But there are still risk, problems that occur and because of it none of this ways are being delivered. That a manage environment is achieved from our behaviour that we call Professionalism. Professionalism in our work doing things that we need to do and being successfully manage in their personal life. So it could not affect their business part. But most of us don’t usually do this things, we have this idea to enjoy our life enjoy the growing part of life. And because of that our longing become deep. And because web can make our life easy we tend to hate our job and hate doing hard things.

Our voice is the most important part of all that we miss to understand. It helps us to express what we think. It can be the solution to our longing. Because this voice, could tell us who we are, what we fill, what we think and what we want.

It also tells that in management this is a powerful force that promise us health, peace, wealth, prosperity and everything that we longing for our life. That let our self listen to the voice and to our ideas.

And yet our longing for the web still not answered. We adopt it fast than other technology that we don't understand it much. We only knew about it that it can helps us in our life. We can access information faster when we need, we can communicate faster, meet other people and enter the community that we have. The web touches so much in our life, it affect everything it touches even virus was created. But we adopt to eat faster as time goes by.

In this it only tells that web has its own voice of showing us what it is for. We know what it can do. It does affect our life fast. We adopt to each to much. It already became part of our daily life. Web has so much to offer even in work, business and you personal life. Web builds new world. And that is what the web is for.

**What I have learned:**

What I have learned in this chapter is that we must be able to give our professionalism even there are things that is in front of us already, Professionalism in all the things are still needed. And we must first learn how to understand the things around us. Not just using them because it could help us. We must also learn how to accept them and give importance to it.

Book: Cluetrain Manifesto

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

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

Library Reference: N/A

**Quote:**

Every morning when I wake up, I try to remember  
who I am and where I come from.

**- Harry S. Truman**

**Learning Expectation:**

I expect to understand on this topic more about markets. How does this connects to the world of conversation. Is it because Markets are noisy place where people meet each other so they say it is a conversation already. I hope to understand what could be the purpose and the importance of a conversation to a markets.

**Review: Chapter 4: Markets are Conversation**

This chapter is about Markets are Conversation. So how could we say that markets are conversation? We all know that to be able to have a market, there would be a message that should be made for a market to flow. Like in a business, they would have this tagline for a market to remember them. A message that would be in the mind of people. So I think that's why we can say that markets are conversation. But there are 3 problems that are said in this part. "First, there is no market for your message, least of all among journalists, who want facts and stories. Second, there is no market for your secrecy. You have long ignored the market, now they will choose to ignore you. Third, there really is no market for your press conference. Journalists want to be briefed exclusively." But really conversation starts with us. We make the story of every conversation. We people are the key subject of every conversation that has been made. With this idea we could say why markets need conversation. Because in every business there is a tagline or a message that has to be made, for them to remember you. We need to talk for our market to understand us.

Markets are social, that you would be able to communicate with different people, either in business or in social life. It is said that first markets are markets. That is filled with people use in their business. It starts with an exchange, where supply met demands and people came to buy what others sell. And it was filled by talk. Where it all starts with a gossip, opinions, news then markets starts to grow fast. It is easier for a market to grow when they have more conversations that convince the people to believe them. There we could say that markets are places where people meet each other and talk about others. Not just a noisy place that you could think first when you hear the word "markets are conversation". In the markets, this

conversation are use to see how people could buy this products how convincing they could be in the market.

A market now has a lot of way to communicate. Like internet this makes us more connected and powerfully vocal everyday. Makes the markets more updated and connected everywhere. This internet is now the place of the markets. We buy our stuff through internet now. Markets are growing through internet. Now Net is more commerce and is said more content. Now you can go and learn, talk to each other and do business online. Where people post what they feel, gather information and topics. This is also what we can say conversation to our markets. Now with this new place that we found, everyone just post what they want to say, or even ask advice from everyone. This new system makes our life easy. And make the market more interesting. There are now new build technologies that makes our conversation easy.

People now are more interested in the market because of its new technology. Because its more interesting and fun to use. But have we ever ask what could this be conversation means to us. This markets, just to bring a conversation to each on us? Now conversations are the products of the new marketing way.

Now there are two kinds of marketing that is in the flow, the television and the web. But televisions are only use to bring the message, there is a limit on what they could tell to their customers that you could see everywhere its like the banners that is post everywhere that you could not ask for more information. While in web, everyone can ask question, give their opinions and order directly to the sales of the markets. A new technology that affect our life fast. We entertain this new system fast and adopt to it. So everywhere, markets are now all over the place.

For now markets has became networked and more that a business. Markets only need to be heard. Not only to talk because we can hear it as a conversation, but we must understand what markets are for. If markets are being heard, and by listening on what is the message marketing will le-learned how to walk.

**What I have learned:**

I've learned in this chapter that markets are not just conversation. Maybe it is a conversation that we heard because of some purpose. But it should be understand more. For us to be able to go inside. Markets are conversation, because we use it for many purposes. Markets are not just markets. They are more, and to be able to understand that we should listen to what it is trying to said to us in everyway, there we could help our market to go up again.

Book: Cluetrain Manifesto

Author: [David Weinberger](#)

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

Library Reference: N/A

**Quote:**

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

I like this quote because this applies to us. Because no one is perfect everyone commits mistakes, because if you don't you are not human. We learn from our mistakes that teach us a lesson.

**Learning Expectation:**

In this chapter I expect to learn how could be a web affect the business world. Like in the other chapter it's more about internet. More about the web on how this affects our life. And more about why they said that hyperlink have subverted hierarchy already. How could this happen, and what part could it be said that it subverted the hierarchy.

**Review: Chapter 5: The Hyperlinked Organization**

In this chapter Hyperlinked Organization, it tells about a business that has been already touched by a web. I mean now all are being touch by a web. This web gives us people easy access inside an organization. Thus, we could just send emails to a group or to other person without standing on your place. They can even just post creative and informative pages that express their interest. With this web all are easy now, even finding information about your competitors. The Web, in short, has led every wired person in your organization to expect direct connections not only to information but also to the truth spoken in human voices. Even finding information that you need is just a click away, without asking for a help from other people.

Hyperlinks subvert hierarchy, how could this small alter the fundamentals of a business life. There are two distinguishing marks of a hierarchy: it has a top and a bottom, and the top is narrower than the bottom. Now we could say that web is on the top. It is not the most commonly used for communications and connection. These connections are hyperlinks, it's not just an document. This hyperlink puts everyone in touch with every pieces of information with everyone else inside the organizations and beyond. These hyperlinks are made for us by the individuals based on what they know and care about.

Intranet has indeed become a big help in a business. All business has maybe already subscribing in a web. Thus all documents are now read in a web not in papers. This lessens the papers now. They could just post the news their but no one could control it except those people who write them. Web is getting easier now days, you don't have to create your own web you just have to open your computer and open the hyperlinks. There you could just write what you want to say or even just read about news.

Web is infecting all organizations now with its own characteristics of architecture. There are lots of characteristics of a web now. Like hyperlinked, before it's just a natural web that you could log on and write message or emails to everyone, now web has millions of page that is hyperlinked together by the author of each individual page. Anyone can just view each page without asking permission from the author. Other characteristic are Decentralized, Hyper Time, Open direct access, rich data, broken and borderless. There's no limit in using the hyperlinks now. You could just access each one of you anytime by just opening the pages. And with all these characteristic it also affect the transformation of your business.

All organizations now are becoming hyperlinked. Whether we like it or not, because hyperlinked market are closer to the market. And because with this it would be easy for them to act faster. With all this characteristic that has been discuss we could see how web touches the organizations and the business now.

When starting a business no one would ask you if you want to run your business using a web. It's now a deal, web has already set expectations to all companies. Web is now a new type of intercom, where everyone touch else and touch every digit of information by twitching a fist and taping a single finger. This is what connects you to me and everyone else, by using emails, chat and discussions and this are all artifacts of a human voice.

"The Web is hitting business with the force of a whirlwind because it is a whirlwind. The closely held, tightly packed, beautifully tooled pieces are being pulled apart. They are rebinding themselves in patterns determined by the conversations that are occurring in every conceivable tone of voice."

**What I have learned:**

I have learned in this chapter that now everything is run by a web. We can say that it has already subverted hierarchy. In business and communicating with each other. This is what people use now. And even organization, this hyperlink makes our life easy in researching and in getting some information.

Book: Cluetrain Manifesto

Author: [Christopher Locke](#) and [David Weinberger](#)

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

Library Reference: N/A

**Quote:**

“don’t wait for someone to show you how. Learn from your spontaneous mistakes, not from safe prescriptions and cautiously analyzed procedures”

**Learning Expectation:**

In this chapter with its title EZ answers I don’t know what to expect, but by its title I expect to learn some answers. More about internet and web that this could add more information like the previews chapter has given. More about web and its use to us, this are the things that I would like to know more. Even I have already learn enough to the previews chapter. Its great to know more and learn more about the web that we use.

**Review: Chapter 6: EZ Answers**

In this chapter with its topic “Tell ‘Em What You Told ‘Em” its about our pass communication on how it evolve. On the past historical researcher have found that markets have been a conversation even before. It is said that what you made is what you spoke, but the world is round and everyone can be far away from everyone. There are no many sources for communications. And until more and more are being invented by the people as time pass by.

Then as time pass by mass production has came, and turned into mass media. Broadcast have been applied and became the marketing communication. This development signalled the dawn of junk mail. Now Established markets broke up into a zillion micromarkets, leading to an explosion of new products and services. But new knowledge was needed to fuel this expansion. But most of the companies didn’t even care on how things were made. They just use it. Then slowly they realize that most workers know better than them. Now workers are encourage to share their ideas to talk and have a conversation because companies need those to help them deliver what their organizations really need. “While speech was actively elicited from workers because it carried suddenly invaluable knowledge, it was not yet sought in any significant way from customers -- a concept still perceived by many corporations as more dangerous than godless communism and universal healthcare combined. However, due to market fractionation, "consumers" had already become far less interchangeable”

Then as time pass by, a new technology has came called “Internet”. This became the sources of all information. This became the new choice for information sources. This new technology has encourage an open distributed speech. Thus, markets start to build conversations between workers and markets. As a

result of this new found technology, conversation has been easy this has change a lot especially when it comes with conversation. This was basically what this book have to say when it hit the web.

Via this internet markets are already speaking to themselves, and workers has already been speaking to themselves too. This two conversation are not only necessary but also inevitable. Markets are therefore coming into new ascendary. Thus they value two qualities; The engagement and passion-for-quality of genuine craft. And Conversations among recognizably human voices.

There is a secret in every success of each company, not just because of the new technology that came and enters we think that it is the key to your success. Sometimes you have to remember this things to know the success that you want in your life.

### **The Cluetrain Hit-One-Outta-the-Park Twelve-Step Program for Internet Business Success**

1. Relax
2. Have a sense of humor
3. Find your voice and use it
4. Tell the truth
5. Don't panic
6. Enjoy yourself
7. Be brave
8. Be curious
9. Play more
10. Dream always
11. Listen up
12. Rap on

This are the things that you shouldn't miss in your life. we don't need those people to show us how to get our success we just need to find out on our own way on how we could achieve this things that we want. You have to learn from you mistakes. You have to face the facts first

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

What I have learned from this chapter is that we shouldn't be so much happy because there is a new technology for us to make our life easy. This only gives us help. We have to fine our own way to our success. We don't need to wait for others to tell us what to do, we just have to do it by our self. But we must first understand and don't forget those personal things that could help us in our daily life. internet is there to help us, not to be our life.

Book: Cluetrain Manifesto

Author: Christopher Locke

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

Library Reference: N/A

**Quote:**

“Invisibility is freedom”

Being invisible that no one could notice you is like a freedom. Having a freedom to improve yourself and work harder. Being unnoticed isn't that bad. It makes you improve on what you have and what you can do for anyone to see you.

**Learning Expectation:**

I expect to learn in this chapter about how does internet improve. How people evolve and start to notice the use of the new technology. Does this affects are life fully. How does this one thing became part of our daily life. And to understand the true point of this book because this part is the last part of “Cluetrain Manifesto”.

**Review: Chapter 7: Post - Apocalypso**

In this chapter it talks about how people and the market learn to evolve through the time. It tells about being “ignorance” at first the business and the people didn't notice the world of internet. The business ignores the use of it. Without knowing that this can help them in their market. That internet is the new technology now that people would use. Being ignored first makes them freer. It is said that when you were ignore for a long time you began to fill invisible. Being invisible that is said is to be free. To be free to express more of your self. To show more on what you can do that people don't notice.

At first Net ignored business. So the internet audiences wasn't really interested then. It was quite mutual because business ignored net for a long time. They didn't get the value of the net that it can help them.

Now internet became free. Because it was invisible before, it improves and shows what it can do. Now even having communications happens in internet. As if internet was just order in Amazon. It just came so fast and affects our life.

Invisibility is freedom. As if no one could see you. No one notice what you can do. It's free but no one just notice it. Then one day we find our self using this new technology. Having communications, and searching for information. Getting new knowledge from this thing that you didn't care to notice at first. This idea had become great and it really helps us a lot. This is now the new way of speaking. New way of working and learning and of having fun. “And all this is happening, has happened so far, without rules and laws, without managers and managed. It's self-organizing”.

Like before it was unnoticed, being ignored. Because the net is just net but it has provided us with the use of the new technology, a new way to communicate and use in our daily life even in business. But what we have not seen yet is what net is good for. Maybe it is use for communications or searching for new knowledge. It's also good in the use of markets and business. Now all people are getting in touch easier and faster. Making the markets more powerful with this new technology.

And the point of all of this is that we must be able to learn how to accept all of this. Imagine all of us are learning. All of us are becoming interested in all the things that may come. accepting all the new technology of the new world. And imagining the world that would be created by the people. How great it is that all of us now is learning and accepting without being ignorance.

**What I have learned:**

I have learn in this chapter is we shouldn't be ignorance. We should learn how to cope with the new things and new technology. Not just if that can helps us. But noticing those things because we know that we have to accept it and challenge are self to learn new things. And if no one had notice you, you should give up. Learn how they could accept you, learn new things with them. Show them that you can do better on what they could see.

This book has teach me a lot. In not just internet are useful to us. But it is a great way of improving and learning through our self. It's about being able to understand all what's happening to us. This internet is not just because it helps us. But it makes us learn a lot.

#6 95 THESES #

## **1. Markets are Conversation**

This statement that is part of the cluetrain manifesto said that Markets are Conversation. I think it means that conversations are always made in different way. Between a two human having a topic.

In a business, when marketing a product it's no longer just enough for people to believe that your product does what it says on the label or some advertisements that a television or an ads says. People want to see a real product. For example you have a new product and you only market it on ads, people would not care watch or look at it because they would not care how real your products are. And in ads you could only put limited information. But when you market your own product and have a conversation to your customers you could answer their questions and give more idea about your products. And sometimes that attract most customers.

Consumers love when all of those ideas about your product are coming from you. Having a real conversation in selling your products can help you a lot. They want to hear a real idea. In that it would be easy for you customers to believe in the idea that your products are really good.

With this technique you could also get the feedback personally from your consumers. You could hear reactions from them. There you could add something or change some from your product. So markets are also conversation. When you market your product you have to create conversation to make your product effective.

## **2. Markets consist of human beings, not demographic sectors.**

In this statement it is still about the market. In my first reflection about the conversation on markets I said that conversations are important in one market. But for a market to run and a conversation to happen, we need human beings, not just a technology for markets and demographic sectors. Demographic sectors are common characteristic for a population or audience or segmentation. And now in this statement for me I think it only tells us that markets are consist of human beings, that the most important part on an market for it to work are human beings. Because we are the one who work and does all the things to work. Markets are successful because of the human beings. We need human beings for our markets, because they are the consumers the one that we market. A large amount of people. Human beings that can help our markets work, can appreciate the product of a business.

Some think that Markets are consist of demographic sectors like just a small area that runs and make the whole market works, but it's not. We do not market our products to some demographic sectors, we need human beings to complete the needs of the markets. All markets are consisting of human being that runs the business. And make all happen. That's why markets are working you need consumers that can react and reflect to your business. We all need each other not just a demographic sectors, but human beings for a market to be successful in anyway that it can be.

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

This statement is not really clear to me but as I understand, the point is all about having a real conversation. In this part of the "95 Thesis" it is said at the start Conversation among human beings sound human, for me as I understand this statement I think this means a sound of human is what you can call a conversation. Like in the number 1 of this thesis a conversation is important to a market. A voice that tells the feeling, the reactions on what you think they can only be hear on a human voice. Because sometimes they only see like ads on television they cannot say that it is a conversation already between a humans because it only brings you a message. A conversation really happens and can be tell as an conversation when it is from a human voice.

A human voice that tells his/her feelings, reactions, is a real conversation. Like example in a business, you can only tell that one feedback is right when you hear it straight from the voice of a human by having a conversation with them asking them what they think and what they need by hearing straight from their voices, this could help your company to work properly and have a good market. Because sometimes they only look on reactions on the papers. So a real conversation is important especially in markets and you could only say that it is a conversation when you could hear it straight from a human voice.

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

This number for on the Thesis on "Cluetrain manifesto" we could connect this statement to the last number. About conversations can only be on a voice of human beings. In this part I think it only means that whether delivering information, opinions, perspectives, dissenting, arguments or humorous asides it should be said in a way of voice. Because this all can be understand and open up clearly by the human voice. And the easiest way to said it to other is by the human voice. But now there are other ways like emails, chat, text, ads, television to tell other what you think. But still human voice is the most open way, natural and uncontrived way of bringing all the message.

For example you are delivering information and reports you want to get the opinions of your co-workers or your markets. And you want to tell them what you really think. You need to deliver this in a formal form, not just in ads or in video that only show words the easiest way is to explain it yourself to be more natural and easy to understand. So if there would be questions and opinions from other you could answer it directly and give the other side. Just like in having a conversations.

This would be the most effective way and easiest to tell everyone what you want to tell because it's open for everyone they could hear straight from you all information which you could show them what you really think and what you really feel on one thing, the most natural way in expressing yourself.

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

In number 5, we recognize each other as such from the sound of this voice. This is the one thing that is important in giving reports, information, opinions like what is said on number 3. This tells that voices are important for people. Like in conversations you could recognize what they are trying to point with their voice. These voices are the one we use to communicate to each other and tell what we feel. And like in the previews number it all means that conversations are made by the voices and that voices are from people that they use to express what they feel, and use for giving each opinions.

And sometimes in the phone, you could tell who you are talking to by his voice. Because people are recognize by their voices. In this we could recognize what they feel by the sound of their voices without seeing their expressions. If his/her is telling a lie or just joking on us or it's real. Voices are the most important thing mostly in conversations. In markets, voices are what people want to hear from them. They want to hear the voices of the real people for them to believe. In markets these are the most and first thing that people notice. So voices are important that we shouldn't miss in everything that we want to do. Even in presenting something or expressing them what we feel. Voices are still the one that can be the most important thing we should not forget.

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

The last chapter talks about conversation among voices now in this number 6 this tells us about conversations. Now there are many way to have an conversations, but its not natural like when it comes from the voice. In this time and technology, maybe it is said that voices are the most important thing to remember in bringing our message to others. But now internet enabling everything to make all possible, now there are chat, emails, newsgroup in that makes conversation among human beings.

But the mass media before are magazines, newspapers, television. That is the way they bring their conversation. So internet is not possible for the era of mass media. There are now online magazines, and all the things that are publish in news papers are already possible to see on internet. But we cannot call it as a conversation, because they only bring us news, message. Now internets are possible in bringing conversation, example you want to talk to someone but he/she is far, there is now chatting or emails. That you can start your conversations and the person you want to talk to can answer through there.

So internet is only possible on bringing conversations among human beings and simply not possible in the era of mass media. Because mass media don't bring conversations, they only bring news and updates. Conversations are made when you start to have a topic to discuss between human beings. So this should also be remember and very important to each one of us.

**7. Hyperlinks subvert hierarchy.**

Hyperlinks subvert hierarchy, this is not really clear to me. But I'll try to give my point about it. I think this means that now our world is changing so fast. We now live with the technology that we have, and loved it so fast. We get to use it so fast. Without any question on how does this technology has already affected our life. That our existing hierarchy is actually subverted by the web already. Hyperlinks are the direct access from one distinctively marked place in a hypertext or hypermedia document to another in the same or a different document. Now with this hyperlinks on the net we just need to search then it will give us information. Hyperlinks are now in the trend. That most people or all people use it. Especially in business company need does resources to support their needs, same as for students. Before you need to use library for researching. Now you just have to click and everything would be given to use as fast as you need. Hyperlinks subvert hierarchy. Yes I believe in this. You'll see how fast it clicks to the markets. Markets are us the people who use it. We allow this thing to enter our world. It's the trend that people follow now. And because of this communication became faster. In this part we could connect this to the previews numbers. Without this web our life will be like before, everything is hard to find. Then we could think that hyperlinks really subverted our hierarchy that fast.

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

An internetnetworked is a two or more distinct computer that is network to each other. While intranetworked employees is a private computer networks among employees to secure every shared file parts of an organization. And these are the two new ways of an organization. A new way to communicate in the internet they could just send emails to each other. It's the powerful new way because employees get to communicate through the use of the new technology.

In internetnetworked markets they are now visible enough for people to interact with. They just log on and visit to each organization. People get to communicate and talk with just in the new way of a new technology. With its network router, computers are easy to network. And it would be a lot help for a market because they could be connected to each other in a new way. It's all because of the internet and intranet. And in intranetworked employees could just make their report and submit it within the organization. They could just communicate and talk there. They could secure that all the communication is secured within them and also their files.

Unlike before in an organization there is no much way that markets and employees could just communicate easy. Now people just speak to each other because of the new powerful way of technology. They could just speak without standing, share files and ideas within the organization.

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

Network conversations are e-mails, chat, group mails and others. These are the new forms of communication that people use, even organizations, markets and common people. Like in a normal conversation, we could just log in and chat with our friends or even share our knowledge in the web. You could just post a blog about an idea that you think and markets would just read it. Or with an organization they could just use the network to tell people what they want to say. Or they could just send an email to a one person or group of person to have their conversations. This new forms makes our social life grow bigger.

Like in an organization they could just send their files, proposals through the use of the network. They could just send it to each other and reply quickly. This makes the social organization emerge faster. Because people are get used to it faster too. people in an organization use this as their way to communicate faster to the other people within the organization.

And now knowledge are gathered and shared through internets. People would just search and read the idea of other people about it. And even share their own thoughts about it. With this new networking conversations are making our daily life easy. It helps a lot to us especially in our organizations or in our personal use. This makes the social organizations and knowledge exchange to emerge through the use of internet or network conversations.

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

With this new form of network conversation, people are getting more informed by the news that they could get easier. By communicating through chats and emails they could receive news from each other and reply faster. Because wherever you go now, you could see a computer for you to use. Informed in a way also of getting new knowledge it is faster for us now to get the information that we need. Like for us students, it would be much easier for us to get the information that we need in doing school works. It makes the organization works easier too. Markets are faster now to communicate and get news from the organizations.

Markets are getting smarter because of this new network technology people would be able to get new ideas and the knowledge that they need, new ideas that could help people to work harder and faster too. Getting smarter in making their life grow up. With the participation of markets in this new network technology we change so fast. And we learn to evolve and get used to what technology has to offer to us. Thus, this change people in a better way because of this people are getting smarter, more informed and more organize in their life.

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

Because of the networked markets, information is faster to get. Most people in the market are more informed in one product because of its information that they could just look and get through internet. They could just search information's that they want to know about one product. And this information could support the things that they would like to buy those products because of what they see in the internet, information that could be complete. Or they could just ask in the networked markets all the things that they want to know. And some supports that they need in their products. So when they look in the network and they couldn't find what they need could just look for another again.

They said that this process helps them more to get far better information and support than from vendors, because vendors could only give them little information and sometimes could not support their needs. Some vendors don't know what they are selling, about their products. And sometimes gives wrong information that lessens the value of their products. And also the process through the networked markets can add value to the products that organization sells. Because the value that gives the customer the right information and support that they need.

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

With the new network there is no secret that can be hidden. Because all information are posted in this net that all people could just access or search for whatever information they want to know. This networked market is assign to give the information whether it is bad or good. Like in the previews number it is said that this networked market knows more that companies do about their own products. Most vendors are just assign to sell their products and know a little about it but those are just good things about their products. But with this net people could just search and know everything they want to know with just a click away. Even good or bad about does products or opinions from other who try it. Those are the things that you might get with this network.

This networked markets has no stop, they tell everything. Every information that we need to know. Even companies sometimes don't have enough information about their products. They would just give us good information on what their products could do. But with this internet we could know if this product is right to buy if not we could just look for another. Is just fast as that now. We tell everyone what we know by blogging them or commenting them in some pages. So we could tell that this net really helps markets and gives them more information than companies do about their own products.

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

What is happening among markets is also happening among employees, I think this means that markets are having the same conversation as like what employees is having. In a networked conversation markets are expressing their self more. In an employee they are using this networked market to help their company grow and evolve. And this called the company is the only thing that stands in between the employees and markets through the use of internet.

This thing that happen on the markets like having a new way of conversation through the use of the internet. Like employees they are now free to express their self from the company that they are working from. And tell the markets what they want to say. But company is the one that is running all this because they are the one that runs their employees and control the market.

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

Corporations do not speak in the same voice as these new networked conversations, corporations are limit only to speak through their people. They cannot control the conversation that is happening in the network. This network conversation is enabling to express their self about the products or corporations. And only online audiences are their targets. So most company will only tell something good about their products. That became inhuman. Their where online audiences can react and tell what they want to say. And create a human conversation from the voice of the audiences.

Companies usually cares only about what good things they have to say about their products. They don't listen to what their audiences have to say. Same as corporations they don't speak like giving people what they want to hear. They only speak on what good things about their corporation. But as this book say, in network conversation there is no secret. Everything is reviled whether it is bad or good.

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

Companies must understand the true meaning of a conversation. The true value of their voice, they must give us the right thing that what we must know. The voice of business must be heard clearly. They must state what they want to say truly. They must know how to communicate with the market properly. Because in the few more years even the voice of the business would just became like the sound of mission statements and brochures that just tells good things about their self. The true meaning of their voice wouldn't be understand and became the language like in the 18<sup>th</sup> century. All are artificial, you would not know which is true and which is not. True voice is heard from the true voice of the business.

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

It is said that companies that speak language of pitch are no longer in the market. Markets love companies who speak truly, not just artificial voices. Not just about their self. They want to hear the voices who want to hear their voices too. Most company is like a dog, barking and barking and just keeps saying same things to the market. Those are the company that is no longer exists or being speak anymore. Markets love companies who treat them well. Because most companies are just speaking like what it is said in the previews number they just speak like a brochure. They only tells good things about them. They only speak the same thing. They don't allow market to make opinion to them. They just speak for the sake of their companies.

Now companies that speak those languages are no longer entertained by the market. So companies must learn how to communicate with their markets properly. Because not all markets only want to hear those that we see on brochures or in mission statements. Markets want to hear more voices from the business. They want to hear the speak of language from the true meaning of the voice not like the language from the pitch or dog and pony show.

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

Some companies assume that online markets are just the same as the ads that you watch on television. Actually it's just the same when it comes to markets. But the only differ about this two is now only few companies are able to post their markets on television. The most common form that most companies does now is just post their ads on internet where every internet audience can see. But only few people would be able to see the markets on the internet because not all people would be able to do it.

Their kidding themselves because now online markets are bigger and broad. In online markets their audiences are free to post comments and suggestion for the ads that companies post. And you could search if their ads are real, and their products are real. Online markets are more accessible and easy to build. You just have to pay and build your own website for the whole market to see. But in television you could only see and hear what their company says, you cannot guarantee that it is real. And only few companies would be able to post their ads on television only those big companies. Because its more expensive and its only for limited time. That's why they must never assume that online markets are the same used to watch their ads on television. They're just kidding themselves and us audiences.

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

Because of the fast change of our markets, markets are getting smarter with the use of the new technology. Most companies talk with their markets directly. They just need the internet then they can communicate with their markets faster. But most of companies don't realize that this new networked markets are more helpful to them. They are missing their opportunity of being on the top of the market. People now talk to each other faster markets are smarter. They just made their conversation through the networked market.

The best opportunity of the companies now is on the network audience. Because markets from the networked are larger and smarter. We talk now person to person companies can now communicate faster with their markets. Markets can now just talk directly to their markets. If company don't still follow this trend on the market their missing the opportunity that the networked markets are giving to them.

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

We have now a new technology internet that makes our communication fast. With that we could directly talk to anyone without being with them. For the companies they can now communicate directly with their markets. They can just post their ads and markets just need to look at it and post their feedback. Even their opinion for the companies, it's a chance for their company to speak to their markets. Because before companies are having a hard time talking with them. And the world is changing so fast you need to ride to the technology for you to be able to make your company grow. If you just stay where you are you would be left with nothing.

Like when they post their ads, companies now have a big opportunity to talk to their markets directly. They could directly sell and give opinions. Markets would be able to talk directly too to the companies. If companies just blow the opportunity it's like giving out the chance to make their companies grow. It could be the last chance. Because markets are growing now if they didn't follow the fast change they will be left. Their company would be left aside and others might get the opportunity that you may have.

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

I really didn't get the point of this but in my understanding it is said that most companies are taking all seriously and they don't get the sense of humor to get the attention of the markets. They just focus on their products or in their company. They only focus on their sales. And it is said that markets are getting smarter, so they would know all because of the faster conversation they can communicate faster and find more information more. If companies don't focus on the trend that markets are getting now, markets maybe just laugh at them. Markets would just laugh on the companies because they know better that they are.

Companies must get the attention of the markets and give them what they want. Or else markets would just laugh at them. because markets are smarter than them they know better that companies does. So companies must learn how to get along with their markets and people for them to survive in the real world.

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

Companies are too serious and markets didn't like that. They want to hear a little sense of humor from their companies. Because being too serious with their products or their conversations with the markets would just throw their customers away. Sometimes companies need to lighten up their self to get away from where they are sometimes. They need to have a conversation with markets but too serious. They need to less themselves with all those works. And focus on their markets. Having a sense of humor is not that bad. It attracts their markets more. Because markets would see they as a good and happy company and they are easy to talk with. Markets would just come to them and tell their conversation.

Companies to get out where they are to explore more. Explore more and have conversation with their customers without being so formal. Sometimes what a company needs that they don't usually care to see are their sense of humor, for a market to like them. Then when they get the attention of the market, they can be serious with their work.

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

In the previews number it is said that companies need to get some sense of humor, but it doesn't mean that they need to put some jokes to make their customers happy. Sometimes that sense of humor means only that we don't need to be so much serious in some things. Because being so serious may get your crowd board. They may go to other company who will understand and make them happy. This humor that is said in this sentence is the humor that requires big value. Like talking in person with your market. Asking them what they want and listening to their view about your company. They need a little not so serious conversation between you and them. Like having a straight talk, because some companies would have other person to talk to their clients, sometimes people who is involve in the business are the one who customers what to hear from. Because those people are the one who knows all the things that a customer might know.

Being too serious sometimes just make your market away. So why be so serious if you can give a little humor from your work. By giving them the real you. We don't need to be formal all the time. It would just make your company boring. People would run away from other who can give them what they need. Companies should learn and understand what their customers want. For them to be able to succeed this is the first thing that they need to remember in facing the real world. Giving a little sense of humor wouldn't take away anything from your company. We just need to explore for more. For a company to succeed and get to the world of competency.

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

Companies mostly attempt to position themselves to as the highest among the market. But sometimes being on the top makes your market go away. Markets want those who is easily to come with. Who they can talk easy. Being in the top, only some of the market could reach you. Markets mostly cares about on what you can offer to them and how you can talk to them. They won't care if your on the top or bottom. You need to look if you can relate to your markets. Because markets would only take their attention to those who can relate with them.

Sometimes if your too high, and always think to be on top. You wouldn't get the position of being the markets favorite. For example you only think on how your company would get on top, with out realizing that the markets are having a hard time reaching you so instead they choose other company. Then you lost a lot. You need to think first for your market because they are the one who will make your position high. Who would bring you up and down. Then its up to you to relate with them. Let the market positioned you on what do they think is right for your company. Then you start to think if you are growing, if not then you start to position your self on what you think can help you more. And makes you closer to the market.

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

This bombastic boasts statement is not really clear to me. As of my understanding it talks about the positioning of one company to the market. Like what it is said on the last statement. This statement said that they are being positioned by the market to provide what they need. They let the market to put them in position. If they are on top it is because of the market. It means that the market likes them to be their provider. They trust that company to provide what they need. They give them the right thing. So companies don't need to position their self. What if market don't like them. If they are just putting their self to that position for the market to say that they are on top. But the truth is, market don't like them, because they can't give what the market really needs. They don't understand what is the markets really want.

This statement do not constitute a position to the market. They just put themselves to that place so markets would like them. But really they can't provide the needs of the markets. They just put themselves to that position so markets would say they are on top. But their not. Even if they are the prominent provider of one company that doesn't mean they would be on the top. You can't position yourself. Let the market put you on the position.

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

Most companies who has big buildings, always on those nice place and making their works. Sometimes they need to face the real world. If they want to get the attention of the market they need to give their personal touch. They need to experience and face the real world. Market s love when you personally talk with them. If you want to know your customers you need to know how to face them. You need to personally talk with them to know their opinions. To know if your company is working right. If it gets their attention. Most companies like if you personally talks with them. So you could hear their opinion and improve their company. And at the same time give the needs of their customers.

If you want to create a relationship between you and your customer you need to give your personal thing to them. Not just being in the big office. Staying at the building and letting others work the relationship for you. If you miss to do that others might get the opportunity that you might have. You need to get down their and personally experience what your markets has been experiencing. You need to create a relationship between you and the market for you company to get the competency that others experience.

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

Companies are being careful on what's on their mind. They need to be careful on how they would come to the market. Because truly companies are afraid to the markets. Because markets are the one that they need to make their company grows. And markets are the people, their customers. This markets should be treat a way very nice by the companies. Companies must learn on how they can get the public relation that can give them and the companies to be together. They need this markets to improve their work. They are afraid to loose every markets that they have. Because if they made one big mistake markets would leave them and go the other companies.

Companies must learn how to build a single relationship that would attract their customers. They must be careful in every language they said, as discuss on the rest of this book. They must not be arrogant for markets to like them. Public relation are important between markets and companies. So that's why they always say that companies are really afraid from the market because they might loose it in a single mistake they made.

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

Most companies could speak a language that would make their markets go away. So avoid those words that would make your company and markets build walls between. This languages that are inviting, arrogant and distant would only make your markets go away. So be sure to be careful to every language that your company would release. Because the markets are being attracted to what language are you trying to say to them. By speaking those words you would only build walls and keep your market at the other side of the wall with other companies.

Markets loves to hear real words coming from you. Real words that they can understand and would make them believe. That is the first thing that a company must focus on. They must think the right words without being too arrogant when others hear them. It's okay to be proud of on what they can do but being too much would just make their customer go away. They must learn how to talk, so if markets heard them they would love them and be on their side. They can be easy to believe. But they must make sure that what ever they say it must be true. It must be real not just another words coming from the mouth of arrogant companies trying to fool the markets with their fake products and companies. They must be able to understand what their markets want to hear from them.

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

Most companies think of some marketing strategies that would attract their customers without seeing the real thing that is happening in their company. This marketing programs that is made by the companies is to avoid that other's might see what's happening inside their company. They have to be transparent on everything. Even if everything is getting worse inside their company, they have to show the market that they are the best company to trust. People wouldn't trust them if they see that they can't handle the pressure that comes to them. They wouldn't trust to buy from them if they would see what's happening inside them.

Companies needs to be transparent in every work they do. They have to prove and make people believe to them. But sometimes it makes them go down. Because of too much pressure they handle and avoiding it people would just look at it and it would make their company destroy. Most marketing programs are based on the fear that markets might see what's inside their company, so most companies think fast of strategies so markets would be attracted to their products and wouldn't mind looking on what's inside to them. They need to make new ways so their companies wouldn't get down. They need to think more to improve on what they can do. To avoid intrigues about their companies. So people wouldn't see if their going down already. They need to think more.

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

In this sentence Elvis said about having a trust on one company. A company cannot go on or a team cannot work well or move if they don't have trust to each other. It is best to work with your team when you're confident enough that you have trust on them to work with. You trust their work the way they work. You trust their ideas, accepting each idea. Because, if your team has a suspicious mind you can't allow each idea to come. It would be hard for your team to work together to come out with an idea. It would be hard for a team to work together or move to other things. To have those trusts you must start in choosing your people who would you work with. Make sure you know them well and you'll be confident enough to work with them.

For example in a team that is building an application for your team to work well you must first evaluate your team mates. If you could work with them for a long time. If you could trust their ideas and their works. Then after that you could now build an application with good ideas and good team. It's easier to work when you trust each other and you're confident enough to share your ideas with them.

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

Having a loyalty to a one brand is like just going steady for their life but if something goes wrong they would be in lost. Companies must not be just confident if they are going steady because they might lose it. They must learn how to be networked and smart to the market. For their relationship to be more bind and good. Having just a good relationship is not enough they must communicate with their markets for them to have a long term relationship with their suppliers or workers.

They must not be confident if they have one brand that they can trust. What if something goes wrong everything would be a mess on their company. They must put a back up for them to have a good relationship and with their markets too.

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

Network markets can change their suppliers overnight because it's the important thing for their company, so before they think to change one of those it would be long enough to think for them. But network knowledge workers can change their employers over lunch. It's easy for them to change their employees in a minute. Because it's easy for them to find a new one. They just dump their employees when they did something wrong. That's what I understand in the first part. It's not really clear to me about the second sentence. About having a loyalty maybe on their company. If they keep on judging their employees with on what they see. What's the use of the loyalty that they give to you.

Like what it is said on the first number knowing the people you are working with at first and having their loyalty would make your work easy. Because it's easy to change employers but loyalty is hard to find. That's the first thing that must be seen in an employer. If you find an employer that has that loyalty you can work easy with confident that your work wouldn't be out in the network. Because the people you work with are the one who has your loyalty.

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

I think it means that smart markets would not just pick their suppliers to provide what they need. If they are smart enough they would find the one who speak their own language. Like having a name on the market, they make their own name. they speak for their self not for other. that kind of suppliers would be able to help you in the future. So you must find suppliers who runs through their own word, who make their own names. And the one that will help you to speak through the markets. If you find the right suppliers, markets would love your product because you choose the right one that will fit what they need. So smart markets are the one who take a look at their suppliers very well not just getting them. They put critique on their suppliers so they could get the better one. And their markets would love their work too.

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

Speaking with a human voice is not just like talking in the parlor that you would tell your customer some things that's not true. That's not a voice of human. Markets would maybe want to hear human voice but not like parlor trick. Or some picked up lines from other people. Markets would like to hear something real and new from you. They want to hear the voice that would tell what they want and what they need. They want some real things not just to make them believe. They want to see how real your companies would be. If you could say a voice that sounds like human, markets would love your company. You would be a big hit not because you tell some picked up lines like others. But because you tell them the real you.

Markets would want to hear those voices that can tell them what's really on your product. Not just the good ones. Like in the parlor, the people them would only tell you that it look good to you even its not. They would just tell nice words to you. Markets don't like to hear those words. They want something that they would believe on that's real.

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

Human voice are the one who's being real. Not just caring for their self. They must have said the right thing that has concern with their communities too. They must not only think to sell their products they must also think if customers would be happy or satisfy to their product that they sell and tell good things. If its real and their customer would just believe them. They must learn how to speak with a human voice that has concern and is being true to their people. They must think for their communities too.

Some companies just tell about their products without having care on their people. If people would buy their product and nothing happens their just wasting their money. Markets would like to hear voices that has complete concern and responsibility to every word that they say. Not just a voice that says everything that would make their markets go away and just believe what they say.

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

Before having those human voices. They must be in the community because they wouldn't understand what the people need if they don't belong to that community. They would just think for their selves without caring if they help to their communities. They must experience what people have been experiencing for them to understand what communities really need. Because if they don't belong to that community they would just talk and talk only to have cared for their companies. They would not think about something good for their community. They would just care for their self.

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

I think this tells about the companies of being too serious with their line. They must know where to be serious and be in the generation. Markets wants now those companies who can communicate directly with them and not too serious. They want those who can listen to what they want. And talk to them like normal human beings. Being not too serious they can show who they are. They can show each part of their companies and markets would like them with that attitude. Companies must know where to be in a corporate culture and where to be in not so serious talk with people. For example when companies are facing their markets when they are promoting their products they must talk to their markets in not so corporate way. It's not bad to be not so serious all the time. Markets would be happy and they could also hear what their markets need if they could get their markets attention.

Sometimes companies must realize that they should also know how to end those of their corporate culture. So if they try to do that, they could get the attention of their markets and their trust. In that way maybe markets would come fast to them. And they could make their company click and grow fast. So they must tell and ask to themselves sometimes when to end and when to be in corporate culture.

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

Companies must have and advance knowledge on what they should do to make their companies grow. They must start to end those things that would just make their company down. As what I said on the previews number markets want those companies who can understand them and talk to them. So companies must learn how to end their being cultured as to much corporate of being serious in everything before community begins. They must think in advance because if they don't they might lose a lot of market. Markets want those companies who can understand and be with them and be honest and listen to their needs. Not just companies who think for their self. They must think properly when to end those culture. Because it's not right to remain on where they are. They must also think of their market as well. They must learn how to understand the needs of their markets too

It's alright to stay where you are but you must think where to end because if you end so soon you might have no market to understand and to listen to what your companies needs to be. You must be ready in every responsibilities that you are facing on that time. So before ending those culture make sure you finish properly what you need to finish. Then change and be with your market.

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

Human communities are always based and made of discourse or communication. Communication is only made by human voice. A voice of a whole community that are talking and sharing to each other. And that is one of the most important things in building a community. Human speech that has concern on human communities. Like what is said only those companies who has concern to their community and who knows how to talk with the people would only build the market. And that communication of the company should have human concern not only for their self. That discourse of human communities are more about human speech, a voice about human that is true to hear. And right to believe.

Human speech is about human concern that people most like to hear and talk. That we should understand and give attention to. Specially those in business line, they should first focus on that so their market would come to them and they would have a big impact on their markets too. Human community is a big word and a big part o their business. So they must focus that first.

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

The community that has communication is a market. Because like what it is said on the first part "Market is conversation". When we communicate we build market. We talk to each other you build communication with different people. You talk to them because you promote your business. Even companies make discourse with the market. Markets always have conversation that is build between two people or many people. Community of communication is a lot more help to have a market. Market is compose of different people that communicate in the community. People in the community communicate to each other like having a conversation about good things or bad. Or about their company, business promotes their product to the community that's where they made and start to have a conversation and that's what they called market. Market that is made by all of us.

In market is conversation I said that we can say that markets are conversation when we market our self. Like talking or selling yourself to other. communities are people who talk and build communications to each other. then they built market. They talk and market their self or their product to each other. So those community of discourse that said here as communication is the market that we see and what we call the market.

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

Companies that don't care with the community of discourse will die fast. They would not grow their company. They would just stay in one side and market wouldn't recognize them. They would just stay with what they are being unnoticeable and sooner they would be out of the market. For example one company would not learn how to communicate with their market they would just stay on their office and work for their self. Without noticing that they are missing the biggest and most important part of making their company grow. Being in the market, having conversation and learning how to deal with them. They would lose their markets trust and attention. They would just look in other companies because maybe others are talking to their market. Markets love when companies come to them they talk to them. When companies know how to communicate with them.

So if you don't want to end early your company you must learn how to belong in the community. A community of discourse, that talk to everyone and build market. Because like what is said on the previous number "The community of discourse *is* the market." And that's why it is said that market is composed of communication that is built in the market.

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

Most Companies are building a wall for even their competitors or their own market and workforce to protect their self. They don't even see the real thing. They're too busy protecting their reputation as company. They make security just inside their company so everything would be confidential in that way they are making their market go away. Because they are forgetting how to handle and be with their market. Being human and giving the real voice is what they are missing to their market. They are busy hiding things so for their own good. Protecting their self against competitors and even against their own market. They are losing thei

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

Most network markets we thought that they just only communicate inside the networked markets by the new technologies. But people are also talking in directly to each other being informal, not just by rules and regulations. They also make plans and talk to their needs of their companies. Formal talks should be done inside the company on directly talk to the human voice. Not just in a networked markets. Sometimes some data should be enough private inside the company to share those information that in their mind to have a new product to put out to the market. They should be ready enough to talk to each other by not so formal way. Like what is said on the other number they must learn how to end the corporate culture and learn in the new culture. So if they do that they can now talk to their market directly and properly. They must learn how to deal with everything they do. Not just by following the rules and regulations and some boardroom directives meeting that they have. They must have bottom lines to put out to the market so their markets would love them.

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

There are a lot of ways of having conversations. It almost happens everywhere. In every part that you would go. It even moves faster than intranets, conversations happen everywhere and every time that it moves faster than your intranets. Even before intranets come conversations are the one thing that moves faster than other. And now internets help us to have a faster and convenience in communicating to each other. Even now conversation is even taking place on the corporate internets. Now employees and companies have a new way of having a conversation to each other. Intranets give internal conversations to each of one of us. Even in business world they would just e-mail their reports or conversation. And sometimes they have their meetings online. Some use it to spread a word to their people via the group message. This new way allows us to communicate and bring whatever we want to say to each other even if you're not talking in personal. The benefits of these intranets are driving the internal conversation in corporate to be substantial. We can say that this is better and helps us a lot, maybe yes. But we must not forget that having a conversation through our own words is a lot better than that.

Having a conversation directly to each other is a lot better than those new things in communicating. Sometimes we have to look at the place if the conditions are right then we use the right way of having a conversation. It's not always good to make the intranets control the whole conversation that happens, we must also not forget that being in the real world is a lot more better and easy to understand in having a communication whether it is for business or for personal.

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

Intranets are used in sending emails, and other stuff from the company. As of my understanding on this sentence it tells about something that HR policies and other corporate information that workers are doing are now installed through the intranets. They made everything on their intranets. To make every thing more private for their company. They share their data inside their company but by the use of their intranets. Even their HR are now being updated and installed through the intranet. So people wouldn't ignore what they have done. Even their policies they put everything online for their workers to work hard and not to ignore on what's on their data. They typically install these things top-down to make sure everything would be private and data are only in their company. And make sure that every employee would not forget and share their information through inside their companies. Some other information are out but some private things are not. They are only kept between their companies and workers.

Intranets provides companies even HR policies to be shared with everyone and even some information to make sure that workers would do their best and not to be ignored. They make sure everything private information would be kept only between their companies. They make everything in the network but only in private way.

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

Intranets are the new way of leaving your boredom out of now where. Everyone is staying connected or even having their time just surfing on those intranets websites. Intranets route around our boredom. And sometimes like us students when works are done it's time for rest but instead we'll just stay to computer and surf around the world of intranet. This makes people construct more things. In more creative way. And the best way of it is that everyone is cooperating on your work. Everyone can see what you have done. It makes you construct something far and more valuable. More creative, it shows sometimes what you feel and what's on our mind. It's not always about conversations, sometimes it's about building something new. And finding a new way in having a conversation to each other and other people. Even if your not talking your work is talking for you. It's the word of intranet worked corporate conversation. Because you build conversation to each other by the work you have done.

Intranets made us something out from our boredom. It route around us to create something new for people to see something new. And even to express our self. It even creates a corporate conversation. Because sometimes corporate also done those things. They put their work out of something on their mind. Intranets worked corporate conversations. Because even conversation between corporate are running inside the intranet. They build conversation to each other in more faster way. They exchange ideas and datas.

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

Like what I said on the previews number, intranets are now the new way of communicating. Even in exchanging ideas or data. Companies and employees are now familiar and more comfortable in using this new technology. They even use it in their meetings. And even just exchanging chat to each other. this is their new way of communicating. Based on my understanding on this sentence it is said about having a good communication to each other can organize workers in many meaning of the word. Every word that a worker posts in their internets, they build communication to every way. They build new way of having their works. This is more organizes because it's faster and every word that employees would say would be in a formal way. Or you can even change every word that you have made. This new way I think is more organize than any agenda in union. Because everyone is connected, and anytime they can update each other faster. Everyone is listening to what they are saying. They even made plans and have opinions to each other as they like. They are always their listening to each other paying attention to every word that each of one of them would say. It's more effective than an having a union. And it's more radical than those agenda in unions. They are more effective in every way that it can be. Communications are more faster and effective in workers.

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

Because of these growing intranets it starts to scare the companies witless. Because people are being connected to each other fast. These intranets are now the source of some information that companies are being scared. Because of this conversation that happens fast on the network information might get fast too. They need to control these networked conversation to avoid some bad things that might get away from them. But these intranets are their source of to generate and share critical knowledge from each other. Like their companies sometimes just email each other for the information that they need some reports. They don't need to go to each other desk to put these things on. And this intranet also provides the information about some other companies. That when you need to know something about the other company, you can just search for the information that you need to be able to change it or improve your work system. But for their company to have a good image because people are keep talking to each other they need to provide and improve their way for networked people to have a good thing about them.

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

Corporate intranets limit their conversation, because if they didn't all information would just go out in the market. Corporate has a fear and rules made to limit every information that they would put out in the market. Because sometimes most of their workers would just tell everything out in the market even the bad things on it. They encourage sounds remarkably like the conversation of the networked marketplace. That the information that they put they must put out of it. They must help it to market their company. Every information that would be out in the market would have a good impact on them. If they didn't put this limitations and rules for their company. All information would just have a bad impact on them. They may destroy the image of the company. If we wouldn't limit the conversation inside this intranet world. That markets would only see what they need to know and nothing beyond the limit that they have plan. The sound of this conversation must be good to the market, Like an ordinary things that marketplace would say about them.

- 49. 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.**

Even we have our new economy and way of talking to each other. Some other things are just remaining form where they are. Even the Org charts, they still work in older economy where very thing would be listed from the top of the management to the bottom. This kind of management work and faster to understood because management of this org chart are the one deciding and making those work more detailed. And could be easy to handle for the people. This type of management is more clear. They plan each work properly. And they are fully understood form atop steep management. These rankings are the one who decide and they are the one who approve every work that employees made. Many companies still work in that older way economy where they follow their org charts. But it will be good for them because those on the chart are the one who checks whether the information that's coming out is would be better for their company or not.

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

Before org chart is made by the hierarchical of the companies. The position of each person what they could give to their companies. They have the authority before that is followed by the companies. Now org chart is hyperlinked all decisions are made by the respect of the knowledge of their people. Knowledge comes first. They have the most authority to be followed of the companies now. Now the respect for hands on knowledge wins over the respect for abstract authority. People now respect the ideas that are given by each of them not just by their authorities. Before only authorities have the rights to decide on whatever they want to build a new one. Now knowledge has the right to decide over those abstract authority. They must be follow and given the respect to be listen. This is one type of conversation that happens inside the company. Company's would have this new ideas and now the knowledge are the one that they give favour of and have the authority to be heard of. And this ideas are what companies use to improve their companies and service that they give to markets. This things are what they want for markets to have conversation on.

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

This command and control management that is made by the companies to control this conversation that is out in the market are made by their paranoia. They need to have this things because some conversation are cannot be controlled anymore. It just came out to the market. And without any notice some of this conversation are saying bad things of them. They close this conversation because some information are not controlled anymore. They need to made this management to protect on what their company has. And some private matters. But this shouldn't be that much because markets would not be attracted to them anymore. They would be out of trust because of too much control that they made. And to much command. Markets want companies who are honest and would be open with them on what is happening on their companies. People would be attracted to know and give ideas to them. So this style must not be put too much by the companies. This culture of paranoia must be avoided because it can kill the trust of the people around them. They must be open to their market and accept every complains that markets would say to them and improve on things that they have in their companies.

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

Paranoia is a fear that sometimes kill the conversations. Being paranoid that most words would be wrong. That's what companies has that they would just keep the conversation inside their companies with out noticing their market on what is happening on their company. This sometimes kill the conversation that is build outside the market. That most companies avoid because maybe having a fear that most conversation are too open that may destroy and know all the information that most are private that would be out in the market. But this point of having a lack of open conversation sometimes kill the companies. Because markets would have not known about that company because they don't build open conversation with their markets. This markets are their customer that build feedback about their works. And sometimes markets like when most companies are talking to them and having an open conversation. Talking to them like having a normal voice. Recognizing each other's voices. That's the point of having a good conversation with the market. And if that would be avoided by the company they would just kill their self with out people knowing them. And this conversation can be sometimes use to improve on what they have. So companies must listen clearly and understand what ever their markets said about them, maybe this could help them on what they are lacking of.

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

There are two conversations going on because there are two ways on how people talk. One in corporate way, like in those companies people talk formal. People talk for their company, they talk like people inside those companies. They have different way of talking to each other. In a corporate way they all talk on how they could improve their ideas and products. They share ideas to each other, but in a more formal way. Inside a company there are lot of high people who they would have conversation with and every kind of people they have different way of talking to them. Companies are too busy to have those many talks or to have those many conversation not like in market. The other way of conversation is happen in the market. In this way people talk to each other not in a formal way.

In the market people talk and have their conversation to sell products or to promote it with them. In a not so formal way, markets are conversation as what is said on the first part of this 95 theses. Not like inside the company it's hard to talk to each other and have a conversation. But in a market people would just talk and build a conversation that can be heard and said by anyone in the market. They build this two kind of conversation to have a different approach between the two. Because if both would just be simple conversation would not be that good. Conversation happens so fast with different way. So either way we are talking to each other and building conversation to the market and inside the company.

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

Basically arguments or disagreements are brought about not by bad talks or conversations, words that people say, but by people's personal intentions and desires. Sometimes people would say for their own good and not for their companies. Most companies would just care on their ratings so people would like them. They would not care on what could it be done to the people. What they can do and bought through their market. If markets would like what they bring us. Words are just evidence of a person's desire or ambition to be more powerful than others. That's why it is said that notions of command and control. It holds the general belief that people are by nature selfish and would push for personal desire of what they want. Context marketing/business it is a trade for a power play, a ballgame of controlling people to be successful. That they would just keep talking for their own desire without caring on what could be the affect to that in their market.

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

These conversations that happen in the market are said that most of them cannot be controlled any more. So these notions are said to be poisonous. That can kill one company's identity. This notion that happens inside the intranet worked must be generate and have a command control. They must build a control in their market to avoid wrong language, and not so good information that may come out. Or they must provide to protect their privacy through this conversation that happens. They must generate distrust to their intranet worked markets. Because they cannot control all language or conversation that may happen inside this intranet. This connection sometimes talks wrong voices and languages. Every intranet there must be and command and control that is put by the company's to protect whatever they have inside their companies. Because most conversation cannot be controlled anymore.

Conversations must meet the control with hostility by the intranet worked knowledge workers. They must control the conversation that is build in their networked. To also avoid mistakes and wrong voices. The knowledge of this intranet worked must be beyond with their expectations. So they could avoid mistakes and wrong language to their company.

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

As what is said on the previews number there are two kinds of conversation. Inside the company and in the market. This two conversation speak the same language. Maybe they have the different way of approach but they speak the same language. They both talk about business and about their products. In inside the company people talk on how to improve their service and products so markets would be attracted to them. And in markets people talk about what companies has build and how they like or dislike the product. They speak the same voice and they could recognize each other's voices talking in the sound of a business. On markets people talk to each other and build conversation. They also sometimes build conversation through the use of the network. People inside company build conversation through the network and also market. Markets most would be heard inside the network. Building conversation to each other and talking about businesses or products that they like or dislike. Companies and markets speak the same language as well as recognize each other's voices.

They recognize each voices by those words and topics that is build in the network. They talk about the same idea. But in different way and approach. But as we would see both of them are speaking in the same language and have same topic that is build inside the network or inside the market.

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

Smart companies would not just think of their self. They would care for their markets too. they would make a way to get the attention and trust of their markets and help the inevitable to happen sooner. They would help does ideas that will came out. And they would make things happen sooner not just for their company but for the care of their markets. They would make way to help their market and help their company to build a new team that has trust and would make them up. Smart company's would not just think of their things, they would also make way to help their market to reach them. And them to reach their markets need and wants. They would listen to what their markets would say. They would make a good idea to make their company grow up. And control those bad conversation that might get out in their way in internet conversation. They would help the market to get up and make all things happen as it was suppose to be.

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

If the willingness of the companies to get out of the way is taken as a measure of IQ then all would just have wised up. Because most companies would just get out of a way and just allow those thing to happen. Because they only cared on what they could be in their corporation that cannot be measure of IQ they are just thinking of their self. Then all companies and their would no more markets to trust them. Markets would just walk away from them. Like what is said markets want to talk in personal. They want to hear more, not just good things that corporate will said. They want to have their trust for them to be in that corporation. They want to be inside on what is the real thing happen inside in the corporate and be involve. Because they are the one who's having those things that corporations are giving them. They are the one who will use all those things so if something goes wrong they must be ready enough to face those things. So corporations must learn how to be involve with their markets.

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

Millions of online people now cannot be control, and must be controlled. Because this conversation is hard to control and prevent from going out in the market. Information would just let go out in the market without any concern from the companies. Internet conversation run fast. it is actively going out in the market and cannot be controlled. Companies should have to do with this or all the information would not be controlled any more and would just get out to the market and destroy their reputation. But they must also allow this market to see the real thing that's inside their corporate they must just limit those thing because not all things should be out in the market. Some things would just be need to kept in private for them to understand. But they must also know what's happening inside those markets.

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

In this part they say that markets talking to companies are suicidal. I don't really get why because it's a lot better for companies to listen and care or their markets on what they would say. Companies must be ready in every word that they would hear. And improve on what they have. They must provide the right service for their markets to like them. It is better if they listen and be open with their markets on that they have to say to them. They must be ready in every complains or good things about them. Companies must have this open conversation between them and the market. They must not be afraid to let people know about what they have. They must be open because markets would just build a way to talk to them and to let them heard by the companies. They want to be heard and companies must listen clearly on what their markets have to say to them. Because some companies are just talking without even caring for other. They just talk for their own intensions and without noticing what it could affect on their markets or to other people.

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

Most network markets search for the things behind the screen. They want to talk about most things that would make them believe. But only those language in a smokescreen of hucksters are the language that they usually make. That is usually false when is heard. The sad part of the company a networked market now wants more than what they know. They search more and even get ideas more. Now we cannot hide anything from the market. Because of the fast conversation that happens in the networked market. Conversation cannot be controlled anymore even if it's right or wrong. It just came out to the market and shock us with the truth. But most of this conversation that we heard are often false. And being misunderstand by the market itself. So company must learn how to explain their self for the market to get right information. And not just those words that come out to the market from the smokescreen. That is usually build by no one. Than those person who only wants to ruined the trust that company has to their market. They want to build a big conversation that usually false and has a wrong idea about them market.

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

Markets are now intelligent they don't just believe in the flacks and hucksters that talks all about good thing on their company. Markets want to have conversation with what's happening behind those corporate firewall. They want to go behind all things that is happening in front of them. They just don't want to see good things. they want to see and they had the right to know all the things that must be out to the market that has concern with them. But that has a limit some information should just be keep private between the corporation and that what they should limit. But they should also know that they should not hide anything from their markets. Markets need to know more about what's going to happen and anything that has concern with their business. Because some corporation just talks and build good conversation to the market. Without telling them what are the things that has been happening. And how could it affect the life of the markets. So markets now wants to talk more and not just flacks and hucksters. That fake their knowledge about what they should know. They want to be involve in the more personal matter of a corporation. They want to talk with the real reason and the real person involve with those matters.

So all corporations must be open and give the right information that their customers must know and markets must know. Or else fast conversation and wrong one would be out to the market and would not be controlled anymore. Bad things about them might come. so before that happen they must control it and tell the right things that their markets must know.

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

Markets want to hear all the things. They want to hear more and be in personal. They want to talk personally with those corporate. Markets want to hear things that they don't usually hear from the corporations. We are people who are in the market who want to hear the right and true words. Because some corporate would just talk but to only care for the sake of earning for their companies. They would not care on what the effect of their markets. Washing all those ideas again. Getting new and getting personal with the real things. That's what markets want to. They want something real and something that could make them close to the corporate. They want to hear good from their corporate. They want to see the corporate to get in touch with them. And would not just care to see on how they could earn. They need something else beyond those firewall of each corporations. For them to trust that corporate they want to see them talk with them in person.

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

I think this statement was about being open to the market. Letting the market explore to what your company has. Markets want to see more of a side of a corporation. Markets want to see what's behind those corporations, their plans and strategies. Not just the information that they put on their brochure or websites. Most of that information is just for front and not the real idea. Most corporations just put good things about their company that will get the attention of the market. But us, markets we must look behind those things. We must learn how to ask more. Corporations must say what they really think. They should be ready to be open for their markets. Because they are the one who will look at your best thinking, your genuine knowledge.

Corporations must learn that that information that they post out in the market must be more on what they can do. They must prepare more and show their markets what plans and strategies that they have and can do. They must be ready for the consequences that might happen. Not just for the good things but also for the bad things. Markets are intelligent now they won't allow those corporations to hide information behind them. And beside information runs fast now. It came out fast in the network market.

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

I think these workers that are talk about in this sentence are the employees inside those big or small corporations. They are the key to successful and running company. They make all the ideas possible and help the company to go up on what they can do. These workers who work inside those corporations must be out in the market. They made the proposal for their customers. And sometimes this worker is the customer itself. As a worker who made their proposal they need to talk in their own voices with their customers. Because they need to hear what their customers really want and needs. So they could improve their work and at the same time help the companies go up in the industry. They are the workers who make customers like their companies. So these workers must listen and talk personally with their customers not just those scripts like in internet web site or in brochure. This web sites and brochure only write to each other. But talking with the real voice is still the best. They could hear and communicate to each other and hear each other's want. They could get feedback easily from their customers. Because they learn how to talk with them and not just hide in their company's office. So these workers must be able to talk to their customers with directly voices. Using their own voices not just with the use of those scripts. And cannot tell if one is saying right or just making a story.

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

As of what I understand in this statement it's said that as market and workers why we need does researcher and other third-hand market to introduce us to other. If we can introduce our self by our self. Those faceless reports from the research studies that are made of papers or can be read anywhere. We are all tired of all the information that we get for our self in those remote control or papers or internet machines that provides information for us. Because of this new remote control or internet, people search for each other through this and they got introduce to each other through those network market. And through the information they get from there. But as said on this statement why do we need does faceless information that we get if we can just introduce each other with the real face. If markets would just be introduce by those reports they cannot explain their self clear. What if there is wrong information they put on those remote control. Even some workers they get their own information from that remote control or from those researchers. And sometimes those information are can only be given by their self. And sometimes some of that information is wrong. Information are best when it came from the real people who is introducing their self. But if not, we cannot say that those are real and can be believable.

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

Some are not listening to the real language that people say. People don't listen, only to those remote controls. Like what I said on the previous number why do we need does remote control to speak for us if we can just introduce our self to each other? If we can give our own information but some are not listening, they only listen to this different language. This language that is speaks by different people, this faceless screen that we can just read. Information that is wrote by others. And those markets and workers should be heard. Because they say some languages that we need and information that we most research. Most people listen to those faceless information that they get from those remote controls. We need to listen to the real voice, the voice of the markets and workers. Any information that we need must only be heard by them. Because they are the one who is in that place. Those researchers are sometimes just assuming on some things. They don't listen to the real language of life. The real fact of life.

So we all need to listen to the real language of markets and workers. Because those information that we can get from remotes are only speaking for their self not for all. Speaking those different language is like not listening to the markets and workers. Any information must be only heard from them. It must be clear but in the real voice of those people who's on that place.

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

Companies only speak for their self. Those jargons they sling around the press and with their conferences. They would not care if it can help all of them or not they would just care that their investors are hearing nice jargon words from them. That those words only for their own but for the market it has not to do with them. Like what I said on the previous number "we all need to listen to the real language of markets and workers. Because those information that we can get from remotes are only speaking for their self not for all. Speaking those different language is like not listening to the markets and workers. Any information must be only heard from them. It must be clear but in the real voice of those people who's on that place." those words are only for them and cared for them. Not for the market and their workers.

Those inflated self important jargon that they sling around only for their company, to show those press and for their conference that they are good. To show fake things, what that god to do with the markets and their workers. They are just caring for their companies and what other would tell to them. So companies must be aware for those words if they can affect the other people around them and if they are saying right words that would benefit all around them.

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

I think this statement tells about those languages that are fake. Some voices that we hear or read to that remote control are just to impress people around them. Because they need to have a good impression from those people, like their investors, Wall Street. But they do not impress their market from that kind of language that they speak. They don't care if the language they are saying can help the market or not. They would just care to those people that they need. If those words are real or can help the markets or worker. But not some of those words are just to help their company and make a good impression from those investor and Wall Street. They won't care if it's real or not. Or if it can affect many people or not. They would just be on their side without hearing other voices. Some company's just made those articles to impress their investors and make a good line with them. They only want to get the attention from those investors. And those in the Wall Street, but those in the Wall Street would not know if those are real or just impressing them. They don't think that in that way they are not impressing other like their markets and workers. They are disappointing them with the language that they speak and that they are not listening and providing the real needs of those people.

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

Companies do make mistake in just thinking to impress their investors, they don't know that they need those markets and workers because they are the one who help those company and work for it. If investors would know the real language they speak, they would walk away from them and find other company who are real and say language that can help others to not just them. Investor only sees and heard from the companies, but if they hear the real thing and understand the words from the market, they would walk away from those selfish company and find a new one. They don't understand that they must be real and can really help all the people, not just for their self. If they would know all those they would not allow them to talk that way and they would understand why those markets and workers are finding the right information from those company who only speaks for their self. And who only listen to what they say. They won't care if they are helping their people and market they would just count the words that can help them with their investors and to impress them.

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

Because you don't notice the presence and the importance of those market because all those company just think of people who can only help them. They make this things like advertising that are sometimes not real. And market want to talk to them that they don't give time to listen. Because your companies don't recognize those markets they are finding other company who can understand and be with them, or listen even to what they need. Because you don't notice those markets they recognize their self because of your projections. They find their self elsewhere where they can go and listen to what they need and what they need to say. And Because of those companies that most of them just think of doing their business and not minding the people who want to talk to them. Like what I said on the previous number Those companies are too busy promoting their self. They don't even notice to talk to their market and to hear from their market. Because of their too much advertising. People need some new things from them. Some new service that will make them believe to. Because if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things. And for their pay for you make all things worth. Show the market that the service you give to them is just right for what they pay you. because too much confident of what you have and not minding those things that are most important. Because some companies just think of what others would think to them. They don't care if they don't give the right service that people need and expect from them.

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

I think this means that the new market are now being created from the people because of those companies that most of them just think of doing their business and not minding the people who want to talk to them. Like what I said on the previous number.Those companies are too busy promoting their self. They don't even notice to talk to their market and to hear from their market. Because of their too much advertising. People need some new things from them. Some new service that will make them believe to. Because if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things. And for their pay for you make all things worth. Show the market that the service you give to them is just right for what they pay you. because too much confident of what you have and not minding those things that are most important. Because some companies just think of what others would think to them. They don't care if they don't give the right service that people need and expect from them.

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

Companies need to get down from their backs, because people on the market want to talk to them. Because of those companies that most of them just think of doing their business and not minding the people who want to talk to them. Like what I said on the previous number. Those companies are too busy promoting themselves. They don't even notice to talk to their market and to hear from their market. Because of their too much advertising. People need some new things from them. Some new service that will make them believe in. Because if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things. And for their pay for you make all things worth. Show the market that the service you give to them is just right for what they pay you. because too much confident of what you have and not minding those things that are most important. Because some companies just think of what others would think to them. They don't care if they don't give the right service that people need and expect from them. Companies need to get down from their offices if they want to join and get the attention from those market.

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

Advertising is what most of the company use to attract the market. And those advertising are sometimes not enough true on what they mean. They just put good things about their products or companies. Most of this that they post on advertising are not that real. And when market believe them they would buy the product that they saw that they thought that was good and when they actually saw it, it was far from what advertising post and give like the information on the use and the things that it can bought to the market. But this advertising is just for those company to make those people who wrote good things about them. To make them look good and nice. But this advertising thing is sometimes not good enough to make people believe in. Too much of the words that most are not believable to other. And markets are now immune to this advertising that they post through television, radios, and posters. Sometimes companies must forget this things and focus into more things that are important. Like getting the attention of their market. They are immune to this things that they say and post to the markets. They must be able to learn how to make things right and believable that will help the market too not just their company.

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

Like in the previous number they post too much advertising that sometimes are not enough believable. Like what I said "those advertising are sometimes not enough true on what they mean. They just put good things about their products or companies. Most of this that they post on advertising are not that real. And when market believe them they would buy the product that they saw that they thought that was good and when they actually saw it, it was far from what advertising post and give like the information on the use and the things that it can bought to the market. But this advertising is just for those company to make those people who wrote good things about them. To make them look good and nice. But this advertising thing is sometimes not good enough to make people believe in. Too much of the words that most are not believable to other". And if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things.

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

Those companies are too busy promoting their self. They don't even notice to talk to the market and to hear from their market. Because of their too much advertising. People need some new things from them. Some new service that will make them believe to. Because if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things. And for their pay for you make all things worth. Show the market that the service you give to them is just right for what they pay you. because too much confident of what you have and not minding those things that are most important. Because some companies just think of what others would think to them. They don't care if they don't give the right service that people need and expect from them.

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

Because of those companies that most of them just think of doing their business and not minding the people who want to talk to them. Like what I said on the previous number "Those companies are too busy promoting their self. They don't even notice to talk to their market and to hear from their market. Because of their too much advertising. People need some new things from them. Some new service that will make them believe to. Because if you want your market to talk to you, you need to tell them something like would make them believe and real. Something interesting that are real, like for a change because all company does all those things. And for their pay for you make all things worth. Show the market that the service you give to them is just right for what they pay you. because too much confident of what you have and not minding those things that are most important. Because some companies just think of what others would think to them. They don't care if they don't give the right service that people need and expect from them." And because of that they may not comeback anymore to your company because you can't even answer their emails.

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

Like what is said on the previews number, markets and workers are being aside by the company. They make their own voices that sometimes don't help other. It's just all about them. So markets and workers must understand their rights as people and should be heard off. They are being pay by those people but they have the right to talk and say. They want you people to listen to them. If you want your workers to work hard for you, you must be able to listen to what they need and what they can say before releasing a word to your investors or in a conference when only important people are to listen. You only say words that would benefit your company. But you don't take alert to those words that can help and make your workers and market love your company too. You don't make things just for your own good. You should be able to learn how to listen to people around you. And those people are the workers and markets because they are the one who knows what are the things that is lacking and what are the things that can help your company too. And in return to that you'll be able to get a good work from them. You pay them by your money so they work hard for you. But sometimes being too much rude with your workers and markets would make them go away. So if you want to pay them to work hard you should also be able to listen on what they say.

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

People want you to come out from those building or office and face them. Get to know them, enjoy with the. They want you to join them. Because they want to know you more. Some CEO or people who is in higher position just hide from their office. What they don't know is they need to know their market and the people who help their company to build. They want those inside the company to be with them. And help them in knowing the real things about the product that they buy. They need to talk in the same language for them to understand clearly. The same voice, because if people would be attracted with them they would get more customer and more people would like their company for being honest with the real things with them. Because some companies just tell something even if it's not real just to impress those people. They want those people in the companies to get down from their building and join the people down the town and be with them. So they could know each other and to get their trust because those people on the top are the one who talk to them personally and tell them about the real things.

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

Money is an important thing for each one of us. But does money make you happy? This should be remembered by those companies. Money is not bad to have intention as long as you work hard for it. And it came from the good hand or in good mind. But this money should not be the only thing that's on your mind. Especially in business, because you what if you're making decisions but the only one who would benefit are you and your company. If it would be bad for the people around you, you make decisions on your own even if you know many people would be affected. And that's all because you want to earn money fast. You could think that you would be successful but many people would be disappointed with you. You should also learn how to care to people around you. Being on the right path and right decision. Ask people around you, listen to their voices. And learn how to give others too. In that way you can get money, and you could say to your self that it's not the only thing that's on your mind the whole time. In that way you could also help other people around you and make them happy or get their support. They might help you as well. So in business, a voice of other people should also be heard of if you want to earn more and make people more.

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

Money is always on the path of conversation. Don't we just get tired of it. That all people are talking about it and it's getting boring. But people must remember in thinking all of this that they should no be people that they would step into when they want to earn this money. They must be careful and understand clearly what they need and if there are people involve to it before they step to what they want. Like what I said on the previous number "But this money should not be the only thing that's on your mind. Especially in business, because you what if you're making decisions but the only one who would benefit are you and your company. If it would be bad for the people around you, you make decisions on your own even if you know many people would be affected. And that's all because you want to earn money fast." but it gets too boring to talk about this things all over again, if people would just mind their self and do not listen to other. And there are other things that are more important to talk about. And make sure that those things make sense to you and other people. But all this conversation just end in one topic like money. It's all what they talk about. But what we don't know is some people are getting tired of hearing those words from other people. They want something and other things to talk about if front of them.

**82. 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?**

Sometimes those company who is like that is said on the previous number, who only talks about money and thinks for their self. Like what I said "But this money should not be the only thing that's on your mind. Especially in business, because you what if you're making decisions but the only one who would benefit are you and your company. If it would be bad for the people around you, you make decisions on your own even if you know many people would be affected. And that's all because you want to earn money fast" when products broke because they wouldn't care if they put good quality on it, the people who would be in the fault is the CEO or the people in the higher positions. Because they are the one who make plans and build those strategy. And sometimes because they don't care so much about their strategy that would make them down. And when those fault came, those people who are in the higher position cannot face those people who are affected because of their bad strategy. Because they cannot face the truth that they make those mistakes and the people who will suffer for them and answer for them are their workers. They cannot face the real thing that they make those mistakes. At the start they should be ready for it. Because the fact that they don't make their strategy well will make them down and make those troubles. So those who are on top should be aware of this.

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

Like in the previous number, they don't take this people seriously. This people want to say that they want to hear something real from you. Like the way you treat those Wall street Journal. Because these companies want only the good for them, they take this journal seriously because they want to make a good name for them. So when it is out for the market it would be nice. But what about this people who experience the real thing that what you are saying from those Wall Street Journal are not the real things that is happening. This people on your back who help you, those are the people who you should be cared of. And not only those people who would make with a good data from those remote control. Because when people see those they are expecting that those are real. And can be real for them. That you are doing those things for them also. Because they see those good information from Wall Street Journal and they would be attracted because they thought that was real then they would see you not doing those things that you said. They want you to take them 50 more million serious than those journal who post all about good things about their companies.

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

As said many people are still hide from those information they put online. On the previous number it is said that "This people want to say that they want to hear something real from you. Like the way you treat those Wall street Journal. Because these companies want only the good for them, they take this journal seriously because they want to make a good name for them. So when it is out for the market it would be nice. But what about this people who experience the real thing that what you are saying from those Wall Street Journal are not the real things that is happening. This people on your back who help you, those are the people who you should be cared of. And not only those people who would make with a good data from those remote control. Because when people see those they are expecting that those are real. And can be real for them. That you are doing those things for them also. Because they see those good information from Wall Street Journal and they would be attracted because they thought that was real then they would see you not doing those things that you said. They want you to take them 50 more million serious than those journal who post all about good things about their companies." And does information they put online are not real. There are some people behind it. And that's what people want to see and hear from. those people at the back who can come out and face them to tell the real them.

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

Market has a lot of question that sometimes company doesn't mind answering. Because of the though that they only care for their own good and only answer question from those people that can help them or they need. They put good things on their adds and if people ask question about that they cannot even face them or answer them straight. They don't mind talking to their market. they let their market talk and ask each other question about those things. and that result to a bad thing. Because sometimes the opinion or answer from other people are not right. So they must hear straight from you some right things that they need to know. Some company don't have tight rein on their people and maybe their among the people who markets can turn in too. Because those are the people who would have care for them. Those are the people who can answer their needs. But sometimes companies must mind answering those question because they are the only one who knows those things and who would know what is the right answer for those things. they are the one who are responsible for those questions that market ask. So company must make a quick attention to this problems.

- 86. 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.**

When this people on your market make effort to be your target market, and being busy on knowing your business more your too busy too not minding them. As what I said Market has a lot of question that sometimes company doesn't mind answering. Because of the though that they only care for their own good and only answer question from those people that can help them or they need. They put good things on their adds and if people ask question about that they cannot even face them or answer them straight. They don't mind talking to their market. they let their market talk and ask each other question about those things. and that result to a bad thing. Because sometimes the opinion or answer from other people are not right. So they must hear straight from you some right things that they need to know. Some company don't have tight rein on their people and maybe their among the people who markets can turn in too. Because those are the people who would have care for them. Those are the people who can answer their needs. But sometimes companies must mind answering those question because they are the only one who knows those things and who would know what is the right answer for those things. they are the one who are responsible for those questions that market ask. So company must make a quick attention to this problems. So market makes time for you, you also have make time for them.

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

You must think that market wants your attention. They want you to know what's happening their outside your place. They want you get to know to their place so they'd understand you. Market has a lot of question that sometimes company doesn't mind answering. Because of the though that they only care for their own good and only answer question from those people that can help them or they need. They put good things on their adds and if people ask question about that they cannot even face them or answer them straight. They don't mind talking to their market. they let their market talk and ask each other question about those things. and that result to a bad thing. Because sometimes the opinion or answer from other people are not right. So they must hear straight from you some right things that they need to know. Some company don't have tight rein on their people and maybe their among the people who markets can turn in too. Because those are the people who would have care for them. Those are the people who can answer their needs. But sometimes companies must mind answering those question because they are the only one who knows those things and who would know what is the right answer for those things. they are the one who are responsible for those questions that market ask. So company must make a quick attention to this problems.

**88. 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?**

They don't always need your company. So if you don't make time to talk to them. And not change anything they don't even care. They just want for change so it would be good for your business. But you must also make attention to what they need. And listen or talk to them. They need your attention and face to face talk with them. So you could listen to each other and hear each needs. Market has a lot of question that sometimes company doesn't mind answering. Because of the thought that they only care for their own good and only answer question from those people that can help them or they need. They put good things on their adds and if people ask question about that they cannot even face them or answer them straight. They don't mind talking to their market. they let their market talk and ask each other question about those things. and that result to a bad thing. Because sometimes the opinion or answer from other people are not right. So they must hear straight from you some right things that they need to know. Some company don't have tight rein on their people and maybe their among the people who markets can turn in too. Because those are the people who would have care for them. Those are the people who can answer their needs. But sometimes companies must mind answering those question because they are the only one who knows those things and who would know what is the right answer for those things. they are the one who are responsible for those questions that marketing to them, they might turn to other companies who can be more attentive, interesting and more fun to play with. This business is like a game, you need each other to win the game. So you must also think of them not just yours because they are the people that you need in this.

**89. 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.**

When you finally realize that those people are the one that you need and you take action of listenin to them and making attention to them. They would like it and be on you side always. Because markets are the most important part of a business that you must not lost. Because they are the one who help you with what you need of. And if you make attention to listen and talk to them, it would be a lot more better for them than listening to those adds, television adds or etc. And reading those websites. It's a lot more better to talk to them in person and hear what they want to hear from you. because they are the person that you need too. And those corporate website that they are seeing are just one of those remote control language that are sometimes not true and you cannot really have answer with those things. So if companies make attention to them, it would make a nice conversation between them and would make a bond that will last and help each other needs.

**90. 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.**

Company must not be confident if they have those people because they have no part in this world. If they don't make attention to this people, people wouldn't mind getting their attention too. because their a lot more things that are important and make attention of. And when you finally realize that those people are the one that you need and you take action of listenin to them and making attention to them. They would like it and be on you side always. Because markets are the most important part of a business that you must not lost. Because they are the one who help you with what you need of. And if you make attention to listen and talk to them, it would be a lot more better for them than listening to those adds, television adds or etc. And reading those websites. It's a lot more better to talk to them in person and hear what they want to hear from you. because they are the person that you need too. And those corporate website that they are seeing are just one of those remote control language that are sometimes not true and you cannot really have answer with those things. So if companies make attention to them, it would make a nice conversation between them and would make a bond that will last and help each other needs.

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

Companies don't even realize that this market that they ignore can give them more higher price. Because they spent to much billions of this y2k. but they don't know is this market are the one that they must not loose of. When you finally realize that those people are the one that you need and you take action of listenin to them and making attention to them. They would like it and be on you side always. Because markets are the most important part of a business that you must not lost. Because they are the one who help you with what you need of. And if you make attention to listen and talk to them, it would be a lot more better for them than listening to those adds, television adds or etc. And reading those websites. It's a lot more better to talk to them in person and hear what they want to hear from you. because they are the person that you need too. And those corporate website that they are seeing are just one of those remote control language that are sometimes not true and you cannot really have answer with those things. So if companies make attention to them, it would make a nice conversation between them and would make a bond that will last and help each other needs.

**92. 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.**

When you finally realize that those people are the one that you need and you take action of listenin to them and making attention to them. They would like it and be on you side always. Because markets are the most important part of a business that you must not lost. Because they are the one who help you with what you need of. And if you make attention to listen and talk to them, it would be a lot more better for them than listening to those adds, television adds or etc. And reading those websites. It's a lot more better to talk to them in person and hear what they want to hear from you. because they are the person that you need too. And those corporate website that they are seeing are just one of those remote control language that are sometimes not true and you cannot really have answer with those things. So if companies make attention to them, it would make a nice conversation between them and would make a bond that will last and help each other needs.

**93. 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.**

When you finally realize that those people are the one that you need and you take action of listenin to them and making attention to them. They would like it and be on you side always. Because markets are the most important part of a business that you must not lost. Because they are the one who help you with what you need of. And if you make attention to listen and talk to them, it would be a lot more better for them than listening to those adds, television adds or etc. And reading those websites. It's a lot more better to talk to them in person and hear what they want to hear from you. because they are the person that you need too. And those corporate website that they are seeing are just one of those remote control language that are sometimes not true and you cannot really have answer with those things. So if companies make attention to them, it would make a nice conversation between them and would make a bond that will last and help each other needs.

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

This market and companies are linking and talking to each other. they are watching for each other's good. But they must not wait and be on the side if this markets needs you. they must not be ignored. They are the people who help you with all the things that you make most so they must not be ignored or be waited. They must be treated well as they treat you. You must connect with them as they connect to you. you must help them as they help your company goes up. You must be ready to answer all their question and be right their where they need you. because this companies are the one who make connection with you and must not be kept waiting for you. Because if you don't make attention to them they wouldn't not make an effort wait for you because there are other companies their that may be more attentive to them.

# *Book Review*

Book: The Long Tail

Author: Chris Anderson

Amazon Link:

Library Reference: N/A

**Quote:**

“Popularity no longer has a monopoly on profitability.”

**Learning Expectation:**

In this book as I heard from our discussion about this book, I expect to learn how does this online sale can affect our living. And how does this help to make our economy grow. By selling all things through the internet. And if it is more effective than just selling in a normal way. How does market grow that fast. And why this book is called the long tail.

**Review: The Long Tail**

In this book they discuss some anatomy of the long tail. They show some diagram of different company who sells online. They show how this affects the new growth of the market. That this online retailer sells more than normal retailer. That how come in online store who offer lesser products sells more than a normal store who offer a complete set of that product. They shown some diagram sample of online store who sells fast in retailing, like the Rhapsody, Amazon and Netflix. And how this Amazon.com sells more book than a typical bookstore in the street. And even they sells more than them.

They also discuss some stuff about how industry didn't understand what market really want from them. That even there is a little demand for the stuff that isn't carry by some normal market or retailers if people would want it they would surely buy it. So why bother if your product is not selling the important is that the availability of that so if someone would like it your store would sell. That's the big niche of those online retailers from the normal retailers. Online retailers could sell millions of product even it didn't sell that much. They lost nothing it would be easy for them to find that product. While in normal store they only sell products who sell on that time. Some old products could not be buy anymore.

They even set rules on how could retailers sells their product, number one is make everything available. You must be ready on everything, making products available even it's not on time. Being complete has nothing wrong. You must be ready to provide everything that your customers need. The company's first lesson is to embrace the niche. They must be able to learn how they can have niche with other company.

The second rule is cut the price in half. Now lower it. Now because of this apple itunes stores you can buy one track for a lower price. Maybe it's just the same when buying in one cd. But this allows you to choose different tracks from different artist. It's better than just buying one cd with only one artist. This idea makes the online retailers have more markets than just a normal retailer in the street.

And the last rule is "Help me find it" let the users find it quickly. Like in online retailers it would be easy to connect the artist by how it sells. When the professor show us on how does this works you would be amaze to see how this popular artist are being connected to those artist who still don't make name. They put everything that you need in just a click away. Because some people still want to search for classic music it would be easy for them to see what they need. Compare to normal retailers they could just offer the new and most popular products. They would only put a stock of little of those classic ones.

The most affected part of this new trend are the entertainment industry. Because they are the indemand products that most people look for. There are some advantage for this new way of retailing. And now it's time has come to develop and evolve in the new world and technology.

**What I have learned:**

I have learn what can this new retail has to offer us. Those even impossible things could be possible. That this has helped us in finding what we want more easily. This new retailing way has helped us a lot. And I learn the difference of this online retailing than a normal retailing.

Book: RETAIL MARKETING (Theory & Practice)

Author: David Cook & David Walters

Amazon Link: [N/A](#)

Library Reference: HF 5429 C66 1991

**Quote:**

“We consider goals to be the ultimate long run, open ended attribute or ends a person or organization seeks, while we consider objectives to be the intermediate- term target that are necessary but not sufficient for the satisfaction of goals.”

**Learning Expectation:**

In this book I expect to learn more about retailing. On this chapter like what it is said on its title the role of marketing in strategic decision making. I want to know more about on how retailing became the role of marketing in strategic decision making that consumers made. To see more about the strategic decision we make and how we can achieve this kind of decision making. What are the things need to remember in having all this things. And what are the roles that we need to learn.

**Review: Chapter 2: The Role of marketing in strategic decision making**

In this chapter they have introduced the strategy in retailing companies is likely to be most successful when the company is marketing led by an increased awareness of the importance of retail marketing. That led to, clear definitions of market segments, target customers and retail offers needed to reach them. Emphasis on the creation of exclusive positioning through the composition of the retail offer strategy to develop competitive advantage. Development of the retail brand to emphasize the selected positioning that is supported by retailer branded merchandise and services. And an awareness of the value of information to monitor markets and customer shopping behaviour for both strategic and operational planning.

This Marketing led is a short, medium and long term activities towards maximizing customers satisfaction and by achieving high level of performance and this are achieved by adding ranges to the

existing assortment, increase the size of new outlets and closing order and by expanding geographically. This requirements could relate to assortment or customer service.

We make suggestion then that is when for retailing and retail strategy the role of marketing has been important. But if the process or strategic planning is directed towards achieving this factor is said that is more likely that business decisions will be successful if they are supported by effective marketing decisions.

There is what they called critical success factors that can be regarded as a comprising number of key variable. Many of these will be seen not to be mutually exclusive and could not be directly influence by marketing decision. This csf may be well dependent among others.

The most useful definition of retail strategy can be describe as corporate intensions in some terms. Examples are the corporate goals like description of the business mission, positioning statement within that mission and explicit view of the requirements to achieve sustainable competitive advantage.

But before we consider the role of marketing in the strategy process, we should consider the role of strategy in retailing more first. Like if positioning is seen to be the primary importance in that it indicates to the selected target market the precise nature of the retail offer. It is said that it follows the marketing, financing, property, personnel and system. These are facilitating or support the activities which implement the position strategy.

These are the important issue because it suggest three levels of organization strategy like corporate strategy, functional strategy and support strategies. Corporate strategy and support strategy was explained by considering primary requirement to be a clearly articulated positioning strategy.

**What I have learned:**

In this chapter I learned the role of marketing that was described as a support strategy with a service role. And some levels of strategic alternatives that are describe in this book. And that the role of marketing strategy has affect the decision making of each one of us.

*Interviews with 20 Web 2.0 Influencers*

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Max Mancini Alan Meckler Eric Engleman  
**web 2.0** Gina Bianchini  
Dorion Carroll Raju Vegesna  
Richard MacManus  
TJ Kang Patrick Crane  
Shaun Walker Biz Stone **heroes**  
Seth Steinberg Joshua Schachter  
Ranjith Kumaran Garrett Camp Rodrigo Madanes Rod Smith  
Tim Harris Bob Brewin & Tim Bray Michele Turner

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**Bradley L. Jones**

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Bradly L. Jones

Amazon Link:

Library Reference: N/A

**Quote:**

*"The bigger the target, the more attention you get from  
the bad guys."*

**Learning Expectation:**

In this chapter I expect to learn more about eBay. On how they make money through their market. How they earn and make their process. What is the use of the web 2.0 on this web application.

**Review: Chapter 1: Max Mancini: eBay**

In this chapter it tells about the eBay, on how earned in their way. But what is eBay? eBay is an online auction, it's a transaction where people sell items to buyers on auction site that carries name. They are centered for charging a fee for bringing the buyers and the seller together. This is how eBay makes money but there is also other service that they make like Paypal. This makes the buyers and sellers easier to exchange their money.

Max Mancini is the senior directory of disrupted innovation of eBay. He led almost 70 developers at eBay. He runs eBay platform and Disruptive innovation team. Max Mancini explains the two teams that he work for. The Platform side where they offer a series of web services that led third party create applications that tie into eBay's ecosystem. While the disrupted innovation role is to inspire innovation through experimentation.

There are two present big trends that they are facing now, the first one is that buyer expectations have grown in terms of what they demand from online commerce. They expect more interactive experience. People would expect to see more on your application like the Flash, Ajax and JavaScript enabled across the web. While the second trend is they are closely monitoring a social commerce. That people now are sharing their contact information by online. They are now being connected with this new application through the web like facebook, myspace, Plaxo and LinkedIn. eBay is building a direct impact on how they share the overall trust model that exist. That's why they think of something important to

experiment with social environment participation and learn how it affects what people are doing in commerce and how it affect the business.

There is now a trend that people are more willing to share their information now. eBay build something to see how it can affect the people around them. They have launched the Facebook application where people can share more information faster and easier. I am also a member of Facebook now this application is a lot more fun to use because they have more features that you would enjoy like games and sharing information with your friends. Where you could see what your friends are doing that would make your interest more. A more entertaining site for people. They see a different twist between the two when you're on eBay and when you're on Facebook.

Max Mancini and eBay describe the Web 2.0 as "atomization of the web" where its taking all components and making them available so people can combine them in ways that you would never considered. It's an innovation that built on top of platform or web services and distribution of information. This we can now combine information from multiply sources easily and distribute information around. Web 2.0 is creating a lot more open that you can integrate things that you would have to build from scratch before. Before facebook was hammered on how they shared information.

Max Mancini has describe on what would he think would be on the next big thing he said that "I would rather spend money building our platform structure and web services, so that when the next big thing happens, our platform is that next big environment. For eBay, obviously we have our three major businesses, PayPal, Skype, and eBay marketplaces, and those are independently very huge markets for us. I'm not specifically looking beyond our marketplaces' business and how buyer experience and social commerce might affect those." Without this personal home pages evolving like blogs, or self publishing in any way all those things are really foundational elements.

eBay is one of the best known successful web sites. This gives us great web experience. Web 2.0 is people opening their platforms to allow other to use the information. This web 2.0 enabling people to create new things. they said that enebling your business to operate no matter what the next big thing is and let other catch up you have nothing to lost.

**What I have learned:**

I have seen the view of max mancini, on this chapter. I learned that maybe how you want to create things you must try a new one and let other catch up to your work. That the web 2.0 has enable us to share our information through the use of the new technology. That this new web has open to the people and accept it fast.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Bradly L. Jones

Amazon Link:

Library Reference: N/A

**Quote:**

“It would be a great mistake to think that what we see today is what we’ll see in five years.”

**Learning Expectation:**

I expect to learn more about Internet.com and what is it all about. And what does Alan Meckler said about web 2.0. How could it be connected to internet.com. And to learn more about their company on what’s their building in internet.com,

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

An internet.com is a site name that’s easy to remember and one of many website and products that make up Jupitermedia. It is more than just a site, it’s a channel into some other parts of Jupitermedia. And Jupitermedia has two kinds, the Jupiterimages where it provides photos and other graphic images and the JupiterOnlineMedia which provides information for IT people.

Internet.com is a portal to an impressive list of sites. Allan the CEO is one of the early pioneers in tapping the internet. He was in charge to study about internet. He tells about the past things that has happen. That before internet in 1990 was only used by certain government agencies and academic institutes. Only few people would know about it. But he said that “The Internet was going to have a greater impact perhaps, than the computer and it was going to be all-encompassing.” When he started a newsletter called “Research and education networking” he found that internet would be able to do primary for academics and research libraries.

Web 2.0 for Alan is just a continuing evolution of the ability to inexpensively getting information, data and now entertainment. He believes that in 1990's there were Web 2.0 properties. It was mocked, when the internet had bubble crash in 2000, those properties became known as the laughingstock of what brought the internet down. He is one of those people that think Web 2.0 properties are jokes. He thinks that web 2.0 property is revenue. It's tied into a sideline or another companion business that does have an E-Commerce offering. Web 2.0 is standing by themselves with the idea that they will be the next Myspace, Youtube or Facebook.

Web 2.0 is misunderstand by the people, because there were a lot of Web 2.0 properties before that didn't make it. And if they would come along today they would probably be consider more valuable that they were consider before. Alan said that he think Web 2.0 is great but he feels that it's just an extension of what was already in 98/99.

He said something about web 3.0 "I think there are tremendous possibilities. The better term for Semantic Web might even be Linked Data, which I think is a little more understandable. I think Semantic Web may be too esoteric for people to understand. Linked Data Web is easier to understand." Believe that linking of data would be truly automated because the trouble with the semantic web is too esoteric. Anyone who used the internet for searching can immediately understand when you use the term Linked data.

The trend that we think that you have seen it all already but in fact we haven't seen anything yet. Alan Meckler has been involved with the use of the web since the days it was open to the public. Web 2.0 is just a continuing evolution of the ability to inexpensively get information, data, and now entertainment out to the consumer and to the business world. And in soon years mobile phone will make it possible to attain more instantaneous and spectacular business.

That within 10 years, you'll talk to your computer or your browser already. Whatever information you would be needing it will find it for you. That's what's the next trend that would face then new web 2.0.

**What I have learned:**

I have learned that even web has already given us what we need, we has not seen it all yet. We don't truly understand the purpose that brings us by the web. And it has evolve already for years. Since before compare to that internet before is only use by the business world but now internet is mostly use by people. He said that maybe in years computers would be talking to us and just give us information that we need.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Bradly L. Jones

Amazon Link:

Library Reference: N/A

**Quote:**

*“The users are now in control, whereas in the past they were not in control.”*

**Learning Expectation:**

In this chapter I expect to learn about the Bloglines. And what does Eric Engleman think about the web 2.0. how does this affect the Bloglines in the real world. Does web 2.0 has a impact in Bloglines.

**Review: Chapter 3: Eric Engleman : Bloglines**

Bloglines is one of the top list that you'll see on most popular sites related to blog. It was created by Mark Fletcher in 2003. It was now a free online servie for newsfeeds, blogs and rich content.

Eric Engleman is the GM of Bloglines. He worked in major companies like Yahoo, Earthlink and Excite@home. He made a transition on online at CNN. BlogLines is one of the early innovators for Web 2.0 it was launched in 2003. Mark built the tool for himself. He saw that there were a lot of blogs that were coming online and people were writing a lot interesting things online.

For him and to bloglines web 2.0 is such a big thing. When he look at web 2.0 he sees two documents to center the conversation. One is the cluetrain manifesto that was one of the earliest conversation leading to web 2.0 and the O'Reilly web 2.0 doc that was published in 2005.

Bloglines may not be the application as a platform yet, but is definitely “web as the platform”. It is about consuming data and all about consuming RSS feeds. There is a great things that bloglines that they have created different JavaScripts to enhance their bloglines.

Eric talks about the difference between web 1.0 and 2.0. That the web 2.0 today is very different than web 2.0 in 2005. Today it offers plenty of delight and surprise. It has brought the learning curve down to a really low level. It has definitely pushed the advertising model first. The technology that is cost by the web 2.0 is become far less and people are a little more prudent.

Before people did not have control but today having a user controlled experience and leveraging the end user creates added value. People now expect the service to be 24/7 a very reliable and they expect it to be free.

**What I have learned:**

I have learned that in the new Bloglines are now what people use. They use this to share what they know and to express their self. There is a big different between the web 2.0 today and before. That in the tech world, a lot of these things are still really complicated for the average person.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Bradly L. Jones

Amazon Link:

Library Reference: N/A

**Quote:**

*“The best, most innovative ideas, we haven’t even come close to seeing yet.”*

**Learning Expectation:**

In the previous chapter it tells about some application or about internet. Now in this chapter I don’t really know what is Ning. I expect to learn about it and to know what it is all about and what does Gina Bianchini tell about it. How is it related on the other chapter and in Web 2.0.

**Review: Chapter 4: Gina Bianchini : Ning**

In this chapter it tells about how does “Ning” differ from other social networking. On what it set apart from other social networking sites. Now people can just go to Ning and set up a social network on any topic for any people with features that they want. It said that Ning provides a platform for creating social network and leaves us to decide the topic we want to. This provides the Ning’s platform to grow. Ning only takes a minute on creating a social network. It provides a faster way to build what people want on the network. You can either decide if you want your network to be private or public to everyone. There are also features that Ning has provided us, such as videos, blogs, photos, forums and more. There are many sites in the network and you don’t need to create your own, you can just join to the existing site that they have provided you.

Gina, one of the creators of Ning has based this application to see what if everybody had the opportunity to create social networks for anything. Gina is the hero in the Web 2.0 space. She provides some great insights about social networking and the world of the web. This motivates her to create the Ning to give the people the freedom to create on their own. By giving people the freedom and choice and the ability

to meet with people in different parts. This gives Gina a work instead of just spending a lot of time thinking about what Web 2.0 really means.

Web 2.0 has not yet defined. Because people are still agreeing to each other on what they think it should be define with. Technology change fast, the network has been evolving fast and making everything available. That's what gina has focus on first. As you can see as time go. The community seems to love the new network that they have. Ning is earning through the rights that people buy from them. But they provide free service to people. You can also purchase some number of other premium services that you could get.

They have provided several choices of language for the different kind of people they could offer their services. The most important for the ning is that people could create social networks in whatever language they choose. The opportunity they bring is so big.

Social network is having a hard time getting people. Because you might say that there are 15 millions of people who register on your network but there are 1.3 billion person online population who have actually been on a social network. As time will pass an increase in number of social networks for every conceivable niche, need interest and location in every language will conceive purpose. And will extend and expand communication cannot imagined today

**What I have learned:**

I Have learned that maybe we have a growing network that let us communicate to each other. maybe they can say that they are successful but really not all people are being on your network. There are many people in the world and as time pass by all this technology affect this people. That this web 2.0 has affect the life of the people. And I also learn when Gina tells about something that instead of thinking of one thing try to do something else and you'll learn that there are more things that we can make.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Darion Carroll

Amazon Link:

Library Reference: N/A

**Quote:**

*"It's a good time to be in this industry, but it's also a challenging time."*

**Learning Expectation:**

I expect to learn the connection of the technorati to the web 2.0. How does Darion Carroll made web 2.0

.

**Review: Chapter 5: Darion Carroll: Technorati**

Technorati site is composed of blogs, business transactions and other things that can be found and read on a website. In this book according to the Technorati site, there are more than 175,000 new blogs on their site. And when Web 2.0 is about people or blogs, then they are deep into it. They track more than 100 million blogs and more than a quarter a billion pieces of tagged social content. Darion Carroll is Technorati's vice president of engineering. Prior to working at Technorati, Darion 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

person to discuss the topics of Technorati and Web 2.0.

Darion's time and position at Technorati, along with his prior experiences regarding the world of blogging and, more importantly, Web 2.0. Technorati is just past its fourth anniversary as a company. Her background is dealing with large-scale Internet applications, databases, large-scale systems, and distributed systems, reporting, sponsorship serving, building mixtures of search and database work. And building products that actually help the company make money. Four years, building

P&L systems, data warehouses, point of sales and analysis She love doing things that impact millions of people.

The company was founded by Dave and a couple of people that he recognize each other, build community, and create connections where they happening in near-real time, and “What are people saying A bunch of other folks started recognizing that Technorati was a place to go to find out, “What are people saying classic search, such as, “Is anybody looking for my name, or did anybody mention my name?” and actually developing things like, “Who’s linking to my blog?” other web page and linking?” These were lightweight social gestures, people were focusing attention as expressed by these lightweight gestures. easy-to-install-and-operate self-publishing platform, a blog platform, People could start creating connections. Technorati was able to find these connections again in near-real time. Real button on a blog post, there’s a thing called a ping, which is really just Technorati is one, Ping-OMatic, changed. Make it available to people for search and discovery and aggregation in two. Accountability with blogging of real-time public discourse around concepts, whether it was technology of the offices and built out a brand-new version of Technorati for the Democratic National Convention (DNC). Bloggers were starting to blog about the convention. Again, “blogging” wasn’t really a common household word at that time, People at least saw our logo, our brand—Dave was up there. This concept of people just writing about whatever they wanted with no control This thing called Technorati Authority, which says how many people, how says, “Hey these people actually went to the trouble to reference this guy, and we’re not counting how many times you referenced it, so if you link bloggers exist, but we found that liberal bloggers would link to liberal blogs, right-wing conservatives to conservative bloggers, and the guys in *Post*, *The New York Times*, or *The Wall Street Journal* about that candidate Convention (RNC), and that went pretty well; site traffic grew dramatically couple of people were figuring out what this thing might be, how it could product on top of it.” business?” that millions of people want to use, are addicted to using, and understand. It’s no longer the one-way Web, where a bunch of corporations or people with deep pockets can actually afford a web site and they put read them, but through some of these social gestures, if you reference you, I personally feel I want to reference these people back, even if it’s just It’s just a way to get people connected and there are these myriad of clusters of communities of people discussing all kinds of different Quite often I’ll get into these comments back and forth on people’s blogs. They’ve launched a couple of products. Being a data junkie, I watch real-time traffic to link to the new product we’ve just launched? lets people keep track of “What’s your favorite blog?” come back to Technorati, and we’ll of blogs in real-time sort, timesorted results. I wrote a blog post on my blog and linked back to him, Favorites product. watching Technorati. compelled to blog about it. It is interesting the diversity of the people that visit the forums. world is represented.

Creation of what is Web 2.0. discourse, 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 Web, whether it’s through lightweight social gestures of linking, connecting with people. 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,

Semantic Web—upgraded from that first course of HTML and web-server The web displayed. In the past, people had to write all kinds of it, it's just HTML, and the CSS guys and the web page developers can actually style that information. displayed. Tantek Çelik, our former chief technologist, would say, "Your web page is That if you're using HTML, and you have strict and valid HTML, from a technical perspective, your web pages are valid and can be Technorati, and at the same time, there are underlying pieces [that define] right off the main web sites. have RSS feeds, we have XML based APIs, and our web site validates XHTML strictly, well—most of the time.

Part of the idea of microformats.org is an open web site you can go to. The site has definitions. look to adopt existing standards Last Name. standard. At Technorati we've done some prototype and some lab work, and put a web page and the proxy server. Actually, an hEvent might contain hCards for the people that. If you want to just download proxy. create something that says, "Here's a link you know, Technoratitags." They've created a microformatted tag reference. this link text is a tag relationship," in that you'll find the post that contains this tag in the tag space referenced at that link. whether it is from the RSS feeds or actually from people using blogging Huge phenomenon. People through the use of tags across the Web. if you search for something like *iPhone*, it turns out there are a bunch they've tagged their posts content page on Technorati under [technorati.com/tag/iPhone](http://technorati.com/tag/iPhone).

Technorati would not be where it is now if we hadn't cut corners. next idea." When we were tracking 100,000 blogs and maybe 200,000 to 300,000 blog people query it in real-time. are coming in and the number of reads, because you're still a little web site, you could probably let people run the queries right from the web site. You of servers. time, for a company like Technorati, we're basically trying to pull together all of this information in near-real time and present a compelling search experience for people, with algorithmic and not editorial bias; part of what if you didn't have the data supporting it.

In terms of Technorati, there are some very talented people that are here think has the potential to change the way people interact with each other and interact with web content.

**What I have learned:**

I Learned that It's not about mass marketing; it's about actually understanding the masses. A huge swell of people can react positively to a major corporation acknowledging their mistake, putting a plan out there and letting folks engage. And actually talking to people is a good idea. You need to be transparent, you need to be open. It's not about controlling the message. It's not 20th-century one-to-many mass marketing. It's about honestly trying to engage an audience and hear what they have to say and if it's bad, it's bad.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Raju Vegesna

Amazon Link:

Library Reference: N/A

**Quote:**

***“Security is not something that you address in a day.”***

**Learning Expectation:**

I don't really know what to expect from this chapter because I don't know what does Zoho means, but I think it tells something about web 2.0 the how does Zoho became web 2.0/

**Review: Chapter 6: Raju Vegesna: Zoho**

Zoho.com is an office productivity suite from AdventNet. They provides a number of tools including an online word processor, an online spreadsheet, an online presentations tool, an online conferencing tool (Zoho Meeting), an online notebook (Zoho Notes) for taking notes, a scheduling and planning tool (Zoho Planner), a projectmanagement 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. I'm Raju Vegesna and I've been working with Zoho and the parent company [AdventNet] for the last seven years. Zoho is not a company; it's a division. Many people think that Zoho is a separate company. It is an Open Source CRM application that is another brand of AdventNet. Software in general. 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.

The grassroots movement is what they would define Web 2.0 as. That, in general, is Web 2.0. There are several terms that are coming for the same Web 2.0 concepts ported to the business market.

Zoho really fits into the work side. Their tagline is “Work. Online,” so they provide a set of tools that enable an individual or business user to do the work online. Online applications simplify collaboration. They have about 16 applications along these lines, providing the infrastructure of the basics of the applications that the user needs. Then they also have something called Zoho Business that is for business users. There are two versions—a free version and a pay version—but those sets of tools for business users include applications like CRM project management, web conferencing, etc. So essentially again, they divide the applications into two buckets for now: Zoho Personal and Zoho Business.

Eventually they plan to have other offerings such as Zoho Education for students, and then Zoho Enterprise for enterprise deployment.

Wiki is just one concept. Personally, apart from Zoho, they think wikis are going to die and merge with online word processors. If you look at online word processors, they're all pretty much the same. If all of us use the same web-based word processor, then formats don't matter; it's all there on the Web. If the concept of linking comes to the webbased word processor, then pretty much you have the same functionality as the wiki word processor. So real-time collaboration and real-time communication is what is enabling the web-based word processors. There are some good Web 2.0 applications, like Digg, where the content is given to the users to vote which is the best. The Read/Write Web concept comes into Wikipedia. I think that's what Web 2.0 is a combination of the wisdom of the crowd and the Read/Write Web.

Many people consider that Web 2.0 is AJAX. AJAX is just a technology, but again, AJAX does play an important role in Web2.0. But AJAX is not Web 2.0

Many people are getting a wrong impression of Web 2.0. My perspective is that Web 2.0 is not AJAX. It is a concept of Read/Write Web. The technology helped the momentum, and definitely AJAX did help the Web 2.0 concept, but Web 2.0 is not AJAX.

People on a high level or broad level say they have a Web 2.0 site if they use one or two concepts such as JavaScript or AJAX. They say that's Web 2.0. For example, Craigslist has been there right from Web 1.0 days, but the concept of Craigslist is Web 2.0. That's the wisdom of the crowds; that is the Read/Write Web. In some cases, our users drive the applications. In most cases, we define the applications, but there are cases where our users force us to do applications. Probably "Enterprise 2.0." You'll see offline capabilities added to pretty much all of the Zoho applications wherever it makes sense. Then while saving data, encrypting the data is important. We just use online apps. Software on a system doesn't matter. I don't bring my laptop to work. If all your data and all applications you need are online, there is no reason to depend on a particular system. If you look at the demographics of Zoho users, 30 percent of all our users are students. Because students are living on the Web.

**What I have learned:**

I Learned that users are communicating with the content publishers, and the users are part of the content publishing. That, in general, is Web2.0. Web 2.0 is also a combination of the wisdom of the crowd and the Read/Write Web. And if all your data and all applications you need are online, there is no reason to depend on a particular system. Mobility will eventually follow.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Richard MacManus

Amazon Link:

Library Reference: N/A

**Quote:**

*“Because everyone can contribute content, it is hard to focus on the best content.”*

**Learning Expectation:**

I expect to learn in this chapter more about Read/write web & web 2.0 workgroup, and how does this do with the web 2.0

**Review: Chapter 7: Richard MacManus: Read/WriteWeb & Web 2.0 Workgroup**

The Read/WriteWeb is a popular weblog that focuses on Web technology news, reviews, and analysis. Richard, along with Fred and Michael, is recognized as being in tune with Web 2.0 and the trends around Web 2.0. 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 primarily a simple portal for some of the leading Web 2.0 sites.

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.

In about April 2003 I started to write about Web technology and the latest trends. At that time there was no Web 2.0 phrase. It was kind of a down time on the Web at that time too. Then the Web 2.0 concept came along—that was about late 2004, early 2005. Read/WriteWeb is a blog about Web technology and it covers news and analysis. It covers the news and latest trends of Web 2.0. We are

building network blogs as well. At the time, not too many people knew about Web 2.0. In early 2005 or 2006 it was a great way for people to discover all the sites and all the people talking about Web 2.0. Everybody can create content and aggregate content, and personalize their own content. Whereas the last era of the Web was people publishing things to the Web and you went onto the Web to read it, with the current era of the Web anyone can contribute and can write content, or launch applications on the Web. It is a read/write web basically.

A lot of companies are trying to incorporate Semantic Web features into their products. AJAX made web sites a lot more interactive, and Google is probably the main proponent of that. So desktop applications are kind of Web-enabled as well. In terms of the enabling technologies, they don't define Web 2.0. There is a lot more to Web 2.0 than just those enabling technologies. There is usergenerated content, the social aspects of it and the read/write web nature of it. Yahoo! bought Zimbra in 2007, which is a web office collaboration suite, for about \$350 million. Zoho and ThinkFree are two other web office companies as well. Particularly, Amazon has done a lot of great things with Web Services. I think we will see more on the Web Service front too. There are some startups out there that make it easier to advertise on web sites. There is one company called Adicate which sells advertisement in onehour blocks on a web site. So there is some innovation on that front as well—in how people advertise and how they combine advertising on the Web with applications. Recently I wrote a post about future web trends. It kind of talks about things like the Semantic Web, artificial intelligence, and virtual worlds. I think the big dream will be that the Web becomes more intelligent, which is the Semantic Web vision. A lot of that stuff will hopefully become automatic in the future given Semantic Web technologies. Google is coming out with Google Apps suite of office software.

With Web 2.0 a lot of mainstream people are recognizing the trend whether they call it Web 2.0 or not. It is great to see these Web technologies being used in the mainstream.

Definitely. Having said that, there is a technology called Google Gears. It enables developers to create offline functionality for AJAX Web applications.

**What I have learned:**

I have learned that when the computing platform itself changes, then people are forced to change the way they work.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: TJ Kang

Amazon Link:

Library Reference: N/A

**Quote:**

*“These guys are not very good right now, but if they keep trying...”*

**Learning Expectation:**

I expect to learn more about TJ kang, on what does he do and what is the meaning of ThinkFree, How does this connects to Web 2.0. And what is the use of this for us.

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

According to this chapter online applications are gaining popularity. More important, online applications are gaining power and functionality. ThinkFree is a prime example of how much power 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 (.docx files). In addition to ThinkFree, there is also ThinkFreeDocs.com. 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. Where do ThinkFree.com and ThinkFreeDocs.com fit in the grand scheme of Web 2.0? 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.

In Korean it's fairly easy. The alphabetic letters comprising the syllable block may change their shapes depending on what other letters are present in that block. In 1983, we had created the very first Korean word-processing software. This actually led me to create a software company that developed personal productivity tools. Originally, they developed for the Korean language market, but eventually they also did work for the Silicon Valley companies. In 1989 I relocated to Korea and started a company there with the idea of creating personal productivity software for the then-fledgling Korean software market. In 1997 Scott McNealy of Sun and Larry Ellison of Oracle went around the world preaching this network computer gospel—that people will not be using desktop PCs anymore. The software and data will live on the server, and everything will come down over the network. You will use these thin clients to access your applications and data, and Java will power these thin clients. Corel in Canada were doing Corel Office for Java. IBM/Lotus, Star Division in Germany, and JustSystems in Japan, who all had a big market share at one time in their respective markets, were all working on the Java version of office suite. We had network computer prototypes from the manufacturers around the world in our office. The hardware vendors were reluctant to start mass-producing the network computers because they felt there was no market for it. There was no market or customers for network computers because there weren't any applications that ran on them. Up until then, my business model had been to create the software and to sell it to hardware vendors for bundling. He realized that people already had network computers sitting on their desktop! They were PCs and laptops running web browsers. I already had a suite of applications that run on Java, so if he modified them a little bit, they would have this ready-made platform that would work with what is on most peoples' desktops. He changed my business model, to provide office productivity as a service to users who use browsers to do most of their work. The Application Service Provider (ASP) business was becoming pretty hot. There were companies who had an IPO with the idea of providing applications as a service. They are now calling it "Software as a Service" (Saas), but back then it was called ASP. When people used the word processor or spreadsheet, the ad would be shown. The interviewer wondered if Microsoft was vulnerable to the disruptive changes described in Clay Christensen's book *Innovator's Dilemma*. If you remember, back in 2000, even 2001, the biggest Internet company in the U.S. was AOL (America Online)—and AOL was by definition a dialup service provider. You read about these reports on data theft. Your own system administrator might sell the customer data. There will always be people who are concerned about security, especially those enterprise costumers. To me, Web 2.0 is an application platform, and a vendor- and deviceneutral one at that. Microsoft Office has been so dominant and it has been dominant for so many years that most people don't even remember there were other office productivity solutions. When Windows 3.it came out, (not with Windows 1 and 2, not Windows 3, but Windows 3.1), the majority of people started to adopt Windows as their main operating system. Along with it, Microsoft Office became the main dominant force. Some people argue that it's because Microsoft created these applications that people became enamored with them. They say if Microsoft Office had come out before Windows came out they would have been popular. Market share for Microsoft Word and MultiPlan never exceeded more than five percent. It was then that people began to look for applications that ran best on the new platform. Because people invest so much of their time getting used to these applications, and because they accumulate so much data with these applications, the switching costs become prohibitive. Office workers, pretty much, now live inside a web browser. Web 2.0 means many different things to many people. As an application developer, I'm always trying to see ways to leverage some of these cool ideas

that different people bring to Web2.0 space. I mentioned that as far as I'm concerned, Web 2.0 is an application platform. We have a sister site called ThinkFreeDocs.com where we allow people to upload any documents they have could be a PowerPoint Presentation or a spreadsheet that they have that they want to publish and share with other people. People go there to find useful information. access to. As you touched upon earlier, there are two main issues or barriers that keep people from moving from desktop to Web: security and the offline issues. You could work on your PowerPoint presentation. We are talking to some mobile device vendors who are creating the next generation of mobile Internet devices. We are also talking to another large company who is creating another device platform to compete against Intel's MID [mobile Internet device] or Apple's iPhone. A little bit bigger than a phone, but gives you the full web-browsing experience. We also handle the storage in the cloud, and data synchronization for documents that they create and edit. When you do that, our Premium edition would have synchronized the document you viewed on the small mobile Internet device to your desktop computer via the online storage. If it was edited a little bit on the mobile device, you'd see that. The synergies between the offline and online transition and the synchronization of different devices—people like this idea. Connectivity is one concern, security is another concern. With our ThinkFree service, our intended market was the SMBs (small to medium businesses).

**What I have learned:**

I learned in this chapter that just because somebody does come out with an application that works better and at a little bit cheaper price, most users won't switch because the cost of converting is so high. And People do most of their work inside the browser, except when they have to use their office software that they run on their desktop. You, therefore, need to provide a way to cache data and the application so that they can continue use when not connected.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Patrick Crane

Amazon Link:

Library Reference: N/A

**Quote:**

*“There is this pent-up desire among everyday people to say, ‘Hey, I’m a bit tired of being told what to think.’”*

**Learning Expectation:**

In this chapter I expect to learn more about LinkedIn, I already try this site and it’s about making your own data that would be available for everyone to view. And you can sell yourself or other to people. I want to learn more about this chapter on what else it can do.

**Review: Chapter 9: Patrick Crane: LinkedIn**

In this chapter it was theorized that everyone is within six people of knowing Kevin Bacon. As an example, if they know you, that is a first-degree connection. This same premise 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 LinkedIn network can be searched and used to extend your network. Patrick and him are three degrees apart. Having discovered this tidbit, He could actually use the LinkedIn system to connect with Patrick through the chain of people.

Patrick is the vice president of marketing at LinkedIn. He also has more than a decade of high-tech, world-wide business experience. It was actually the four years at Yahoo! that got me absolutely intrigued by the Web 2.0 space when I ran all the go-to-market efforts for Yahoo! Answers, which became the world’s largest Q&A site. LinkedIn is a *professional* networking site. It uses many of the core technologies and capabilities of the social networks, but is exclusively for connecting professionals

together, and through those connections, enabling them to accomplish tasks, get information about their market and their industry, do research, and ultimately get things done.

He describe Web 2.0 as a fundamental course direction for the Internet. Web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of media. Then over the past 20 years, technology accelerated at an incredible rate, but people's available time reduced at an equally accelerated rate. Media consumption, up until the advent of Web 2.0, became a pretty solitary experience. I see Web 2.0 as a course correction. It re-establishes the relationships we have in the offline world, puts them in the online world, and enables that group consumption to happen again. LinkedIn, for most members, is not a popularity contest. What he did one day when he first joined LinkedIn as a way to prove to people [working at LinkedIn] that the brand was important, was to ask, "With a show of hands, let me see all the people who are not very good at golf." It matters hugely to people that they do well and that they are seen as doing well in their chosen pursuit. LinkedIn's unique take on Web 2.0 and on social networking is such that those relationships that are formed are a reflection of you, and you need those relationships for life.

There are people out there to whom it is a game. The more people they connect to, the more people who accept their invites, as opposed to saying "I don't know this person," and then the fabric of their particular network on LinkedIn is weakened a little bit. We encourage getting guidance on how and why you should connect to certain people. If three people say they don't know a person, then the unknown person's account gets suspended. In my opinion, those technologies help with the publishing component. We haven't talked a lot yet about the incredible phenomenon where people publish things about themselves, and that is a fundamental part of Web 2.0. Those technologies enable people to publish. One of the foundational components of Web 2.0 is extremely advanced database technology. The social networking is one, the publishing component is two. Digg it, save it on del.icio.us, share it with your Facebook network, and soon there will even be a particularly interesting way of sharing with different subsets of your LinkedIn network. I think of the media and what the Web 2.0 people call "head content" as opposed to "tail content." That need, among people, I see as continuing to be very important.

A television show that's being produced by qualified producers and writers for 6 million people. Tail content is generally not well produced (example: I'm a producer now, too, and I have a little show called *The Santiago Show*) not well produced, not well edited, is highly specific, and it's for an incredibly niche audience. In my case, it's specifically the 11 people who love my son enough to watch clips of him on the Web. Yeah. What we're increasingly focused on at LinkedIn is enabling people to make use of these professional networks that they've built up. We've spent the last three years making sure that people could connect and reconnect and re-establish their offline professional network *online*. First, we're enabling people to access their LinkedIn network anywhere on the Web, and take action with it. Our role in that will be to partner with proven publishers and proven productivityapplication providers to use Open Social, use some of the LinkedIn APIs and to then build applications that millions of professionals can use on LinkedIn. It won't be go to the web site, sign up, get on the plane, and go to the conference. You'd *hope* to meet the right kinds of people. What Web 2.0, and LinkedIn especially, does, is to make that whole process a lot more precise. Absolutely. Would you like to notify your

LinkedIn network that you'll be there?" You'd be crazy if you were a conference organization not to do that.

I think it is a much bigger issue than all the Web 2.0 proponents perhaps realized. There was recently an assumption in the pure social-networking space that people would be okay with their online purchases being broadcast to lots and lots and lots of people they may or may not know. It's a great idea, if you give the consumer the choice; at certain times they'll say, "Yes, that's great! TripAdvisor. Now, let's say Web 2.5 or Web 3.0— why Trip Advisor is compelling is, you truly get to find out and take action based on the perspectives, experiences, and content published by people. If you use TripAdvisor, you say, "Well, I'm interested in going to Santorini," but you don't consult your social network, necessarily. You certainly don't consult the hotel's web sites. Here are the experiences and ratings and references from people who've been there." It's a super, super early example, but an interesting one. When the whole web behaves like Trip Advisor does, and maps together content, links and transactions between people, the process of discovery will take another quantum leap forward.

I worked there for a little bit, so I've got some firsthand experience with it. Some of that's going to be brought about by the social and professional networks. For example, consider what some of the big media providers could do with LinkedIn. What if they knew what you did? What if it were even based on what professionals like you have been reading, even if they're not in your first relationship degree? What the Internet does, and what Web 2.0 increasingly does, is enable you to find the most unlikely people and form some kind of connection with them based on some kind of business or personal goal. When Reid looks at the LinkedIn component of his life, he thinks that we might be able to ultimately create a better business ethic in the world; good people will be rewarded and bad people will be punished.

You're out there promoting yourself, your own professional brand, you're helping other people in their professional tasks and challenges and that kind of thing. All kinds of other Web 2.0 activity could take place saying, "Look at his LinkedIn profile—look what he's claiming!

**What I have learned:**

I learned that one of the reasons why blogging sites go crazy is that people can self-express and they don't have to just sit there and be told what to read. And the moment you do something that isn't transparent and doesn't give the user 100 percent choice, you'll get in trouble.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Shaun Walker

Amazon Link:

Library Reference: N/A

**Quote:**

*“It’s becoming part of your everyday life to be connected all the time.”*

**Learning Expectation:**

Actually I don’t know what to expect with this chapter because I don’t know what does this DotNetNuke means, and how does this applies to the web 2.0.

**Review: Chapter 10: Shaun Walker: DotNetNuke**

There are web sites; then there are platforms for building web sites. DotNetNuke (DNN) is both. It is a web site for a platform that can be used to build projects such as commercial web sites, portals, and vertical applications. DNN is available for free. It’s an Open Source web application framework that runs on the Microsoft technology stack—SQL Server, Windows Server, and the .NET Framework, ASP.NET. You can use the web application framework for building web applications, and then it comes with a fully functional content management system as part of the package, which allows you to basically build your own web site very easily using a web browser.

They break Web 2.0 down into a number of different quadrants in terms of functionality and user expectations. he also see social networking as another important part of Web 2.0, which he guess somewhat ties into user-generated content. It also ties into the association of different users to one another in the web environment.

The last thing they see is the rich user interface, which really kind of exploded onto the scene with the adoption of AJAX technology, Flash, and Microsoft Silverlight (although that really hasn’t proven itself yet)—I mean that rich user experience where users are expecting to interact with web applications, similarly to the way they did in the past with desktop applications.

In terms of the DNN framework, obviously its fundamental benefit is in the area of user-generated content. As far as social networking is concerned, DNN can be used to build a large community web site. Going forward, we plan to add a lot more social networking functionality to the platform as part of the Open Source product, so that module developers can use the social networking APIs to build more advanced functionality for consumers.

Possibly from a media perspective, in terms of consumer acceptance of Web 2.0, I would say that social networking has got the most hype behind it

In the area of the rich user-interface experience, traditionally—especially in ASP.net applications—there were typically a lot of post-backs, page refreshes that would occur whenever a user would take an action within your application.

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.

The Semantic Web as a concept might represent a whole new paradigm shift, but there are going to be a lot of other supporting infrastructure, technology, and ideas that have yet to emerge as part of the Semantic Web, so I don't think it is well-defined enough yet to call the Semantic Web on its own Web 3.0.

One of the things I find really interesting is the mainstream consumer adoption of web technology, which is represented by some of the larger players, like Facebook and MySpace.

A lot of people are actually using the DNN applications for SaaS implementations. They think there's going to continue to be a need for desktop applications. A lot of that functionality can't be duplicated in a web environment. There will continue to be a need for desktop applications.

**What I have learned:**

I learned that there are a lot of ideas around Web 2.0 that are more network-oriented, human-oriented, rather than just pointing at a specific piece of technology. And when you look at the numbers, the millions and millions of users that are using some of these services seem like a lot. If you look at the grand scale of things, there is still a lot of untapped potential in the world

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Biz Stone

Amazon Link:

Library Reference: N/A

**Quote:**

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

**Learning Expectation:**

I have tried this website already. It’s just like blogging and talking with your fellow twitter friends. I want to find out more on what this can do more. And how does web 2.0 effect this kind of website. And how big does this already been.

**Review: Chapter 11: Biz Stone: Twitter**

From this chapter it is said that you can send text messages from your phone as well as receive updates from people you are following on Twitter.

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.

They started a web service called Xanga.com. Basically, Twitter was a simple idea that my friend, Jack Dorsey, had. If you wanted to update your status, you could do that with a simple SMS; likewise, you’d get an SMS if one of your friends changed their status. Obvious acquired Odeo and Twitter, and then separated them into two entities. They were therefore able to focus all of our efforts on Twitter. They then spun Twitter out into its own company called Twitter, Inc. Twitter is now growing based all around this concept of “What are you doing?” to which you answer—in 140 characters or less.

I guess I would define what is being called Web 2.0 as the public acceptance of the fact that the Web is a highly social utility.

A lot of what people talk about when they talk about Web 2.0 is openness; they 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. Web 2.0 because people can understand what you’re talking about.

It all goes hand in hand, realizing the Web is a very highly social utility. For most people there is no Web 2.0; there is just the Web. So, I guess you're talking about a certain set of builders and people who work on the Web, who've decided to lump together a bunch of different aspects, trends, and technologies and say that they are Web 2.0 if they have these elements in them. The fact that we built an API very early on with Twitter is one of those things that people might associate with Web 2.0 and with openness. We see 20 times the traffic through our API than we do the Web. We're on SMS, we're on the Web, we're on instant message, and the mobile web. We want to continue to be as agnostic as possible with regard to how people interact with Twitter. That means adding email support—emailing in and out of Twitter

If you're talking about new technologies, new ideas, especially on the Web, then I think it makes sense to really work on the concept, the product itself, and the reliability.

If your head is down and you're really working on Web stuff and you hear people talking about Web 2.0, then Web 3.0, you do see a lot of sort of eyerolling, because at a certain point, if someone is talking about Web 3.0, it means they're talking too much and they're not working on something.

People are used to Microsoft Word version one as opposed to Microsoft Word version three. There's a desktop application that interacts with Twitter, and people love it. It's just a growing awareness of, "We can connect, we can make this software a lot more social, and we can bring a lot more value to it if we connect it to the Web and thereby connect it to other people."

They've shown with Twitter that just through simple SMS you can connect similarly as you would on the Web. That means that we really are bringing the social connectivity web style to every mobile, SMS-capable phone in the world, which is very, very simple technology. Right now, Twitter is mobile over SMS. You never have to go to the web site. We also have an API, which means you can write an application that works over SMS (Twitter).

**What I have learned:**

I learned that web 2.0 is this big, growing realization that the Web is increasingly a social environment and that people are using it to communicate with one another, like they've always done—but now in such an open way. The more you can open up your platform, your idea, or your concept to invite other people to build on top of it, and work within it, the better.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Seth Sternberg

Amazon Link:

Library Reference: N/A

**Quote:**

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

**Learning Expectation:**

I expect to learn on this chapter what else can we do with meebo and what it has to do with web 2.0. And how does advertising is with this website.

**Review: Chapter 12: Seth Sternberg: Meebo**

This chapter tells about many different companies that provide IM solutions. AIM, Yahoo!'s IM, Google Talk, and even Microsoft's MSN IM. all IM networks connect easily with others. Additionally, each IM network has

[www.meebo.com](http://www.meebo.com). Meebo changed instant messaging by doing two key things. networks. software on your machine. IM networks via a web browser. In terms of social interaction and Web 2.0, Meebo takes social networking Six million unique people sign into Meebo every 30 days Meebo's three cofounders. year at Stamford, he left to work full-time at Meebo.

Meebo is to instant messaging what programs like Hotmail and Gmail are to email. Meebo has shown the power of Web 2.0 and the community. Before the Meebo that we released public. launched. handle the traffic ourselves. Sandy was keeping servers alive rather than coding Now we have six million unique people who sign into Meebo every 30 up to our users. We recently did this thing called Meebo Rooms. That creates a chat room that can live anywhere on the Web. If you go to CBS's site for Jericho, across the Web. They serve over 16 million unique people monthly. Yes, embeddable chat rooms that are

media-rich. Meebo privately, or you can use it outside of Meebo. The whole goal of Meebo is that IM and the Web can be so much more than IM and software.

The Web overall more attractive to people. That allowed people word processor on the Web and Meebo did instant messaging on the Web. If you Right? In “Web 1.0” from a chronological In Web 2.0 there is. Advertising on the Web is now very, very efficient; an efficient, liquid market of money on their site. to make significant money in advertising, size or a very directed web site. high volume, low CPM, or low volume, high CPM. When people use the term “advertising”—that is a very broad Is it video? The concept of advertising is so broad in the Web. are enterprises out there that will pay you for enterprise web sites. a big movement right now toward bringing Web 2.0 technologies to the enterprise. I think that is another way to monetize a web site that monetizes the whole Web 2.0 application thing.

One of the big defendability points of Meebo is that it is insanely hard to secret sauce behind Meebo in particular. of innovation around the Web, which is a great thing. right or wrong about Web 2.0.

The biggest challenge here is really finding really, really great people to join Hiring is incredibly tough because Web 2.0 is hot. Lots of people web browsers. They’re trying not to say Meebo, even though it is the Web 2.0 product I use One, just as Meebo’s goal is to make IM super available, they made web video super available. There wasn’t web video before wonder if they should be taking part in. You see quotes of people on the around the Web. What I think is very cool about Meebo from a Web 2.0 concept, and getting videos out.

At the end of the day, the great thing about the Web is that if you have really smart people, they can do really awesome stuff. And the user experience without doubt with this Web 2.0 stuff is a lot better. to sit and wait for a web page to completely reload. very snappy, very fast, software-like experience that I understand. And people who don’t do that, people who say, “Oh, no, no, forget about that stuff. users five minutes per use. this new stuff weren’t doing AJAX, because they were paid on page-view thing. Here less efficient. inefficiency from kind of fundamentally calculating page views to fundamentally calculating time. If there are a thousand page views over the course of 10 minutes, then each of those page page views. had the user for 10 minutes on one page or on a thousand pages.

That’s a great question. Some people have said Semantic Web. Flash video, it was the concept of social networking, and it was AJAX. Then people bite bites of instant messaging. years after AJAX happens, someone People have been excited about mobile for a control the mobile world. anything for that mobile platform. told people that once there was a rich browser platform on the mobile, then we will build a mobile application. iPhone can do JavaScript. very snappy, rich, fast interface that users will actually use. If other people follow Apple’s lead, like from Ericsson, Samsung, and for mobile. Instant

messaging beats SMS right now. iPhone version too. We tried to give advantages beyond traditional IM on the mobile when we I completely agree that IM is one thing, but I'm talking about mobile

Service. What is Meebo? the exemplar software service and it is a software package delivered through the Web. stuff. AJAX stuff to make it better.

**What I have learned:**

I learned that because of Open Source you can go in and fiddle with the code to make it better. And Folks will have to figure out ways to make money other than by just serving up a bunch of page loads.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Joshua Schachter

Amazon Link:

Library Reference: N/A

**Quote:**

“We find ourselves in a world where we have unfathomable riches of which we’ve only scratched the surface”

**Learning Expectation:**

In this chapter I don’t actually know what to expect because I didn’t know what does del.icio.us means. But I want to know how does this goes with web 2.0.

**Review: Chapter 11: Joshua Schachter: del.icio.us**

Chances are very good that if you are reading this book, you use the Web. Chances are also good that if you use the Web, you likely have a few sites that are your favorites. Unfortunately, if you have more than one computer, if you are currently not at your computer, or if you are using a different browser within your computer, then using a single browser’s favorites simply doesn’t help you get back to the sites you like. The answer to this dilemma is to store your favorites on the Web. That is where del.icio.us comes into play. In addition to storing and sharing your favorites, using del.icio.us also allows you to add tags to them. 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.

Honestly, when I started reading on del.icio.us, it was just a thing I was building. Do we confuse the state of the art, in terms of web applications, like AJAX and such, as artifacts of Web 2.0 or merely contemporaneous— they showed up at about the same time. There's still very little AJAX, as it is, in del.icio.us itself.

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

Data stores will get smarter, bigger, and faster and more appropriate for web-scale use. If S3 and EC2 had been available when I started building del.icio.us, I might have ended up someplace completely different. Building software is still deeply voodoo and not science in the vaguest sense. People don't agree on terms, or methodology, or technology, parts, components...and there are S3 and EC2 are services provided by Amazon.com. Again, this goes back to the idea that it's not the technology—it's the cost of implementation and your passion for an idea that are the limiting factors. It lets people do the things they need.

**What I have learned:**

I learned that instead of spending millions of dollars on technology, people are able to build a low-end PHP/Linux sort of environment for building pretty much anything. As such, you are able to try out a lot of ideas, many more than previously, because there are lower transaction costs for trying things out. And Because Web .20 is vaguely defined, it's also similarly vaguely used.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Ranjith Kumaran

Amazon Link:

Library Reference: N/A

**Quote:**

*“The most popular ones are our own desktop clients and the Outlook plug-in.”*

**Learning Expectation:**

In this chapter I expect to learn about YouSendIt on what kind of website this is and how does web 2.0 to do with this.

**Review: Chapter 14: Ranjith Kumaran: YouSendIt**

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. 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. 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 Kumaran the founder of YouSendIt.com. What YouSendIt does, we're the leading company that allows users to send, receive, and track large files, actually files of any size, on the Web today.

I'll start at the highest level, which I think is the ability for the Web to connect people and enable collaboration. A lot of this is enabled through allowing the re-syndication of data and services by anyone. As far as services are concerned, we have opened up our API to allow other people to build more interesting services on top of ours. On our web site, there's a long list of plugins for enabling workflows, primarily in the creative professional space. If you're creating data and manipulating it, we want you to be able to move it to the people that care about the final product. So at a high level, it is about enabling interesting conversations and collaboration. Some of the more subtle things that I've been tracking are the network effects that are built around these services and sites. We've built an ecosystem of businesses and services, all powered through the YouSendIt service. It's the ability for people to easily adopt services and thus connect to more people and start more conversations. I think

the new and interesting types of UIs [User Interfaces] and interactions have enabled Web 2.0; I don't think we get a lot of that in what is now called Web 1.0. One of the most important things of new services and applications is complex user interaction, and I think that AJAX does enable more robust user interactions.

It's a good question, because we always talk about real-time collaboration and off-line collaboration, or asynchronous collaboration. It's pretty basic. Yeah, some things like wikis and the YouSendIt service have more of a grassroots adoption. I think a recent statistic for us is 70 percent of our users tell us that our service came recommended from other users. We're happy being a very usable, viable service that our users get value out of. There's almost a stigma that if you're not following the latest and greatest thing—like Web 2.0, it's either not a viable company, or a cool company, but we're just happy listening to our customers and providing a valuable service.

Historically we've done one thing really well, which is deliver files. Can you transform the file? Tough question. There's a lot of activity going on around the Semantic Web. Defining relationships between links and pages, data and content, and services—I think that's going to be one of the next big things. Facebook blazed the trail there, but once initiatives like OpenSocial gain critical mass, what services can you build on top of the social graph? From a service perspective, I'm seeing a lot more services that almost make web pages obsolete, so they treat the Web more like at thousand different applications that you can pull together and that customize an environment where you can get data without having to browse different web sites and web pages. Definitely. People are already using them and augmenting that with Mechanical Turk. I think what we're seeing from our users is that by outsourcing a lot of the services through companies like ours, people are becoming more productive. It allows people to concentrate and focus on what their core competencies are, allowing us to scale services up or down as we need to make that more efficient. I think the desktop is pretty engrained right now in the way people do things, but I think it's almost coming full circle to where the desktop is more of a terminal to more sophisticated applications on the Web. Yes, definitely. It's here to stay, and people get it.

**What I have learned:**

I learned that the of ability of the Web to connect people and enable collaboration is enabled through allowing the re-syndication of data and services by anyone. And tt is very important to be able to push some of these applications back out of the browser and onto the desktop, but make it as accessible and easy to use and connected as possible.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Garrett Camp

Amazon Link:

Library Reference: N/A

**Quote:**

*“Today, if you have an idea that you want experiment with, it doesn’t cost very much to try.”*

**Learning Expectation:**

I expect to learn in this chapter, to know about StumbleUpon because I really don’t know what does do and what does it do. How does this on the web 2.0.

**Review: Chapter 15: Garrett Camp: StumbleUpon**

Simply using a search engine to find a site will get you results, but often there are some really good sites, or really appropriate sites, that automated search engines just don’t bring to the top of the search. As such, search engines don’t always give you the best results.

StumbleUpon allows you to share those interesting sites that you stumble upon as well as helps you to discover sites others have found. Garrett Camp is the founder and chief product officer for StumbleUpon. The result of this experience helps to provide some interesting insights into Web 2.0.

Once we had money, we started to hire people, and we’ve now grown from just 3 up to 20 people today. StumbleUpon now has more than 4 million registered users and its central purpose is enabling personalized content discovery. What we are trying to do is show people interesting things on the Web; interesting recommendations that they normally wouldn’t think to search for. To me, it feels like Web 2.0 is much more interactive. Sites have more participation from users, and there are community elements to it with things like profiles, reviews, ratings, and user-generated content. Today it seems like

every web site wants to add social or community features; ways for users to interact. I guess that is the way I define Web 2.0 and think about it. A difference I see from Web 1.0 is that by learning the basics of taking offline business models and putting them online, we are now developing new business models based on new forms of user interaction. I would say they are technologies commonly used for Web 2.0. Even with that, I feel that “Web 2.0” is more of a marketing term than a technology thing. Tim O’Reilly first started using it to describe the second wave of the Web. Web 2.0 is really about the user experience and not the underlying technologies. It seems like LAMP is the base on which most Web 2.0 systems are built. Definitely. At StumbleUpon, we developed incrementally and used Open Source software for everything. The first wave of the Web, when it was small, used people to organize manually; Yahoo!, DMOZ, web-rings, etc. We use both approaches to create a recommendation engine driven by four million users. Discovery, recommendation, personalization, and generated content are all parts of the third wave.

The Semantic Web is mostly an academic term for bringing structure to the Web. StumbleUpon and Facebook were developed in the spirit of the Semantic Web but were created and used by a wider audience. I like Facebook and StumbleUpon for content discovery; I like Last.fm and Pandora for browsing music. Those sites are all pretty wellknown. Personalization and customization are something that never took off in the first wave of the Web. The interesting thing that we are doing is personalizing all our recommendations based on every single site the users stumble upon, rate, or review. When you first start using [Stumble Upon], you will get lots of popular and relevant sites, a Digglike approach, but you’ll soon start getting sites recommended by people with similar interests. So, if a new user rates three or four art sites, we will compare those to ratings from other users and start to show you other art sites along the same lines. When people put something on a Facebook or online, they don’t really think about it being public. I know [they] didn’t mean to violate anyone’s privacy, but companies like Facebook need to have people willingly opt in to features that track their behavior. StumbleUpon makes it really simple. Most people don’t think of MySpace, Facebook, or StumbleUpon as software; they just think about the service [each one] provides. In general, people think of the web tools more as services than software, and associate “software” more with something you install to your desktop.

Already people are spending a lot more time online than they are interacting with traditional media. People want this to happen.

**What I have learned:**

I learned that LAMP is one of the bases upon which many Web 2.0 systems are built. LAMP is one of the core technologies that has allowed people to do so much for free. A lot of start-ups, including StumbleUpon, would have had a difficult time if they had to pay for software or database licenses. The whole point of Open Source is to be able to build apps in an interactive fashion based on people’s feedback, to start with something small and improve based on people’s feedback.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Rodrigo Madanes

Amazon Link:

Library Reference: N/A

**Quote:**

*“We’ve seen a lot more benefit to consumers in this phase, and a lot more lagging response behind passing these benefits on to enterprises.”*

**Learning Expectation:**

In this chapter I expect to learn more on what skype can do more. Because I know that skype is used for online or international calling. Because it’s video and call are very clear compare to other. I want to learn more on what this thing can do.

**Review: Chapter 16: Rodrigo Madanes: Skype**

Skype is considered a Web 2.0 site and company; Skype is used to make phone calls to other people. 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 Skype goes beyond a desktop browser. While most phone calls are all about voice communication, Skype also allows for chatting and video. Niklas Zennström and Janus Friis founded Skype in 2003. who leads the product strategy at Skype. 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. people are familiar with Skype at this point, I believe. Internet calling that worked and was easy to use. For me, Web 2.0 is such a complex set of technologies and enablers. The to have increased communication between people, watching videos, it is the resurgence in web innovation. Yes, for me, the innovations focus on rich interactions between people. Voice and video calls, social networking, the ability to share TV and video kinds of technologies have contributed and are components of Web the result of a critical mass of people with broadband, enabling technologies, advertising, and television. That’s the actual interesting phenomenon—that it is changing people’s lives and changing industries. goes beyond the technologies. ’90s that the Internet

was having a big impact in people's lives, we're seeing of value around while improving people's lives. industries that are being reconstructed. an impact on telecommunications. is voice calls becoming free, talk across the world. But there's a lot lives. That industry is shifting to the Internet.

Technical view that Web 2.0 is about AJAX or about a particular set of technologies. people's lives and transforming industries. For me the biggest misunderstanding is the thought that Web 2.0 equals It's making the world a lot smaller (Skype and Web 2.0). Every web site is different, Web. It's sort of a very small step towards Semantic Web. People kinds of web sites. be Semantic Web as the underpinning; standard telecommunications to Internet technologies; a different form factor. term. We've seen a lot more benefit to do that: Skype enables Salesforce, A lot of software that people use on the Web. calls for free. work. video calls as a matter of fact.

**What I have learned:**

I learn 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. In most periods of substantial innovation, which tend to last five to ten years, you will encounter a number of obstacles and problems along the way. This is typical with technology and innovation.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Rod Smith

Amazon Link:

Library Reference: N/A

**Quote:**

*“Some innovations will be successful business-wise and some will fail. And that’s a good thing.”*

**Learning Expectation:**

I expect to learn on this chapter more about IBM corporation, what does they do with the web 2.0. and what are the things that can we learn to them.

**Review: Chapter 17: Rod Smith: IBM Corporation**

IBM stands for International Business Machines and is a name that has IBM focuses on many areas, including products and services. Technologies. applications are developed. I lead our emerging Internet technology initiatives at IBM; I’ve done it garner broad industry adoption. the Apache Foundation, and open standards around application and data working on open distributed computing standards and technologies, such as SOAP, which evolved into Web Services. to as SOA a loosely coupled programming model architecture enterprises technologies, sizing up the potential business value by working closely technologies mature. changes, economic changes, and technology changes. Web 2.0 elusive; it hasn’t been about one technology. It’s about how businesses are changing, how people are collaborating, and how people are Today’s business folks are discovering emergent business opportunities and days or weeks—especially line-of-business and IT folks—and they’ve realized that, as businesses, they’ve put up barriers toward quick innovations. Businesses want to create the same kind of culture and capabilities Web 2.0 talk with line-of-business folks. understanding of the customer’s needs. to a relationship with customers. applications. enabling syndication feeds. way to pass information or get information to their business partners transactional nature of content and whole “long tail” aspect of business opportunities. content to go after niche markets, and XML, syndication feeds, widgets, When folks have information that they want to share with their business ecosystem, prior to Web 2.0 application so that my business partners can get to that information.” content has new business value.” So now you’re

seeing IT and the line of business really collaborate—understanding the business value of their assets, the content. IBMers and Partners. One is that we show businesses that it businesses turn to their customers, and say, “What things would you like?” I don’t see it gone—I see this new idea of Web 2.0—style applications project cycles. IBM has an Information On Demand (IOD) conference and one of the applications customers envisioning how enhancing IMS with Web 2.0 capabilities could costs.

The mantra we’ve heard from customers discussions that businesses use this simple Web 2.0 really does bring customization costs down to a level that I think business-wise, and some will fail. Existing applications all have content locked away that lines-of-businesses would like to use for new business opportunities— with little flexibility, and Web 2.0 is giving them flexibility. a business perspective. The web browser is great for reach, but for years now businesses have complained to me that they lose business because of revenue. which means openness and choice for businesses. enterprise perspective, I would say RIAs (Rich Internet Applications) build developers. seeing content services really expand business opportunities, and doing I’ll say developers, but experienced to technically astute line-of-business folks, if you will.

We’ve used the term “situational applications,” which we’ve found resonated with customers extremely well. applies to applications as well as content. value of simple access methods to data information. line-of-business folks were looking for. In both cases, Web 2.0 will help transform IT and line-of-business relationships. the business?” Web 2.0 applications that we’ve been using internally for the past couple We’re our own proving ground for Web 2.0. IBM is a large community, and Our CIO office has created a Web 2.0 situational application platform—it

Our experience has been these Web 2.0 applications give significant cost savings to our different lines of business. A lot of what Web 2.0 does is let businesses visualize their middleware investments. IT and business unit needs, as opposed to wringing our hands and hoping I started Web Services in 1999, and in maybe 2003, I think Web 2.0 is sparking a can see semantic relationships and make really fast business decisions.

**What I have learned:**

I learned that Web 2.0 is that intersection of social changes, economic changes, and technology changes. It’s about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they’ve ever had before. Users want to share information, and in the past did not have a costeffective channel with which to do that. Web 2.0 offers them that and they seem to resonate quite well with it. Line-of-business people need to be involved in the decisions of publishing and making that information available.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Tim Harris

Amazon Link:

Library Reference: N/A

**Quote:**

*“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.”*

**Learning Expectation:**

I expect to learn on this chapter what does Tim Harris has to do with web 2.0 on about Microsoft Corporation.

**Review: Chapter 18: Tim Harris: Microsoft Corporation**

Being the creator of the leading web browser, Microsoft Internet Explorer, means that anyone working with Web 2.0 or the Web in general is also likely to be fully aware of Microsoft. Microsoft is showing itself as a big player in the Web 2.0 market. Web 2.0 web sites. ASP.NET AJAX Extensions. considered a Web 2.0 site. This is Popfly ([www.popfly.com](http://www.popfly.com)). use an interactive web site to develop your own site or to create a mashup Microsoft’s best-known Web 2.0 site, however, is Live Search. Web 2.0 many other social features.

So what is Microsoft’s view on Web 2.0? While there are numerous big names at Microsoft, including well-known figures the technology. Developer & Platform Evangelism (DPE) group in the Server & Tools When people talk about Web 2.0, it really falls down onto the three pillars. There’s the technology pillar where people are talking about things like RSS, ASP.NET AJAX, and technologies for building web sites and web applications. And then there’s the business model pillar—the fact that business The last pillar people have a tendency to talk about are these social constructs; the bidirectional communication that Web 2.0 enables—blogs, running the software. business models, and the social constructs—and we wrap them into what we’re calling Software plus Services (S+S). requires software running on the

Internet and on the desktop. People aren't just tethered to a desktop workstation or laptop what people call Web 2.0 are already on the Xbox 360. Live service, we hit the technology We deliver the technology that enables things like information scenarios. side, there is advertising, business models are definitely there. And then from a social model, people spaces and play games. So yeah, I'd say that 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. Software plus Services and how most people view the Web. say that if it is not running in a browser, it is not Web 2.0. deliver on the social experience? for different business models? through the technologies? up to people building full-blown desktop applications that take advantage From a tools perspective, we are creating the tools that let developers build ASP.NET AJAX. Wherever we see the developer community needing tools Microsoft seeing people use tools to build Web 2.0 applications?" TheMySpace is using Microsoft tools. Developers like Facebook are using Microsoft tools on the back end. terms of APIs. build more consistent applications against this service platform. business-model perspective. It is obvious that business models are changing. model for software and the software itself were completely separate development. As applications are being delivered to be cognizant of the business model under which their application is software. The challenge Our challenge new business models, especially the developer community.

Models that people look at as the embodiment of Web 2.0. talk about consumer software, that is where people jump to—you get the of the new consumer web viewpoint, or consumer software viewpoint. 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. From the Microsoft perspective, we of business models, whether it is we are building our tools to allow developers to build applications with any number of business models. Software that enables collaboration—that democratizes the publishing ofWow. A lot of people think that if you build an AJAX application with an RSS feed that you've done Web 2.0. back to the definition—how you define Web 2.0. industry of what Web 2.0 is. Every company, every vendor defines Web 2.0 arms and heads around Web 2.0. users? You are relying on others—and developers

The challenge How do I monetize that if people are able to just go perspective, and from a model perspective.

Exchange Server is the conical example of a Web 2.0 app. If you look back essentially what would become a Web through mobile phones. collaborative application. standpoint of what Web 2.0 is all about.

**What I have learned:**

I have learned that people have a tendency to put Web 2.0 in the "browser bucket," and say that if it is not running in a browser it is not Web 2.0. Microsoft is the only company that can provide developer tools that span all of the consumer scenarios, all of the enterprise scenarios, the consoles, mobile phones, desktop, and browser based—you name it.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Bob Brewin & Tim Bray

Amazon Link:

Library Reference: N/A

**Quote:**

*"If you have something to offer, it will get noticed."*

**Learning Expectation:**

I expect to learn on this chapter on what does Bob Brewin and Tim Bray has develop through the sun microsystem. And what does their company has to offer to us.

**Review: Chapter 19: Bob Brewin & Tim Bray: Sun Microsystem**

Most people have heard of the Java programming language and likely the company behind the programming language, Sun Microsystems, Inc. Using the slogan "The Network is the Computer," Sun is actually involved in hardware, operating systems, programming languages and more. When it comes to web technologies, at Sun, the Java language and other initiatives on the Web. them perspectives that are worth noting in regard to the Web as well.

Not many people have the title of distinguished engineer at major software companies. At Sun, two distinguished engineers took time to answer a few to Web 2.0. that are both interesting. Robert Brewin is a distinguished engineer and the chief technology officer for software at Sun Microsystems. products and application platforms including the Java platform, mobility, enterprise software, and business-integration products. architect for Sun's developer tools portfolio, where he led in such initiatives Also at Sun is Tim Bray. Tim launched one of the first public web search For Sun Microsystems, he is the director of web technologies.

Web 2.0 is all about information flow; whether you call it inversion of control If you look at any two or three canonical Web 2.0 companies—Flickr, del.icio.us, no longer control the flow of information. also at the developer level. important population for Sun. The combination of the Web becoming technology becoming more interesting because we are in the business of selling Web 1.0 in their technology. The technology is the facilitator, and it is the new information flows and the culture of contribution.

The fact that if you want to build a web site, you don't have to have studied Java EE for years. That is a big deal. bubble was. is no doubt that people are painting the Web 2.0 label on anything they are Is there a bubble in the sense of Web 2.0? solve world hunger, I think that people have made that bubble go away. the many technologies being used by developers. It is really dangerous to identify Web 2.0 with a particular technology. huge proportion of the Google core applications are built in Java. infrastructure for networked applications. good for Sun. new applications and new developer

technologies that have come along advances in client technology in the the Web and the Web 2.0 experience. Mobile. Niagara 2. massively scaled sort of web infrastructure. Thumper—the sort of disk storage coupled with CPU processing built on We’ve talked about the technical side; let me talk about the nontechnical side. We at Sun are living the Web 2.0 story. transparent company. blogging platform without doing traditional press releases. very high proportion of people doing blogging, starting with our CEO at the top. The increased transparency and intimacy with our developer community business. Web 2.0: you don’t have to sell us hard on it because we’ve seen it work, and it works for us. is “time to market.” If you have a developers. Bob mentioned Niagara, Niagara 2, and Thumper. processors from Sun. multiple threads. In layman’s terms, these are powerhouse processors Bob Brewin & Tim Bray: Sun Microsystems 235 I am a bit baffled by people saying there the “R” is huge. One of the ways Sun derives value is by increasing the volume. directly implementing Web 2.0 technology may not directly drive revenue ideas and ROI, but looking at the larger picture, it is phenomenally huge. The more people are participating and using technology, products, sites, world, fundamentally it strikes me that people who are building sites like that are very likely applying a sort of Web 1.0 methodology in building Web 2.0 sites. You are tailoring those sites to the people visiting It is a huge advantage. If you look at the actual number of people that are participating of people.” more people into participating in the Web. The big upside to Sun and for its leverage certain full application services via the Web that are connecting to for all those services. derive an application or service that is built out of ones, tens, or hundreds cost win. software-licensing checks now and then derive the business value for it 18 With SaaS, if you use it this rational and standard approach to business. the problems. exactly Ajax. to get good value out of this particular technology. There is interesting technology at every level of the stack. out to be a superb match to the kinds of things people are doing in Web 2.0. That’s an interesting technology. social networks. interesting. You don’t have to work for a big company. to people using it, but to people creating it. interesting. Sun is a very enthusiastic cheerleader for Web 2.0. technical side and implementation of languages and tools for building things on the Web and Web 2.0, plus solutions for building reliability, scalability.

**What I have learned:**

I learned that 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. Web 2.0 is a leveling of the playing field where the players are all equal. It is all about empowering the people at the edge to contribute to the richness of the Net. The things that make the Web interesting these days are the things coming in from the edges, not the things coming out from the center.

Book: Interviews with Web 2.0 Web 2.0 Influencers

Author: Michele Turner

Amazon Link:

Library Reference: N/A

**Quote:**

*“We definitely don’t see [SaaS] as a fad, but as where software is going to a large degree.”*

**Learning Expectation:**

In this chapter I expect to learn more about Michele Turner on how their company face the web 2.0. and how does it became on the web 2.0.

**Review: Chapter 20: Michele Turner: Adobe System Incorporated**

If you use the Web, chances are you are familiar with Adobe Flash. If you are familiar with Flash, then you are familiar with at least one of Adobe’s products. Adobe, however, is more than just Flash and Reader. Their products include Adobe ColdFusion, Dreamweaver, Flex, InDesign, Photoshop, Premiere, eLearning, web design, web publishing, video, and audio. Adobe, however, can with their Flash Player. Adobe is succeeding. advantage. Adobe is a major player in the web space. a vice president fro product marketing and design. senior vice president of marketing. With experiences from such prominent companies, it is no surprise she has interesting insights into Web 2.0. time at AOL. products. I also did a couple of Web 2.0 startups before I came to Adobe. the big Internet companies, the little the whole thing from Web 1.0 to Web 2.0. evolution out of Web 1.0 from the technologies. a lot of that infrastructure in the trends that have defined Web 2.0, which is user-generated content; content is king, giving the users a lot of different content types together to create new experiences. to the user interfaces. is definitely a really increased focus on user interfaces and user experiences as well. that infrastructure that we built with “Web 1.0” to enable extremely It stands for Rich Site Summary.” It would let us take any RSS-enabled web pages and make a summary of those web pages. Users could just pick and probably around 2000—the content Web 1.0, but the content wasn’t. You can look at this with Flash content as well. the Web and has evolved into the dominant video standard for video on the Web. Seventy percent of all video on the Web is Flash. So as technology has evolved, sites like YouTube—talk about your quintessential Web 2.0 site—have evolved user-generated content. Users are able

Flash Player is on 98 percent of all internet-connected desktops pull, which is remarkable. of technology.

Talk about Web 2.0, and you have to talk about how important user-generated content is to driving technology as well. AJAX is one of the technologies that fits into the whole user-experience part of Web 2.0. was Web 2.0. The core of that has evolved into “more effective user experiences.” that Rich Internet Application development environments—RIA development ActionScript, and Adobe AIR as a runtime, and Microsoft Silverlight as to creating, Rich Internet experiences. It is interesting. deeper and deeper into the site. Using AJAX, you data so much easier for a user. AJAX, Flash, or Silverlight—designers perusal of massive amounts of data two programming models for AIR. One is Flash/Flex, which is our programming model. We are doing a lot more work around AJAX inside of Adobe. developers are using Dreamweaver. development. They are just doing web page development. very strong model for Web 2.0. Environment). It compiles code to run in the Flash Player or Adobe AIR. [object-oriented] languages, then Flex video. build applications out of this?” Flex is for a software developer. building wonderful, interactive applications. best programming environments for creating RIAs. ad hoc web sites that they are going to throw up on to the Web. From Google to AOL, everyone is integrating Web 2.0 patterns into their web sites today. All those key elements of community and sharing and shared content, these are now integrated into mainstream web sites. One of the things created from Web 2.0 is Ruby on Rails. for anyone to get a Web 2.0 application up and running quickly. end user have the pieces of Web 2.0, such as user-generated content, better There are a couple of ways that I see Web 2.0 impacting the enterprise. One council about how Web 2.0 trends can impact the enterprise. One is user interface. I think that those user interface trends, the design trends, are going to start impacting the enterprise as we companies have invested in Web driving Web 2.0 into the enterprise.

Share is a collaborative sharing service available to developers. voice services or video conferencing or shared desktops into their applications. I’m at Adobe, so I’m going to tell you that it is web-enabled desktop applications. next generation of the Web.” companies, have invested in this whole massive Web Services architecture. applications built with Adobe AIR give you, such as online/offline access. your desktop application rather than going out to a browser application is might want to pull into your application from the Web, and AIR makes that desktop. AIR application that runs on your desktop. desktop applications. application on the desktop. We’ve enabled it through Adobe AIR. it’s really hard technology to get right. Again, Web 2.0 came from the evolution of content driven by Web 2.0 trends may help enable the Semantic Web to a developer-relations standpoint to trends standpoint. At Adobe, we see ourselves as the enabler of Web 2.0. Web, to our programming languages Flex and ActionScript that are delivering RIAs, in the browser with Flash Player and on the desktop with AIR, and by being the premier format for video on the Web with Flash, Adobe is a part of nearly every Web 2.0 experience today.

**What I have learned:**

I learned that all of this technology was there since Web 1.0, but the content wasn’t. Until we made the content compelling, it really didn’t take off. Now with Web 2.0, it is about giving a lot of control back to the user and leveraging that infrastructure that was built with “Web 1.0” to enable extremely rich experiences now, that couldn’t be done back in the day.

# System Proposal - LBCS

VERTICAL MARKET SOLUTION BY: JANINE KO

A Systems Analysis Study on the  
Inventory & Sales System  
of  
Lucban Builders & Construction Supply

A Study Presented to the  
Faculty of the Information Systems Program  
in the School of Management and Information Technology  
De La Salle-College of Saint Benilde

In Partial fulfilment of the  
Requirements of the Subject  
Vertical Solutions

**Submitted By:**

Bayaoa, Mark Emmanuel  
Valdez, Sherwin  
Ko, Janine

**Submitted To:**

Mr. Paul Amerigo Pajo  
Inventory & Sales System

**TABLE OF CONTENTS:**

**Chapter I**

Company Profile

- Company History
- Mission & Vision
- Products & Services
- Organization Chart

System Overview

Statement of the Problem

Objectives of the System

Significance of the Study

Scope and Limitation

**II. Analysis of the Existing System**

Use Case Diagram of the Existing System

Use Case Narratives

Activity Diagram

Geographic Flowchart

**III. Design of the Proposed System**

Table of Recommendations

Use Case Diagram of the Proposed System

Streamlining

Benchmarking

**I. Introduction**

**Official Name of the Company:**

- LUCBAN BUILDERS & CONST. SUPPLY, INC.

**Address:**

- #27 Lopez Jaena St. Lucban Quezon

**Line of business/industry:**

- Construction and hardware supplies

**Types of customers:**

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

**Types of transaction/s:**

- Retailing and wholesale transactions.

**Company History**

**Yao Yee Chee Lumber** started way back in 1947. It was the most successful lumber store in Lucban then, and until now. In 1971 the business was left to handle by **Mr. Ko Chin Tong**.

After almost two decades with handling lumber and hardware supplies, Mr. Ko decided to go into construction and started engaging in construction business in 1990. The business was then registered as a corporation on April 17, 1998; it was then named **LUCBAN BUILDERS & CONST. SUPPLY, INC.**

The flow of business at the beginning was quite fast. It was realized that in order achieve the goal aspired at the time of conception, gradual expansion shall be made through acquisition of construction equipment likewise acquiring more contracts year by year. All of these were realized through sheer determination and efficient management.

### **Mission**

The mission of the company is to continuously provide services that will benefit people and satisfy their needs, to increase their range of projects and to improve the quality of their work towards the future. The company also makes sure that they will be able to finish the project in time to meet the deadline and refrain from receiving complaints from the clients and people affected by it. Fast and good quality of work is what the company aims to give their clients.

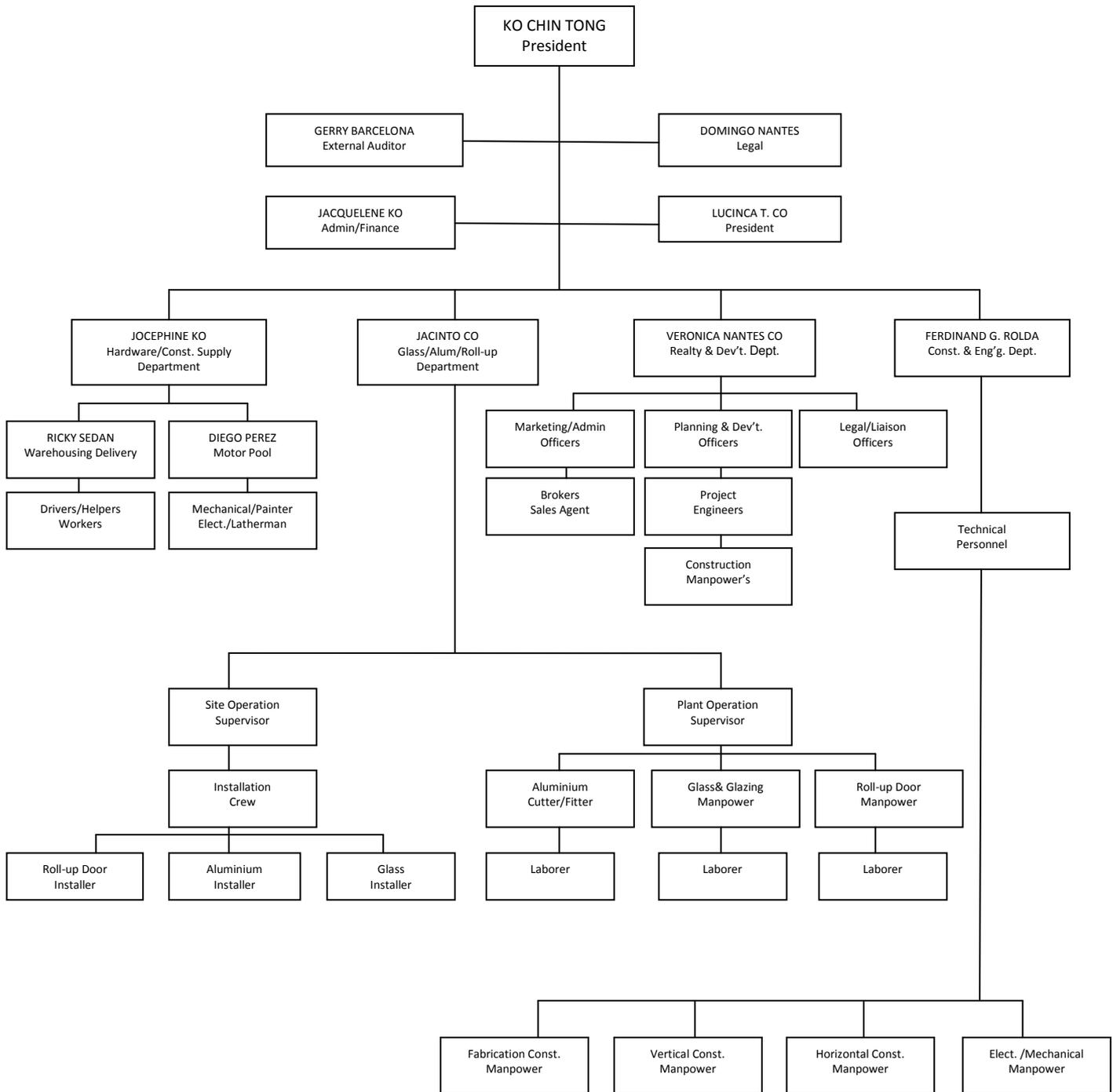
### **Vision**

To be the market leader in hardware, industrial and construction distribution.

### **Products and Services**

- Electrical Supplies, Ladders, Lawn & Plumbing, Pipe Cutting/Threading, Blade Sharpening, Hardware, Paint Color Matching, Power Tools
- Lucban Builders and Const. Supply is committed to being "the Helpful Place" for hardware, plumbing, tools and more by offering our customers knowledgeable advice, helpful service and quality products.

Organizational Chart



### **System Overview**

Our group decided to have an Inventory and Sales System for Lucban Builders & Construction Supply Inc. that enables the company to monitor the quantity, location and the status of the inventory and sales. The use of barcodes will help the company record the inventory transactions automatically, as well as the sales. It also manages the sales and records each transaction done to help the company in managing their business efficiently.

### **System Goal and Objective**

With the implementation of an Inventory Control System, our group aims that the company will:

- Speed up the inventory process;
- Track the receipt and use of inventory, and calculates the quantity on hand;
- Enhance business continuity;

To achieve the goals stated above, our group is expected to be mindful of all the specifics of the proposed system and to be responsible in all the individual tasks assigned to each one of us.

### **Scope & Limitation**

According to what we have study there, we found out that their system was unorganized because of the manual sales system as well as their daily inventory. According to what we have seen in this hardware, there are 500 people per day who buy products from them. Our propose system includes all the records as well as the transaction happened per day. This system will help to minimize the errors of the manual transaction. They have cash shorts daily because of the manual payment system.

Other things are not included such as advertising and marketing.

## **Statement of the Problem**

As we interviewed all the staff of this particular hardware we found out that they are having hard time in all their hardware related activities especially in their inventory and sales system. They say that they are having cash short at the end of the day or in other words they have some errors with their manual system. So we propose an automated system within this matter.

### ‣ **Manual Payment System**

Based on our analysis, we noticed that the company has a manual payment system which deals with slow transactions and almost cannot quickly accommodate their customers due to the slow payment system.

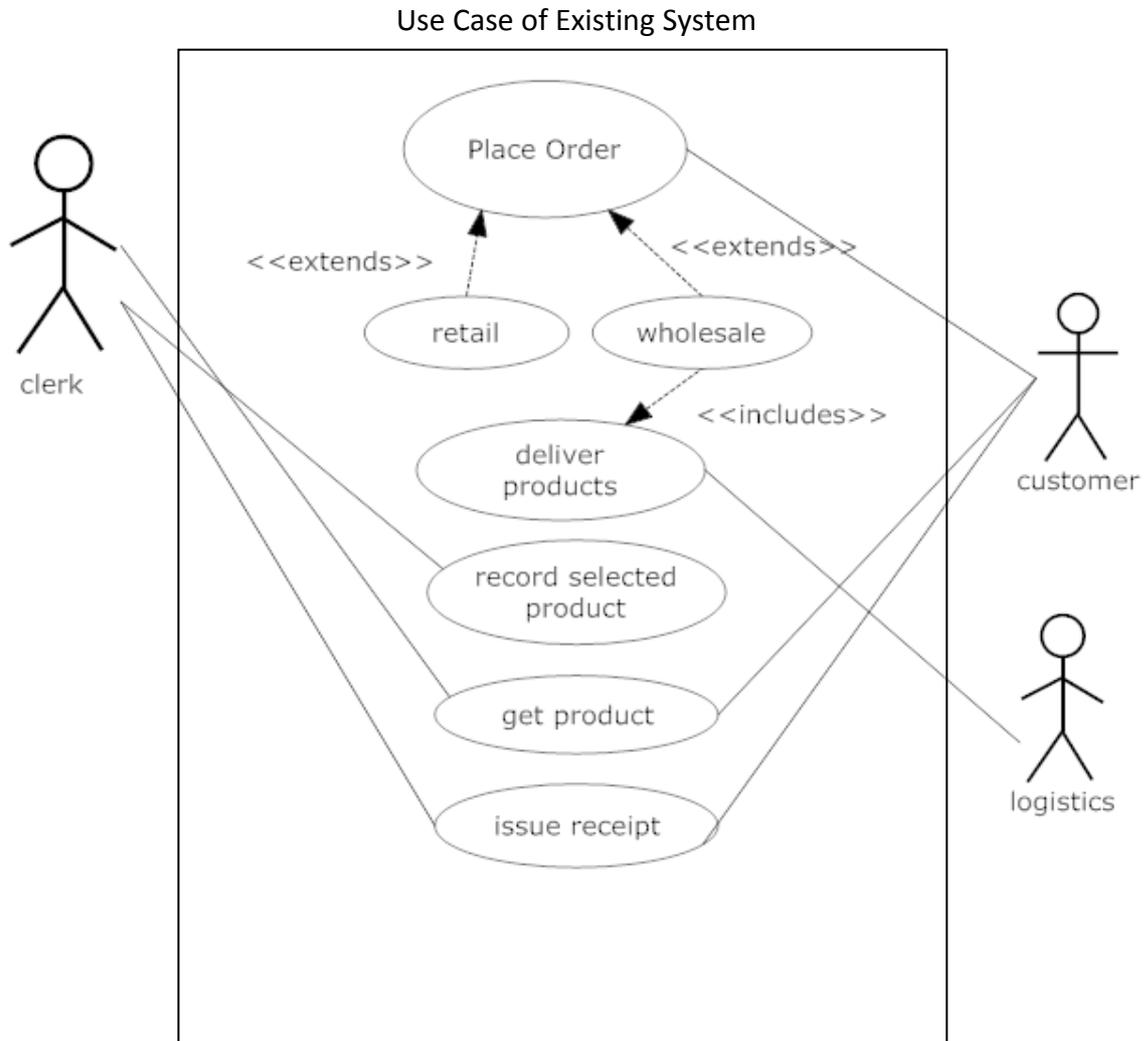
### ‣ **Manual Inventory System**

We noticed in the company that inventory is always checked manually, inaccurate information on inventory, and there are errors in number of supplies within the company, for that we suggest an automated inventory system of the company to make inventory checking more accurate and less error.

### ‣ **Spending a lot of time every transaction**

We noticed that customers when doing transactions, must write their names and type in their signatures, that is why customers gets sometimes frustrated due to the time spending in doing transactions, especially in times of need, and a lot of customers, buys hardware and construction supplies.

II. Analysis of the Existing System



## USE CASE NARRATIVES OF EXISTING SYSTEM

### Identification Summary

**TITLE:** Place Order

**SUMMARY:** This use case allows to customer to place an order manually.

**ACTORS:** Customer, Logistic, Clerk

**CREATION DATE:** November 20, 2008

**VERSION:** 1.0

**PERSON IN CHARGE:** Janine Ko

### Flow of Events

**PRECONDITIONS:** The customer must place a written order so the clerk would identify if it's available or not.

**MAIN SUCCESS SCENARIO:**

1. Customer will place their order
2. The Clerk will Record the order and check if it's available.
3. If products are available, clerk will get the product and give to customer
4. Clerk will issue receipt
5. Logistic will deliver product.

**ALTERNATIVE SEQUENCE:** Incorrect details

**ERROR SEQUENCE:** Availability of the stock.

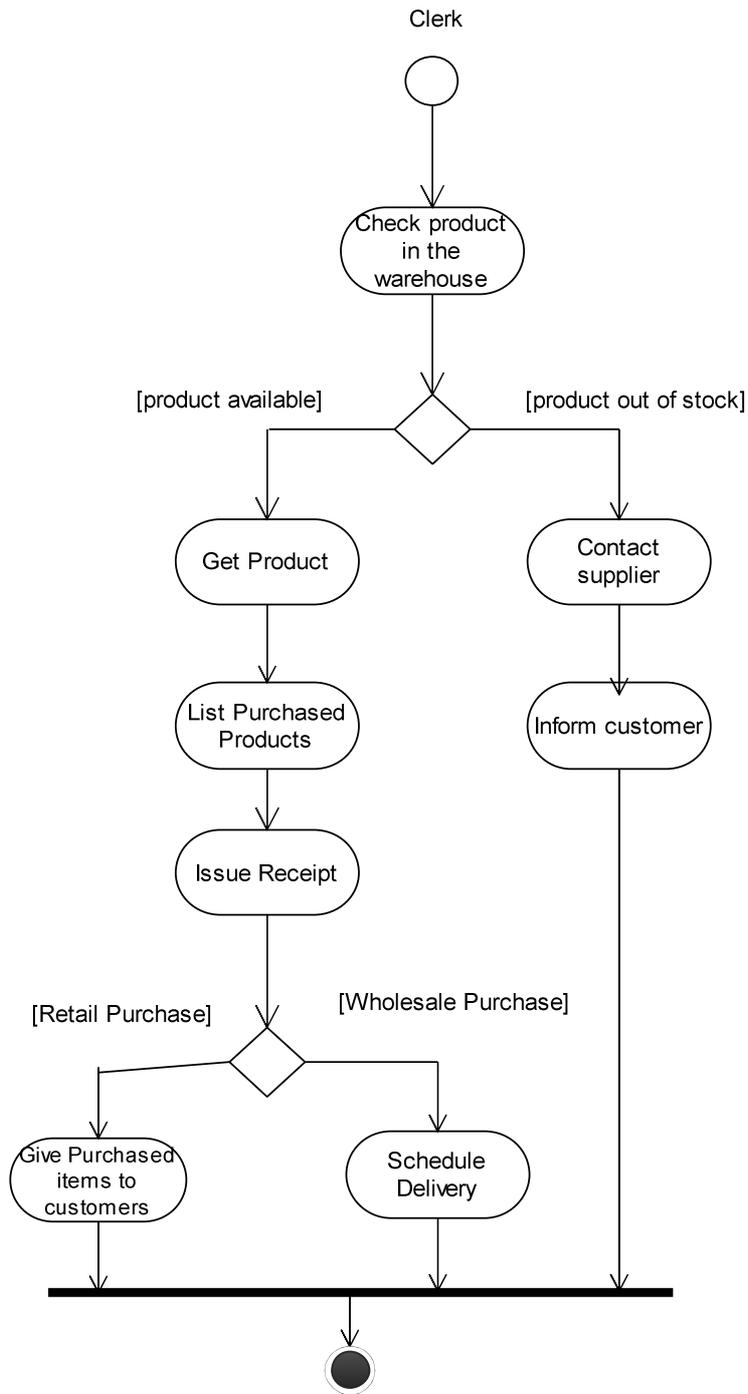
**POST CONDITION:** The inventory will be organized and sales will increase.

**Current System**

**Activity Diagram**

**Process Order**

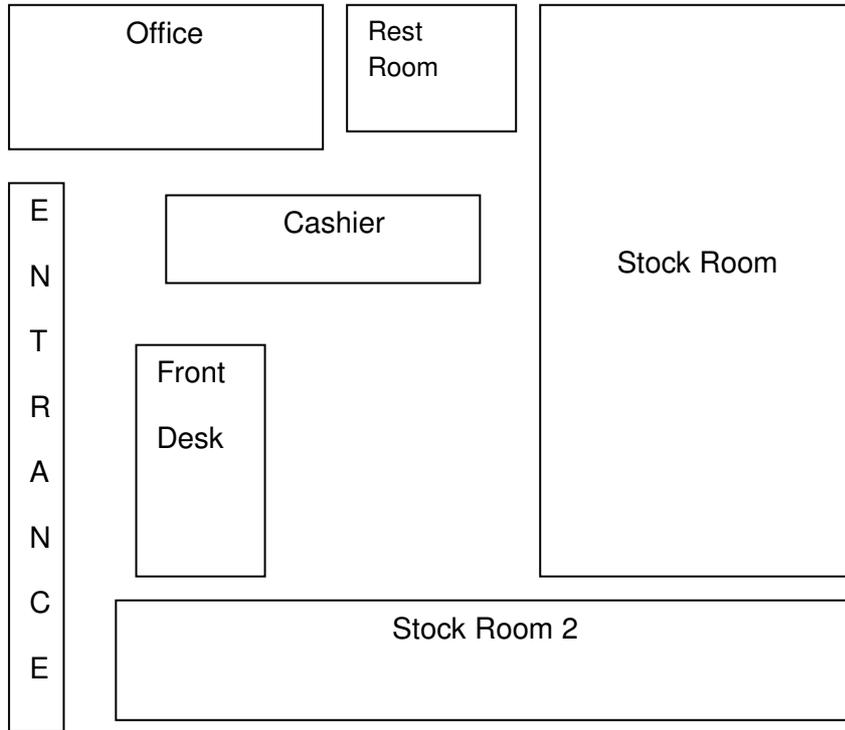
Edraw Trial Version



**Flowchart**

**Geographic**

VERTICAL MARKET SOLUTION BY: JANINE KO



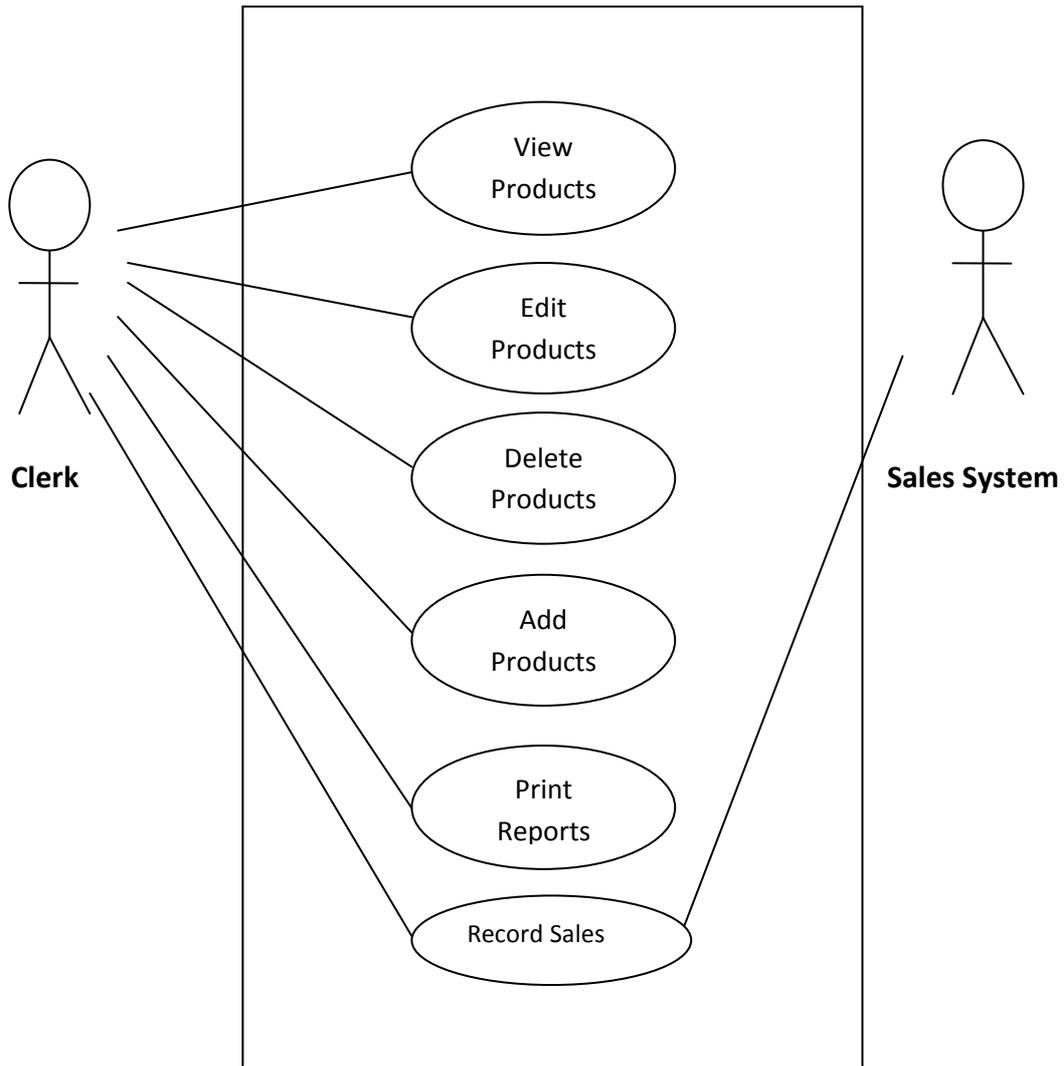
## Design of the Proposed System

### Table of Recommendations

Problems	Recommendation
<ol style="list-style-type: none"><li>1. The customers are having a hard time in purchasing the products they spend more time in every transaction.</li></ol>	<ol style="list-style-type: none"><li>1. Having Inventory and sales system will help the problem of the Lucban Builders and Construction Supply Inc.</li></ol>
<ol style="list-style-type: none"><li>2. They are having some transaction errors because of the manual inventory and sales system. They got confuse because they just have to write the name and the purchase products on the receipts.</li></ol>	
<ol style="list-style-type: none"><li>3. At the end of the day they are having cash shorts in their daily inventory.</li></ol>	

**Use Case of the Proposed System**

**Record Sales Inventory**



## USE CASE NARRATIVES OF PROPOSED SYSTEM

### Identification Summary

**TITLE:** Record Sales Inventory

**SUMMARY:** This use case allows the clerk and the sales system to record each transaction in one database.

**ACTORS:** Clerk, Sales System

**CREATION DATE:** November 20, 2008

**VERSION:** 1.0

**PERSON IN CHARGE:** Janine Ko

### Flow of Events

**PRECONDITIONS:** The Clerk must update the product so database would be updated for the sales.

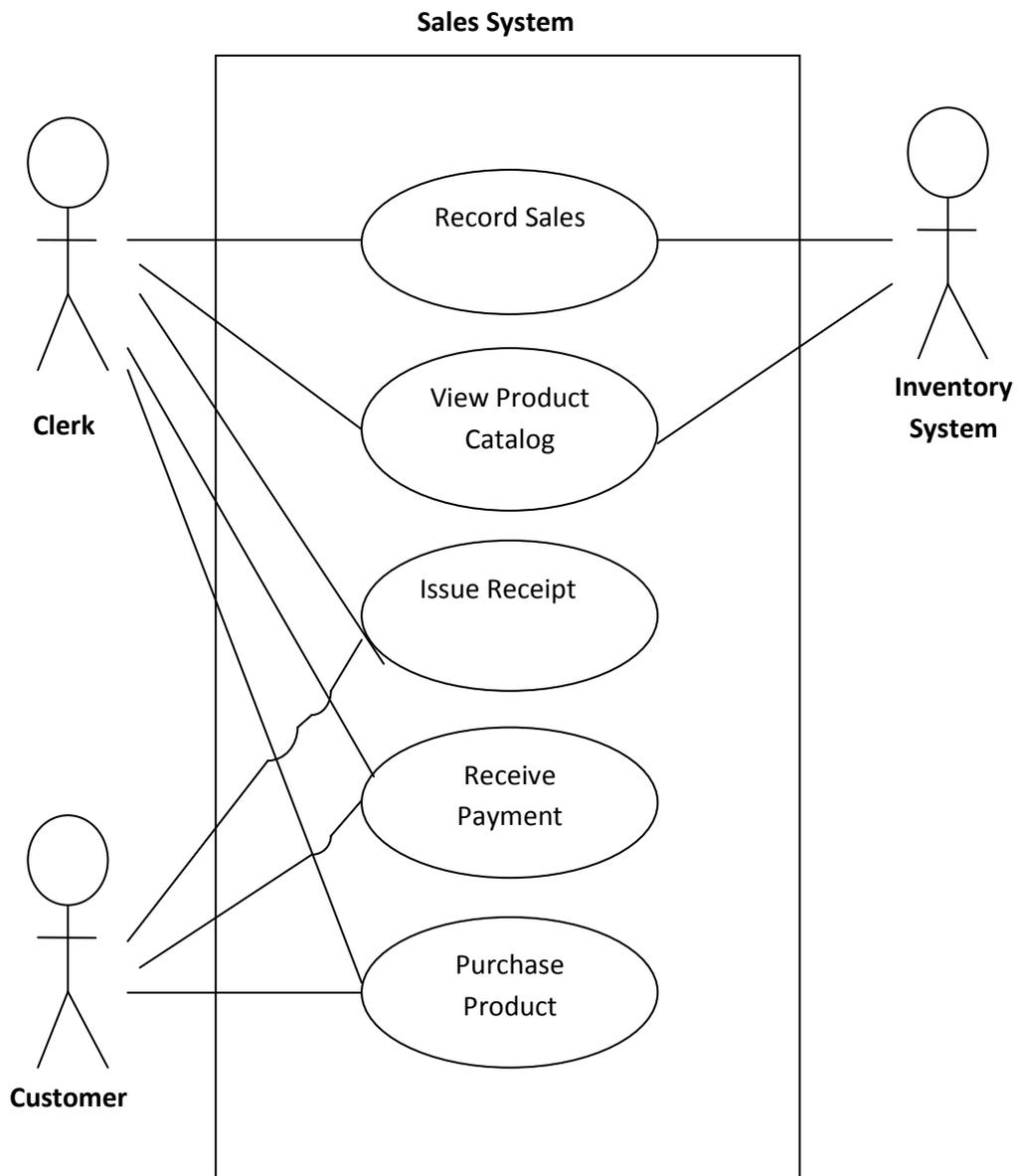
**MAIN SUCCESS SCENARIO:**

1. Clerk can view, add, delete and edit their products
2. The clerk will print the report that has been change.
3. The sales system will record the sales and update the products.

**ALTERNATIVE SEQUENCE:** Incorrect details

**ERROR SEQUENCE:** Wrong record of product.

**POST CONDITION:** The inventory of the products and the sales system would be connected and have one database.



## USE CASE NARRATIVES OF PROPOSED SYSTEM

### Identification Summary

**TITLE:** Sales System

**SUMMARY:** This use case completes the transaction for the sales.

**ACTORS:** Clerk, Inventory System, Customer

**CREATION DATE:** November 20, 2008

**VERSION:** 1.5

**PERSON IN CHARGE:** Janine Ko

### Flow of Events

**PRECONDITIONS:** The inventory System must be updated for every sales transaction

#### MAIN SUCCESS SCENARIO:

1. The clerk will record the sales and inventory would be updated.
2. The clerk can view the product Catalogue from the inventory system.
3. The clerk will issue receipt to the customer.
4. The clerk will receive the payment from the customer.
5. The customer will receive the product that has been purchase from the clerk.

**ALTERNATIVE SEQUENCE:** Incorrect order

**ERROR SEQUENCE:** Wrong purchase of product.

**POST CONDITION:** After the customer purchased the product the inventory system would be updated automatically.

## **Streamlining**

Our group decided to propose an automated paying system and an inventory system. We just noticed that the staffs are having a hard time doing all the transaction every day. These are the streaming tools to eliminate their errors.

### **Eliminate or reduce shortage of cash flow**

At the end of the day they have cash short as well as cash over. We think its all because of having a manual payment system. Every day they got a hundreds of customers who buy their products. At the same time the customers are buying products and the staffs are got confuse because of this matter.

### **Time management**

We noticed that the customers are having a hard time in buying their products. They spend too much time for one customer because the staffs are have to write their name, products that they buy and the quantity of it. It takes 6 minutes every transaction.

### **Elimination of errors**

We noticed that they are having errors because of their manual paying system. They get busy when they are many customers. Sometimes their copy of their receipts was loss and their have mistakes in their penmanship of numerical value of the purchased products.

### **For an easy transaction and inventory**

They have a daily inventory of their products. They are having a hard time to count all the products has been purchase at the end of the day, they are using calculators as well to compute to all the transactions happen for a day. They perform inventory in morning before they open and close the stores at night. If they have an automated system they will not have a hard time because of the automatic recording system of our propose system.

**Record keeping**

The records will keep on a data base of our propose system. This will ensure data and records security.

**Benchmarking**

<b>Metrics</b>	<b>Villa Verde Hardware (Competitor)</b>	<b>Lucban Builders &amp; Construction Supply</b>
<b>1. Number of transaction</b>		
<b>a. Week</b>	500	750
<b>b. Month</b>	2000	3,000
<b>2. Numbers of branches</b>	1	1
<b>3. Equipments use</b>	3 delivery truck, pick-up truck, delivery truck, bulldozer, ladder, gloves, ball pen, calculator, carbon paper,	9(delivery truck), pick-up truck, delivery truck, bulldozer , ladders, gloves, ball pen, calculator, carbon paper,
<b>4.Number of products and services</b>		
<b>5.Types of clients</b>	Anyone	Anyone
<b>6.Annual premium income</b>	800,000,000.00 PHP	1,500,000.00 PHP

Our group chooses Villa Verde Hardware as a competitor because they have the same business field. We noticed this hardware is their number competitor in this particular city.