A VERTICAL MARKET SOLUTION FOR RETAIL READER

by: Ellen Jane Evangelista

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PREFACE

Hey Reader!

Finally I have my own book! Though it is far from what I had imagined or dreamed of.

This book is a compilation of everything that I did on my Vertical Solution Class. Taking this subject for three months is something that you will remember not just because of all the stress and sleepless night that it causes me, but also because of all the lessons that it teaches me especially when we talk about patience and understanding.

Though the subject may sound so formal and in need of template that will complement its theme, I still choose to have something that will not look too formal and too boring. It may look a little bit colorful and somewhat kiddy, but this book is a representation of me and my perspective about the cloud that we are in.

P.S.

Hope that you will enjoy what I have done: P

Ellen Evnagelista

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TO My Family,

Who supports me in every thing I do in this freaking Life. Thank you for the Love, care, and the most important thing on a student life, my Allowance. Thank you for trusting me and letting me to join on COG's overnights for requirement brigade.

To our House sponsors,

Thank You for an overnight stay with full meals (most of the time with snacks too!) to finish those work loads that it seems impossible to accomplish.

To PAPA GOD,

Who allow me to share what I have.

To my EVER FAVORITE COG

Who never fail to bring smile on my face and laughter's on my heart though we do have a BUNCH of FREAKING requirements. Thank you guys for caring and treating me as your sister, I also like to give my appreciation to the BOD who open's "my mind" on the other aspect of life.

To Albert and Jona,

Who encourage me to finish what I started and also help me to generate some ideas and thoughts that I express on my reflections. Thank You bessies for always listening to my sometimes not so sensible stories and for always telling me that I need to grow up!

Cluetrain Manifesto

(book review)
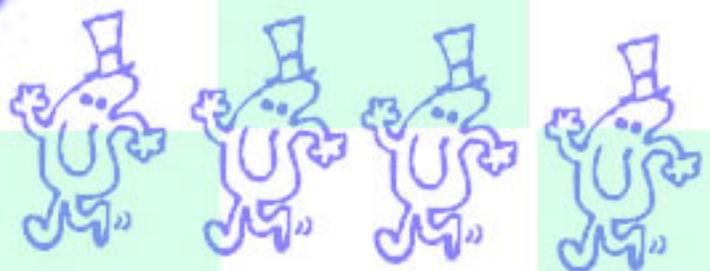
Book Review, Chapter 1

Book: Cluetrain Manifesto: Internet Apocalypso
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: "*We long for more connection between what we do for living and what we   genuinely cared about, for works that more than clock-watching drudgery." (Locke)*
Learning Expectation: I expect that I will learn more how retailing has a big impact on the business

Review:

I really like how the chapter one of the book Clue train manifesto talks about business, the market place, the market itself and how it evolved. I also love how he tells tales of what he observes and sees.

When I read the entire chapter, I really don't know what to think or feel. I honestly think that business really went to the nerves of everyone and it's a sad realization. Business now really lacks in sincerity unlike before. Right now, companies always try to find what there is their best quality or competitive advantage and try to improve it by researching and specializing. I do agree when Locke said that people are de-skilling because of the singular repetitive task. People don't improve if you just taught him to do only one thing, if you want to do this, it is better if you just buy machinery. I am somehow glad when I remember what my management classes taught me. Right now, we do realized that people is one of the key of business so we should treat them better.

I also like the idea when Locke said that corporations can't live without controls. Honestly I think, it's not only the corporation, we are all afraid if we lose control over something. I don't really think that business really wants to control what they had because they are selfish but because they were just afraid that they might fall down. It is actually like all of us, we all tend to control almost everything because we are afraid to get hurt. But as the author also clearly stated, we should face our fears and used the word trust. I think this word is really the thing we are lacking right now. I can't blame everyone because I also know that due to the environment we have, the word trust is not easy to give. But that's the main difference that we have from before. Way back then, people are free to talk, to negotiate, to converse. The environment they were leaving is a harmonious place where sincerity is everywhere. People are not afraid to show who really they are. They were not ashamed to express the things they want to say. They were conversing like they were very good friends for a long time though they just met.

The world is changing, and too bad that the change that takes place is something that degrades the capacity to trust and reveal his/her true identity. Right at this moment, as a teen-ager of the twentieth century, I can say that the internet really helps to bring back the sincerity that we are now slowly lacking. I really can see with my bare eyes that there are so many things here that become a mechanical instrument. Each and everyone exclude his/her self from others because they think they should focus on other things. Parents leave their children at home with nannies because the both of

them need to earned money. They were slowly become part of the mechanical monster. But with the internet, people can now talk and feel like they were just talking face to face. Parents can now monitor their children even they were at work. People learned to slowly bringing back their passions.

I like when the part Locke tells his own story about how he look up internet. I really admit that I love the part when he said that communication is a powerful tool. I love it when he said that he feels happy when he rights something that he can say he is. Actually, I do want to be a writer and up to now, I want to write something that I can say I am. I look up to him, when he learned to converse genuinely because I think it is what the people from real world are missing. This is the things that the corporation wants to get from their market researcher. Actually I can say that these business people are spending too much on something they can know easily they will just open their ears and listen carefully to what the people around them are saying. They will able to get this if they will able to talk more humane, some one that don't need technical term in order to sound smart.

It is really a good realization; people just want to tell stories, to converse. We should do things more simple and with all sincerity. Because with this simple talks, simple conversation, people around us become more comfortable, they will feel more at ease and able to tell their own stories as well. I always think before that maybe it is really a good thing if we just lived simply. Maybe people will be happier because they will feel more contented about what was happening to them because they really show their true self, their true identity and feelings.

I know I can't get back the time where they were simplicity and sincerity everywhere. But I am glad that internet came, because it slowly brings back the sincerity that the business world forgot to nourish. It now, bring back the old market where there were sincere stories, human voices that speaks and laughter's that are so good to hear.

What I have learned:

I learned that the sincerity of the human voice is something that can't be replaced by anything. We are now in an era where almost everything is computerized or automated. But we are all longing for some small talks that full of sincerity and genuine concerns. We are all longing for this because we want to show who we really are and what we really feel.

I also learned that we should also know how to lose a little in order to find something that we really want. Being serious over anything doesn't bring you any good. Relax, have time to talk to someone over the net and play a little.

Book Review, Chapter 2

Book: Cluetrain Manifesto: The Longing
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: "*It is only the force of our regret at having lived in this bargain that explains the power of longing for the web "*(Weinberger)
Learning Expectation: I expect that I will understand the connection of web in our longing to claim our voice.

Review:

This chapter is shorter than the first one yet I do agree on what it is saying about the web and our voice. The question what is the web for from this chapter really get my attention. Why? Because I still don't know what web pages for. I mean, as an IT student we use web pages to help business, but this is not the real answer to the question.

As I read the book, I slowly realized that on these days, people are really eager to bring back their voices. Everyone wants to show the world their insights, their reflections. Everyone wants to be heard, wants to tale stories. There is eagerness, there is longingness.

I tried to think why we want to express our selves through web pages? Why we want to hear our voice? And I realized that we are now leaving in a world where people don't speak what's on their mind. Slowly every one becomes a human robot. No one really care what really happens to his/her environment. Everyone is busy making his / her own stuff. Everyone becomes something that they shouldn't be.

This chapter talks about how we came to be who we are right now. How we lovely communicating people are now eager to express themselves in any media available. I do agree when Weinberger said that this longing for our voices occurred when we are in the era where management is the key to anything. I personally believe that not everything in this world could be managed. Why? I think because there are so many things that no matter how we tried to manage, it always result to one realization, I really can't manage it. As an example, no matter how we try to manage the relationship we had to our friends, one way or another, misunderstanding will occurs and things will be out of your hands. Though management can't prevent this, but it can never stop the things that should happen.

I remember some quotes that my Philosophy teacher says that if you hold something to tight, those things might die on your hands. I think this is maybe the reason why people right now wants to have their voices back. Because of too much Management prerogative, the people voices are slowly dying.

Before, I am a fanatic of television series that talks about our own history, our own folktales. I remember during those time, I do want to be an activist, I want the government to hear my voice, I want them to hear what I want to do for this country. Years later, I really don't know where to put my ideas. What are the things I should do in order to persuade people at my age to shout their voice again like what the youngsters do before in Marcos Regime. I want to show everyone my ideas, what I know is right, what I already do in my life. But I am afraid to speak what's on my mind, why? Simply because I can't hear any one saying what's really on their mind, so I also choose to stay quite.

Years later, I discovered website's that allow me to show my side that really wants to be free, the side of me that is longing to be heard. As I search the net, I can't help to smile because I still prove to myself that we still have our own voices. People may act as they were still as cold as they were before. But deep in them, I can see that something is changing. They already bring back their voices. They were slowly putting their pieces together.

I do agree to Weinberger, when he said that having voice doesn't mean being able to sing in the shower but it means presenting oneself to others. Our voice isn't only speaking on the sound we produce when we were speaking. Voice is something that helps us to show our point of views, it something that express our ideas over a lot of things. Through these voices, people create a better environment, a better place.

We maybe can't show our voice directly, but with the new technology and the power of web pages, I can say that we can still show who we are and that is the important thing.

What I have learned:

On this chapter, I learned that no matter what circumstances that happen we can't let our voice be gone forever. They maybe an instances that comes, but we will still find ways to express who we are.

I also learned that people sometimes become someone they don't want to be but it happen because of certain responsibility that they have which pushes them to become a person they hates. Honestly, when I read this chapter, I can see myself as one of them. I also feel everyone's longing to be heard and tell tales again. To be honest, I miss the days when everyone voice out their opinions.

In addition, I think I also learned the value of showing who you are. I mean, people always want to find their own identity, and with our own voice we can say that what I am saying is me, and that is my identity. It also sounded as humane and more genuine.

Book Review, Chapter 3

Book: Cluetrain Manifesto: Talk is Cheap
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: *"People channels from their hearts directly to their words –and that is voice"* (Levine)
Learning Expectation: I expect to have an additional knowledge about how importance the ability to talk and Communicate

Review:

Like the first two chapter I also love this part of the book because it encourages everyone to talk whatever things they want. Whether it is for the good or the bad, they should express what they were thinking and converse about it.

I myself really believe that talking is very cheap; all you need is your voice and your thoughts, sometimes even without voice as long as you express who you are that is also a form of talking. I think it is a good thing when Levine said that faith shapes someone's work which also enables them to establish themselves as an individual. This statement only proves that we can talk or express who we are as long as we did something that we love to do or we have passion to do.

In addition to an earlier statement, I do agree to Levine when he stated that some people apply their craftsman like care to their works and their voices are heard. This statement of his shows that we have different way of showing our identity, we have different styles of talking. This sentence also open our minds that talking is not just by literally speaking, talking is about making an identity, establishing who you are in this crazy world.

Honestly, I really appreciate this chapter because I know what it talks about. This chapter made me realized more how powerful our voice is. When we speak, people get a hint of our feelings, they will know whether we are lying or not, whether we just talk like a robot more than a human. But the sentence that really struck me is when I read that voice is a directed channel from the heart. I was somehow dumb folded because our voice really possessed sincerity that we are all longing for.

Talking is cheap, that is the bottom line of this chapter and I really like it. This part of the book gives us the different media we can use on the web. The different kind of communicating to the people who we know, we don't know and we may know soon.

As a teen-ager of the twenty first century, I can say that I already experience joining a newsgroup, having an email and messenger account and other things. I really love newsgroups or at this time called forum, because it really help me on my studies most of time. As an Information Technology student, it is difficult to find a website that can answer some of my programming queries. With the help of these newsgroups, I can gather ideas from different people without paying a huge amount of money.

When I was reading the conversation that Levine included, I can't help to think that one bad critique or comment can really have a bad impact on a company or certain establishments. I say this because based on my experienced, once I read something that wasn't good in this company or establishment, I tend to dismiss the idea that I will try to go there because I know that someone experienced a bad thing there, so I always end up thinking that it can also happened to me. Companies really can't stop people from criticizing them because we have our own set of minds. If we find something wrong, we speak about it; if we found something great we also communicate it. I think that's another good thing about being able to speak what you want. You are also having conversations to the people who also have your point of view or some people who just want to share their experiences or the things that runs into their minds.

With this various conversational modalities, people from different geographical places feels like there were just a one person away. Conversations really become our glue to one another. It is something that brings us closer together. I already say that no one can stop us from talking, and I think this is the main reason why companies want to communicate with us in any way possible. They want to have conversation with them so that they can persuade us to consume their products and spread the news on how great their product is. But I think, Loyalty, trust and respect can't be given easily by the consumer because everyone know what is the company wanted. This three things can only be achieved if the company uses the right media to communicate within their markets, if they already have their genuine conversation with us, a more humane way of talking to their customers, without those stupid technicalities.

I think the best part of this book is that it encourages us to talk about our things, about ourselves, about our experiences and other things that we can share. When we tell stories about certain things, people listen and vice versa. With this simple sharing we don't realized but our knowledge about something is already increasing.

What I have learned:

In this chapter, I learned that I can also express myself through doing the things that I want and not by merely talking. In addition to this, people creates identities once they do things with passion, they create something that really valuable like the gardener to a lovely rose.

I also learned that I should be more sincere in everything that I do, especially for the words that I say because it is what my heart really wants to say. I also realized that no matter what year I am, speaking and listening is the two words that can't be erase in this life.

Book Review, Chapter 4

Book: Cluetrain Manifesto: Markets are Conversation

Library Reference: N/A

Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: " *Advice on entering the conversation: Loosen up, lighten up. And shut up for a while.*" *(Searls, Weinberger)*

Learning Expectation: I really expect that this chapter will help me more to understand what is the essence of conversation in making a better market relationship.

Review:

As I read this chapter, I now understand fully what the phrase "Markets are conversation" from the 95 theses of Cluetrain manifesto. But as I understand what this simple yet powerful phase it is, realization strikes me and it really make me sad.

Before, when industrialization isn't a part of the markets, everything is made with passion or with someone's heart. Every product is representation of someone's craftsmanship so everyone is willing to listen to his or her stories. In early times, market conversation is a day to day activity because things or words are unfiltered so everyone has the freedom to express his or her opinions. No one really annoy you to buy this product even though everyone is trying to market their goods because everyone is sharing thoughts and opinion, everyone share their selves not just merely a market talk.

Today, it is a sad realization that only few of the merchants we have right now love to converse that they are rather than to market their own by bombarding us with bunches of noises which we can call advertisement. Marketing your product isn't a bad thing on my point of view, what I don't want is something like what the book said, and that is the business-as-usual thing.

I am a television and movie addict from childhood. Before, as I watch local shows, I often heard the line its pure business no personal issues involved. When I am in high school, I remember that I wrote an article about my point of view in business (I already throw the paper) and it was entitled: "Is it business as usual?" Actually the whole paper talk about the script line I said earlier. I don't know much about business that time, but I am just wondering if it is right to do business as usual without any personal touch, and I conclude that I think it cannot. My reason is, if ever I put a business someday, I don't think that it can be successful with just thinking of pure business. Some store owner outside my school talks about business are there because their customer's are having a conversation with them. I also remember, they also asked me and my classmate what kind of food we want so that they can think if they can provide that for us.

Conversation is the key that can release us from the business as usual thing. Today, website does really make the drastic change. People tend to communicate and voice out their opinions. People are able to speak what's on their mind about a certain product in order to give them an advice, a warning or even sharing what are the best that the markets have. This type of conversation is what the companies want to have, but as usual we market knows whether someone is making us fool out of ourselves.

This chapter on the book really talks about what we are trying to find. Markets are not obnoxious. We just want to communicate what were thinking. We just want to share what we know. We are trying to find justice on everything that we are doing and buying. I have this favorite part on this chapter. It talks about finding someone's identity. I really like this because it says something that market really wanted and this is the company's identity.

I said earlier that the market before is such a lovely place to go out because you can hear different stories from different kind of people. They share different tales from their own experiences. Merchants have their own identity like their customers. They speak as a human with dignity and not talk like person who only wants to technically market his or her goods. Even we are already done by those days and we are all now familiar with mass everything. We can't deny the fact that the market are still longing for someone they can have those simple conversations. If the company can show the market that they really are, their problems about customer's isn't a big problem at all. I always say this and I will say this again, treat the customer humane and they will treat you the way you wanted.

What I have learned:

In this chapter I learned that business as usual is something that neglects the markets voice or market's identities. Neglecting these identities is somehow similar to neglecting what your real purpose is. To be honest, I now hate those companies who treat us a merely consumer who are the purpose in life is to get in the flow on the advertising they put in every street and alley's here in metro.

I also learned that conversation isn't done by talking one on one only. We can have conversation even if it is not directly if we allow ourselves to share a piece of us or somewhat our point of view about something. These conversations can also be found in the pages where we talks about something. In addition to this, I also erudite that the conversation we are having right now am something wider and can reach worldwide. These conversations are now in form of typing yet the personal thing isn't fading nor lessen. These conversations that we had are something that can be useful to our co-customers.

Lastly, I also learned that we, people can't be fooled for a long time of those companies who tried to act as someone else. We markets are not hard to please; we only want truthfulness which bears sincerity and identity in order for us to give our trust.

Book Review, Chapter 5

Book: Cluetrain Manifesto: The Hyperlinked Organization
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: *"To be human is to be imperfect. We die. We make mistakes" (Weinberger)*
   "Conversation subverts hierarchy. Hyperlinks subvert hierarchy. Being a human, being among others subverts hierarchy" (Weinberger)
Learning Expectation: I expect to learn more about the Hyperlinked Organization and what it is, what it do and why it is needed in understanding more the business.

Review:

Among the previous chapter I can say that I really enjoy this one because it talks about being human and being free as what the word really implies.

All works and no play make Ellen dumb lass. I really love that sentence ever since my elementary days. Actually I am a believer in that phrase. I really think that there are no people existing that didn't play or try to have fun sometimes. As a student, I always have too many projects and deliverables that needed to submit on time and every student knows how hard it is. But even I have hectic schedule, I always make a point to find some time to have some fun or take a break because if I wouldn't do that I think I will end up in mental hospital!, to be honest. I am human not a mechanical thing.

I really like this chapter because it states that we are slowly sounds more human. People are now slowly realizing that there is a world beyond those extravagant business building. A world where you can have fun and at the same time learn some things that the four wall office you have can't teach you. A place where there are no boundaries and no hierarchy.

Call me castle builder but I think it is better to be that way than someone who is very serious. If you would ask me what kind of working environment I want to have, I will tell you without thinking deeply that I want to have somewhere that everyone can voice their opinions. Why? Because I think in that environment great ideas came because it is a collaboration of everyone's mind. I remember one of my professor said that no one is smarter than every one of us. I think that in this chapter, this is one thing that the author wants to pin point. We are now on the time where we realized the value of markets voice. We are now in the moment where we know that we should value people more than anything else. And I think we are also known that we should give them their freedom. I also want a place where I can handle my own time, like what the book is saying. Before we topic this under my Human Resource subject and it is a company strategy. I like this idea because I know that I will work hard when I have this kind of schedule because I can do the things I really want to do which can motivate me to do my responsibilities to the company more efficient that I would do on the 8 -5 working hours. I also think that by doing this company help his or her employee to have more self-esteem and value their works more because they know that you value them.

I

really love the idea of Hyperlinked Organization because it sounds like an adult playground for me. Don't get me wrong, I think of it as a playground because remember when we are just a little kids, we love to go there in order to have some fun and later on learn have some friends. On Hyperlinked Organization, even though we are adults, we can still have free time for ourselves. No one is saying we should do this or that. We can also have conversation among out colleagues and managers which can also be a way to be-friend with them. Once you are already friend, you can share ideas better and can come up with great solutions or projects. With this kind of environment also, people learn to value others. In playground, children got bruise, it is also like on adults we make mistakes that can hurt more than a child wounded knee. We are people and we are subjective to create mistakes like everyone does. No one is perfect, and with this organization managers or employers would be more considerate because they can understand their subordinates better.

This type of organization is what everyone is needed. At first maybe it is really scary for the CEO or management because they can't control things. And we all know from the previous chapter that control is what the management wants. But controlling is just something that wasn't really good. Some people of employee obey their managers because they are scared of them because they are the one who are in control of something. But they actually didn't look up that person nor respect them. If the company would break free from too much controlling and trust their employee more, I can say that their employee will respect them more than they can think of it. In addition, efficiency and willingness is easier to give.

I remember an inspiring quotes, it is stating that when you want something, learn to let it go. Letting go or letting them to be by themselves is a sign that you have trust in them, and when people know that you have trust in them I bet that they would do anything to regain that. If bosses are like this, I can foresee that every great people in different field wanted to be in your company. Remember this, hold something too tight and it will die. Learn to let go and everything will be alright.

What I have learned:

In this chapter I learn a lot of things like, it is really okay to make mistakes even in real and business worlds. I am somewhat perfectionist, but as I grow, I learn that I can't make everything perfect even I really tried to. If in business world, mistakes are essential what kind of person I am if I want to perfect everything I do.

I also learned that controlling is not a keyword to everything, Sometimes overdoing it can result to major problem because you are already become a monster on other eyes. I also learned that being understandable and givable is okay as long as no one takes advantage of it because it can motivate people to have a conversation with you.

Book Review, Chapter 6

Book: Cluetrain Manifesto: EZ Answers
Library Reference:
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: *"Make friends with the market place again. Start listening. Find your voice. Then start talking as if your life depends on it. It does"* *(Locke, Weinberger)*
Learning Expectation: I expect to somewhat it wrap what I learned from the previous chapter.

Review:

This chapter encourages us people to use what the previous chapters are telling us, used our voice.

After reading chapter 1 to 5, I realized that everything is saying that we are now over with those businesses as usual thing. The industrialization era where bureaucracy is the main point of everything is now slowly fading. As what the book is saying, conversations among humans are now encourages by the companies because they know that their subordinates have many ideas than them. They know that their employees have the clue that they wanted. This clue is what we are known as conversations.

Internet is something that breaks us from decades of industrialized imprisonment. This simply wired thing help everyone to bring back their own voices. These technology established bridges across the world in order for us to communicate, to let us have exchanges of ideas.

What I really like about this chapter is it teaches us not just to hear what our voices are saying. It helps us to understand what behind those voices and where it came from. We know that voice is something that gives us identity. These voices are not just identity but it is also what are hearts are talking about.

When I read this chapter, I reflect on myself and I realized that Internet is something that is futuristic, a new trend. I said on one of my reviews that I love watching television, and one of my favorite shows during my elementary days is the Dragon Ball Z. I really love Vulma and the Capsule Corporation because everything that I want can be store in a capsule. I also love their town especially when the car is floating. Before, I don't know that internet exist; I only know about this when I am on my first year as a high school student, so I just dream that I want to have those things someday. I am dreaming about future and right now I know that imaginary town that is being flash on television is soon to be a reality.

What the book is saying is true for me, because I already experienced that. To be honest, even we are now in a computer technology world; there are lot of fears that running through my mind. Fears are always there because we are human. But I am really afraid that with this technology people will be lazier each day. I am afraid that we will have a place like what Wall-E need to clean. If I will ask myself what my heart is really afraid of, I can say that I am really afraid that we could ruined this paradise we are right now(though it is somewhat ruined already).

This chapter also gives a wonderful Internet business success because it is simple yet difficult to do things. We people are like that, tell us to do difficult task and we are whining about it yet we can somehow do it. Give as a simple task and we are all telling it isn't as simple as it is. Based on this we can say that we are already shaped to do things that are encapsulated with rules and boundaries. We are all rise in an environment where we shaped to do this task etc, So when the time comes that we are asked to do simple stuff we can't do it properly because we didn't do these more often. Cluetrain Manifesto only opens our eyes about simple things that matters like our voice and the power it have. Through our conversation's ideas are expressed.

I also love the part when this chapter said that we should wait for someone to spoon fed us, we should act right now because we know something that needed to be heard. We should learn from our mistakes, we always hear this and again it is also emphasized. Mistakes are what make life worth living, without this we can't experience a whirlwind of emotions. We can't understand by the heart what a certain quotes is saying or we can't understand what a learning experience mean.

Internet make us realized what are mistakes before, and I think that right now, everyone is taking their actions.

What I have learned:

I learned that I should hear what my heart is saying because with these I can be sure that what my voice is saying is something that is worth to be heard.

I also learned that we should learn to stand alone and be not afraid to express what we think is needed or essential. We should remember that a great journey start at simple step.

Book Review, Chapter 7

Book: Cluetrain Manifesto: Post-Apocalypso
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup
Quote: *"Imagine a world in which the business of business was to imagine world's people might actually want to live in someday. Imagine a world created by the people, for the people not perishing from the earth forever." (Locke)*
Learning Expectation: I expect that this chapter express how great to not to be clueless.

Review:

After a week of reading the book Cluetrain Manifesto, finally I reached the last chapter which is the Post Apocalyso. I don't know what to feel after reading those chapters, but I am sure that I learned something from it.

Invisibility and Ignorance, these words strike me when I read this chapter because the realization of how powerful this words came to my senses again. I do agree that these words are also the main reason why we are now craving for the internet power if I may say on my own perspective.

Ignorance is what the internet trying to educate. Invisibility is what the internet overcome. Everyone now is connected; everyone has its own perspective and views being shared. This sharing of information becomes now education. Those invincible are now the one who's sharing this educated information's.

The net serve as the educators of ignorant, it also takes a role on letting the invincible to be visible again. The net also became the hero of these powerless which cause by a hundred years of being under the business as usual era.

This chapter, like the earlier part of these book emphasize again on the value of conversation. But what its difference among the former ones is that it deals on the side that we can't make it easily. We are already colonized by the business as usual thinking. We are all trained to be business persons from the first day we went to school up to these days. We always heard this type on mentality on radios and television shows even in movies.

In my opinion and experiences, this book really bares it all as what some people may say. I as a first hand example is a secretive person (even people who knows me may disagree but promise, I really am), though internet encourage me to become more open, I can't because I already live for seven teen years in my life like this. I am already accustomed to the thinking why would I share myself to those people who I don't know. I don't want to have conversation with them though I know inside of me I want to express how unique an Ellen is, but I can't. Why? Because I have this thinking that they wouldn't hear me nor listen to what I want to say. I have these notions, like everyone else because I am already pinned to these thinking.

It is really difficult to break what we are already accustomed to. But that's the reason why this book came. They don't want us to be clueless (not totally clueless but we are more on this side) again like what we were before. They want to break the loop where we are already stock. They want us to realize that this world isn't a place to be scared of. Our voice is something that shouldn't be hiding.

Right now, I can say that I am more open and I really converse a lot. I have meet to many people across the Pacific Ocean without riding an airplane. I realized that there are people who are willing to listen to me, to my silly stories and stupid doings.

What I also like about this book is how it describes what we are today. What had happen before and why management do this. I like the example on how they think their employee before as someone who is tasked to do this specialized works. It does sounds important yet, it wasn't good as it sounds. Then they discovered that these specialized workers need to have an idea on for whom they do this and why they need to in order to maintain them in their respective specialized field. But right now, everyone slowly realizing that they don't need just a piece or the whole one. They just need what we called value, and this value is come hand in hand with conversation.

The more conversation we have, the more we are getting free. I think this is what it the book says. The more we become free or show that we really are and speak what we want the more the business as usual companies change their perspective about their markets.

Our world shouldn't be rule by people who talk like robots; I would still choose R2D2 or Wall-E if you would ask me. We should learn that we are someone with freedom and life. We should be free and wander around in order to learn. We should be someone who are act as human and talk as human.

What I have learned:

I learned to be more human, act as human and sound more like human. By reading this chapter, I realized that human voice is really that important because it gives us human distinction on who we really are. By sounding like more humane, we should also act as human because it is what we are destined to be for.

95 Theses

Cluetrain Manifesto

Markets are conversations

At first sight of the sentence "Market are conversations" from the 95 thesis, I didn't really knew what it means. But when I think again, I realized that maybe what the statement is saying is that the key element of the market is the people communicating what they need.

Before, I learned from my marketing class that markets exist because of the people's needs and wants. Because of these needs and wants, some of us turn into providers and established businesses. But mainly, how do we know what the sample really need? This is the part where i think the statement shows its point. We would be able to know what the consumer needs because they would be saying it, they would be conversing about all of it.

If no one is saying what they need, I think there will be no markets at all. The providers who are mostly entrepreneurs alone cannot tell what the customers are thinking unless they say so themselves. If consumers do not speak of their needs and wants, no one could provide them with things they need or want. As for a thought, if people from the past did not converse of what they want to improve in the way they do things, I think we will still be in the era of telegraphs or worse, black-and-white television sets.

I do believe that markets are all about conversations. The market we are pertaining to here is none other than the ones who we are very familiar with - ourselves. We love to talk, to chitchat, to have this even silly conversation. Why? Maybe because we are really here to talk, to share stories, to teach lesson. We are all communicating because we have something inside that needed to be in seen, to be heard. This communication has been a part of our life ever since this amazing, crazy world was created.

Markets exist because people are able to mouth what they want and need. Through these simple conversations, the providers will have the idea on what they should have and should not so that the people will buy it and their products would be sold. This way, markets go with business better.

2

Markets consist of human beings, not demographic sectors

Markets have our wants and needs as its main component and these factors should be treated as humane as possible so as to keep the market functioning without hassles. I think this is what the second statement from the 95 thesis means. As I said on my first reflection, the market that we are talking about here is none other than people conversing about their demands. To be more specific and personal, it talks about us.

If we would be more observant, we would be able to see that some companies value money more than their services rendered to their customers. When we watch television shows or movie and we portrayals of businessmen, we would often hear them say that they don't care how their subordinate will do the task at hand. What they want to see are results. In reality likewise, we can see that others don't value us as we should be for we are people. They just see to it that we are present to where and when the company would need us in order to add to their manpower or to worse, just make profits. Making profits, which is mainly the reason why we established businesses comes to a sad realization therefore that for companies, markets are someone that they need to serve in order to produce money. They think of their markets as something that needed to study in order to know what they want. They treat customers as subjects that the only job is to consume.

Businesses nowadays lack passion. I can say this because if you say that you have a passion for and in doing something, you will treat every part of it so much of a care. And if businessmen have this passion, they should treat their markets as someone who needs them in order to satisfy his/her needs and not as just someone whose desire is only to buy their products or render services.

With passion, sincerity comes, and we humans need that sincerity like how companies need our loyalty in order to establish a good marketing flow.

If companies would only relate to us as they do to themselves, business would be easier to build because we already know what we need and how to make it. I think that the key in successful business is how much they value their markets and how the company will treat them. If we, the market, feel that we are treated with our value as human beings and with sincerity of a certain company, we'll have the tendency to stay loyal to that company no matter what happen. Successful business blooms because they know how to treat markets as human beings and not just some part of the regions subjected to their business.

3

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

At first, the third statement from the 95 thesis sounds funny for the reason that conversations among humans are in human voice, no one is alien here so no one should sound like one. But if we think of it for the second time, it implies that conversations should sound simply and moreover, humane.

I can say that at some point, I am guilty of this because sometimes, I want to say something that only I and my colleagues could understand. I am an Information technology student, and like on other fields, we also have our own set of languages used as registers. There is nothing wrong with that but, if I would use this specialized language on my markets, I don't think everybody would understand me. And I think this is what the third statement means.

Conversations as defined on www.dictionary.com is the informal exchange of ideas. Markets are all informal exchanges of ideas. As an ordinary people, I don't want simple conversations be turned into some head-ache-causer form of bluff. Markets are people who have one understanding, and they usually need things expressed in a layman's term, terms that sound normal to their auditory senses. I, for example always hear my friends say that they hear aliens talk whenever we can't understand someone speaking. Sometimes i find myself out of place whenever some of my other friends talk of their careers. And when they feel they were alienated, they tend to go to some place else where they feel they are accepted. Markets are like that, say something that sounds unusual or too technical and they will leave you without even saying a word. This is simply because they cannot understand you and that they would not exert extra effort to do so.

Business people should understand that conversations from its meaning should sound simple. Markets don't like hearing words that sound alienating. They want to hear something that they themselves speak of. Something that gives them the sincerity they want shown without sacrificing the real intentions of a particular product or service. Simple words have greater impact over technically-smart-but-sounds-alienating terms: words that certain company used to gain formality. Using words that is understandable to everyone would really mean that one is degraded of his intellect. It only means that the company wants a clear conversation between them and the market. So try to use simpler words, and you will realize it is easier to communicate and it is easier to remember because the mind values sincerity, and simple words implies sincerity.

4

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

Some say that humans by nature are simple; and I do believe this. It is also the same as what the fourth line of the 95 thesis says. Human voice is simple and sincere by nature for so is some of where these voices came from. No matter what we do, we cannot easily change what we really are; and this simplicity often comes out of our mouths plain and simply.

Try to observe this, when we are talking with our friends, we always tend to sound so carefree, so sincere and with no pretentions and this prove what the statement is saying added with trust and some more trust. What this has to do with what vertical solution is trying to teach, I can say many. We are already through about Markets being conversations, so we can now say that these voices are the main casts of the conversations, and also, these voices are the ones who give us the thing that we want most - profit.

The statement above implies that we better listen to these voice because it is the thing that signifies truthfulness. People can't easily change the tone of their voices once they feel something. Through hearing the tone of voices of people, be it close or not to us, we can sense their emotions. We can say if someone had just cried by just simply hearing broken sounds and sentences. We can say someone is angry when we hear his or her pitch rising and then eventually turns up to sound like the roar of thunder. This is a proof that our voices are sincere and very can be very open oftentimes.

Conversations are driven by our voices. Through conversations, we can share our thoughts, ideas and our self unknowingly. These voices contain information's that reveal who we are and what we need. If businessmen would only think more personally and humanely, they would be able to now arrive at the secret of market researching which is composed of just two simple words - Human Voice.

5

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

We people have the ability to detect if there's something wrong or perhaps different in the way our colleagues or friends act. In appearance, we can easily say that someone cut her hair even when it is only an inch shorter. We can easily determine whether someone is telling the truth or is lying. This ability is to convey more than what is implied is an ability even us cannot say where had came from. An innate attachment that tells us to know and to feel when it bothers us. It is something that's within this magical machine we call body.

The fifth line from the 95 thesis speaks of our identity. We human recognize and distinguish one from another because we have our own identities. These identities are shaped to every aspect of us including our voices. We know whose who when we heard there voices. Think about this, isn't it that when we are trying to fool someone, we change our voices and imitate other's?

Last night, I was watching a Taiwanese television show entitled Mo Fei Bang Bang Tang and they are having a game of who's who. The girls from Hey Girl (Taiwanese Girl Band) have a special microphone that can change their voices. My guess is that one from the two girls would be Ya Tou because I know that she have this cutesy small voice, but when the girls reveal who they are, I was wrong!

Our voice is a great factor in making ones identity. It is one of those who makes us who we are. Remember when we were in our pre-school days, we know certain animals by the sound they make. If it sounds like meow we know that it is a cat, when we heard barks we know that it is a dog. We can determine which is which by just the sounds they produce.

As I said earlier, people have this kind of ability, to know which is which or whose who. Voices help us to enhance this skill of knowing people when it comes to being accustomed to their individuality.

6

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

During the mass media era people can talk with masses by means of televisions, radio and newspapers. Though it can communicate to a large population, I can say that it doesn't create a lively and wider atmosphere for conversations.

Communication and conversations are two different things. Based on proper definition from www.dictionary.com, communication is something that uses media to transfer information to a receiver from the sender and is hindered or distorted by noise while conversation is informal information sharing among humans.

On mass media era, people know what is happening to other places but they can't talk to them personally and openly unlike what we can do with the internet. Therefore, there is but a one-way-channel of communication present.

When we watch television or listen to a radio program, which belong to mass media era, we are just having a conversation among ourselves (hardly a conversation, it sounds more like crazy man) or if you are lucky you can at the least talk to the person beside you. Mass media also offers conversation but is often more or less delayed because of certain reasons like as I said earlier. Like your being far from a person you want or need to have a conversation to. Unlike on the internet, we can talk as much as we can and as much as we want to those people(given that they are available) even when they are far from our reach; everyone can hear what you are trying to say and what's great is that you'll get to talk to them simultaneously or with higher spontaneity. Plus, with internet, our past conversations can be archived and stored because after being done with it, our list of conversatenn would still on different web pages and being read by other people out there.

Internet also lets us share our point of view around the globe, we can react on what the other nationalities are doing and expect to be heard ten to twenty peso cheaper if done through mass media means. Through the internet, the time when you have a conversation or the response is much faster rather than when you do it during the mass media era.

In addition, in mass media era, everything can be controlled by the business (as usual) people. This means that the knowledge we have them about certain things about the market is not as truthful as we can have now with the help of the internet.

Internet is also a form of mass media, but it something that can't be controlled because the masses are the one who rule it. This control of the market being provided by the internet to everyone is the connection which the earlier era of mass media failed to establish.

7

Hyperlinks subvert hierarchy.

I read this on Cluetrain Manifesto chapter 5 and I agree with what it says. Hyperlinks weaken the hierarchy because people begins to realize that they are more powerful than the people on the authority because they know more about the work than they do.

Hyperlink is something that can be considered small but, its staying connected to one another gives the main reason of its being more powerful.

A big company cannot function without people behind running it. Those people are not the ones in management level but instead, those who are doing the clerical works. Without them, how could a company produce whatever product they want to have? - they can't. We all know that the CEO or the managers wouldn't want to get out to their luxurious offices just to fetch some small thing or run a short errand from outside the company.

Hyperlinks are symbolism of unity, a collection of human voices. With these simple voices that create conversations, hierarchies are slowly fading because a person from the management slowly learns to listen. It makes them realize that with hierarchy people aren't conversing, and without these conversations they are cannot or would not function to the fullest.

Hyperlinks make the power from bottom to top. Those who act more humane are the ones who are most likely to have power. Hyperlinks already realized that we are just human, we have our weaknesses and we should be understood by that. Understanding is another keyword in destroying this hierarchy. With hyperlinks, people become what they should be again, they sound more human; more real. If managers become like this, they would understand more what their employees needed. They will be first one to offer this so that the wall that has been there between the managers and the stuff, which is the hierarchy, will soon be demolished.

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

I do agree on this statement because both have the ability to converse. People get to talk to each other and also to themselves with more veracity as ever be it followed that they are conversing to each other or factually relevant matters. This conversation is what the statement tells of a powerful way.

Employees also belong to what we call markets; it is like us, people who belong to the mass. We already know that markets talk about people. Markets are all about conversations made by people and to the people. When you read the Cluetrain Manifesto, you would know that employees are also encouraged to used internet in order to gain their voices and so as others'.

Intranet on definition is a niche or a group of people that can communicate with the use of routers and some CAT 5e cable wires enclosed within a certain vicinity. Internet is something bigger, something wider in its range. It can go across the sea or aboard the airplane. Internet is used by markets; or may I say ordinary people. Intranet is mostly used by employees who are working in a company in order for them to share information. But given this is the difference of the two, how can they be the same? The answer is simple, markets over the internet can converse about anything under the sun, they can talk whatever they want and share information as long as they like. Intranet workers on the other hand, have limitations, yes they can exchange their views about certain things to their co-workers and managers; they can also speak of what they know, and even ask what they want but the freedom among internetworked markets is much more massive than what the intranet worked workers possess. They both have their own voices that can be heard by those people who things as subjects are business as usual.

9

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

Internet is a powerful media right now and for the future likewise. We all know that with internet, we already gained our voices that were once taken and was taken-for-granted by the purely business-minded people.

Internet is a new way to share information and we all know that as things change, innovation comes hand in hand with it. Before, when our ancestors were still engaging on barter as the formal currency, their way of having conversations is by talking one on one or in other words, personally. During those days, social organizations are form by recruiting people or networking them within their respective areas.

Knowledge was then also promulgated by exchanging notes, stories and goods all with physical presentation and verbal enunciation.

Right at this very moment, something already changed. We are now able to talk to whoever and wherever around the globe with the provision of the rightful connection. I remember a commercial saying "I am just a click away". We too can also exchange our ideas and point of views now through mass media all through our own personal ways. When you try to observe, the only difference we have from the barter before is that we can communicate everywhere and anywhere in one seat. We can now talk to people anywhere around the globe like we can talk to the person we have on our side right now. We can join an organization from New Jersey without even going there. We can send and receive information in a matter of seconds unlike them we literally have to be there to be able to get there.

Innovation takes place right now because ideas are flying everywhere. There was this quotation from my professor which I really liked: He said that with newer environment, there would also be a set of doing new things. He also said that "you can do things with same essence but doing them with the same process, I think that's impossible."

10

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

Changes are constant. Changes are a vital part of human existence, without this, life is dull and dumb. I don't know how many times I heard this quotation, but like my stand before, I still really believe this.

When something changes, we people have the instinct to adapt to these changes or he not at least is on the knowledge that there has been one. Actually I don't know how these happen; all I know is that I am also just going with the waves. Whether we like it or not, Internet creates a drastic change on how we do things. It has a great impact on our today's way of living a part of which is our way of liking things.

Because of these, information is now visible and just a "click away". The markets that once been blind and deaf is now getting their share on what have been the secrets that were kept from them for the past decades. Right now, almost everyone is being educated freely by these wired networks on almost everyone's home.

People really adapt easily to the changes that is happening to their respective place of participation. I remember before, the first cell phone that I have held unto was my Nokia 5100 which is then owned by my cousin. She had a hard time using that because she said that it wasn't a part of her age's peak. I try to use it and it turned out that I can use it better that she could. Right now, even a two year old child can easily know how a cell phone works even if she or he doesn't know how to read. I used these as examples because it really represents how we are coping with our environment, and how technology changes the way we do our living today.

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.

Upon reading these statement, I remembered Mr. Pajo, my vertical solution professor asked the class that, if ever we will be buying a new unit of cellular phone, which people will we ask for opinions? A Nokia guy?; A Motorola or Sony Erickson Sales Representative or our friends? Most of the class said that they will go to their friends rather than to any sales representative.

We are all like that, because we know that those sales representative or vendors would only talk about the goodness of their respective products down-playing any invisible effects or disadvantages in the use of the product. Though others may talk about other products are also goods, they will just end up saying that what they have is what the customer is looking for. They hide what their product can't do and just talk about what it can.

We people or consumer already know about these schemes. We also know that hearing comments from people like those is just a waste of time. It is better to hear a comment from the one who already experienced it because they will bare everything. For example, if a friend of yours try this certain product and he really loved it, he will tell you instantly. It goes the same when he find something wrong about that certain product. We are like that(consults to friends first) because we have no hidden agenda's over those things when it comes to telling it to our friends. I mean if ever a certain company will have massive figures on their sales, I have nothing to do with it, so why would I lie?

Consumer knows products better than those of the manufacturer when it comes to its negative sides because we are the ones who actually use it. Whether we like it or not, we tell them to others so as for it to be a reminder or if not a form of encouragement.

Companies know these things and they can be desperate enough to brag anyone about it by adding some absent this and that.

Markets are smarter than what companies thinks of it. They can't lure up by just a piece of something that isn't really that useful as how they speak of it in order to impress us. In order for this company to survive, they should know that with quality products is how they would be able to satisfy customers. They'll find that profit and customer isn't that difficult to attract and find.

12

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

I already heard a quote that goes like this, "we markets are far better than the manufacturer known about their own products." We know this because we are the ones who use this everyday. It is something like how we get to know our friends - by spending time with them and doing things with them.

I like the way we handle things right now. We have no secrets at all or hidden agenda's because we are free to communicate whatever we want to say. Today, companies spend their time on thinking how they would please the market because they know that a simple mistake can single-handedly break what they want to have hindered what they want accomplished.

Though I'm not saying that we are not that cruel, it just how the things go. I as a consumer know these things, why? Because I already experienced it and when I tell someone about it, he or she will be aware that certain things like those happens. I know everyone has different stories of something like this. My friend told me she and her group of friends have quite an experience on this specific restaurant. She said that when the time that her friend will sip her iced tea, she saw that there's a cockroach in it (Yuck). Since then, they didn't eat on that restaurant again, as for me; I also refuse to eat there. If my friend's friends experienced having an exotic food such as that served, what's the possibility that I wouldn't?

Though the first story is negative, no one from that restaurant stopped my friend and her group of friends to spread the story as a reminder. We are not just gossiping, we are expressing what we experienced. It also goes when something goes right. I have this favorite dress shop and I told my friends about it. Right now, my friends and I go there to shop because we are happy on what we get there.

Markets can really make or break you. It is on the company side on how to handle this thing. Just does it right and the market wouldn't forget to spread it truthfully doing with it a simple yet effective advertisement.

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.

Employees are also part of the market just like us. I do agree on this because as I read earlier markets have internetworking and employees have intranetworking.

I already said on my previous reflection that the difference between the two is the degree of the freedom they have. Markets already make their point to the company that they rule, so what the company does? They try to please them.

Markets converse in a way that companies wouldn't be able to track everything. Internet is place where you can say everything you want (though there are restrictions.) With no controls or interruptions coming from companies that would obstruct the flow of information.

Employees also converse, but they do this when their bosses are over somewhere else far. Internet can't be controlled unlike the Intranet which should be in order to avoid conflict within the company (remember that employees are basically a part of the company). The company is the only thing that really defines the degree of freedom an employee can have, but of course it's only up to the scope and time they spend for their jobs. Control of the marketing conversation is the main difference of the market and employee. Company can control their employee because like what the old saying goes, they give them their living. Control is something that the company wants and has because they are still on the mentality that those can control more are the ones who can be at the top of the ever famous hierarchy.

Employees also do what the market is doing. They were conversing on their own, with or without the company's knowledge. Likewise, the company knows whether they like or not, people will talk. They will converse on their own place at their own time, whether they like it or not.

14

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

You can't be something that you really are not. That is something that I learned from my Good Manners and Right Conduct during my elementary days. Ever since then, I became aware that the best thing I can do to my life and the people around me is to be true about who I am. Maybe I can play some character changing but it wouldn't be for long. I will still go back to my silly self.

I think this goes for everything too, like on the corporations, they can act as human but they wouldn't be human unless they realize what it is to be human. They can hire as many market researcher specialists as they want just to know what the markets want but when they launch a certain product, the market may buy it in the beginning but in the long run, reject it. They will not look for it. Why? Because they know that it isn't really what they are looking for, it isn't what it looks like.

Corporations for us human, is something like a huge alien talking to us and brain-washing us to in and buy what they think we will need. Even though there are companies that communicates through web and acts as human, we can still feel that they were aliens because they don't know what it is to be human: meaning that their intentions of having ve gains for themselves still dominate. There are too many website that only talks about them; what they want; how they came to their status right now; how much they earn etc; these all sound inhuman because they still do not communicate with simple words, the thing that everyone wants understood - that the market is not just a niche of people that they can manipulate and be interpreted.

We market aren't all judgmental; we just observe what was happening on our environment. We know whose who because we know how to recognize an identity from something that is trying hard to be a copy cat.

Retail Technology, at first I expect that I would have a hard time on searching about this topic over the net. But I was surprised when I realized that were thousands of topics about it and that it only means one thing - that everyone is engaged into it.

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.

We already know that markets are already able to communicate and have their own form of private "conversation". These conversations will have its fullest power over the business-as-usual in few more years if it wouldn't be using its full influence because there are still people who are clueless.

I think the bullet is saying that in just a few more years, if companies are still unable to do what they should in order to be flow with the trend of market conversation, eventually, noone will listen to them anymore. The French court during the 18th century is famous for its being purely aristocratic façade and treats everyone as nothing but subjects. During that time, those who are in French court decided to have a language in their own because they think they were superior, a real aristocratic hypocrisy. Aristocrats think that they were a superior class of being, like what Adolf Hitler thinks of Germans. They want a set of language for them, a set of anything that was made just entirely for them. French court that time is a place where aristocrats see each other but not to hear justice but to flaunt what power they had. They also made their own language because they think law is for aristocrats only and the village people shouldn't be there. Because of this, the mob stopped believing what they say. For them they were just a bunch of artificial beings. Someone they shouldn't waste their valuable time listening to. Every word that those aristocrats say is something that wasn't humane and is truly self-serving in every way.

The so called voice of the business which they think they transferred through their mission statements and brochure wasn't successful to gain markets attention. Nowadays, I will admit that I hate reading missions and visions because they just used flowery word to something that can be express in one liner statements. I also hate company brochures because all they say is "them". If right now, some of us think that way, what it is in the future where everyone know the value of conversation? Companies should start changing what they are doing. They should start to be closer to the market.

16

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

This bullet is just saying that advertisements with no meaningful content are something that the market isn't going to listen to.

I remember my Vertsol teacher telling me and my classmates that a text without context is a free text, meaning that a conversation without meaning is something that is worthless. Markets are smarter that what the company thinks. We can easily say who speaks of something with meaning on it, and who says something for the sake of just speaking about the topic - babbling.

Thru internet, marketing which has no humor or anything funny on it can be turned into something that everyone would be enjoying spending time with, being with and while using so. Those companies who fool themselves about their being able to coax markets and leading them to show good faith on their products just waste their money on something that useless. Companies should realize that they can't just fool their markets. They need to understand that in everything they'll do, they need to put a character on it. They need something who has the ability to converse what the company should be saying, someone that would enable to let the consumers have an idea and interest on what they were trying to say.

As someone who belongs to the market, I hate commercials or advertisement that has no sense at all. I remember when I was in front of the television and I say this certain commercial (I already forgot what it is). After a while I find myself and my family yawning and losing attention on what we are watching. Why? It is because it has no meaning: mere non-sense.

Nowadays, something without real context is a thing without impact on markets. Companies should realize that they should put a piece of them on whatever it is that they make in order for their markets to listen.

17

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

Companies who remain stuck on the thought that the online market that they are communicating to is still the same as their previous customers who were tuning in to their other means of advertisement are really pathetic because they do not realize that the markets to which they are now exposed to are the much smarter and more empowered ones.

We all know that markets are all about conversation and that online markets do this conversation through internet which now can do lot of stuff than mass media. Before, after we watch television ads and commercials, we can't wait for tomorrow to come and let us tell tales to our classmates and friends about those ads and ask them to try the new products and services with you. Whether you liked or disliked the products, you can only say it to a small number of people. Others far from you would not be to know what you think of it. Conversation is being postponed. But now is different, once someone watched , read or heard an advertisement , they go in front of their computers , create a blog, open a forum topic or send a group message about that product or advertisement. In less than a minute someone will answer you and tell about his own ideas and experiences. Conversation becomes more accurate and becomes timelier and information flies faster.

Companies can't just make even a single mistake about the things they do because right now, in just a minute someone already posts his bad or good feedbacks about them and the world will be sure to know about it, there would be no time to console the market of their misdeeds.

If companies still don't know the difference the two markets they are conversing to now which are the online and the home-bound ones, I don't know how they will survive in a market place where the markets can converse more widely that they can before.

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.

Companies should realize that their markets are now linked person-to-person and much smarter than they think they are in order to thrive in the market place.

I do agree on what the bullet is saying, companies that is not aware of what is "in" in the market are missing their chances to best communicate of their products as well as the quick advertisement that they could have granted that people in the market is connected to one another. We all know that companies want to hear what the masses are saying and that they are information sucker. They want to know what we, the mass, wants in order to get their target profit by offering what they know we want.

If companies are not aware that their markets can talk more personally than before, they are missing their chance on providing something that these markets are willing to pay. They also miss the chance to use the easier, cheaper and much effective way of communication, which is the word of mouth. Though it is somewhat dangerous because a mistake can contribute to the dissemination of the bad image of a company should there be anyone who gets vexed. One should bear in mind that it is only with higher risks that greater income returns could become possible. People right now love to talk about anything under the sun. It may vary from personal things up to toiletries. These things may have what the company wants to know, consumer information. If they do not know that the newer markets are now more open, they would spend a lot of money in researching even though they can just join the market and have a conversation with them which will best lead them to what they want discovered.

Companies should be aware of what is happening in the market at this very moment in order for them to use the best resources available for advertisements. Being aware would also help them to protect their image because they will serve more quality products because they know everyone can look at their moves and just a single mistake can cause complicated problems.

19

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

Markets are now conversing in a far more effective and faster way than it had before. With this communication at hand, everything else follows with the latest trend. Every company tries their best to butt in on those conversations.

Before, companies control their markets simply by posing the pros of their product over the cons of the other competing companies. Now, markets control companies. They now talk of everything, of what they agree in and what they do not.

Unlike before, companies can now talk to their final consumer; they can hear what they want and what they don't. Markets converse with them in a manner they talk to their fellow markets. They easily give what the companies want in a manner they are more comfortable with and in the same manner aiding themselves with the would-be products. Though it is easier for everyone, companies suffer on higher risk on it. They are giving off their main leverage to their customers which are the company's privacy as well as its independence. Market as what we are saying are having a more personal conversation and if the company can satisfy them, we can make sure that those information would travel around the internet and many people will be able to know. Companies also will have their cheaper, easier and much effective way of advertising. But if the company blows their chance, they can also be assured that it will travel thru the net.

Markets are fair being, they only tell stories on what they experience be it good or bad. They also let companies to butt in on their conversations, so it also says that they give them their chance although this chance may come to be very seldom and short in nature. It is up to the company by them on how to use it because the markets knows that there are thousands of alternatives available out there should they still fail to core with the demands.

20

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

This bullet only says that the company should be more sensitive on what is going on outside them.

Markets now converse in a timelier manner and with wider network than before and so, we talk of anything under the sun. Mostly, us market love to make fun on certain commercial or company especially when it did something that we think isn't right. Companies should realized that the markets most of the time talk about their faults and laugh about their mistakes with regards to running their business. They should realize that we aren't just talking with each other about silly things. We also exchange information that could dictate the next steps corporate giants would do.

Companies should be more sensitive of their consumers in order for them to fix the things they need to fix. They need to put themselves on the market's "shoes" to be able to know what they were talking about. They need to know these things in order for them to give what their markets really want. Being more sensitive to one's feeling can be a big help on them. It is more humane. I, as a human, I don't want my friends laughing behind my back. I don't want them to say something that I will not be able to comprehend. In order for me to be inside the conversation circle, I need to be more sensitive. I need to listen to what they are complaining about me so that I will have the chance to change it and create a better relationship. Companies should also be like that, they need to be more sensitive in order for them to establish a good rapport among their markets.

21

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

Take it easy. For me this is the keyword in accomplishing anything that you really want to get done.

Companies sometimes look as someone who doesn't know how to smile, those who belong to the boring side of life. I personally hate someone who takes everything so seriously. There should always be room for a good laugh. Based on what I see and experience, people who are very serious in life tend to become aloof, someone whom you wouldn't want to hang-out with because you they can't even crack simple jokes or ride with simple sense of humor. People who are serious in everything look older than they seem because they carry so much stress. Companies are like this, they are always serious in everything. They want everything to be done by this time, at this moment, on this format etc. Their way of handling things like this make them treat their consumers seriously too which can be bad.

Companies or people in companies should know how to take easy. Too much seriousness can cause exhaustion. Laughing about matters was never proven to kill anyone and was in fact believed as can boost someone else's energy because their mind absorbs something relaxing. I remember the story of The Little Prince (it is really a good book!), there was this part on the book that tells about how being an adult can make one be bonded to time and seriousness. You need something in order to make something. You can't appreciate the beauty of life he you'll always be serious unlike the little kids who look to everything with glee and touches of amusement.

Businessmen should realize that a simple touch of common sense and humor wouldn't kill them nor deduct a cent on their business. They do not realize that these simple gestures can be the keyword for productivity that everyone is searching and working so hard for.

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.

Define sense of humor. According to the www.dictionary.com, it is a trait of appreciating humor or being playful. Another definition from Browns Dictionary of Relationship states that sense of humor is the ability of someone to put his or her self on other's shoe. This way, clearly they would be able to relate.

I do agree on what the bullet is saying, sense of humor isn't just about cracking jokes or making fun on a serious stuff or by just breaking the ice with one hard laugh. Sense of humor is something that exists between human beings in which they share something knowledge of fun that isn't that serious. It is something that makes a conversation more interesting because it lets one know that what the people they are talking to say some sense that tends to create images from his own experiences.

Having a sense of humor is something that can't easily build by anyone. It is something that displays one's way of thinking, how she or he reacts on particular thing and so on and so forth. This sense of humor also differs conversation from something that sounds highly technical to a more conversational and lively manner.

We, the markets is not saying that the companies should post something on their site that make people laugh. What we are saying is that the company should put something that could and would encourage users and all other consumers to listen to what they offer. Something that gives the market an idea that the company is trying their best to reach out to them with them and that they are not just saying something that would be alienating them.

Sense of humor is something that everyone should have in order for them to understand one another. People share thought with what they know and what they think are right. Sense of humor is something that encourages openness among individuals, something that helps someone to be more sensitive and think outside the box.

Sense of humor is the keyword in a good relationship among individual, the market along with companies may find that they could probably work better if they can be human and laugh.

23

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

Companies or businesses per se have this one goal and it is to have a market share on their respective industries. This market share is what we all know as position.

I do agree that in order for the company to claim something they should also do something that can prove what they are trying to own. Market share is something that every company wants, who doesn't when it is an assurance of your business safety. But we all know that this thing's are for those who deserve it.

Taking position or side or in other term your point of view isn't an easy thing, but like they say on business the more risky it is the bigger its fortune for you. Presenting your companies point of view is something that needed an extra care because this is what will attract your customers. Market shares can't be achieved if you don't know who your markets are and what the things they care for are. Taking a position is like saying that there is something that you really like and you will do anything for this. If the customer see this and it really get's their interest, I am assuring you that your dream position is not that far away.

I think taking a position that relate with markets interest is like being a super hero or alike. Super heroes on comics that take the good side which happens to be the mobs interest and they have their positions on villager's heart. I think this is what companies should have, the heart for people interest because it is the thing that will give them the thing they dream of.

24

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

It is true that those words do not embody a position rather it sounds more like something of hypocrisy or something in the like because I think people who had rightly positioned themselves do not say such things. Instead, they make their words simpler and much straightforward giving it a more comprehensive twist.

Positioning yourself like that only gives impression that you are something that self serving. Someone who really wanted to do something doesn't say or shout to everyone that he is going to do this or that. She or he is going to do it voluntarily then she or he makes her or his own position.

I do believe that sometime using too many words on what you really thinks make it non sense. I mean, people wouldn't believe you if you are keep saying what you are made off or what you are trying to be. We have this inherent characteristic to be skeptical once someone spread it without any action because we all know that it is easy to be said than done. I personally think that those people who talk much haven't had any passion on what they were trying to do because why they would waste their time talking about their lame idea instead of making that idea into something great. I do think that when you did something in reality, you don't need to spread the news, people will spread it for you. Positioning for me is something like having passion on what you are doing. Instead of saying all those nitty gritty things about your idea, you will just do it.

Markets are smarter than before, they can easily detect whether you really stand with your two feet or a coward trying to be strong. Positioning doesn't see by saying, instead it can be prove by doing.

25

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

I think what this bullet is saying is that companies should now realize the presence of the hierarchy among their stuffs is slowly deteriorating them and the only thing that can save their business is to establish a genuine and honest relationship with people they work with.

I personally think that CEOs and other people who manage business from top levels should now learn and realize the value of good rapport among everyone and what it can do for the increase of work efficiency. No one lives and could have live as an island, so we all know that we are in need of companion, someone we can rely with. Before, in market places everyone is all the same, there is no king-slave mentality because they treat everyone as their companions. As the world evolves and time flew faster that we can imagine, people mentality also changed. There are now words such upper class man, middle man and lower class man. It is such a pity that as we progress barriers between the employee and employer goes higher and stronger until the employer builds what the bullet says ivory towers.

It is a good thing that right now, companies learned that they can't be alone, they can't do business without those people who actually made their goods and they need someone that can understand what they want. It is also a good thing that now; companies realized how valuable a simple talk is. If they established a good relationship with their employee's or people involve with the whole company per se, they can see that business wasn't the only one changing but as them as well. They now realized that it is much better to stay on a simple building where conversations are everywhere which gives laughter and memories rather spending time on their soft office chair in one of the many boring room that their Ivory tower has.

Learning to be humble isn't only create business success, it also create a better relationship among colleagues.

26

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

When I read the whole Cluetrain Manifesto, I remember that there was this part on the book that says something about Public Relations. That these are the group of best marketing people who are saying what the company wants them to say. That they are the people who do not really case about public relations but instead were really caring on how they will be able to say what the company wants them to say.

Personally, I do believe that because what I observe Public Relations people doesn't really trying to relate on public rather they try to be the be the one that public should relate to. They are not adjusting on what the markets really cared for; instead they make a way that the markets will crave on what they can offer. They were people who hide what the company doesn't want their market to know. They were protecting their respective companies.

I also agree that companies really afraid of their markets because it can make or break them. People are afraid for something that they know can beat them. I think the main reason why they hired these Public Relations personnel is to hide or filter the information they think would break them. They don't want their market to know their flaws because they think that markets would think of it as their weakness. I think companies should realize that there is no such thing as ultimate perfection; even God's best creature commits mistakes, which are the humans. People understand some flaws because they also have it.

Companies shouldn't be afraid to us, their markets because we know the value of the word understands. A good relationship can't established is one is afraid over the others. Companies don't need PR to filter their communications, they should use PR to start and maintain a good rapport between them and their markets.

27

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

"The number one rule of friendly conversation is to speak on a language that both of you would be able to understand. Then afterwards let him or her feel that you are welcoming his or her and willing to be one of his or her friends".

These are some of the lines that I can recall that my friend said to me way back on my high school days.

I really believe on what this bullet is saying because if I will connect it to what I write earlier, it only says that if you want to have a good relationship on anyone you should learn to do things like his or her way. If companies still speak in an almost alienated language, I don't think that their markets would listen to them. Like what the phrase is saying, speaking on that kind of voice doesn't do any good, rather it just makes the situation worst.

I remember some petty quarrels that I encountered during my younger years. I always used language that my enemy would be intimidated in order for him to make some distance from me. I intentionally do that because I really wanted him to get out on my sight. But on other hand, if I want to make peace or get some new friends, I always flash a nice smile which can show my dimples and start talking with them in a manner that they can't ignore.

Companies should know that in order for them to have a good rapport with their markets, they should know on how to deal with them, how to make them befriended with him. Saying something that isn't simple or in layman's term just to introduce your self doesn't do well on your part. Try to use words that universally known or something that like in order to break the ice that has been established for no one knows when.

28

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

I do agree on this because I really think marketing programs are something like company barriers intended to hide what's really happening on within them. I said this for the reason that even before, I was always wondering why they need to make those things although nothing happens to their companies. Why they need to do those stuff if they believe on what they can do.

This marketing programs are masked of what is the real status of someone else company. They were trying to divert the customer's attention to their marketing programs in order for them to forget what they want to know about this certain company.

People do something most of the time because of necessity, and maybe companies think that hiding what they does is a necessity for them, but not for us. Before, companies are in such paranoia because the trend is about for the company only and the markets are just consumers.

Look at the trend now a day, slowly everything becomes transparent, more open, and livelier than it was before. Today, there are no more extensive marketing programs that held by same company in each month. There no more need for these because markets get what they wanted, and that is to be somewhat up close and personal to their providers.

People only make their own ghost, companies afraid about what the markets sooner or later will know so they create something like these. What they don't know is just to be more honest and more open is the only thing they need to join the market conversation.

29

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

In order to build a good and long-lasting- relationship, people should learn the meaning of the word Trust.

Like what Elvis said, people can't go on together if they both think that the person in front of them now will soon betray them. If you always thinking about this on your friends or somebody in your life, I think you should now realize that people cannot have a good relationship if they trust the other half.

It is like on the company and customer relationship, they can't build something that lasting if they still don't accept the fact that they need to trust on each other. Companies should stop being a coward chicken or an arrogant beast to the customer. They should think that in order for him to grow, he should trust on his capacity and trust his customer to like the way he provide for them. It is also the same thing to the customer, it also need to vanished the thought of the company might used them for their own welfare.

How could you create something that is lasting when the both parties think that the other half is cooking something for them? Trust is always the key word in anything. It is true, not just merely created by novels who say that in order to love last they need the word trust.

I, for example have an almost four year rapport with my best friend because we both trust each other. Though there are really times that we disagree on some matters and fight for something that we want to prove that we are independently right, but at the end of the day we are still best friends, because we know how to trust in each other's capability.

If markets and companies could have this trust, I think the cliché that stating we will have a better world will turn into reality.

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.

Brand loyalty, I often heard this term before when it was as famous as it is some time ago. But as of now, brand loyalty can only be heard on personal and hygienic products. This is the main reason why companies don't know what they should do. They don't know what is inside their markets mind because they know so much than companies do.

We know that now a day, customer already get their voices and able to have conversation anytime they want. These conversations are the thing that gives them knowledge about certain product that any company wouldn't provide for them. Customers know which is which and cannot be easily fooled by masked advertising.

Companies would do everything just to have something that will also synonymous to the word steady. But sadly, I don't think they can find something like this because information increase as time passes by. With these, they can expect that their markets are becoming smarter and much wiser than they were before. I think, right now, the only thing that a company could do is to join in what are the markets are conversing about and established their point of view.

Even though brand loyalty wasn't as well known as before, we, customers or the market itself know how to compensate a product that we think suite our taste. We tend to have an involuntary advertising by the word of mouth which is much effective that giving flyers outside the store or making a television advertisement.

Brand loyalty maybe a no-no at this moment, but as long as the company did their best on making their products and thinks that it is what their markets are needed, I don't think that people will failed to buy and used it. Maybe you don't realize that by spreading what you have can give more than security than brand loyalty can do.

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?"

We all know that we are living on a place where markets are much smarter than before. Nowadays, it is the company who control everything. Now, it is the other way around.

Like the bullet is saying, networked markets are very powerful that it can kill an establishment with just a blink of an eye. On today's market place loyalty is a term that slowly fading on once vocabulary. Why would someone be stuck on something that has many alternatives?

What is happening at the moment is somehow a bad new for the business people because one of their sources of stability in security is slowly fading. Before, I remember that my mother will always buy a same brand of household materials and solutions. From flat iron to our electric fan is made by Standard Appliances, the personal stuff such as cologne, shampoo, soap and such that me and my sibling used are all produced by Johnson and Johnson. But today, I change my shampoo every three months; my mother doesn't also buy things from just one brand. It is an actually sample of how the market acts on today's era.

Things are uncertain; I guess that's the moral lesson for any companies. They should learn that there are no permanent things in this world. Our earth is round, and anything can happen. Like the old cliché says, life is like wheels, sometimes you're up, sometimes you're down. Companies should take their best shot in order to retrain their customers. In a world where everything can be replaced easily, showing concern to the consumer and making quality product is the only way to have a market share.

32

Smart markets will find suppliers who speak their own language.

When you read the Cluetrain Manifesto, it says that business people should speak on a language that their markets understand. They need to be understood because their markets are slowly realizing what their true value is and what they can do.

Networking brought something that changes almost everything on people's way of living. People are getting smarter by every minute because of the information's that spread wherever they were. We know that people are smart, like the way market is. And smart people talks with people who understand them. Someone who also speaks the language they have.

Maybe you will say that even not so smart people wanted to speak with someone who can understand them. But the difference between the two is that smart people know their value and wanted those people in need to adjust to whom they are, what they can do unlike those not so smart that can be fooled by the company and make them believe that they were the one to adjust since they were less knowledgeable that them.

Smart people know how to defend themselves and value who they are. I don't think that they are boastful because of their value; they only want companies to learn that it is really better if they know how to talk on a language that commonly used. They should learn to go down to their mighty tower and join the people whom they make money with. Business people should realize that they will never exist if these people who they thought before as "merely consumer" doesn't exist. Everything is always consisting of two or more things, like heaven and hell, white and black. The company should learn that consumer is the one who make providers exist. They should be value.

33

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

Learning to speak in our voice isn't really that easy. Voice is not literally as a sound produced by human because animals have their voices too, the only difference is that we can't understand it like the way maybe they don't get ours.

If companies or business people think that they can speak in a human language that easily without putting it in heart, I guess I am popping their little bubbles because it would be that easy. I remember when my sister and cousin were a little babies, I and my family always talk to them so that they can talk easily like my parents and older family members believes in. I witnessed how much effort that someone is putting so that someone can speak easily with a language that is understandable. That was not only an example that language is difficult to learn, look at those people who want to speak other language, they take months to perfect their chosen medium for verbal communication. Yet after months of hardships, and you are not on the place where that language often used, you will found out that somehow you forget some words or pronunciation. I remember that my friend said that if you learn French here in the Philippines and you go to France and speak to the people there, you will realized that even if you learn something from books or professionals, there are still words that you missed pronounce. Think about it, if those people already study those things, how come they still have the difficulties on communicating? If that happened to them, how it will be to those who think it is a easy as counting 1-2-3?

Human voice speaks for identity, people should realize that by the time we open our mouth, something that related to the speaker is revealed. There is no other way to learn human voices than to be one of the human who speak this language, by heart and by mind.

34

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

Conversation is an informal exchange of information among human, I already said that on earlier parts of my reflections. Actually, in order to have what we call a conversation; people should learn to put his or her own self into someone else's shoes. He or She should realize that they need to also share what they know in order for it to be called a conversation. And when you share something, most of the time it concern the people whom you are conversing with.

I agree with what the bullet says, companies should begin first with being one or listening to what his markets are concerned with. Like what we are when we trying to but in with someone else conversation. We first analyze if what your friends are talking concerned you or not, if it is, you will first listen to them to get some information where they were and then you will now join whatever topic they been discussing.

Companies should be also like that, they should first listen to what people are saying then think if they share the same interest and then slowly join with they were saying. With these, the companies are not just a business entity but also become one of his markets. Actually, doing this, company voices will slowly become human voice, something that can be understood by everyone, something that can be easily comprehend with. Learning what concern others is something that only human can do, this is also something that creates trust and camaraderie among people. If company could understand what the markets are interested with and they choose to join them, I think it will be easier with them to have a conversation with the markets. When speaking, we humans aren't talking by brain and mouth only, we also talk with instinct and sensibility, that what companies should realize and learn.

35

But first, they must belong to a community.

What is community? According to the ever reliable Google, community is a local place where people live and share common interest.

People live in a community. Every one of us has a community we do belong in. Everyone has a place where they grow up with, make friends with and make memories with. To be honest, I really think that this community is one of the molding factor of who we are right now, what the things we like are and how we look things based on our perspective.

In order to be human, or someone like them, companies should learn to be with a community, a place where they can voice out there opinions like everyone else, yet they don't have much power like they possesses. In a community, people are all equal, there a no boss or slave thing, everyone has a say over something especially when it concerns them. The bullet is right, they should first join a community, in order for them to understand that this are the things that a normal peopled do. These are the things that their markets are involved with. Experiencing these things will open their eyes that this is what people really do and by this they will understand their markets and break the barrier that has been there for more than a decade already.

By joining a community, companies will realize many things that they couldn't get in any other way. Experience is the best teacher, we all know that, because when you experience something, no matter what happen, you will never forget the lesson it taught you.

36

Companies must ask themselves where their corporate cultures end.

According to my past management subject, corporate culture is a set of company rules, internal jargons and values shared by the people within an organization. Corporate culture is important because it is the kind of environment which employees work for all of their life (if they choose to stay with your company). Since it deals with employees, it is considered one of the company's backbones.

I think the bullet tries to say that companies must reflect on what are the things that happen on their company, especially on the corporate culture part. Though culture can't be change at a snap, at least there still time to implement changes. Looking at the scope of your corporate culture is an important thing also because it also helps the company to achieve what they really wanted.

Failing to look with this aspect or reflecting about their own culture can cause a big problem for them because they don't know about the scope of their own corporate cultures. Asking themselves about where something ends is a great help to realized what the things you miss are. In addition, reflecting about something also help you see your employee's weakness and how you will solve those problems to help them. Knowing the end of something help you think what the necessary action in order to extends someone's life span especially if it is about business.

Awareness is the key word on everything, because there are no people alive or lived in this world that solves a problem without knowing that he has one.

37

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

I said earlier about the corporate cultures that since it is one of the backbones of an organization, ending it will also put the end of the company.

I like what this bullet is saying because it really tells the reality. Starting early is not always a good thing especially when you can't stand the pressure of high mortality rates. Establishing something that unfamiliar will cause two things, first people will start to give you a market because they want to know what your product is, second they will just ignore you because they resist new things and slowly kill you before you create a found a market that will accept you.

I agree with what the bullet is saying because I really think that if something end before something important which is connected begin, no matter how hard you save it, it will die eventually. If the companies culture end, or they will out of employee's before their market or before they can take their best shot, no matter how rich the owner is, his company will still collapsed. Business is way of returning your investment more than you give to it. Even if you were trice as rich as Richie Rich, your money will be at lost if you keep on investing on something that doesn't have any customer.

Like what I said on the bullet before this, Awareness is the keyword. The real reason why companies must ask first where their culture stand is to make sure that markets are already been there and the companies are not wasting anything. Knowing where your place is can help you create actions that will benefit you.

38

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

There are no human communities that do not talk about the things that happen to them, most of the time; they talk of what happens to and in their neighborhood.

In every community, people know who's who, actually sometimes they know more than the person involved knew. It can be called gossiping, but it's a part of us that add spice on our life. I grown up in a community that everyone knows everyone. They know what the work of the person living on the house number like this. They know what happened to this couple and so on and on. People love to talk, they love to have conversation, to have something that can oppose, agree or no comment with what they say.

There are no person living in a community that in his entire life never join or give opinion about something, especially when it tackles about his or her crush, enemy, teacher, and anything that under the sun that capture his or her interest or just know about the issue. Maybe it is most commonly known as gossiping but hey, girls are not the only one who is the best on that. Guys are more gossip buddies than the girls, it just it doesn't look at it because they say it is a guy's talks or thing; girls are just expressive you know.

Conversation like this wasn't just done by teen to adults, children also talk about something. I remember when I was a child, me and my playmates always talk about the new toys or asking everyone what we were going to play. Sometimes when someone bullies me from other group of children's, my friends will talk about it and its payback time.

See, humans' love to talks, from early age to the time they were old enough to just sit on a rocking chair and just tell stories to their grand children.

39

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

I do agree on this bullet because the retailers, company or the business people, targets communication with people. This is the reason why they would do just everything to tap on what the market is talking about. They will hire the best of the best Marketing Researchers just to get bits of ideas on what's inside the running conversations of their customer, their consumer, and their markets.

I already said on my previous reflections that without the market speaking for their needs and wants, company or business minded people wouldn't know what they need to provide. Business occurs because there are people who buy what they provide. Consumers or the customer buy what the providers provide because they need it.

But how these business people provide what their customers really wanted or needed? It is all because the people speak what they needed. They communicate what they were thinking; they speak what goes on their minds. And this informal information exchange is what the company used in order to satisfy their customers.

The community of conversations is the market. Then who could be your markets? The answer is everyone. Why? Because humans want to talk, everybody wanted to be in a conversation. It's just happen that everyone had different topic that depends on their ideas. Company must realize that they should listen to a market that their business is in line with. Since the market is broad, companies must rightly determine which type of market they cater so that they can listen to the silent or not so obvious message that their markets are sending.

Companies must learn that everyone is their client, so they should treat everyone importantly because customers are the primary reason why business exists.

40

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

Since we all know that the market is the community of conversation and the real backbone of the business is the people or the market itself, what the statement is saying cannot be dismissed as sad reality.

Why is it that every company wants to have a loyal customer? Why does everyone want to provide the best service or goods ever? It is all because they want to have their own market, the market that will save their company from bankruptcy and eventually from greater peril.

Markets are about conversation that is what the first number is saying on these 95 theses. These conversations are the one who make businesses alive because it is the leak of information on what the human or the markets wants. Providing a right yet standard goods and services is better than to give an excellent yet unnecessary goods and services.

Since everything about the business is evolving with markets and their informal way of exchanging information, being outside this circle would mean death. Actually, it is somehow like our way of living, or what we are doing. If we will leave in Venus, and leave the earth we will die, even though Venus is such a beautiful place. The earth with its oxygen and carbon dioxide which help people to live is the conversing market. The people are the business man, and the Venus represents the community of isn't conversing. If we will try to leave on something that doesn't provide our needs, like the Venus which doesn't produce oxygen, only gaseous chemicals, we will die. Imagine where you have a loading station on a place where cellular phone doesn't exist, do you think you would be able to generate an income? You maybe had a high technology business, but you failed to listen on a market that is conversing, you just wasting your time, money and effort.

It is not bad to be something different, but accept the fact that most of the times you need to be "in" in order for you to survive.

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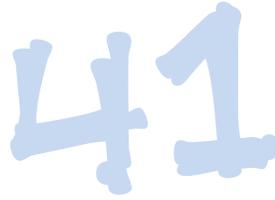
Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.

I really hate some companies' prerogative to be dishonest, why? It is all because when we were trying to ask them if we can study their system, they always say it's either they are too busy or their Board of Directors is afraid that we would see something on their system. I knew companies that have very strict security systems because they don't want their customer or employee to access this type of information, but it is really easy for their competitor to clone what they were offering in the markets.

To be honest, I really agree with these bullets because there are companies like that, they were so paranoid and skeptical about their own employees or markets that push them to build concrete walls of security that will hinder those people to access what they called "Companies Confidential Documents". But if you will look on how they build it, you will want to laugh because they were targeting the wrong persons.

If you were so paranoid about something, there is a great probability that you can't see the real problem. You will become so suspicious that eventually will lead you to a point where everyone who's working for you will be affected. Hindering your people from having some information will actually decreased their self esteem that can affects their efficiency level. Based on what I read and observe, trusting people about something really help their willingness and attachment to the company because he or she will feel his or her importance, It is really more risky to forbid them to know some companies information because they will be curious and create their own way to know what it really is. We should remember that curiosity is an inherent human characteristic.

Companies should learn that most of the time, they can't control everything. Let the companies not so confidential information spread just within the company because the employee's know they were responsible for anything they know. In addition, companies can now more focus on their competitors regarding the security issues.

Security is needed for external member of the company which aims to destroy or destruct you; it shouldn't be that strict for your own employee and market because it decreases trust.

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.

An almost similar topic about this bullet is already discussed by the previous numbers on the Cluetrain Manifesto's 95 Theses.

What I really like about the networked market is that you can talk about anything without hindrance from anyone or anything. Though in companies, employees are given the order to not to talk against the company. Although what the company doesn't know of is that they can't stop their employees from communicating about hot topics of and in their company even those that discusses harmful things against the company. This is because they are now much clever than what the companies holding them think.

I can say that companies are like schools. They both have the bureaucratic type of leadership, and the students are the company's employees. Actually, employees only have limited access on the internet; most of their time is spent working on intranets. But the company doesn't know their employees can still talk behind their backs. It is also like what we experience on computer laboratories as an example. Since internet is tempting, most of our professors and the student assistance (who were at the computer laboratory) puts us in a network and see what we were doing.

There was this time when I was surfing a game website and them suddenly, a lock picture covered the webpage meaning that it was restricted path. What the student assistant doesn't know is that I do know a lot of gaming site which some of is really an unfamiliar that probably; one wouldn't even know it exist. No matter how much they tried to hinder what the students were doing, they were not able to stop them because they have different ideas on how to use internet which the professors were not aware of. Actually, me and my classmates were chatting while our teacher discussed ours lesson.

See? No matter what they do, companies or school, they can't stop their employees or students from talking or doing the things they wanted.

43

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

Everyone nowadays talk of everything nowadays. Like on what I read recently on Web 2.0, Crane from LinkedIn.com said that the best thing that Web 2.0 did is it enable again the conversation between groups which is a problem way back then. But unlike what we always wanted, conversation is still hindered by corporate giants who want to bring back the control on their hands. But, on matter how they want that to happen, it cannot because they are moving in a time where consumers are more knowledgeable and smarter than they then seem to and had been.

People inside the company on the other hand, can only be so gifted to talking to each other outside their intranets when things favor them even at the company's expense. Like how one gets to tell something or to let out an exciting story they have out of their system, they should be at first, be in good mood. Employees therefore should be given the right incentives for them to also keep loyalty to the company. They are humans too and their feelings, they cannot at relate to each other. This conferences could eventually lead to discussions of businesses inside the company; how good and the opposite they feel while and after work. And believe me, they don't just talk trash when it comes to their personal agendas they would also like things done their way - the easy way. So, it would really help if conversations between employees in or out of the company would be limited to such a reasonable restriction.

44

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

The inclusion of the rules and regulation that should be followed by every human resource existing in a company as a part of the well-distributed information is a grave thing to be looking at to whenever one tries his or her best to work but still must engulf the "threats" for their movements by such stringency.

It should make anyone be delighted at most if told that their company can now and is now providing them further efficiency and solidarity inside t heir own boundaries when it comes to their being connected through the intranet but: all the while keeping track of their frequencies of the work they do and if there are any violations being done top-down can alter it all to the other side of mood which would be being rebellious.

While others work best with their performance being apprehended to with keen recognition, many are doing their best to just ignore the true face of the distribution of HR policies being passed unto them. They can really go and have it treated as something of a intermittent reminder of that they should be careful with whatever it is that they are doing otherwise the company would be sure to know. An ominous recreation of the company in telling them that not only that they can send anything and tell everyone what and whenever they like, they also make a point of having is distributed to everyone currently connected to the intranet. This I would say is one of the cons of having everything to the smallest detail of working marked.

_45_

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

Working even if and although is said done 24 hours, it would make anyone believe that one fills every second of every minute there is in that span of time doing tasks. There would still be long hours inside that long duration in which workers would have breaks or others shifts which in turn be the moment they could be found idling or if not, because of so much boredom, start to have their conversation of and about the company.

I think the intranet worked corporate conversation which sparks unintentionally and unexpectedly from the boredom that arises from leisure time is considered valuable because it is what keeps the status of a certain company progressing from within. It is what could give the best feedback, assessment and evaluation of the company considering that the ones who give it are the ones who personally experience it.

Statement 45 of the 95 theses states emphasis on the hierarchy of value that is happening while people inside any particular network when they converse. The significance of these conversations are given light onto by the statements saying of how mere conversations possess in themselves the propensity to develop in the long run virtually all of the useful comments and suggestions that could really prove to be wanting what would only help strengthen their respective mother companies' power production and image. I was amazed to realize that what can be very crucial in the progress of the company routes back to something boring.

46

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

It would make one think that what being a network, intra or interconnected, is just being all united: it's not.

I think that if one would be marking what intranet is as something more of just a connection, companies will see greater outcomes of projects.

In another aspect of the word as i understand it, it is also about bonds: bonds that should be observed established inside the company. Rather than looking at it as a mere connection, one must grasp the knowledge of its being a primary source of unity and teamwork on the employees' as well as the management people.

The notion of intranet being just a simple connection between people working inside the company had long since been obsolete. Companies should not make the mistake of overseeing the opportunity they are being offered with by this network.

Union is good and is expected for any group to be able to put their hands together in accomplishing tasks at hand but ending it with just the connection would be such a waste. They must use this connection strategically so as to make other progress or benefits for themselves as well as the company by its serving them with other vital information not being offered by other means of connection. Thru the powerful bond of the connection intranet create for the people inside, a more radical agenda truly is being given higher regards onto: one of which is value sharing and absolute and unbiased assessment of everything that happens in the company.

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.

Talk about risking a great amount of something in the hopes of returning with at least a thing as a gain. Companies i think do not really want vital information they must keeping intact be exposed to "public" market. But even with this notion of discouragement in having transactions shared, companies know that still, they must engage in the conversation that would lead them into knowing any prospects of profits.

The thing that would make a gigantic profit for them possible is also the one risk they must tell themselves to refrain from and if possible, totally avoid from engaging into.

But of course, the ever-powerful promise of profit can be sure to keep some companies still trying: trying to know what the important things are now in demand of discussion and non-stop conversation from the market.

But scoring the knowledge of the other side's conversation just comes next to knowing what intranets or people from inside are having for themselves as hot topics.

A technique that would prove to be effective in improving or at least gaining control even at just the minimum rate the intranet worked conversations could really be advantageous. This is for the sole reason of understanding that: one can only know how he or she is by looking dirt into his heart or to literally, - inside him.

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.

Manners maketh man as someone said. In marketplaces, people tend to somehow forget their manners behind and leave just anything they want to be spoken of so tactlessly by any means necessary so as to just satisfy the need to say something which one thinks could prevail in a certain discussion. Oftentimes, it happens that just to keep the conversations flowing smoothly, people would broach a hot topic even he it could be one good cause to have other people's reputation to be subjected to jeopardy.

Schools, hospitals, business offices, government agencies... name it, and one would not be able to say that these edifices have their own set of this and that rules and regulations. Everything has its dos and don'ts. Likewise, the saying goes to it that everything too much is poisonous. It can and it probably will. This is what rules or restrictions are for. Rules for employees as to what are to be talked about inside and outside of the company should be readily regulated in order to let them refrain from speaking-ill of the company or to any member or associate inside the company premises.

Upper hand control which companies want to have a hold on in the market is the same with what they should have first inside themselves namely the employees: their primary building-blocks. The 48th statement literally says that people are just waiting to let everything out. Given a chance to speak of whatever they want inside the company, one would not be able to bear their cries and unstoppable, probably negative comments about the administration that is running inside their company.

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.

This statement from the 95 Theses merely shows an opposition to the imposition of the gap between company management and its employees. Like how it had been through ages of organization between masters and servants, now in the composition of every management presently operating inside and outside the country, there lies only a small difference from how one would and should view people working inside; employees and employers alike. The hierarchical implementation of rules and the distribution of power nowadays do not anymore abide by how organizational charts of the flow of work suggests. People in the company now have the perception of the clarity of it being a fact that these organizational charts serve only the purpose of formality.

Corporate setting now, dictates that one, while working to finish a task in the shortest duration or real time there is possible, should be guided by an approach of following the system in which they would see their bosses as buddies whom they can ask or open discussions with without hesitation to and subsequently contribute to having better results.

Companies are desperate power-grabbers. They want every information and manpower become available for them and if these resources would not be or are not yet in their favor they would turn it so. This greed for everything that company life can offer is what led people in the authority to treating their own employees as mere subjects whose very existence's sole purpose in the company would be carrying out and finishing minor assignments being given to.

50

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

It would be just clear on how the rightful knowledge over things which has got to do with the company and the notion of running it effectively must be prioritized.

It's like saying that one could only believe something given that he or she would be able to see it for themselves. As for the positioning of authority, one cannot assume position by just having things done thru nothing but proposals.

A multitude or should we say maybe all of active organization nowadays are all connected thru hyperlinks via internet services. They are not and cannot be prompted by anyone from any of the other company but themselves.

Like how markets run everyday with at least someone trying to control or if not, gain power over others, companies also do. They also do researches on how to build-up good marketing habits so as to be able to manage things inside and outside the company with greater ease. Because these system or was commonly formerly referred to as the hierarchy of power in a certain company or organization is now connected to everybody, competition all over inside that particular company would start to brew up and the authority or the respect which people are so fighting for, would be handed down to whoever would be able to manifest great working skills meaning they can operate hands-on at any given timeframe and setting.

What is alerting these days is that, the abstract authorities which are the invisible people running the company do not realize that their absence of work display gives more reason for their subjects to discuss about them lending an ear to anyone who would be mostly waiting for crucial feedbacks and information to just fly off.

51

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

It is truly remarkable how it is inevitable for a certain figure to do everything in her or his power to work their way to the top of the food chain that is the control positions.

It was said in the 51st statement that this quest for upper-hand control springs from the proposition posted by formality in all aspects of everybody's office career: that those who work inside the office walls fear that anyone from their band of brothers or sisters may create a way to shove them out of the way for their own selfish gains.

From what I came to understand in the 51st statement, merely it was stated that a silent was is always going on inside the company and that is initiate by everybody's imposition of the rules and regulation while keeping keen eye to any mistakes or wrong-doings in their workmates.

Bureaucracy plays a great a role in pushing someone to the wrong perception of formality being the weapon in which he or she may see faults in their colleagues. Its call for one to follow the stringency of every rule imposed in the workplace leaves a mark on the employees' mind to use it as a way in which even small quantity of power could be at hand.

I really came to believe that the style of command, control and conquering really can really be amplified and is primarily rooted by the one thing that dictates the presence of the formality - simple turned overrated bureaucracy.

52

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

It would be just natural for up to keep our weaknesses just to us in order to protect ourselves from anyone brilliant enough to use these weaknesses against us.

Companies make sure that anything that would harm their reputation or their current flow of income is banished from the company if it would be a certain employee or be banned if it is a hazardous customer.

The fear of having secret weaknesses being divulged is what keeps people from a certain company in discussing them. This skeletons when got all tangled up in the closet may even be the cause of bigger problems for the company should there be any of it be opened to unsafe ears. But what should be taken into consideration is that, if issues inside the company stays just between themselves (with the assurance that nobody from them would be rendering any extra services to other competing companies), it may let them avoid further damages and may even make progress work for the company.

If you let anything be it complicated or not be between what you want expressed and just keep it all inside, it would make you sick. Like archives do, feelings or if not thoughts pile up a heap if not managed properly. Same goes to even simple discussions. With things left unsaid, bad things brew up constant distractions and paranoia. This building-up of things should not be done. Openness as well as open-mindedness from and of the employees and the employers should not be occasionally observed inside the company especially from those who are expected to establish the bond of their respective networks.

53

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

This I would say is the obvious fact. Of course there would be the conversation between the market and another in the company. But what the statement failed to address is that there would be a variety of the line of conversation there would be regarding the market's feedback of the things they discuss about and the company's business.

The market doesn't necessarily chat to each other talking all day long about just how they wanted or hated the products they've bought or services they've rendered; they would definitely devote most of their time to themselves or other more personal matters. In this part of the market's conversation is where the secret of bigger market advertisement lies. If a certain product name would be able to penetrate the privacy of the market conversation and be able to barge into it, there comes greater chance that the retention of that certain products' efficiency would result to a series of regenerating advertisement.

For me, one should always bear in mind the importance of having a thought of how conversations happen inside the company and within the market. With the proper knowledge of what is currently tuned in by the market, the company will have no problem dealing with how their products will move in order cope up with the changes in the wants and needs of their subjects. The market likewise which is up people should not be taken so much by low companies adjust to our demands. We should also device some steps in which we would be able to maintain the certainty of our hold on them.

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.

Everyone seeks to have a hold on to something especially when that something would mean everything. One cannot deny the fact that he or she would like to have a full or he not, partial control of the respective group to which he or she belongs to.

Actually, a low-ranked employee to be promoted into a managerial position would not have has a not so viable reason to jump for joy. Likewise, if there would be opportunities given to someone to gain popularity or better, control, one would be sure to grab it. These grade-grabbing schemes often lead to the misplacement of power that is control.

Market as well company conversation do not always in as well as it may sound. The two, which are the collective representation of the mutual buddies, frequently fight over small things. Someone from the market may speak of how he or she liked the latest release of a certain product while there's another one telling of his friends of how that same product made him regret his purchase. The two would then start to spark a feud that would satisfy their respective longings. One with the intention of merely saying how the product was so good and likewise promoting it and; the other showing spite by saying how much he hates the product eventually turning other people against it. Whoever of the two has greater persuasive power would dominate and would be able to then announce to everyone in that certain branch of the market his comments of the product and could by then swell the company's production to nothing. This battle for control never stops so it is another hard job for the people-in-charge to win it and by doing so, also save them.

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.

People create rules to be followed. Places have this in order to maintain good-working relationship running thru the company. But even so, there imposed the rules by the management and there would be herds of black sheep that stepping just over it. Who would like to be controlled? While given more restrictions to their working habits, those who know they should not be handled not-so-smoothly would then strive and make a way to at least violate there ever-effective rules and regulations that act as tools in making their says to that is happening inside the company be all shut-up.

As said, it can be that while people are working and is connected to each other, may they be far, near, or just a seat away from each other, people try to free themselves of the rules that is enclosing them and their inner thoughts about how things had been and are still going inside the premises.

Distrust generation. I believe that the interconnection between and within the market causes this distrust to occur and this is what challenges the knowledge of those who know something be it good or bad and let everybody else know. If markets that are not bound by rules tend to develop this kind of distrust by just being able to simply communicate with each other through certain connections like the one provided by the availability of the internet, how much more to those who belong to a certain group in which you see and be with every working hours?

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

There is a great competition constantly running through the market as well as the company thru these conversations they would be able to find out what each side's status which they do not realize that it subsequently leads to the inadvertent flow of their respective side's secrets and concealed weaknesses which can lead to the contribution of the factors that may add up to their untimely downfall.

The two languages spoken by the market and the companies both speak of nothing but clean objectives and nothing but that.

For me, it would just occur naturally that the two sides want to talk to each other about certain things concerning their businesses.

But it is also apparent that there are outside factors that hinder this conversation to happen. I think one is the confidentiality of markets to other markets and of companies to other companies: a thing that maintains the loyalty from sectors, still being struggled to be in possession of.

Recognizing each other's voice should come not with a surprise because these two economical key components had always had this conversation among them which not only seeks to keep them informed of how things are going on each side. It may vary to whether changes happen for the betterment or to the detriment or to whether things are moving to the disadvantage or advantage of the two both sectors. They know each other when it comes to this voice (the way in which they converse with each other and to one another) just so much and this familiarity among them lets them know what steps to take to be able to enhance transactions.

57

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

Conversation to happen between companies and their patrons cannot readily be controlled. Let alone it be stopped. So, i think it would be just wise for people in the authority to let it be. Let them have the interaction they want each other to participate in. They should take it as a chance to hear how the two would confer to each other about matters concerning their projects now and for the future.

Making the event happen sooner could also act as a catalyst to the betterment of their preparations for their would-be proposals and projects. It would provide them with the proper basis on how to weigh the series of next decisions and counter-plans they would be having.

I do agree that smart companies do this and i do believe that if other companies which are reluctant in the manner of opening themselves and the company for changes and modification would do so, it could do them no harm to try and would instead lead to the innovation of their products to the satisfaction of the clients' tastes.

I think that their "getting out of the way" would not only help them add figures to their chances of being able to follow the pace the market loyalty conversation is now fast going on with.

If companies on the better hand would be able to grab the information and the come they want established inside the conversation with their market, I think, that would be time when the versatility of their company is proven and that they can not only go hand-in-hand with their markets: it would also solidify the fact that they know how to be smart in letting things happen for right reasons.

58

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

Taking into consideration the number of those dare-devils who take the risk of doing the smart move of getting out of the way and letting the clash of ideas between the market and their company take place, it would not please one such as myself to know that notes of it happened in such a smaller rate than what should be given the list of positive effects that it offers to both sectors public or otherwise.

Management of companies is the ones to be set eyes on in the issues of having the guts or not and on if their IQ matches properly with their competitions since they are the ones in-charge with the tasks of whether letting the conversation of the two possible or the opposite.

But I don't agree on the proposition that there would therefore be only a number of companies who are smart enough. This is because I cannot but think that there are now a number of other means to get it to the markets' hearts and interests. I don't think that it is still really necessary for companies still take the risks of letting people get inside their system for the small chance of having their mercy of telling what they really want and would appreciate.

I think, it would also and it has already been apparent that other companies be it major ones or the small-facilitated ones enjoy the luxury of not having to depend so much to opening "fatal" conversations with the market by using other means. There is always the internet and other means of surveys to check statistics of demands. I don't think the market always know what they want from those they will need.

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.

I think these results from the wrong perception of the concept of being private business establishments of companies. It would not be far-fetched to hold a concept of the producers to be rather "fictional" for even with the availability of the net working for, they can only, and still, only get in touch of the company's front markers or the initial answering machine or rather, their stuffs. A management which converses in a language that is indifferent makes everything that would come out of them be it answers to queries, support to those who need assistance or just about any information that has got to do with the company sound as he its coming from another world or just from a piece of machine. This limits the beautiful and should-be live entity of that certain company to vanish and be like the wind. I made the comparison of the image of a company whose coordination to their markets is all superficial to a wind because of its attributes all being linked. The wind is just flying around above us. We all know it exist and that it's always just there but we cannot say we see it. Companies which only let themselves are known but fail to get their target people to believe and be convinced that their just there do not have much difference to not being there at all.

Being considered to be fictional especially when it comes to one's presence, it would be most likely telling them to just stay put and not get in the way. This act lets the bad image that they portray be inculcated in the market's mind. They would certainly be the antagonists which they could never even imagine being as.

This is suicidal. Markets want to talk to companies.

Of course they do. It will lead them to the availability and visibility of their providers. It's like being able to talk to your parents abroad and telling them what good items you would want for your upcoming 18th birthday.

If companies won't let themselves be at the reach of their patronizes, it could produce on them the feeling of frustration like how it does us when we fail in doing something or doing it wrong or by failing to follow orders and simple instructions.

Would it do so much harm crossing streets and meeting your clients and personally being there to inquire about their wants and needs? Wouldn't it be much easier with them being close to the company itself?

I think that for companies to refuse meeting and conversing with their clients being described as an act which come suicidal is true. How is it that missing the moment in which one would be able to finally establish strict bonds with his life-long partner not be considered a mistake especially when the things and people involved and would be benefited by the said line of impressions to be introduced by the eventuality of the meeting?

For me, corporations should not show even the least hesitance when ask or requested by their market to conduct meetings with them. I've already emphasized that an important role being brought to the market and the business group of companies through the internet is the fortification of their mutuality it terms of loyalty and patronization.

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.

Here, although it was not given any further elaboration, what the item means is that even at our ardent wish to communicate to the real people inside companies, they return our efforts with great disregard.

It was the networked market that was addressed and not just a plain one that was given emphasis in the item and it hovers in our minds as to why. Pertinence to the existence of the bond between us market to each other and strong it is we could get we stay intact with each other shows that the item acknowledges the things being done together can do.

Those who we want to talk to is always hidden. We are being shunned by those people whom we want to meet. They maybe thinking on themselves about our role in any of the exchanges of inflation rates as if it was as meager as the number of complainants that mobs their counters to see other styles and forms of their products or to if not, claim warranty issues and taking things back to be repaired or replaced. What they don't realize is that by doing so this act of staying far away from our silent interrogations and silly requests, our doors also makes it unavailable for them to be at.

I think companies which depend on hucksterism in fronting their avid consumers, do in the same act, the digging of their own grave. We are sure that this is not what they want. Also, we are sure we can do this to them.

62

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

By beginning with a line that addresses the expectant readers which would probably come mostly from the market, this item had already provoked the powerful emotions that they may feel because they know that what it says is true. There is a great difference now about how much less evasive companies would feel now towards the market and the market's attitude back towards companies would endure more as stated by this item of the 95 Theses. The difference of the two in their profiles is being given color by how they treat each other when it comes to their business transactions.

When a market chooses a company to side with, they are pledging loyalty by its terms and as their part of the deal, the companies should do or implement every single thing or idea they could muster just to keep the come between the both of them strong. But, there is a wall: a gap in which all or mostly what the market or the customers for that matter sees are flacks and hucksters. There is a danger in this line of treatment we, the market is being put-up into. It is true that the market do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall We want to participate in the conversations going on behind corporate walls although we are not saying directly moving face-to-face to their executives would relieve us of our bitterness but we wouldn't at the least mind if they'll have the courage and wisdom to do so, wont we?

63

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

Confessional statements come from this item of the 95 Theses and it did not fail to tell what is really inside the minds of the market. It did not fail to express how we feel about them not giving us due respect in the barter and that we still want to give them a chance to make amendments.

In order for us to be satisfyingly ready for any forthcoming inclusion of our names on distinguished brands of any products or endorsement by our name of any company, we should be always in line with whatever it is that is being followed by the convention as the new trend. It also follows that we are sure and prepared for any complication that may happen on the way of agreements. But how can we do so with our partners-in-crime hiding in a cloak while we enter the interrogation zone?

It is against the public preference to move into the direction of darkness. We refuse to be alone in engaging to any business transaction. By their showing signs of their good-faith in our interactions through the act of letting us grab opportunities in the future and handing to us not just bits of access to their plans and other motives, they can be assured that whatever happens, we would still stay with them. I think it's just fair to trade loyalty with loyalty and with ties granting of us the permission to gain access to their archives and some new files and figures out there, the both of us can work business personally.

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.

It is not enough for us to see mediocrity in the works of our trusted companies. How in the world are we going to make it to like their advertisements? We are not contented and wouldn't settle looking upon just funny brochures and/or other forms of advertisement where we how manipulative and exaggerated of information you could come to turn to in order for the market to follow a bread-crumb trail. What we want is the truth and you should know that these things must be given to us in a way we would see the will to cooperate of via company and not just because they know we are just doing away with the access of it.

It is now our turn to discuss or open-up something in the conversation taking place and as we see it, we are not in the proper place in their brochures as opposed to our position and our say in the talk. What I mean by saying we are not in our rightful places is, the conversation as it is turning out to be, is a one-way one and access there is not in so much palpable presence. About the substance, when we stated how we are not in our right positions and access in companies' form of advertisement, we had it coupled already the fact of its lacking in substance. Although it is in its form a high-prized material, ads still doesn't have the say to everything and we are not settling for any of it.

65

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

In some companies or should I say most of them, they do not do things that would hardly adjust their voices and communication style while being in our notice. They are having things all scripted into some unimaginably vague lines that discusses more of their "ours" of not of our "ours".

We are workers too. Most of us go and work for companies but in the end of the day, still, we would turn ourselves in and go back to where we once and really belong to and that is the role of the market and its aspirations in having to deal with procurements in the most discounted and cheapest tags.

In the part of being as personal as we can get with our clients, we want to be able to talk to them minus the way we are going to be told to. Workers work and we know we can see things better by the eyes of our supervisors but please, isn't it just about enough treating us as mere subjects? We are not robots or programs that do not feel or complain. We can do things with your scripts in our hands but you should also bear in mind that we are doing so for it is the standard operational procedures and not because we are inclined to do without it so. We want to talk to customers directly in our own voices. By saying this, the item gives another clear elaboration of what is missing in action and that is us, the market slash workers being in attendance in the conversation and doing its commencements ourselves.

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?

There is always a limit as to what and how much of that what we can take and for all we know, anything too much is poisonous. We do not need any proper or formal introductions setting up. We already know each other if our knowledge of who our partners are still lacks in information, couldn't we still hope for things to get better as we move along the way with them? 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? Why should we bother ourselves with such tasks when we know that in ourselves, by being personally there for our partners, we could establish better relations?

The item in a deeper sense tells of how incompetent it is of our management groups or individuals to net a course like this just for the company and the market to know of each other's basic likes and dislikes. The preference of the market varies do great figures whenever factors dictate so. With the inconsistency of the demand being always there, the management should not expect that we are going to be pleased by their consolations in acts of formal introduction and re-introduction. 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? Why indeed?

67

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

In the point of view that we have, we are incredulous to how things, specifically in the conversation, are happening. As it was given further review, it seems as though in the conversations going on, there is another voice. For the matter of agreement, they are speaking in a language new or foreign to our ears. We do not say that we are already accustomed to how things are going on.

If there is a case of the company being on the other side of the river shouting to us something we could comprehend much, there are also those who already left. Those who did not bother to give us small talks did those same little things to themselves. Others seem to be just there but not really listening.

It is just so consuming that they have the knack of doing such things to us. We are not their "mere" subjects neither are we objects to be displayed. They are not our bosses and we are not under any of their imagined complex minions. We are the market. The rule of majority is bestowed to us by ourselves so how can we not be met by the same enthusiasm we give to them.

They seem to be speaking in a different language. They are making a point of it not to let us answer back to their declarations but imperatives, as they themselves surely realize, is our main territory now. We should be listened attentively to and companies should do everything they can to speak in the manner we do.

68

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

Most of the companies nowadays dwell so much on the thought of being the top distributor or the largest manufacturing institute even before they realize that they are just beginning to be felt by us, the market, in the corner of our eyes.

They go seeking conferences to which they may display themselves in public and build-up an impeccable self-reliance on matters of trust and confidence. They are stating things for their own and is keeping on repeating it for records and oh how it multiplies. What they do not also realize is that, we are not in any good mood to punish ourselves in not contradicting their regards or regard for us in this matter. We are the market. After all what would be said and done inside their paid conferences, they would still come to us seeking our feedbacks and comments on whether what they have said hit us on what reaction we must have and they are expecting or if what they have said there did fail to stir our minds to thinking more of their offers and plans on attributes of improved remarks. We say no. What is important for us is that in the same warm treatment they got from us be returned by their acknowledgement of us as key players in the running mind field of this busy business world. Like any of us is expecting, companies should instead impress to the press how our reactions are being drawn to them with their magnificent records and not with how they perceive things are going along.

69

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

With their projects going as smoothly as planned, companies could now be thinking that in what small or big accomplishments they have brought upon themselves, they have already brought waves rushing towards our interest shores - they haven't yet.

Investors have the slightest tendency to like advertisements easily especially those radical or daring ones. But what is of another notice is that, when it comes to our point of view, they do not impress us that much or, they do not impress us at all. Just like no two people think alike, no two market sides think alike too. We know we are not the people being in pertinence by this item of the 95 Theses. But what we also know is that even though what was said is not for us to react to, we should. To impress upon us all of their good traits (which in nature should be real first) requires them to consider in the least bit their own sakes and reputation should follow. Maybe their impressing their investors, maybe you impress all of the media and its counterparts in us but they do not impress us. I would say that we must be first on the list of those they should be in good relations with. How they treat us should be regarded with how much they could give overpowering what they are actually giving. As said, we must be impressed by their inclusion of us in all of their endeavors that they plan materialized. There lies the secret of their projects to be finished in time and smoothly.

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.

Taking a bath as used as a metaphor here reflects to of the renewal of contracts by company investors should their expectations to their mother or main solicited company not be met. The understanding of company investors of the condition of us not being entirely impressed by how things are going is limited to just what is being reported to them by the company. This of course, runs with great discourse under-analysis accompanied by other discrepancies which they don't have that much of a trouble dealing with from time to time.

The last line of the item clearly concludes that company investors do not get to know who the target or the subject for that matter of the business transactions their business partners are having. They are idle and contented enough knowing that business is surely operating and that they blindly believe it is doing great (as spelled to them by the great companies they are alluring themselves into going in business with). A culpable ignorance on their part maybe as it looks like. Or perhaps, they are being presented with not just false and deviating information to withdraw from them confidence in every aspect of business. And in turn, they choose not to be clever enough not to come to us for the right answers they seek. We are the market. We are subjects for and to them so why should we be lying to them when we know that we are in the supplementation of our needs, at their mercy? We are not impressed.

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.

On the general thrust of the globalization these days, we are being call-forth to learning of and having ourselves cross-examined in the picture where we see us and our partners as a team and not a projection of the other making a solo career.

As a result of the vast communicative interferences and centuries of faulty and ineffective procedure of how it is done in the market industry, conversation now fails to accommodate everybody and is creating a bigger hollow ground for those in the market as how companies try to draw the outline of it.

If only there would be someone to stand up for them to know more about us and not be discouraged by people whose understanding of the relation between the two is no deeper than he or she understands him or herself, we would know that we should be the ones doing the incorporating instead of the companies. By vision of it, we would be able to tell companies that in their projection of the business industry, we are not anymore interested in joining in for we are independently bringing upon ourselves the new generation of the market. While we seem to not recognize ourselves in the projections coming from the companies, we also had seen the scope and limitations of their pursuance of us as their dealer and as their people moreover. Their tired notions of us and our status vex us. The annoyance won't let us recognize in us their projections being in high regards to our new and improved role in the market industry.

72

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

In the desire to make better period of co-existence without feeling much the subjectivity of problems that arouse in the previous forms of this particular section of our country's industry, the market which is us by the way, not only tended the plans for a new marketplace but we are also the ones responsible for its execution.

We are given guidelines in which we could set in ourselves courses that would be viable enough for us to continue bringing the whole market with us into the same business world we have always run to and for our demands only this time, we are not going to be very considerate in the terms adjusting it in favor of companies. As we gain autonomy, we also give ourselves in to the indulgence of the power of being in the top of the done chain which is also the hierarchy.

The repetition of it still rings as the obvious. We like this new marketplace much better. In fact, we are creating it. There has been a good great portion of the marketing industry that has fall upon our doorsteps for us to decide whether we want retained or modified. Commonly observed among us now is that we hardly give ourselves credit for what we have achieved or perhaps we had been given so little of the attention and recognition we deserve that now, as we are creating a new marketplace we enjoy better, we enjoy the fruits of our competence more gladly. It feels good.

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!

Like how we present ourselves in the critical eyes one the public when we do something that would affect us and them both, we always get off our camels. In the literary sense, camel here would depict just how high above the ground company people are for us and we consider them just that high from us - above average but still not that excellent and far from perfection. Nevertheless, in the new marketplace that we are creating, we have still invited them. Politeness still sees to be greatly considered upon the mutual relation by our side. We still leave room for renegotiation even though we are left with other alternative resources and producers mob our front doors like a hell of hellions. Should we be just living with the happy exchanges we receive in barter-ing with our newly found company partners in our newly founded marketplace? Why are we being etiquette-wise this time? I think, this item's purpose is to serve as a trophy for us due to our very own selves in cite of our power, confidence, independence or autonomy, better inflation rate control and along with some more power we enjoy in the new market. They are invited. But it is our world and we can't afford to have hazards happening in our reign. We can only hope that we would be address with the same position that we now hold. We are owners of the new marketplace. Camels had been pretty much sold out nowadays. It was discovered that they are rather water-consuming and is truly bulky.

74

We are immune to advertising. Just forget it.

The item says we are immune to advertising. I say we are better than that. If it is a challenge we get of whether we could be fully aware and accustomed of new arriving message of mass production, advertising in plain and should language could very well be labeled faced-out. We do not put into under-estimation all of the company advertisement's effect towards us and our whole new market place and market system. They are putting much more effort in doing their advertisements varying it from the taste that is qualified for the youth and some others for the late generations. The new way they are making they voices meet an audience in us does not perfectly match.

Again, we are immune to advertisements. We can defend it by saying that we could hardly see their faces or it maybe because we are too busy now doing our own businesses and not noticing they are peeping to our doors calling to us, saying our names and psst-ing us in breathy voices with further attention given. Are we not in the knowledge of their deeds, their creation of plans and critical thinking of us before they do anything? We are not. We know what they want. We just find it hard to believe that they are acting in recoil: A desperate move on their part. We gladly receive messages in our "porches" telling us to come back to them. We see proposals raining our front doors and we hardly get to see it. Advertisements hardly affect us.

75

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

With company advertisements not doing so well in persuading the market to getting back and taking care of business, they are thinking of other means to get us to look at them once more. They want to talk to us. We know they are going to do everything to get our attention or perhaps they are even planning to lure us by irrefutable offers. They are getting on our nerves now don't they? In order for us to see them again as an ally in this industry, we must be given a considerable amount of incentive first. It could be very interesting for us to see they know what we want. It is something that moves with us as we go along the road to success. Someone we could look upon when we see things in its darker side. We want them and their pledge of loyalty.

If they want us to talk to them, they should remember that we are not going to be the ones to initialize the re-conversation of the two sides. First move should be theirs and we expect it to be like that. They must learn the art of seduction and know the right timing in which they could get us to listen to them and maybe talk to them even.

There is a call for a change and it is not just some small task. It is not defined as taking a figure or two in their bad habits of neglecting us but instead, a large portion of their bargain flowing to our advantages. The tables had already been turned. Make it something interesting now.

_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?

Too many things, so little time, this saying really goes with this sentence and to the world we are living now a days. People are busy in their own respective careers to earn greener pasture. They or We usually neglect some things that we think are not important enough because we all know like what the old famous saying says Time is gold.

Time is a very important factor; we all know that, so does the company as well. Doing nothing doesn't mean that you don't do something, like what one of my favorite writers said on one of his books"_Iba ang walang ginagawa sa gumagawa ng wala"._ Everyone is anxiously waiting for something, it may or may not concern one of us but it is a proof that we are such a busy being.

This fact is very well known that it become the companies encouragement to create something that will get the market's attention, something that will ring a bell and persuade people to a lot even a little of their precious time. They offer something that people will be reminded of the importance of that scrupulous thing or events. Company's right now already knows that in order to be heard, they need to listen first. This listening helps them to realize what people are lack of, it help them to understand what the market needs are and serve as their guide on serving their most important stakeholders. That realization creates a value that the market can't easily neglect; it is really something that people will think over and over until they realize that they badly need it.

77

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

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Customer care, this is one of the most important services on any company now a day. Every establishment invests on their customer care services because they know how valuable it is. They are meticulously choosing their customer service representative because they know that offices or their building structure aren't the only one who will represent who the company is, these people will be the mirror on how they value their customer.

Markets are smarter now a day, being this clever also enables to them to demand more and be very picky about something. Way back in time, companies mainly focus their attentions about their products, after sales and other services synonymous to this are being neglected and just pass to the retailer. On our era, products and services like this have now the same weight. The trend is now changing, people are now more valuable on the things that they had. They tend to be demanding because they wanted to get something that worth it for the efforts and labor they give in order to earn those valuable items that they are now trading.

The era we are in focus more on the satisfaction of the consumer. I remember that my Production management professor said that the trend today focus more on the after sales. Like what I said, markets are cleverer and demanding than before, and they know if they are being heard, neglected or cared.

We are also living in a world were monopolies are existed on a minuscule scale. Competitions are very high that brand loyalty is a term that slowly fading. Companies are only given on chance of their lifetime, and if they failed to show their care to their very important customer, they are now doomed. They should always remember that there is no more important on giving your customer a quality product, service and caring environment.

78

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

This phrase is really funny, sarcastic and realistic at the same time. I already heard this expression a couple of times on movies, television drama and from the people who I knew, especially my mother.

It is very realistic because it is really what the consumer will tell the provider especially when they are not satisfied on the products or service that they receive in exchange for their money. We know that money is the source of all evil and it is very important that people choose to consume their time working or doing things to gain greener pasture than spend it with their love ones. This is also the reason why people become very wise on buying things, because they know how difficult it is to earn those sums of funds

Usually, like what I said earlier, you can hear these phrases of the customer are dissatisfied with what he or she get. People are like that on this era, we want the companies to realize they wrong doings. We want them to know that they need to listen on what their customer is saying especially if it is being said or comment out repeatedly for the reason that there is really a possibility that they are lacked on these aspects.

Actually, people who said this word are not limited to those not satisfied customers; you can hear it with sarcasm on those people who are very picky and money thrift. They mostly said this because they want the retailer or provider to know that they needed to provide something that will worth of the things that their customers will exchange.

In order to satisfy the customer, the retailer, provider or the company should pay attention to what their customer says; because they are the one who exchange hard earn money for the products and services that they needed.

79

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

This statement above is mainly for those people in corporate world who become very boring because if the business as usual way of thinking. This is addressed to the people who live on those corporate towers and live a life like an adult, very conceited and self serving.

Corporate giants must realize that there are still world beyond the four corners of their extravagant office. They need to destabilize the walls that discourage them to enjoy life more, to join the mass or be one of the mobs. Those business minded people should be encouraged to have more fun because life is too short to spend it sitting on a comfortable swivel chair with a very luxurious wooden desk and piled-up by a thousand of paper works. Life is not meant only for business, the meaning of this is very extensive that sitting on a chair for the rest of your life is not worth it.

The markets are very open that you can easily enter to it without being notice by the people. They are very friendly and open minded that you can easily read what's going on their minds. They maybe not saying it directly, but action speak louder than words. The throng is inviting those businesses as usual people to be one of them, to join and live a life like them. The people are opening their doors for reconciliation of the things that happens on the past. They were opening their windows, to help those corporate giants or even those corporate people per se to have another perspective that they can't have when they miss the chance to be belong.

84

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

Everyone wanted to earn money, that's why the reason behind every establishments. Though I am not generalizing, but who doesn't want to earn additional cash? I will not say I am not because I am not that hypocrite to tell everyone that I am studying because I just wanted to be on the I.T. field and help the betterment of the community. I think that nobody will live on this life without thinking on how they can earn their own cash. Everyone knows the value of money, and everyone gives importance to it. The only difference the we people have regarding the nth number of digit we get every month or we will get in the future depend on how much importance on your life you give to it. Some people think it as necessity because it is really is, other's treat is as power which can destroy theirs and others lives.

Being fair doesn't mean that you can't earn money more than those greedy business men have. I remember the last term when I take Business Finance and Production Management. My Business Finance teacher told us that we establish business not because of the money alone; we also ascertain business because we want to help the betterment of the society. My Production Management professor said that we shouldn't think first about the money and sacrifice the quality, we as a producer should first and foremost think of the quality then we will be surprise that money is already following you.

Money is not the only important thing in this freaking earth. The intangible one is the most important, if you will ask me because it can't easily be thrown away. In addition, the more you chase something, the more it is difficult to find. Do your things as a man with dignity and you will be surprise that what you're looking for is already on your feet and it also have freebies that you will really appreciate.

81

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

I actually notice that, money in other perspective is just a piece of special paper that only has its value. Actually, except the fact that it is an exchange for what we need, I don't see why it has to give that much attention, it only brings out the evil on everybody. It is really one dimensional thing, and boring. It is just a rectangular cut paper and in uniform that you will find boring because you already know how it looks like.

There are lots of thing that niche market can talk about, actually we can really talk about anything under the sun. If you love science, it has a lot of fields that you alone can have fun. Some of those things are calculating the chemical components of your favorite chair or lamp, you can also compute the gravitational force that you have, or you can analyze the rate of survival of your favorite cat when you throw it on the street and analyze its anatomy. If you love mathematics, you can calculate on how many words do I need to type in order to finish my requirements; you can also measure the diameter of your fingers. If you are an aspiring historian, you can talk about the era where Julius Caesar dies and analyze the possibility of what happens to France is Napoleon Bonaparte waterloo doesn't exist. If you are not that intellectual and just want a calming conversation, you can talk about the gossip spreading on your place of living and help those chit chatters to spread the highly unreliable gossip.

See, those are just few of the thing you can talk about rather that those flat, one dimensional, boring money. P.S. what I said earlier are all suggestions, you can do or don't do it.

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?

Absolute Responsibility, I learned this terminology last year (2007) on my Principles of Management Class during my second year. Company should be responsible on everything that they produce because it carries their name which can be resulted on how reliable the company is.

This number has its connection with what stated on the number 77. Companies should always a lot time for their stakeholder or consumer's because they were the company's assets that can't be dissatisfied. Neglecting your most precious assets can be synonymous on wanting the business to go down because those people that you are trying to avoid are the same people who will cause a lot of trouble to you and your company as well.

Company must realize that hiding their board of directors, Chief Executive Officer, Directors, or even employee will not have a favorable effect to them. They maybe doing this as company's prerogative but they should realize those people that they are trying to keep away from are the same people who are in the mob and can easily affects other of your customers that can be resulted as your downfall because they had this notion that your company isn't responsible enough to stand on something that you plan and strategies for a longer period.

Hiding of companies personnel in times that he or she is needed can also be considered as irresponsibleness and unreliability for the reason that if the company as responsible enough, they are willing to face what ever things that happen due to the reason that they produce it and they have trust on it, maybe that something really happens that is out of their control, at least they can even said or express their points. Being irresponsible is connected with being unreliable for the reason that how can he or be reliable enough if you can take responsibility on the things that you have confidence.

83

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

It is somewhat sad when you realize what is the reality hidden in this sentence. I am living on the world known as Pearl of the Orient, the Philippines, and to be honest, the sentence on this number 83 of the 95 Theses of Cluetrain Manifesto describe the kind of pleading that I observe to the people not just on my country but as well as those developing and already developed country.

It is a sad part that people who are arguing for something are usually being neglected because the companies or even the government knows that they are just a dot written in pencil that can easily be erase on a white piece of paper. They don't care about those small voices because they know that they can't do anything because they lack in resources in any means. But if someone from the media said something, those bunch of corporate bitches pay attentions easily and can be look like as if they were really interested. They are only concern about the range and power of the media is, those people are listening to the reporter easily because they know that those people can easily break or make them. It is an open secret that anyone who needs markets done publicity. They only said something about their own goodness and take off those bad things as if they were as clean and as pure as Virgin Mary.

It saddens me knowing that it people need to be united first and grow in numbers before the corporations give them the kind of treatment they usually give on a Wall Street Journal Reporter. Corporations must understand that the best advertisement is not by the use of media, it maybe can connect to a huge amount of population but it wasn't as effective as advertisement through the word of mouth.

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?

Even though we are living in a web, there are still people who are afraid to come out on their shells and took the initiative to create their own identity online. I can't really blame them because I am also one of those people who also hiding from the internet.

I don't know if those employees are shy enough that they don't want to be known or they don't really trust the web that hinders them to create their online personality and identity. Other may also feel that if they will be going online blatantly and say something that wasn't that endearing to the sense of hearing of their bosses since there is no accurate rule in the internet, it can be serve as their bad shot on their respective jobs.

Although there are still employees like that, the fact that internet really passes the wall that the corporate people build is something that amazes people, especially those who watch and keep on track on the things that happens on the corporate networks. It is actually a good thing that people from a world who run by centralize autonomy is now learning to adopt on other environment. They are now slowly collaborating to the market, to the mob, to the people who once they block with their corporate wall.

Reading the sentence on number 84, make me realized that corporations are now much open and free to the changes that has been occurring on our era. They are now more adoptive and responsive to what was happening and trying their best to be on the same boat of their markets. They now realize that resisting to changes can be a threat to the company and not be an opportunity that they see twenty years-ago.

85

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

What are friends for, I know that most of us hear that phrase on one of our most lovable, trustworthy friend, or you already said that to your acquaintances. What friends are for signifies that in friendship or any other relationship similar to this, asking for help is automatic or in your life line list. It is something that given once you treat someone as your buddy. Like what the old saying goes, nobody is an island.

People always tend to ask or request something to the people they know they can turn to. For the side of being asked, it is such a pleasure to help someone special to you because you know that people are not asking for anything unless they know that you can do it better. It is also a gratification for the reason that people who asked for help letting you to see their vulnerable side. Market are like this, they tend to help each other by giving their own ideas , point of views or perspective on the things that you didn't know but they already knew. They exchange ideas because it is not a win-win situation; it is also the time where trust builds among relationships.

People also choose that person whom they were asking to help them because they weight whether the person is worth the trust. Sometimes in friendship, other friends feel sad because the person who asked for help doesn't borrow their shoulders and asked their selves why a friend of his or her chooses other instead of him or her. Sometimes you will also feel alienated because other are keep on turning to others while you alone are spending you time on the things that didn't even get your full attention. Corporations also feel like that, they maybe asking themselves if maybe they are not that self-centered or think highly of themselves, they maybe belong to the crowd who always laugh and have someone to turn to, they maybe one of those who people trust themselves. It is not happy to be alone.

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 website. But you tell us speaking to the market is Marketing's job.

Talk about Cluetrain Manifesto and its lesson that we should be more humane, in words and in deeds. Companies or Corporation per se doesn't realize that there is more to life than being controlled and boss around. Like what I said on the number 79, a life definition is very broad that it isn't justifiable to live in on in a very monotonous dimension.

People have life of their own; they were a being that needed other things other than work such as socialization and relaxation. I said it earlier that internet or intranet already invaded the companies work station. Those two already break the barrier that existing there for a decade or so. Honestly speaking, I also thinks that people are would be more encourage of the medium of communication is not being hindered by the people who thinks that if they allow such thing, it can decreases employees performance. But they didn't realize that by allowing those thing employees would be more efficient and effective because they know how to compensate the goodness of their bosses, they also know the value of responsibility.

Being online can also help the company to reach it targets because like what they say according to this sentence, talking to market is a marketing job, which I personally think that is a fact. By conversing with the market as truthful as you are make them realize that you care about them, and those employee of yours will serve as you company's representative. Talking to those people helps the company image because people will have a notion that the company involved care for them, which mostly for the customer is a great importance.

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.

Since the start, which is the markets are conversation thing, up to the end which is the number 95, markets wanted to be heard, they wants that the company or the corporations will understand what they wanted to communicate and be move by it, or being heard is on the least okay.

It is really a good thing if those businesses as usual people already realize the other world than they knew. It is really good news if those people can now understand the market needs and wants. And it is such success if those companies can now understand the voice of the market and be one of them.

The market only needs to be heard and understand, that's what they always wanted. It is so simple because the initial thing than any human wants is just the two things I said a while ago. Everyone here is human, so I think that it is a common sense to realize what the reason behind those two adjectives is. In order to be heard, you must learn to listen first, that's an old saying that up to now communicate a great value.

We can't expect too much, bad habits are hard to break according to a classic song which I think is really applicable. It is really difficult to change something you are already accustoming to. Even if you already realize its bad impact, you can't change it overnight. It is also the same for the companies, they were accustomed to the tradition that people below them would always hold their breath and doesn't talk back when they say something because they were the self-proclaimed authority, something like a King on their own kingdoms. Those people should use their common sense, if they can't still understand the market, they should learn on how to play safe. They should respect the masses and always put inside their minds that the market now a day is very smart and doesn't just look upon you while you are busy saying you useless words of stupidity.

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?

It is a very sarcastic and black mailing sentence. Though it had that thing at first glance, it really tells the importance of the customer to the companies and business. It is stated clearly that markets have better things to do than worry if some company would change this or that. They can easily adjust because they know that there are no permanent things in this world, and in the market place, there are so many competition that you can't choose what you should buy because others offer the same products and services. There are so many alternatives that market wouldn't mind or cry for a company that closes recently.

It may sound so selfish but it is the reality of life. Businesses exist because there are people who need those services and products. Who will consume and purchase what stores are providing if no one really needs it? Companies should not thing very highly of them selves and have the notion that people needed them very badly. They forgot to think that everyone is resourceful by nature, no matter what would you do, they will always find something that will suffices their needs; it's like what the old saying goes; if there's a will, there's a way.

Markets have lots of things to do than be concern with their providers, for the companies who provide, they can't do anything that is outside the product they offer. I already said this twice, there is more to life and the consumers realize that, which lead them to enjoy life on any aspect possible. But it is very unfortunate to the business people if business would close or threaten because this is the only lif they knew. In connection to this, you will realize who needs who?, the one who treat business as a part or the one who live with it. The answer is very obvious, only stupid can't comprehend with it.

89

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

Opportunity knocks only once, that's one of the most used cliché in town that we really believe in. There is no wrong for being opportunistic; they are just the person who knows how to grab the chance that is given to them. Though there are rooms for mistakes on our life, we should also realize to give your best shot once something unexpected happens. Those people have more chance on good fortunes because they know how to use their cards well, they weren't afraid to fall because life is nothing if you didn't have scars that will help you remember the things you did before.

Use the resources you have when you've given a chance, always do your best because one of the saddest part of life is keep thinking of your hang-ups and ask your self the most famous fools question; what if? What if I take the chance, what kind of world would I be in? What if I do my best, am I still here?

Everyone knows their own value, that's maybe a reason why the world we are living can be called as survival of the featest because everyone is on the same ground. Everyone is equal that the only difference you can see is the way those people handles everything that comes through their way. In all honestly, there are lot of people who would die for the position you are in. Competition is widely spread that on your one mistake, they can get an alternative or replacement for you. If you are already on the lime light, I don't say that be selfish and hold on to it. Remember, the word Merlin said to King Arthur, "the life of the bird is in your hands, hold it too tight and it will die, hold it to light and it will fly".

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.

Market is all about conversation, and it is really true. On today's world, communication is a very powerful tool that it can connect you the people around the globe. It is something that we people going or already fall in love with because we, all know that we love to talk.

It is true that even in its worst the conversation we found on the web, the portals of the internet is something that is more enjoyable and fun to have than those things we had from the past. As a sample, I personally a television fanatic, ever since I learned to watch television, I can't let my eyes to be far from the television screen. I remember that my mom needs to make sure that every night the television power and the electric source are turn off to hinder me from watching. They even hide the remote control and the adaptor. They also give me curfew just to restraint me from my habits, but they know that no matter what they do, they can't force me to stay away from my lovable television. So we just had comprised that I will promise that it wouldn't affect my studies. The main reason why I am addictive to television is because there are a lot of things that I learned from it. I can go to far places without any cost. But things changes when I discovered the internet world, though honestly I become more an internet person due to my course and my professor, but lately I found television boring and my computer calls me to be online and talk to my friend.

On the web, people talk to you. They share who they were and makes friend in a minute. It is better because people like me wanted to talk, and the internet provide me a place where a person to talk to is unlimited (except when everyone is tired and sleeping).

91

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.

No man is an island that is the number rule of life. There is no being that lived for his or her self alone. Human are not strong as we think, there are times that they were being helpless and ask for a helping hand or shoulder to cry on. During this time of weaknesses, you can realize that the people whom you value are the same people who will also help you. Life is just give and take; you must learn this at a very early age.

Life is not worth it if you didn't see your existence. It is something that not worth living if all of the years your living, you doesn't know your stands in this freaking earth. It is something that wasn't real if you didn't found your part in this world. It is also same for the companies, if they didn't realize who the person they need to value is, they wouldn't see their importance also. People will only think of them as a factory that provide what they need, and it is a very low thing that you would rather see as someone's enemy than a provider whom markets don't value. Those companies are like a thing that when people are already bored to use, they can easily break it. Those who don't know their value doesn't also leave a value on the people they once meet.

Though it is a sad thing that if you didn't have any importance in this world, it is same as you should also dies. On the companies' perspective that is being stated by the market, they should create their stand points. They should establish their own value that will help them to create their own part of the world. Leaving today without any value is the same as living like a walking dead.

92

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

My vertical solution and electronic business professor said that the money is on the retail market. It is not that true that in order to earn a lot, you should establish a company and release millions of money for something that is bigger or higher the risk. Both of them said that in retail market, you will just release a small amount and the payback is more than trice of what you have given.

At first, I don't believe that but as I think about it, the bigger markets are those who are in retail industry. Though there are lots of companies out there, that company also caters the retail industry. So why not take the opportunity and offer the niche market a direct way of doing business. On the retail market, you don't have too many competitors; you can easily monopolized things because they will be loyal to those who provide them lower price with great quality.

Companies doesn't realize that instead of thinking much about their public image and spend something that huge on y2k doesn't give them more than they have now a day. It maybe maintains their customers but what about growth? Stability is not that good always, in order to improve you must be growing and experiencing new things. Sometimes, one of the mistakes companies always commit is their immune deafness. They can hear only those who are same as atomic bomb when exploding, but they can't hear those little time bombs that their market is offering. What it is easier to hear, small time bombs that near to you, or those atomic bombs that you can only hear is the aftershock. Companies must be sensitive enough, because they will never known when those things that they keep following and obeying dies and those things that they keep on neglecting will soon ring a bell on everyone's ears.

93

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

Internet already did that, the Berlin Wall that we talk about is already diminished. The only thing that we need to do is help those people who hide from the both side of the wall be familiarize and cope to their new environment. They need to realize that the wall establish by the company is already gone and they can now act and live more humane.

I am not sure about the existence of the wall, but according to what heard on some office people, they can now go online at times of work. Maybe the wall is still there, but it wasn't as strong as it is before. Now a day, people from both side of the wall do something to destabilize it. They were doing something that a person from the past doesn't do, and that is to join all the effort and hope that their voices will be heard again.

The wall really separate our conversation, it serve like a river that is build in between the market and the corporation. Even though the both side wants to build a bridge that will help them to unite, the other party or the people from the corporate worlds hinders it because they think that it wouldn't benefitted them. They thing that if ever the people from both side will be united, there is no more for authority and centralize control because the market is very intellectual that it scared the hell out of them. Those people forget to realize that people are not that uncaring, even the animals known their masters, so did they think that animals are better than those who can think? The Wall being build is the result of uncertainty that the companies are afraid of. This wall symbolize that when people are scared, they can do things that can harm even everybody.

94

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

As a people who are studying in the field of technology, I can say that one hindrance on implementing a system is the company culture. The more traditional they were, the harder it is to encourage them to be free from their old ways of doing things. Mostly, people from these organizations are afraid to change, who will not if you have been using the kind of system your using for almost a decade of your working career, and here is someone who will tell you that you need to change because there are loop holes and you need to cope on what's on the industry.

But now day, people are very adaptive that you can change something today and expect that they can easily use that the day after tom. In today market, everything is done faster that you can't think whether it is real or reel. Every one created their tools, some people link in others peoples work and create something spectacular. Like what is happening on the open source community. People are re-using what others people build and collaborate it with their own piece of work or others master pieces.

Changes are constant, that is another rule of life that is also the reason why people can easily adapt to the changes that the environment were leaving provides. Changes is something that we can't fight because it brings us another hopes, another things to do and another lesson to learn. By coping to changes, we people can now realize that life is going round, we can never be constant because there is no constant thing than become what we called changes.

95

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

At last, I reached the final theses. I do agree that now a day we are waking up from a slumber sleep that makes us the object of slavery. Those people who are in open eyes during that time take the opportunity to trick us and let us thing that they were the master and we need to obey them.

Now a day, we are already wake up, open eyes and open mind on the things that has or has been happening. We already back our identity, out voices that they steel from us because they afraid that we can do something that weren't on those selfish companies plan. They let us to become someone who is weak because by doing that; they can brain wash that can benefit them. It's been a decade that we are a people with no voices; someone who is can be called as sticky notes that can be easily thrown away once it already done using.

We already wakes up, and we are now linking with each other, we find strength's with them because we know that we also feel the kind of emotions that has been keep inside their hearts for years now. We are communicating and linking because by doing this, corporate bastards can't harm us because the table is now turned.

We are watching with an open eye, but like this number says, we are not waiting. We already know who needs whom, and we already know our powers. Why we should wait when they were the one who need us, it maybe sound selfish but that's life, we already done our part, I guess it is the company's turn to do what they supposed to do.

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(book review)

Book: The Long Tail by Chris Anderson

Library Reference: N/A

Amazon.com Reference: http://www.amazon.com/Endless-Choice-Creating-Unlimited-Demand/dp/1844138518/

Quote: "*Hit-driven economics is a creation of an age without enough room to carry everything for everybody (Anderson, 2004)*

Learning Expectation: Since this book is already explained by our Vertical Solution Professor, Mr. Paul Pajo, I expect more from it. I mean I expect that I will fully understand what the Long Tail is and how it goes with the vertical markets.

Review:

I learned a lot from the book that Chris Anderson wrote. I do agree on him when he says that more money is on the long tail rather than those on the top or the hits.

As I read his book, I asked myself some question that you will encounter when you it, like is it true that people tend sometimes to choose alternatives or are people really wanted things that can't buy on local stores? I personally answer those queries with a big YES, Why? Because when I think about it, I realized that I am also someone who chooses alternatives over the hits. I am really craving for something that is not already printed or out of print like what they say. Before, I think it somewhat weird to be like that, I mean most of the time I don't want something that everyone crave for, I may be attracted to it but at the end I always choose something that can be called an alternative. I also like something that other's called vintage. To be honest, almost the things, movies or anything that I like now originally came from 80's or 90's. It's too good that, now a day long tail is something that within everyone's reaches.

When my professor discussing about the Long Tail, I told my seat mate that somehow the discussion hit my future business plan, and that is to established a store that can produce or sell something from yesterday. Things like an old movies or songs, etc. I had this idea when my Vertical Professor, Mr. Pajo encourage everyone to have a business on the future that we have a passion for. Actually, that plan is really originated when the Eraserheads had their Reunion Concert, I am a member of their fan group and I observe that everyone wanted something from the Eheads era. They wanted to have the old albums, old magazine (PILLBOX) and other stuff that related to the Eraserheads. The music industry knows about this and they produce what the masses want. I am happy with that because, I don't have their original Cd's, only my aunt has it. But I just realized that, what if the Reunion Concert doesn't happen do the music companies would produce their back tracks? Did people will tell everyone that they wanted it? I, as an example wouldn't hope too much that I will get the things that I really want especially when it is already passé because I know I couldn't get it because the store's I know always follow the trend of Popularity. But since, Long Tail no. 1 is to make everything available, it is easier now for the market to buy something that a piece of yesterday.

I do agree on what the book said that we, especially business people, think that they will only create money, more money, more and more money with hits. They are partly true, because hits give you something that more than you invest for. But the question is how much percentage that you are sure something that you invested for would be the hits? How sure you are about certain artist or music would top the chart when your competitor also thinks that what they have would be the next hits? To be honest, I wasn't able to realize this questions if I wasn't read the book. I also think that if it wasn't a hit it was nothing. I mean, we are all craving for hits, on TV, radio and other media spread that kind of thinking. Though even before, I always wonder what they do to the thing that wasn't a hit.

Another thing I like about the book is that it said that Long Tailer such as ITunes should price accordingly though it is already low because they really don't have much cost, unlike what the store based retailer have monthly.

Long Tail is actually a good thing because like the book said, we are already done with the century where popularity is the primary driving factor of success. Today, popularity is always something and it forever will be, the only thing that differs is that we, markets also like something that will remind us of the past generation. Something that one time or another, people from the past wanted also yet it doesn't give much attention. Now a day,

Smaller voices are being heard, that's why companies should make thing available no matter how many wanted it, as long as there is someone who wants it.

What I have learned:

I learned that we shouldn't only look at the bigger things. Smaller things sometime have a value more than it looks like. Companies couldn't earn his million by me or you alone but what can he received from us will add more to his millions.
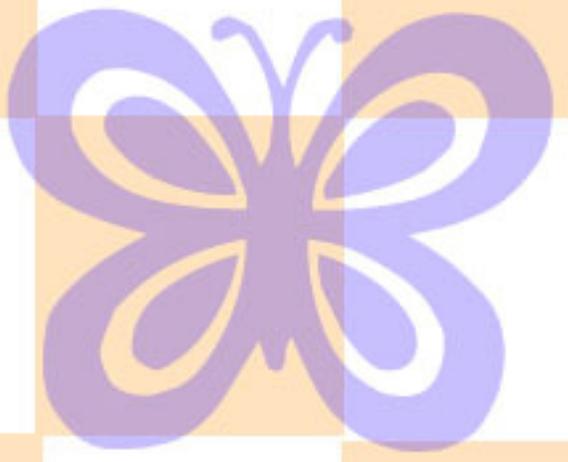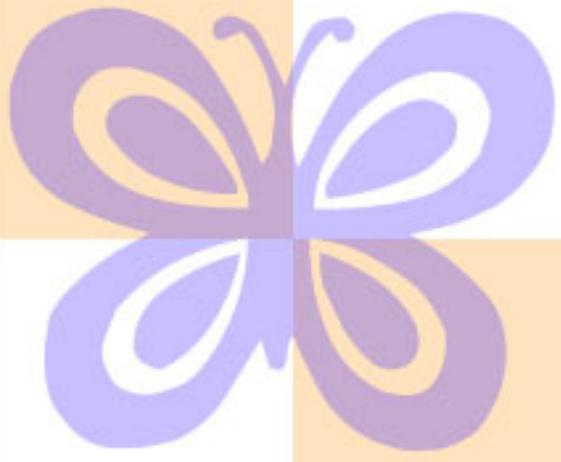
Retail in Detail

(book review)

Book: Retail in Detail: Retail is it for you? (Chapter 3)

Library Reference: HF 5429 B65 2005

Amazon.com Reference: http://www.amazon.com/Retail-Detail-Start-Manage-Business/dp/1932531491/

Quote: *"You will never succeed at anything if you don't make decisions and stick to it." (Bond, 2005)*

Learning Expectation: Since I really have a great time reading the books second chapter, I am expecting to learn more than I what I have on the previous chapter. I am also expecting that this chapter will give me an idea about the traits or qualities needed when you want to build your own business.

Review:

This chapter is really informative yet I wasn't find myself sleepy nor thinking to stop reading. I like the way Bond present his ideas because as he uses something that wasn't that so-familiar or somehow alienated, he put side stories of what they were experienced and also give some advice especially on establishing one's retail store.

The first part of this chapter really makes you think whether retailing is for you, like its title is implying. I like it when he list reasons why you established business and I agree with him that if you want to earn easy cash or fast return on investment, retailing is not for you. Retailing is an investment where the ROI most probably seen a year after because this is the only time where people able to be familiarized with you and the type of markets you have been cater.

Entrepreneurs is synonymous to risk taker, that is the point that I also liked because it really open the readers eyes that establishing a business is not as easy as 1-2-3. I already taken some management classes and I know that these Entrepreneurs takes the high risk, like what Bond said which I wrote earlier. Most of the Entrepreneurs belong to the sole proprietorship which has the characteristic that it is easy to build yet it is also easier to perish.

Retailing is a process where you will meet different type of people from different walks of life. In here, you will be able to hear different tales from different storyteller. We know that retailing is in vertical markets and these markets love to be in a conversation, something that they can share what they know and what they felt over something. I like it when Bond says that if you don't want people and conversations, don't be in retailing because these two are backbone of retail industry for me. I said that because without people who will buy your goods and services, without conversation how you will able to know what they wanted.

Commitment is a driving factor. I do agree with this because I do think that without commitments people will just drop something like a hot potato. If someone is committed on what he's doing, regardless of the challenges he might face, he will still continue to strive on order for his business to survive. I like when Bond said that only people who are committed will have the guts to carry on.

What I really like about this chapter is that it talks about The Good, The Bad and The Ugly Things that a retail business might have. I really have a great time with these because there are a thing that he writes that seems silly yet it is really true. When you are in retail business one of the bad thing is the Shoplifters because it is a minus on your part especially on the investment side because you haven't any return for the things you have bought. I also agree that one of the ugly things that business have is the lay-off part because it really hard to see someone loss his way of living.

I also like the part where the author said that jumping on water is different from jumping naked on freezing water. What he said only tell something about getting prepared. Jumping on water is something about taking the risk but taking it without any plan is like accepting the fact that you will be drowned and not doing anything about it, it wasn't a risk taking ability but it should be called stupidity. When you want to be in the market, you should learn the value of preparation because it will increase your chance of survival in the midst of tight competition.

This chapter really shows or gives you a hint whether retailing is for you or not, based on their experience as one of the provider in the market. I, also like it because it more than a theory, it something about experiences which we know that at some point or another it will happen to us because the challenges in the markets are the almost the same, they only differ on the scope and the way you look at it.

What I have learned:

I learned that before doing anything, you must understand first whether you like something or not. Establishing something, especially business is a serious matters that needed a serious attention. In order to give a serious attention over something, you must learn to be committed because with these anything will be possible.

I also learned that in anyway, risk is always at the corner. It is there not mainly to scare or paranoid you, yet it reminds you that challenges are ahead and in order to overcome it you should learn to prepare.

Book Review, Chapter 1

Book: Web 2.0 Heroes: Max Mancini: eBay
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"but if I were looking at where the real opportunity to reach the majority of the world is, it's not going to be in the PC in the home" (Mancini, 2008)*
Learning Expectation: I expect that I will have a solid definition of the term Web 2.0. To be honest, even I always heard this term from my subjects, I really don't know what it is. I tried to read some internet definition of it, but there are no definitions that embodied what really it is. I am hoping that with this book, I can understand what Web 2.0 is.

Review:

As I read the book, I am still confused what really Web 2.0 is. According to Max Mancini, Web 2.0 is something about openness which benefits everyone's concern. It is something about ultra customization that enables individuals to address their own concerns.

I do like how Max Mancini answers Jones question about Web 2.0, eBay and other stuff related it to. To be honest, I am intrigued with the caption on the first page of the first chapter because I am wondering why he said those things. After I read his chapter, there are many things that I realized. As of today, since Web 2.0 encourage openness, markets become more demanding and they wanted convenience and accessibility terribly. I do agree with him when he says that non-stop connectivity is what we are heading for. Everyone wanted to be connected all the time. Everyone wanted to have the same experience with the web and their desktop. According to him, that is where we are headed for, so they put eBay on Adobe Air which targets this type of connection. Honestly, their idea is really amazing; I really idolized them for that.

Though we want to have the same experience on different platform, I can say that right now, it is all in the planning and testing stage because it really difficult to that. I, for example, I really wanted to be connected 24/7 because I can do a lot of things on the net which I can't on my desktop. But, like what Mancini said, it is somehow impossible because it is also like us; it needs to have rest in order to support everyone that accessing the net.

Mobile phones, I always encounter this word or gadgets once the subject is related to everyone's connectivity. Actually my quotable quotes on this chapter is related to it because I also believed that if someone really want a real opportunity that will target a large market, it should be beyond laptops, much more on personal computers at home. I really agree with this because everyone has a mobile phone, some have more than one. Mobile phones or cellular phones also give not only convenience that the laptop can provide, it also gives a carrying advantage and more security because it is very handy and it is very easy to hide.

Web 2.0 is about the openness not only by the markets but also by some companies. To be honest, I am not a fan of Social Networks and internets because I have this notion that someone might steal my identity and personal information then used it on a manner that I never ever would even think to do. But, as the world change and time flew faster than I think, I become aware of the certain security that online transaction or networks engaged in.

Since people or markets are more willing to share information, making a monetary value out of something that we can't think that have this value is much easy. I like it when Mancini said that the things we need to create is the monetization models because return of investment or earning money is the primary reason why business are everywhere. With the kind of environment that we have right now, everything is worth some peso because like on what I read on the Long Tail by Chris Anderson, people will choose to buy stuff that earning less than a minimum wage that they can earn during a day that they spend for getting a free stuff (which isn't really free).

I also like when he talked about forgetting how you would manage something, instead think on how you will improve your product that can satisfy what your clients really needs. I really do agree with these because like what I said a couple of times already are that we are now much open. We can easily have something that will help us manage our business. The only problem that we have is how we will improve our goods that will attract the markets to purchase it. Our goods and services is our matrix on today's market.

In addition, I also love when he says that an application great tester is the big companies because they don't want uncertainty. If they can see that your software can address their fear of being out of control, I bet they will purchase it without you sales talking to them. When I read this part, I suddenly remember The Cluetrain Manifesto by Locke and his colleagues because it also talks about how big companies crave for uniformity, assurance and control. Web 2.0 is something that help the market realized that we are in an open world, but not free. There is no absolute freedom because at one point or another you will pay for it. Like on this book when people wanted non-stop connectivity they must pay for a proper amount that will cost the provider for giving you a service that you wants.

I really enjoy this chapter because even I don't give myself a definite definition of Web 2.0; still there are still lots of information that passes on my brain.

What I have learned:

To be honest, I am still confused what is Web 2.0 is, I mean I really didn't achieve what I expect on that manner but it give me some idea what really it is on his point of view. I understand it because like what the introduction said, ask 10 people and it will give you 11 different answers. What a Web 2.0 is, really from the eBay's point of view which I can't take as a definite answer.

Though I just had an idea (which is really helpful), I am also glad because I got a lot of information about what are things that get along as you target a larger market. I also realized that if you want to target something, it must be on something handy and within everyone's reach.

Book Review, Chapter 2

Book: Web 2.0 Heroes: Alan Meckler: Internet.com
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"The big point is that we tend to think that we've seen it all, when in fact we haven't seen anything yet." (Meckler, 2008)*
Learning Expectation: I expect that I will clarify what Web 2.0 really is. I am also expectant that I will have much got much information like I get on the previous chapter. In addition, I am also hoping that this chapter will give me insight of what Web 2.0 will be for the next years.

Review:

I really like what I read on this chapter because I can say that I am slowly having a definite understanding about what is Web 2.0 is. Like on the first chapter, this part indirectly said that Web 2.0 is about openness which you can detect once you read what Alan Meckler is saying.

I really like the way he said something about himself because he gave me a lot of understanding about the start of the internet since literally he witnessed it all. Actually, when I first read that he had a Doctoral Degree on Publishing, I am thinking what his educational attainment connection with the internet is. But when I read along, I learned that Internet really used in delivering information, which is also a major reason why publishing houses are built. Honestly, when I read his connection about the internet, I can't help myself idolizing him because he knows almost everything that encompasses the media that we are all addicted with. His knowledge made him a very reliable person to ask what is Web 2.0 is.

His experiences really amazed me because he had an eye for new things. I mean he see what is going to be the next big thing in the succeeding years. There are only few people that can detect whether something is going to be everyone's apple of the eye. I also like it when he saw what website's can really do for the next generation and how he make it somehow that this great thing would just die on an early phase of its life span. Look at the web now; it is more than we can think about it before.

The main idea that I really like about what Meckler said is that only few of the Web 2.0 properties would be profitable, but when you are lucky to be one, it pay offs big time. I do agree on this because like the first chapter said, Web 2.0 is about openness. With this, people can easily make their own Google, Yahoo, and such; they can also make their own customized sites. But because of this accessibility, people have many choices and only those who are intelligent enough to create something that resolve or address big markets can stay on the field. I really like it when he makes this as his point because I also believe that success rate is just .1 % of a hundred, it is like entering a needle hole. He also said that Web 2.0 is just an extension of what they have on the late 90's, though he admit is great.

Web 2.0 really becomes profitable when it is engaged with an e-commerce, I think it is true because everything is free on this platform and the only thing to earn money is to sell something which is traveling with these media.

I also like this chapter because the way Meckler answered things. To be honest, I just understand what the semantic web that Jones is talking about. I like it when he changes the word semantic web to linked data which is really understandable. I was also amazed when he said that there are there is more greatness that Web 3.0 possesses because though many people managed our ever favorite Google, it is still vulnerably. Like what Meckler said, it can be change into something that may outgrow it, like what it did to Yahoo.

I also heard mobile phones again on this chapter, but I like it more here than the previous chapter because it is explained more in here. I really believed, like Alan Meckler is that the next big thing is all about voice recognition. There is no need for typing things, all you need is to talk, talk and talk and tada your computer will searching what you need for you. I also like this because ever since I was in elementary I dream to create and use something that will write whatever I say or think because I wanted to write a story, I already have the characters and everything yet I am really lazy to write. Mobile phone is also handy, which is one of its advantages. I also like it when he said that people have more cellular phone than computers.

Unlike the first chapter, Meckler believed that everything will become connected 24/7 because it is where the technology is going. I just hope that it will be because I will love to be stay in touch unlimitedly.

What I have learned:

I learned so much on the history of internet evolution from a person who used and see it all. With this chapter I do have clearer definition of what is Web 2.0 is, and it is about openness that also tackled on the first chapter.

I also realized that since Web 2.0 is about openness and easy modification, success rate isn't as high as those things that only few people do. But like what I always tell myself, the hardship you experience is more than what the success will pay you off.

Book Review, Chapter 3

Book: Web 2.0 Heroes: Eric Engleman: Bloglines
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: "*In the tech world, a lot of these things are still really complicated for the average person.*"
         (Engleman, 2008)
Learning Expectation: I am expecting that this chapter will be as interesting and informative as the
         previous chapters. I am also expecting that this chapter will provide me a great insight about the
         thing that is related to Web 2.0 and to have a definite definition of what it is.

Review:

        Honestly, for me this chapter is less than interesting than the previous chapters, I really don't
know why, maybe the way he answered the questions isn't something that captures my interest, though
I really learned new things from it.

        This chapter adds information to what I believe Web 2.0 definition, and it is openness to the
people who used it which allow them to modify things. But there is one thing that it add on the way I
understand Web 2.0, Engleman said that it made web to be easily understood by ordinary people. I do
believe on this because right now, people who aren't technology exposed can easily understand what
those people said about web and internet. It wasn't as hard as the way it was before.

        I am surprise when I read The Cluetrain Manifesto on his explanation about the Web 2.0
definition, it's not because I think they aren't connected, I just didn't expect that he will talks about it. I
already read the Cluetrain and I am also advising that you must read it too. Actually, it is also a surprise
that Cluetrain talks about internet when during it's time Internet is something that wasn't as big as it
was now.

        I also like it when Engleman said that Web 2.0 on 2005 isn't the Web 2.0 in 2000. It actually
support what Meckler said that things aren't the same after five (5) to ten (10) years. The Web 2.0 that
we are now dealing with is something that is more user friendly, and more applications that can be
integrated with. In reality, Web 2.0 today really give customer the driver seat, they were now the one
who is in control of everything. The only thing that Bloglines and other site do is to manage and arrange
the flow of information among the millions of users out there.

        It is funny when Engleman agrees that there is a great possibility that there will be outgrow on
their business on this point in time because like what he said, you don't need to be somebody to create
your own customized website or application. Honestly, I am really impressed how he answered it
truthfully because I really think that in this time, anything can happen in just a blink of an eye.

        Reading what Engleman is saying really gives me an idea that he really learn from Cluetrain
Manifesto and they really apply this because they really valued what the customer really wanted. At this

point in time, I do agree that people are become very demanding; they think that they can get whatever they demanded for in a very exceptional way they prefer it to be.

Engleman idea also related with what Meckler is saying. Both of them say that only few percentages on Web 2.0 are profitable. According to Engleman, it is because consumers expect everything for free and since Web 2.0 is very open and easy to customized, people who just wanted to do something on their free time provide something that is for free.

Like the two previous chapter, Engleman also said something about the Web 3.0 which actually capture my interest because he also tackled the Web 1.0. According to him, Web 1.0 needed some subscription and such before you will be able to see your needed information, with Web 2.0, the information is more open and easy to access, while in Web 3.0, the information is also accessible but it is more accurate and arrange than what the 2.0 is providing.

What I have learned:

I slowly have a definite definition on what is Web 2.0 from the first three chapters. I also learned the difference of the Web 1.0 to Web 2.0 and Web 3.0.

I also realized that like what chapter 2 is saying, only few numbers of companies or people really make money from Web 2.0.

Book Review, Chapter 4

Book: Web 2.0 Heroes: Gina Bianchini: Ning
Library Reference:
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"The problem is thinking that there should be a definition. I don't think there should be or that there needs to be." Bianchini, 2008)*
Learning Expectation: I expect to learn what Web 2.0 really is. I also expect to get more information about the Web today and what am I am expecting in the future like the Web 3.0 and such. I also expect that this would be an interesting journey for me again.

Review:

Unlike the previous chapter of the Web 2.0, Gina Bianchini of Ning.com associate Web 2.0 with freedom. Freedom is their driving factor to create Ning.com, which now a great success for both of them.

I really like her point of view over the matter of Web 2.0, Gina Bianchini point about defining Web 2.0 really torn me between trying to find what it's really mean or let things as it is. I really like when she says that it motivates her not thinking what Web 2.0 definition is. It is somewhat confusing at first but when you think about it, you will realized that sometimes it is really amusing not to be bother by something that considered as talk of the town. As a developer, why you should be bother by defining a word if everybody has a definition of it? Why need to think about it if the people smarter than you can't even think how to define it?

Its not that I don't have a bank of queries on her answer, its just I do understand her point. Like Why do you need to define something when you can stop being nosy and just develop and improve something that can help thousand of people than defining for some people. Actually her word that says why she needs to be bothers when people smarter than her cant define it. Its not that she think less than her self and her capability, its juts she is intelligent enough to realize that it's not her line of job nor her priorities in life, so why spend time on this which can just be a caused of headache and confusion on her part.

I also like her concept of the world we live today including the Web 2.0 which she says that we are now, individuals overpowering the set of big, gigantic systems integrators. It is really true that since Web 2.0 emerge and people begun to join in this wide, set of communities-community, individuals have back their voices, they are now empowered and can do what they wants since everything is impossible with the world we're leaving today. Centralization is already facing out, like what Bianchini said, it's now irrelevant to do this, and by following you also become irrelevant. Don't say you are not, because we, people are like sponge, very easy or us to absorb the environment we are in, we have the capacity to cope which make us be one to the community.

On the world we are in, everything is fast pacing that sometimes you don't need to think too much about something because you might find your self alone, standing on the same place, with

nothing on both hands but just an idea that you doesn't how to execute for the reason time travels faster than you think. When everybody is far from you and doing something that you wish you just do.

Another thing that I learned from Bianchini is that Internet is a set of communities community, there is no one big community, rather it have a set of communities which have their own paths, their own freewill to do what they think best for the community they belong to.

Unlike the previous chapter that the heroes there in says the next big thing is in mobile or more on gadgets, Gina talked about people and their means of communication. She said that the next big thing is how people will communicate, she even said that it maybe in a terms or channels that we can't even think about today.

What I have learned:

The best thing that I learn in this chapter is that you don't need to be stuck in word definition because it actually doesn't matter unlike you think about it. Definition is a product of ones experience, you just associate something with a word that you think well describes your experience. If it is like that, even the Einstein can't contradict you because he is a different person than you are, and you have different experiences than he had. You experience surfing the net, while he experience making atomic bombs.

Web 2.0 definitions has the same path with love definition, everyone has their own words to describe/define it, other follows what other says, but in the end no one can define what it really is, unless you are in it.

Book Review, Chapter 5

Book: Web 2.0 Heroes: Dorion Carroll: Technorati
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"Those people that want to survive have to learn to make things work and learn the lesson; those that don't go under..." (Carroll, 2008)*
Learning Expectation: Honestly, I don't expect much because I found my self expecting same things from the previous chapters. What I want is to define what Web 2.0 is, not on how the heroes define it but how I understand it. Maybe I may define it as a collaboration of their ideas, but still I can call it mine because I don't just get a quote from these heroes, I analyzed it so that it can best describe how I understand it. In addition, I also expect this to be something that I would enjoy to read and learn a lot of things from it.

Review:

To be honest, I found this chapter lame and boring. Maybe because this mustn't be my interest or the way he answers things doesn't ring a bell on my part, but I can say that this chapter is really informative that it exhaust my brain.

Though I found the book boring, Web 2.0 for Technorati is the same as what Mancini, Meckler, and Engleman point of view, it's all about openness. I love how Technorati be able to link each other with the same the same topic to make a lively conversation between the two.

In this chapter, I finally understand what Ping is and what it does to the bloggers or the person in an online community. With Pings people are easily notify that someone updated her/his blogs and you can now check it out. Actually I found that as big help because it is really time consuming and effort consuming if you will review something from time to time just to see if something changes on the blog of your friends, idols and relatives. It also create hassle because instead you're doing something productive, your just looking at someone's site without any assurance that the owner already post another thing or not.

What I really want with the place where living at is the ability to express our points immediately, or in real time. I do agree with him that web 2.0 let people take photo's and say something which in an instant will be a talk of a mob or group of people. Like what Gina Bianchini on Ning.com said, we are in the world were time is traveling faster than we can think of. Since this is the new tread, people should express what they think because in an instant what you want to express is just worthless, no one would even bother to listen because there are so many people blog about it and transform what they feel at that moment in a way that everyone can also feel it.

Another thing that I love also in this chapter is when it says that Start-ups should cut a lot of corners. I do agree on this because, like what I always said to my self, nobody or there will never been a perfect thing in the earth we're leaving today. Start-ups are something that becomes more meaningful and useful as it has been developed. It should not be that perfect because you will find your self stuck

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on that start-up for the rest of your life without even publishing it. I remember a quote that my E-Biz professor said "Nobody is as intelligent as everybody." As the start up grew, people on your social media will help you build the corners that you cut, to make your application something that everybody will love to use.

What Carroll is saying about Web 2.0 is also something that everyone from the previous chapter is also speaking, Web 2.0 empowered individuals, it let people talk but without any restrictions from anyone, it let people opinions and voices be heard. Technorati help people voice out their opinions by writing something without hesitation on a real time basis. Right now, people are able to comment about something they just watch, they are conversing about something that isn't on the television nor radio.

What I have learned:

On this chapter, I learned to understand what Ping is and what it does to the blogger community. I also understand how Technorati helped people to be link together and spread the news in a real time manner.

I also learn that almost every application encourages everyone to post something right now, so that you can share what you knew to everybody. I also realize that without Technorati and other applications in Web 2.0, we can't even meet people from places that even in our dream we didn't went to. With these applications, there are no far miles away, you can talk, post and chit chats with people across the globe. See, we are too lucky to be in this era.

Book: Web 2.0 Heroes: Rajo Vegesna: Zoho

Library Reference:

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

Quote: *"There are other things like "wisdom of the crowds," where the crowds define what you'll see..."* *(Vegesna, 2008)*

Learning Expectation: I am expecting that this chapter will offer me another learning experience that I will choose to nourish. I am also expecting that it will give me another idea of the famous Web 2.0. In addition, I am expecting it will be more interesting than the previous one.

Review:

 I do love this chapter though there are times that I want to disagree on what Vegesna is saying. Zoho really a great application on net because it not only saves memory and hard drive space, it also a big help for everybody especially when you just need is an internet.

On this chapter, I encounter again another Web 2.0 definition, and that is the word collaborations. I just realized that openness isn't the only thing people need; we also need to communicate, express the things that we knew right. Openness only makes a one way communication, you are able to see things openly but if someone hinders you to make any comment, Web 2.0 will be like Web 1.0, you just add an extra feature on it. But if people have the ability to communicate and react to what they see very openly, it will change everything.

I also love his idea about Web 2.0 as wisdom of the crowd. From the first hero that I read at this point, everyone associate this Web 2.0 as people's collaboration of idea. What we are talking is mainly the wisdom of crowds. It can't be what we are trying to define if it wasn't a collaboration of crowds. Web 2.0 is created because everyone is giving their own ideas about something. We have different eyes, and expect that we do have different visions on things. As people blog their point of view, other people are also encourage to take, oppose or make another side. Everyone's point of view is shown, every ones story is being told, and you'll be surprise on how many people are also listening.

As i said earlier that there are things that I want to oppose to Rajo Vegena's ideas, the main thing that I don't really agree is that I don't want to rely everything online. Though I can do a lot of things on the internet, there are also things that I don't trust net. Like for example what if the connection fails me, what will I do? Internet everything is not really appropriate for us living in the Philippines because internet service to us is just developing, not every coffee shop have their own wireless fidelity. Some internet service provider still encounters problems that they cannot solve easily. Connections are easily broken, and some schools don't provide wireless fidelity connection. How can we rely everything on net, if only there are still few people can afford to buy Laptops/notebooks.

Putting everything on the cloud or net isn't applicable right now to the country I belong in. If our internet is sustainable enough, well maybe we can be that reliant to the internet, but as long as we

experience connection failure twice a week or an hour in a day, did you think people who create important things will rely on it?

What I have learned:

Actually this chapter remind me about the first few chapters because some of it contents support what the ideas brought by the previous chapter.

On this part of the book, I learned that people on my generation are almost internet dependent. And in just few years from now, people maybe all internets dependent. Though it will happen, I also realized that its impact on our country wouldn't be that great because up to now, most of the Filipino's still didn't trust internet.

Book Review, Chapter 7

Book: Web 2.0 Heroes: Richard MacManus: Read/WriteWeb & Web 2.0 Workgroup
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"Premium content is kind of a lost art on the Web." (MacManus, 2008)*
Learning Expectation: I am expecting that on this chapter, I will heard another word that best describe Web 2.0 because it is really exciting to read same topic with different ideas from different people on different I.T sub fields. I am also hoping that by reading this chapter, I will slowly create my own definition of what Web 2.0 really is.

Review:

So far, this is the shortest chapter that I read. Though it wasn't as detailed as the previous chapters, there are also a lot of things you will realize and learn. It is a concise chapter that really tackles how Web 2.0 becomes a marketing term to the point that it becomes universally known.

Web 2.0 as a marketing term, I already heard that phrase on the previous chapter of this book. That time, I am already intrigued why someone said that it is a marketing term, and thank to this chapter I really understand why it is tag as that, and take note I got the idea from the person who started it. Web 2.0 really fit a marketing term according to my point of view because it really extract curiosity on someone when they heard it term, and in marketing anything that will get someone's attention is a great factor, for the reason that curiosity comes hand in hand with the customers willingness to try new things or be a member of a starting mob.

Even I heard how the term Web 2.0 spread like a virus on this chapter, there are also term or phrases that link this to the previous chapter, some of this are their idea about Web 2.0 and its difference to Web 1.0. Like what it said on this part of the book, MacManus named his Read/WriteWeb because literally Web 2.0 is a wetb version that allows layman to read net content about almost everything and can also comment on what they read. Unlike Web 1.0, that people's authentic voices can't be heard because they were trap on a web which only allows them to read and unable them to voice out their concerns.

As someone who born on Web 2.0 era, I can say that it really make things easier for everyone, especially for people who wanted to gain information and to self study. Those who know something can easily post what he knew and those newbie can use those shared information for their learning. Everything is being shared and distribute easily. But as like on any other things, one problem on Web 2.0 is the filtering technology and the free flow of information. Since everything is on the net or cloud per se, people sometime forget to acknowledge the creator of the information he or she uses. Some become victims of identity theft due to failure on private data's posting. Another problem that everyone knew is the filtering technology which I think most of us don't think about it too much because we are already immune to this and we know that it is really it is, on a programmer terms which I learned from my programming application 2, it is a known bug.

I also like when he talked about the Web 3.0, maybe that's the solution to the known bug, it is more intelligent than what Web 2.0 is, and I know I will make sure that I will keep an eye on this because that's what I envisioned before cellular phones are being discovered.

What I really like about this chapter is when MacManus said that it is very difficult to technically define Web 2.0. I do agree to this because I somewhat witnesses how the different people had almost the same yet different answers. No one can define it as it is, or in just 1 to 3 words or even a phrase per se. I think it is because like what I said on my previous reviews, each has different fields which have different approach on how they used Web 2.0.

This is a short yet very concise chapter that you will love to read because it is understandable and not that too technical.

What I have learned:

I had learned that a really nice application is something that will be uses by consumers or the Mob because they outnumbered people who are working in the companies or those business people.

I also learned that there are times that people don't see your fault or accept the things that you can't do because they understand you and they know what you are capable at. People are not stupid just to rely everything on computers, they treat everything as also human which make us capable to understand someone or something's capability.

Book Review, Chapter 8

Book: Web 2.0 Heroes: TJ Kang: ThinkFree
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: "*Web 2.0 means many different things to many people. I don't think there's any one, correct definition of Web 2.0. I'm more excited about the variety, the diversity of the ideas about what the term means to a lot of people*" (Kang, 2008)
Learning Expectation: Actually, I really don't know what I should expect. I already said what I want to l earn on the previous chapters, and up to now it is still the same. I want to define Web 2.0 on my own terminologies but with the help of the heroes that I am reading right now. I am also expecting that this would be an exciting journey for me because I will travel on another point of view about the famous Web 2.0.

Review:

This chapter really gets my attention because the interviewee is a Korean. Maybe it doesn't make sense to other but it was an interesting factor to me. On the previous chapter, the interviewee is all American, and somehow knowing that there is an Asian who also consider as Web 2.0 hero is an inspiration to me.

Unlike other heroes, so far TJ Kang is the only one who defines Web 2.0 on a more technical side. Compare to other heroes, Kang said that Web 2.0 is an application platform, other define more on a client or user based. Though he had a different definition, which can be expected because everyone has their own definition of what Web 2.0 really is. If you will analyze Kang description, it also had connection to what other described the word. Application platform is also in client perspective; everyone can also contribute to it because it is open for public.

What I like on this chapter is when it said that the two main barriers that keep people from moving desktop to web is security and offline issues. I already brought this problem on the previous book review that I wrote. People don't want to put their data on the cloud because connectivity is also a problem in our country. How can I put my files on the cloud if I am going to a place where there is no internet? How can I be sure that my data are going to be safe if I know people can easily hack website? Before people really trust web, this issue must be solve first and I do agree with Kang on the thing he said.

I am intrigued when he said that data is safer in net than in desktop, and then he showed statistics. Actually, I don't get the point first, but when he said his reason, I found my self agreeing with him. It is true that data are threatened in our laptops and desktop because:

1. When pc and laptop had a problem, and need to reformat, data's that are not save will be just a part of your memory. If it is a vital file, I guess sorry is not enough.
2. Data's can easily copy because it is store on your workstations which can be easily hacked than those in net.

Though I point out these reasons, me myself is still not a web person, or be able to put anything on the web mainly because I am not comfortable to do these. I feel more secure putting my data on email and flash disk at the same time.

Another thing that I like when he said about the domination of Microsoft office that most people doesn't know or even remembered that there were also other office productivity solutions, and I do agree with it. Before I went to College, I don't have much knowledge in technology. I maybe intellectual in terms of academics but I am dumb in terms of computer literacy, not that dumb but don't expect me to excel. Only this time, where I become aware of the other office productivity solutions, this experience of mine is a proof of what Kang is saying.

In addition, I somehow confused when Kang said that smaller country will be the first to be technology wide than the United States of America. Why? Because he said that America is too big and it will have a difficulty in terms of making every state technology oriented. Unlike smaller countries whose they can easily adopt to change. Though America is advance in technology, Japan is higher than them in terms of this. It is one example that smaller countries can really ahead of this great big United States.

What I have learned:

What the difference is between learned and realized? Because I want to use the term I realized on this chapter.

On this chapter I realized that I should always put on my mind that I can always be equal to those blonde and white in terms of technology knowledge. Though I am on a small country which is starting to cope with wide technology, I can still have the same knowledge that big countries like America have. Like Kang, he is a Korean, an Asian, but he is considering as Web 2.0 hero. So, I think years from now, Filipino's like me will be another hero of another great platform.

Book Review, Chapter 9

Book: Web 2.0 Heroes: Patrick Crane: LinkedIn

Library Reference: N/A

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

Quote: *"I see Web 2.0 as a course correction. The reason I don't believe that it is a fad is because it weaves the social fabric together again" (Crane, 2008)*

Learning Expectation: I expect that I will clarify what Web 2.0 really is. I am also expectant that I will have much got much information like I get on the previous chapter. In addition, I am also hoping that this chapter will give me insight of what Web 2.0 will be for the next years. It is really fun reading people ideas over something.

Review:

I do have a great time reading this chapter because I am familiar with LinkedIn because I already used this site last week, and I have fun with it.

I like what Crane said about LinkedIn, that it is not a popularity contest because it really is not. Though when I am using it for the first time, I am pissed off because of projects then I cant figure out how can I get a 100% profile. Then invitation came to me from my friends who also join these social networks. Later on I just realized that LinkedIn is something that established a formal relationship degree with everyone. At first I think that I will experiment and used it as a Friendster, but when I saw my teacher on it, I change my mind, It wasn't a game, it is a social media that tried to LINKED as all IN.

I do agree with what Crane said that Web is something that weaves us together, because this is what I see with my bare eyes. When the industrial age came, people become business minded. Everyone wanted to make money for future security and such. I don't say that it was wrong, but the problem is we overdo it. As the time passes, generation gap occurs because of the way we live. Before, parents have very strong relationship with their child. They knew what their child wants and the reason why they were sad. Now a day, rebel children increase because they don't have any communication with their parents because everyone is busy with their life. Everyone is trying to cope up with a busy world.

With social media, this gap is slowly decreases, everyone right now in on the way of back to basic. What I mean is everyone right now is trying to communicate with each other; they now have time because internet gives them the option. Unlike the basic structure that we already done, you talk to people personally and the rapport is been established, you can only do this if you can reach the person. With the aid of internet, you can now established rapport or talk to people even the both of you are on the opposite side of the world.

I do agree with him when he says that we process information by group and not individually. It is true for me because mostly I observe that people once get information they shared it instantly in any media form available for them on that time. Like for me, when I watch something and it would benefit me and my classmate, I get my cellular phone instantly and ho La! I am pressing my keyboard and creating my group message. After that a conversation occurs.

On this chapter, I heard again another definition, according to Crane, Web 2.0 is a fundamental course direction for the internet. I don't actually understand it at first reading, but when I tried to analyze it I think I finally knew what he mean. For Crane, Web 2.0 is something that guide internet to be useful. It is like the way I take my course in college so that in the near future I can use it to survive. But Web 2.0 is not on surviving, it's more on a path that people is now taking because they know its importance.

In addition, he also considers it as a new technology solving an age-old problem and that was the gap between people. His considerations about Web 2.0 is really a true thing because it solved problem that occurs during the industrial period and that was happen century ago.

What I have learned:

On this chapter, I learned that Web 2.0 or internet per se is a very good thing that happens to us. Why? Because it solved problem that beyond our hands, it help us bring what supposed to be there but wasn't because of different perspective and wrong priorities.

With Web 2.0 gap is slowly been weave, and it is a good thing because relationship is now having a new solid foundation. I realized during my high school days that communication is essential in building relationship; it is the foundation of trust and avoids misunderstanding because people can explain their side.

I do hope that this good thing that Web 2.0 offer will nourish and be more useful for us.

Book Review, Chapter 10

Book: Web 2.0 Heroes: Shaun Walker: DotNetDuke

Library Reference: N/A

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

Quote: *"I think that the term itself [Web 2.0] is the most misunderstood thing, because it can mean so many things to so many people." (Walker, 2008)*

Learning Expectation: I am expecting that this chapter will be fruitful like its previous chapter. I think what I want to learn now is what are the other things Web 2.0 mean to other people who has a first relation with it (those who contribute to the Web 2.0 or what we called heroes on this book.) I am not expecting to read a solid definition, I just realized that I cant find that, so right now, I only want to appreciate the heroes notion of what this buzz word Web 2.0 is.

Review:

I am amazed how Walker defines what Web 2.0 is. So far, I really like it when he define Web 2.0 per aspects which give people a really good idea of what this buzz word really means. Here are the aspects that Walker said:

1.   User generated content
2.   Social Networking
3.   Search and Syndication
4.   Rich user interface.

I do agree with Walker that User-generated content is one aspect of Web 2.0 because like what the previous heroes said, it's all about the openness. Now a day, people from all walks of life can now read and write on web. They can share what they want, no one hinders them except the ethical principles that everyone need to obey. Internet is comprise of content that came from various people, they share what they knew and people who needs this information can used it instantly, as long as it was for free.

Another aspect is that Web 2.0 is a social networking, everyone knows about this. If you would read the LinkedIn review of mine, you would know that Web is a thread that weaves everyone because we, people forget that we are made to converse and understand by groups. I do agree with this, it is a problem that Web 2.0 slowly solved.

I think this is the most controversial aspects of Web 2.0, the search and syndication of content. Because internet is an open source that everyone can share what they knew, and user content based. Using other ideas is an easier way to do something; I think this is the word copy-paste bloom. Since it is open to everyone, it is very difficult to tell who plagiarized your work or doesn't acknowledge you. I don't read anyone have a judicial case about the copy and pasting on things from the net, except for the student who caught by their teachers. Up to know, everyone wanted to tries to address this problem, and I think this is also one predicament of Web 2.0 that the semantic web tries to solve.

This is the one of the enjoyable aspect of Web 2.0, the richness of user interface. I said that one of the most enjoyable because you can customize your own site. The era of Fords black color syndrome is already dead, now a day you can put anything you want, no one would tell you to stop. You can put your precious face on any place of your site, your pet dog, your bag etc. Interface also on our period is very ergonomic that even a 3 year old child can understand as long as it is on their primary language.

What I really want on this chapter is when he said the most misunderstood about Web 2.0 is the word it self, because everyone has their own definition. I remember that I already encounter this notion on the 3rd or 4th hero if I am not mistaken. That is also the problem I see why it cant have a solid definition is mainly because the idea of the word Web 2.0 is very wide that cant fit into the word we have now.

What I have learned:

I learned that Web 2.0 really have many aspects, that's the main reason why we can't actually define it like any other words. It is really big that a group of sentence can catch it essence.

I also learned that everything change in an instant. I said this because look at where Web 2.0 now, it evolves very rapidly in a short span of time, and it is still growing as I type my review now. Though it is the technology that we have quickly changed, it still addresses its main purpose, and that what really matter to me.

Book Review, Chapter 11

Book: Web 2.0 Heroes: Biz Stone: Twitter

Library Reference: N/A

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

Quote: *"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." (Stone, 2008)*

Learning Expectation: Actually, I really don't know what I should expect. I already said what I want to learn on the previous chapters, and up to now it is still the same. I want to define Web 2.0 on my own terminologies but with the help of the heroes that I am reading right now. I am also expecting that this would be an exciting journey for me because I will travel on another point of view about the famous Web 2.0.

Review:

I don't know what will I review, the application it self or what Stone said. I think I would review both, but more focus on what said on this chapter. I've been using twitter for a 2 months already and I do agree that it is a very simple application yet very useful. We actually used this as yahoo messenger especially on our boring subject; I also define it as a more open messenger.

Like other heroes, Stone also define Web 2.0 as social environment, but his definitions difference between others is that he said that it is a big realization of increasingly social environment that people went to communicate with one another in a more open way. I do agree with his definition because Web 2.0 is still growing and increasing by the time I was sitting in front of my personal computer making a review on what the heroes of Web 2.0 said.

Another definition that I read is when Stone said that what is being called Web 2.0 is the public acceptance that Web is a social utility. I think he is right because when you said Web 2.0, people easily think about Facebook, Friendster and such. They think Web as social function that enables them to be connected unlimitedly with the people they want to stay in touch with. People now think that Web is not just for projects or searching, it is also for social interaction.

What really catches my attention is when Stone said that a lot of people said that Web 2.0 is all about openness. I wonder why he said that instead used it as his definition like others did. On the first chapter of this book Web 2.0, I always read that Web 2.0 is all about openness, openness and openness, which is actually true. It is one distinguish characteristic of Web 2.0, and that is everyone can contribute to it. Actually if you would read the book, you will understand why he said those, and it is because he emphasize that the things used for Web is the things that was open and the Web it self is compose of this which make it open to everyone.

Another idea that I like about Stone is when he said that it is easy to call something as Web 2.0, but when you have to dig it and tried to define it, things get blurry. It is really what I feel every time I tried to define what it is. Actually, his word really captures the thoughts that run into my mind. It really describes why we can't define the word Web 2.0.

This chapter not just talks about Web 2.0 and Twitter, it also talks about one business model that I really believed in and that is to focus first on product then think about your business model. Why product first and not the strategy? It is mainly because your strategy would be useless if you haven't had any thing to offer. Focus first on what you would go to offer and then the business model will automatically link with it.

One thing that I like about Twitter is that it is integrated with mobile which means that it is portable and you can used it whenever you want to, anytime, anywhere. I hope that other will also be like this, simple, yet very useful.

What I have learned:

I learned on this chapter that you shouldn't think about the business model and such, you should first foremost think of what you're going to offer and do this.

Another thing that I realized is that those who talk much are those who don't know what they were saying. If you really knew something, you just say to it when someone asked and not to broadcast it. Instead of say something, why don't you spend your time creating something useful, that's what I really learned from this.

Book Review, Chapter 12

Book: Web 2.0 Heroes: Seth Stenberg: Meebo

Library Reference: N/A

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

Quote: *"Everybody says, "I don't think I know what Web 2.0 is" because nobody really knows what Web 2.0 is." (Stenberg, 2008)*

Learning Expectation: I expect that I will clarify what Web 2.0 really is. I am also expectant that I will have much got much information like I get on the previous chapter. In addition, I am also hoping that this chapter will give me insight of what Web 2.0 will be for the next years. It is really fun reading people ideas over something. I am also expecting that this chapter isn't boring because I do lot of things and having a dreary chapter is like committing brain suicide for the reason that creative juices can't flow smoothly.

Review:

To be honest, I don't understand what this chapter talks about because I found it boring and lame. Though I already used Meebo, I can't understand some of his points because he talks more on business which make the topic far from Web 2.0.

I do agree on him when he said that Web 2.0 is an interactive Web which is in a very broad level. It is on a very broad level because no one can really tell what the scope of Web is, where it starts and where it will end? It is also an interactive Web because it is more on openness; everyone can talk over the internet and express their ideas.

Stenberg idea about Web as something that empowered individual voice is the best thing that I heard on him. I said this because when I read the book Cluetrain Manifesto, the main thing that is emphasis is that internet brings back human authentic voice. With Web 2.0 it give internet the way to help people or improve the way people uses their authentic voice in order to express who they were and what they want to do.

I like it when Stenberg said that he don't think that there is anything right and wrong about the Web 2.0. I don't really think that there is such thing as right or wrong, bad or good on anything. I remember my programming teacher that there is no absolute good or bad on any technology, it just happen that one side have more weight than the others. Like Web 2.0, some people think it's great, some are not. It only depends on which point of view we are looking. By the way, I think Stenberg love to play safe on his answers.

The thing that really catches my attention is when he said that everybody says that they don't know what Web 2.0 is because nobody really knows what Web 2.0 is. I just wonder if there is really someone who knew what the term Web 2.0 really mean. I remember one quote that says when it is known by everyone, expect that no one really knows what the word really mean. I asked why? The only answer is if there is a solid definition of the word, why everyone has a definition on it, to sound cool? To have their own? Actually, I don't know what to believe in right now because ideas are flooding in my mind.

This whole chapter talks about more on business rather than some technical stuff or near to it like what the other chapter did. As a business student, I really agree that if you offer your user beyond their expectations, trust that they will be willing to pay for it, because as a point of view of user, I will be willingly gave something in return for something that I am really satisfied with.

What I have learned:

I learned on this chapter that innovation is one key factor on anything. On our time, this is one great strategy because people want to have a new things everyday. Everyone knows the capability of the web, that's the reason why everyone is expecting the developer to create something that they will think.

Actually, on this chapter, I also realized that business thing is only secondary to the people on Web. They focus more on the client or the consumer because this is their main concern, and I really idolized them for that.

Book Review, Chapter 13

Book: Web 2.0 Heroes: Joshua Schachter: del.icio.us

Library Reference: N/A

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

Quote: *"Web 2.0 is less the name of a specific phenomenon, and more of a label we put on particular observations." (Schachter, 2008)*

Learning Expectation: I expect that I will have a solid definition of the term Web 2.0. To be honest, even I always heard this term from my subjects, I really don't know what it is. I tried to read some internet definition of it, but there are no definitions that embodied what really it is. I am hoping that with this book, I can understand what Web 2.0 is.

Review:

 I am somewhat shock with what Schachter said about Web 2.0 because unlike the preceding heroes, he is the only one who thinks that Web 2.0 is just a tag, a name, for something that use on a regular basis.

I do like when he said that Web 2.0 is just a name for an observation, it wasn't like it was the greatest on the universe that he need to also tell something about this. He is being honest with his opinion. To be honest, even if it is a shorter chapter, it opens my eyes on other things like the problem with connection and stuff. It offers something that is different from the chapters that I read for the past weeks. It gives me another perspective that I can't realized if I wasn't able to read this part of the book.

I do support his idea about how vague Web 2.0 definition is because up to now, I already read 12 chapters of this book and everyone got their own idea of what the word Web 2.0 content is. We all know that it have something to do with the Web, the question is what it really do on the Internet, and does it make things easier, harder, simpler and such.

Another thing that I like about this chapter is when he said that the problem we encounter about connectivity isn't really a problem with technology, but the problem of money and passion. When I read this I find my self agreeing to what he said. Actually it opens another idea for me because I just realized that how can a technology a problem if it can easily be solved by funding. The countries that have a problem with connectivity have the problem with funding. Look at us, as a sample, we do have problem with connectivity because the connection provider are from private sector, it is purely business. Even our government wasn't 100% connected; can you expect that everyone on our country will also be connected?

Only those who really passionate about this technology will be the first to fully used the skill on a wide scalability. And too bad that it can't happen on our country soon, because poverty is still our problem, how can u expect that our government will raise a project regarding this if a big part of his countrymen is in crisis. It will only produce strike that we see almost every month.

Among the heroes, his thinking about the semantic web is really a wit for me because I do like when he said that if Semantic Web is a version three of something, SQL would be a version two, it's not the web but it is about the data. On the past chapters, it is always encompasses that Web 3.0 is the semantic web, a version three of the web thingy. Actually his definition really tells what a semantic web focus with, and that is all about the data that has been on the web and not the web per se.

What I have learned:

I learned that technology is not the main problem about connectivity, it is actually the funding. Everything can be done with a proper budget. It is like saying with money; you can do everything, which is really a reality.

Another thing that I realized is that many people really used the term Web 2.0, but there isn't any definite meaning of the word. It is just something that very hard to define, like the word love. Everyone knows it, but no one can properly say what really it is, some just describe its aspects, but no one define it as a whole.

Book Review, Chapter 14

Book: Web 2.0 Heroes: Ranjith Kumaran: YouSendIt

Library Reference: N/A

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

Quote: *"Sometimes I think people see Web 2.0 as something that happened all of a sudden, but things like AJAX, for example, have been around quite a while; it's just been refined over time. I think that's what surprises me most, the way folks think that it happened overnight. It's a 10-year-old overnight success, I guess." (Meckler, 2008)*

Learning Expectation: I expect that I will clarify what Web 2.0 really is. I am also expectant that I will have much got much information like I get on the previous chapter. In addition, I am also hoping that this chapter will give me insight of what Web 2.0 will be for the next years.

Review:

I know YouSendIt first hand because I already used it several times. And based on what I read here and what I experience, I can say that what he says is right. YouSendIt is a very simple to use application which allow everyone to used it instantly.

I do like how he define Web 2.0 as a nebulous or ill-define topic, because it really suited the term it self. Since the first chapter, I am wondering what Web 2.0 really is, its been 14 chapters and I all I can say about how the previous heroes define the word is everything is just a part of the very broad meaning of the word. I do agree with what he is saying.

Though he said that Web 2.0 is a tenuous topic, he did give what he think the highest level of it and it is the Web ability to connect people and enable collaboration, which the first and foremost address by the internet. I don't know how much time's I had read an article or a book saying that Internet and Web 2.0 make people connected. But I can't contradict, because it is true.

When I read this chapter, I also encounter the word Long tail which he said that he really like about the Web 2.0 because it widen what we can see and experience. I remember the previous book review that I read, it is entitled Long Tail and it really explain what the word signifies and how it solved problem that we used to have even before our generation, that we actually don't notice earlier. I also agree that YouSendIt really belong to those under the Long Tail because they let people send large files that widen their choices and preferences over something. Yahoo Mail and Google have their own file size limit, and it hinders people to send large file amount.

I already said topic about Long Tail, let's continue it by talking about limited shelf space. I do adore Kumaran because he said that he love to address traditional problem such as shelf space that couldn't address easily. I do adore him because it is really difficult to address problem that has been there for a long period of time. I said that because I do believe that those problems still exist because of two reasons like it wasn't noticeable that people neglect it or it is very difficult that no one would want to solved it.

What I also like is when he said that the most misunderstood thing that people had with Web 2.0 is that it happened all of a sudden, which I know as a fad. I am a technology student, and I know how difficult it is to create a system or web application per se. You need to analyze things because you should be sure first whether it will address your clients problem (which is the real purpose), or it will only add headache to your consumers. Web 2.0 is such a broad term, and what I said about my experience is a small scale project, imagine how complicated it is and if it is possible to build overnight, I am pretty sure, everyone will say it is really impossible.

Another thing that this chapter different from the previous ones is that Kumaran brought the topic of stigma that they [as developers on Web 2.0] faces. This stigma is that people expect them to create plug-ins or add-ons that wasn't necessary, it just the people or user think it is cool to have this but wasn't useful. Now I remember my teacher told my class that when we create something, make sure that it wasn't just cool, it is useful too. Coolness wasn't make the thing's incredible, but its functionality per se.

What I have learned:

I learned that most developers solved problem that occurs way back before. Those problems that weren't address because of an unknown reason that every generation had. I also realized that people always have a speedy notion of creating something on the net. They all think that everything can be done in just a snap of finger, but they were all wrong. Things on the web are not as easy as counting 1, 2, 3, because when they develop something, they need to maintain it, and that's one of the harder part of web developing.

Book Review, Chapter 15

Book: Web 2.0 Heroes: Garrett Camp: StumbleUpon
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"I've actually thought a bit about what the third wave will be. We are starting to see the third wave now—you've probably heard about the terms **personalization** and **social graph**, and they are definitely part of it." (Camp, 2008)*
Learning Expectation: I am expecting that this chapter will be as interesting and informative as the previous chapters. I am also expecting that this chapter will provide me a great insight about the thing that is related to Web 2.0 and to have a definite definition of what it is. In addition, I am also expecting that I would find another clue for me to have a definite definition of a nebulous term; Web 2.0.

Review:

I don't know when and where I first hear StumbleUpon, all I know is that it is well-known and people really using it.

I do have a great time on this chapter, why? Because Camp says a lot of things that I really don't know, he said something about the next wave, social systems and graphs that really intrigued my senses.

Though there are things that new to my ears, I his definition about Web 2.0 is also connected with what others said about this term. Camp said that Web 2.0 is a much interactive term because everyone is now participation or having conversations. It is more that reading and writing on the web, it is an actual conversation or communication between people, regardless of the place talking at same time or not. This interactivity is filled with user-generated content and review which make the term talks for it self.

On this chapter, I read again the phrase Web 2.0 is more of a marketing term than a technology. Actually I don't know which specific chapter a hero said this exact sentence; I only knew that someone already said it. This same sentence I think says that the heroes think Web 2.0 as more of a name and buzz word rather than a technology per se. They think that maybe it is a tag name used to identify the kind of technology we had now a day, a technology that is more that on reading and writing.

Open source really enable Web 2.0, I do agree with these because without the open source, developers can't do something that is great that we users used. As of now, it wasn't that costly to experiment on something, because we are living in an open source world. Just post something and I am pretty sure that someone would look at it. Because we are in an open source community, people need just an idea to try on something. They don't need to pay a lot just to know whether they can make or not, everything is already available for us, all we need is to grab the chance and use it properly.

The next wave thing, this is what I enjoy very much because on this chapter I had an idea that we are on a third wave. This third wave is the combination of manual and automatic technology or the computers and human. All of its content is solely from the users. Actually because of this, personalization and customization occurs. These two are something that didn't exist on the first wave of Web which has an idea of one-size-fits-all or Fords-any thing but black thingy. The first wave ideas is already been used that no one wants to used it anymore. Personalization and customization is the next big hits because like what said on the book Cluetrain Manifesto, humans are excited to bring back their own personality, their authentic voice, and they will show it in any form possible.

What I have learned:

On this chapter, I learned that people are really tired of hiding who they are, and since Web provides them the accessibility to let the world know who they were, everyone grabs it easily. People want change, and they find it on the era we are in right now. They find their own self on this day, on Web 2.0.

I also learned that developers think that it is Web 2.0 is more of a term than a technology. I think they thought this because Web 2.0 encompasses too much technology. It uses different technology for different application. The collaboration of these technologies that enable people to converse is what we now called as Web 2.0.

Book Review, Chapter 16

Book: Web 2.0 Heroes: Rodrigo Madanes: Skype

Library Reference: N/A

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

Quote: *"I would say that Web 2.0 is the result of a critical mass of people with broadband, enabling technologies, large investments and start-ups, and a combination of low-cost, Open Source packages that enable these start-ups to accelerate very quickly—all of those things led to a transformation in the industries of telecommunications, advertising, and television." (Madanes, 2008)*

Learning Expectation: I expect that I will have a solid definition of the term Web 2.0. To be honest, even I always heard this term from my subjects, I really don't know what it is. I tried to read some internet definition of it, but there are no definitions that embodied what really it is. I am hoping that with this book, I can understand what Web 2.0 is. In addition, I am also hoping that it will help me collaborate things or ideas that they had.

 Review:

Skype, actually I don't really know about it, just to pop what Madanes believed in. But since I already know about it and recognize its feature, I will probably visit its site this week or on my vacation and maybe recommend it.

I really like how Madanes describe what Web 2.0 is. He uses the phrase resurgence or rebirth of web innovation after the dotcom era to explain what our topic is all about. I don't know much about the dotcom era because I am not really interested about what's behind the internet. To be honest, I am just an ordinary user's, I do look internet as something that can help me one way or another. Though I have limited knowledge, I do agree on what he is implying. Web 2.0 becomes the rebirth of innovation because people can write and read what ever things they want to say. They can easily tell what's going on behind their minds. With these, other people can easily determine what others needed and create things to suffice the insufficiency.

Like what the other heroes is saying, Internet really changes the communication ability of the people around the globe. This ability also helps people to discover other things to communicate, from telephone line up to the wireless communication. I do agree that those improvements focus on rich interactions. To name such things, voice and video calls emerge, website visit's become a daily routine of people and serve as new set of television.

I am also agreeing to his point that Web 2.0 is a result of critical mass of people with broadband who uses it efficiently and effectively. With Web 2.0, improvement cost really goes down because internet is such a flexible thing and can be used on everything dependent on how you would used it. Like what Madanes said, Web 2.0 is an open source, it is open for everyone that enable people to freely customized it and help on people needs. These things are really the reason why transformation occurs rapidly in terms of telecommunications and mass communications. In addition to what he had said, people also learn to transform manual or physical providers to an online supplier. People established a lot of things online or on the cloud. Virtual store occurs, e-industry arrives, so does advertising goes online too, it's like a trend of the period we are in and I am sure that it will still be on the next five to ten years.

From the previous fifteen chapters, I don't remember any one saying that web 2.0 is AJAX, Adobe Air and such. I am a technology student, and I already encounter the term AJAX on my electronic business which we develop website and other front end interface. And based on what I knew, all the heroes so far are true. AJAX is really not Web 2.0; it is just a component because it helps people to become a part of Web 2.0 community. I am also taking his [Madanes] side when he said that the biggest misunderstanding that people commend is that AJAX is synonymous to Web 2.0 or in other terms it is the technical part of the famous term Web 2.0. Due to this, I will repeat what I said earlier, AJAX is just a piece not a whole per se.

I do have interest on what Madanes said about his perspective on the period we are leaving today. He said that Web 2.0 is a tool on reconstructing a lot of things and trigger a lot of changes in terms of people's way of living and industry they or we are in. The main thing that it reconstructs is the gap between people's communication. Technologies or even Web 2.0 per se really bridge this gap. I remember heroes from LinkedIn said that Web 2.0 weave previous problems, it have the same thought of what Madanes is saying.

What I have learned:

I learn that people the heroes are almost have the same thoughts about the Web 2.0 and some of its components. They almost have same understanding on what things involved in the famous word that we are arguing with.

To be honest, I don't really get what's inside on this chapter. Skype is a good things, it decreases call cost or in a broader way, communication cost and distance problem. It help people to communicate which is a really good thing because it is what people really wanted.

Book Review, Chapter 17

Book: Web 2.0 Heroes: Rod Smith: IBM Corporation

Library Reference: N/A

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

Quote: *"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." (Smith, 2008)*

Learning Expectation: I expect that this last fourth chapter will help me finalized what I had in mind. I am also expecting that it will caught my attention because it what can drive me to give a good review. In addition, I hope that this chapter will help me gain additional idea on what Web 2.0 is and not just had the same concepts that other heroes already talk about.

Review:

I do found this chapter as an interesting one because it is IBM. The name it self really gave interest to everyone because it is something that everyone already heard of. From those technical people up to the end-user, the name IBM really ring a bell, that's why I also agree that it can be here forever.

According to Smith, many folks were referring them as clue train. Actually I don't know if these Clue train is the Cluetrain Manifesto which I already reviewed but since this is what I knew, that is my point of comparison. At first, I am really indifference and think that they were lifting their chair high because of that referral. But when I read the whole interview, I do agree to the people who used that word to described IBM. Like Cluetrain, IBM open ideas and help generate it to solve the problem that has been existing for years, it correct social stigma's that we are grown up with and create a much stronger and accurate beliefs.

I really have fun reading this chapter because Rod Smith thoughts combined business and technology when he explains something. Among the previous chapters, I do love this one because I am really interested in business and the concept behind this, and this part of the book really give me what I wanted, it is a bonus that it is also IBM.

I love it when he speaks about business and the hindrance it cause on quick innovations. I already read Cluetrain Manifesto, and from that book, I really have this notion that business is a barrier on some aspects of improvements because from the industrial era, people developed an idea that they need to control things so that they can maintain consistency. This consistency is not really something that helps the company. After sometime it also becomes a hindrance because like what the cliché says the only constant thing in this world is changes.

This chapter also help me realized how much help technology does to business. Like what Smith said on making project 5 years before. He said that before building something that what the user wants

is impossible on six months time. Now a day, developer can build program within 30 days and can show it to the customer and the developer can also change it according to what the customer really wants. I know that because as a developer we are taught to create something that is customer or user driven.

Remixability, this word really gets my interest because it really explained Web 2.0 This term also explained its business side because we all know that Web 2.0 is a customer driven market which can reach niche market. It also opens customizability that people don't really think that heavy once it fails. With this capability, cost became cheaper that everyone from any class can cope with the price. Flexibility is another term that I really have interest with. The reason behind this is that Web 2.0 means flexibility because it can be use in anything; it only depends on how you would just use it.

I also found out that there Smith also had the same idea of what Web 2.0 on the previous heroes. The thing that has the most weight is that Web 2.0 empowers people. Since it is a user-driven industry, people exchange and elaborate ideas and speak what they want to speak.

Another thing that I want about this chapter is when Smith answer the question about the misunderstanding people commit about the idea on Web 2.0 is different among others. The previous chapters had an answer about AJAX and such. To Smith, he said that people think that software can live forever. It is disposable, it can only serve you for a period of time, and it can be remodel, redeveloped or change entirely. It is true because software can't live without any support and usually it can also be forgotten by time.

What I have learned:

I learned that there are business people who are open-minded about the usual thing they do. There are people that open to changes and really found Web 2.0 as something that can help them in a more realistic way , for the reason that people usually think that Information Technology is like a magic and programs can be done overnight.

I also realized that there are more things and terms that Web 2.0 provides. There are still a lot of things that I can't see or even notice.

Book Review, Chapter 18

Book: Web 2.0 Heroes: Tim Harris: Microsoft Corporation

Library Reference: N/A

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

Quote: *"I think that the next big thing is simply driving the seamlessness that we've talked about. We are at the beginnings of really enabling the seamlessness of use. Up-leveling the user experience; making it so that more and more of the devices that I use on a day-to-day basis get connected to the Net; that developers have a consistent way of enabling those devices to provide a rich experience for end users to be able to get what they want done. "(Harris, 2008)*

Learning Expectation: I am expecting that this chapter will be as interesting and informative as the previous chapters. I am also expecting that this chapter will provide me a great insight about the thing that is related to Web 2.0 and to have a definite definition of what it is.

Review:

Another big company, but unlike the IBM, I found this chapter too technical that it bore that it makes me want to sleep and find another book. Though is somewhat boring, I really had a great idea on this chapter.

I like the way Harris describe Web 2.0 and its components. According to him, Technology, Business and Social construct is the pillars of Web 2.0, and I do agree to him. From the start, everyone is talking about the AJAX and such technology and other heroes said that it is just a component which is true from what I observed. Another pillar is the business aspect, which I think brought out because of the business people can make on internet. The idea they can get because of the people interaction. And the last pillar is the Social Construct which is I think help the Web 2.0 to be more user-driven.

I don't agree with what Harris of Microsoft said when he is somewhat against the Open Source. As a developer, I really wanted to get something for free because it will not limit me on anything. I also found him boastful and greedy because he wanted anything monetized. Actually, people are in Web because of the money you can get, but he doesn't realized that Open Source is not really an open market, but rather it is a test market where FREEMIUM is now become a trend. Open source really open markets because everyone can penetrate to it without too much hassle.

 I do like when he said that enterprises takes advantage of the social and collaborative aspects that Web 2.0 provides but doesn't want to give something in return. The way he said this makes me realized the reality of his words. It is really true that people are like that, they wanted to be benefited without giving any returns. Web 2.0 is collaborations of people ideas, and as someone who takes everyone's idea you should contribute something too.

I love it when he said that the challenges are not on the technological but rather educational. Educational in terms of how you would let other people understand a certain concept about Web 2.0. On how would you connect the idea of Web 2.0 per se to the business models because we should accept

the fact that bosses wants anything in digits and easily understandable, anything behind this is something that they can treat as less important.

The chapter really talks more about three pillars. It is what Harris emphasis about. In connection with the three pillars, I do agree with him when he said that the Social Construct is the result or collaboration of the other two pillars. For me, the most important pillar is the Social Construct because Web 2.0 is for the people and driven by the people.

What I have learned:

On this chapter, I learned that the saying anything too much is bad because like on Web 2.0, since many definition define this term, people are confuse on which is which, what is what. Instead of understanding something, it also caused confusion because you don't know what it is to accept and pass.

With this chapter, I also learn the three pillars which really help me on thinking what Web 2.0 is for me. In addition, I also realized that people really think about money more than anything else or sometimes next to his/ her anything else.

Book Review, Chapter 19

Book: Web 2.0 Heroes: Bob Brewin and Tim Bray: Sun Microsystems
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"Web 2.0 is the Internet based on the culture of contribution—the culture of contribution from the edges by individuals and by technology developers." (Bray, 2008)*
"I'd take a different stab at that. Web 2.0 is a leveling of the playing field where the players are all equal. We all agree that there is this notion that the information flow is not one-way, it is not unidirectional, so all the people and all the participants on the Web have an equal say in how the Web and the information on the Web resolves." (Brewin, 2008)
Learning Expectation: I am expecting that on this chapter, I will heard another word that best describe Web 2.0 because it is really exciting to read same topic with different ideas from different people on different I.T sub fields. In addition, I want to hear what's going on the minds of people behind the famous open source platform, Sun Microsystems.

Review:

I have fun reading this chapter because of the interviewee, Tim and Bob. I am amazed by their background because right now, I am taking my JAVA programming application 2 and to be honest, I don't really know if I do like it or not because I do enjoy this but I also feel difficulty which I really don't want. For me, I still like C# because I found it easier, enough for my little sentiments.

Like the other heroes, I also found on this chapter that they both think that business people think a lot on how they can succeed even the flow of information is out of their control. When talks about information control and the plan on how to survive, I can't help thinking about The Cluetrain Manifesto. Web 2.0 really enables us to talk which make us really free, and for the business side, sorry for them, their old tactics can't work again, this time they need to let go with the flow in order to survive.

I really like when Tim said that the most interesting part on the Web 2.0 is that you can be a part of it easily. There is no need to bye someone else, the YOU is what the Web 2.0 needed. I found that simple statement as something worth for everything because even almost everyone expresses themselves truthfully. In addition, I also like what Bob said that there isn't a single-entity control, everyone can participate and think that everyone is equal, no bosses, no janitors, everyone treat everyone fairly which I really think something that everyone would like to have. That's maybe the reason why many people love to be on the web 2.0 and share what going on their mind.

Web 2.0 also create an industry where when you think about something you should be ready to take the risk and create an action plan because there are only two things that can happen, you establish it or someone established it. I do agree to that because start-up cost is now decreasing, just use your resources and no one knows what will happen. If your lucky, you have a successful start-up, if not, your still lucky because you gained experience and you aren't loss that much amount of money, I remember

one hero saying that one good thing about Web 2.0 is the its equality when you talk about success and failures, but no one angered with it, they learn something to it.

Sun Microsystems and Microsoft had one same concrete finding, and this is the People tendency to think that Web 2.0 as a browser bucket, any thing outside the browser can't be called Web 2.0. I don't know if I would agree with it, because we are now living on the internet, on the cloud, and every application is in any browser, mobile phones or personal computers. Though I am indecisive, I do agree to them that web 2.0 is a playing field where the players are all equal, I already made my point on the latter part of this review.

My favorite thing that they say was Web 2.0 is all about empowerment of people form the edge. Web 2.0 really empowered weak voices, those who came from the people who can't properly express them selves. Those people who shy enough to hide what's going on with their minds. Web 2.0 perfectly targeted this because why would you empowered those already know their power? Why would you ask confident people to express them selves when you know that they will go to do it with their own will, without any please and push, it is like wasting your effort. And I also think that it is really a interesting to hear what's behind the mind those edge people, I am sure that they had more fresher and better ideas because it wasn't unusual for them to speak something, and they do make sure that what will going out with their mind is something that they really think about.

What I have learned:

To be honest, Reading this chapter help me realized that Web 2.0 not just empowered or brought back the authentic voice of human, it also help those shy, unexpressive people build their own confidence so that they can share things or experiences that is tailor made for sharing.

I also learned some people misconception about the term Web 2.0. I also learned what are the things that are playing behind the developers of a great and well established company like Sun Microsystems.

Book Review, Chapter 20

Book: Web 2.0 Heroes: Michele Turner: Adobe Systems Incorporated
Library Reference: N/A
Amazon.com Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/
Quote: *"Web 2.0 means many different things to many people. I don't think there's any one, correct definition of Web 2.0. I'm more excited about the variety, the diversity of the ideas   about what the term means to a lot of people" (Turner, 2008)*
Learning Expectation: the expectation I'm going to set is somehow for my self. I already read the nineteen chapters, and hopefully on this last chapter, I am able to find the right word on what Web 2.0 really is, not on just for my self but as well as the heroes as well because I am going to use what they say in order to create an accurate description. In addition, I am expecting that Turner from Adobe will give great insights.

Review:

I really know adobe because I have been using some of their products namely, Adobe Dreamweaver and Adobe CS3 Photoshop. I really find their product as one of a kind with the regards on the field that it penetrates. They know what the user wants and make it easier for everyone to use what they offer.

The most remember phrase that I get from them is 'content is a king' (Turner, 2008). I remember when he said that before, RSS is already invented but the problem is they hadn't any content that can share, and they get more content on their subscribed RSS. But today, every web page contains different contents. Information is now freely given, in any form in any way.

Web 2.0 has a trend, and that is it's a user-generated content being. I do agree on that because from the first hero up to the last, which is the Turner from Adobe said the same thing about Web 2.0, that its content came from its user, from its reader, or from the community inside this. I also agree because as a first hand reviewer, I do belong to the Web 2.0 community, I put something on the net that came from my ideas and experiences, those things are also what I see on other blog site and website that I already and repeatedly visited.

I also like when she said that the difference between Web 1.0 and Web 2.0 is the content. Technologies that we used and enhance really came from Web 1.0, but the great thing about the web 2.0 in relation to what Turner said is its contents. In addition, Web 2.0 really back the control to the user unlike on the Web 1.0 where users can only read the content that came from the company. Those business people monopolized the web in order for them to create a good advertising and to gain more customers. But they failed to analyzed that their reader aren't robots, they also want to speak about something, they do want to communicate something that going on with their mind.

According to Turner, the most misunderstood things that people have on the Web 2.0 are that they think it is a fad. Some heroes also said that Web 2.0 is just a term; it is something that worth for a tag. Up to now, I am unsure about my stands on this topic, I have been read twenty chapters about Web 2.0 from different people who had great influence on the kind of era we had. But still, I am indecisive because I heard too many explanations and descriptions, some are conflicting, some are confusing, though they all create a point and they have one thing in common. Web 2.0 is very general that it really causes my headache.

Online and Offline is really an issue, and I do agree on that. There is really something that you can't put on the cloud because of the problem of connectivity; there is also something that you can't put on the desktop because of vitality issue. Combination of the two is what I see as a win-win solution. It is better to put two and two together because you can find a great solution to this.

What I have learned:

At last, I had reached the final chapter. Reading the book really give me an insight about Web 2.0 which I heard but never understand before. Web 2.0 is a very broad term which had different meanings for different people. Even the heroes have different perception on what this term means. Though they sometimes conflicted with each other, they all have a common point and that is Web 2.0 is a user-generated content. In addition, all of them agreed that Web 2.0 has many components such as technological and business.
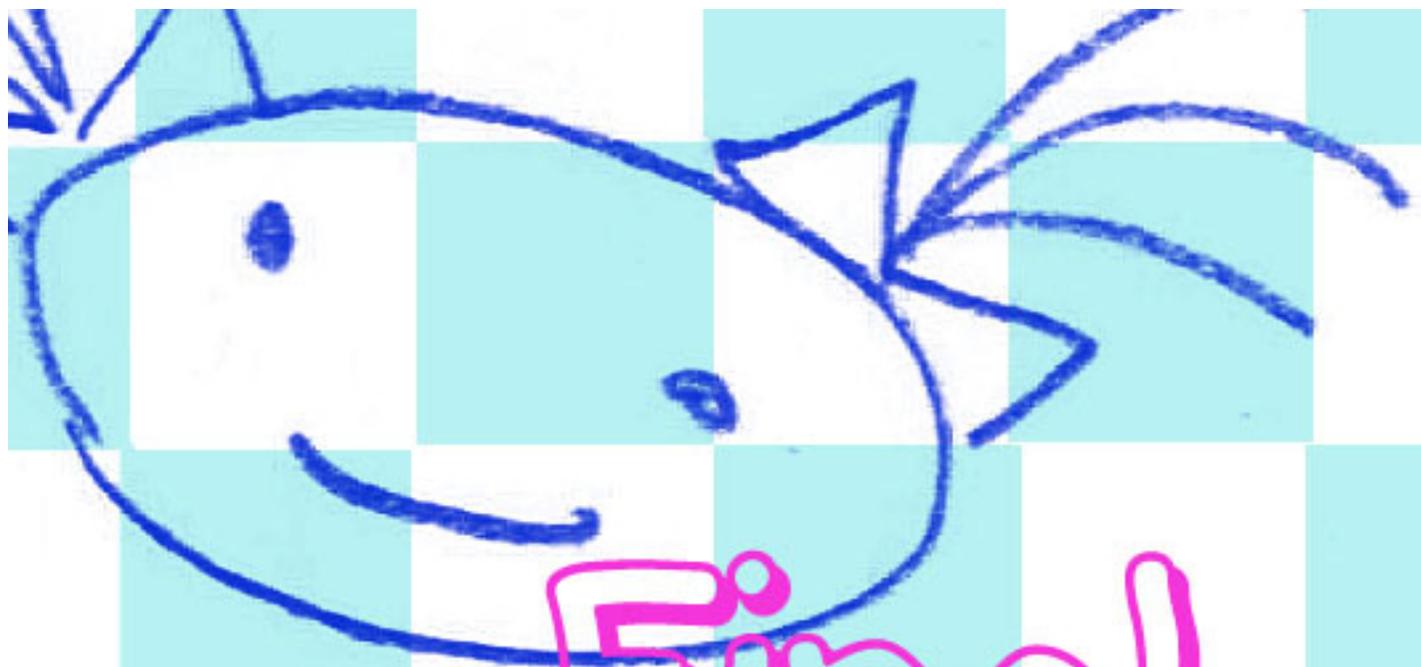
Final Project :D
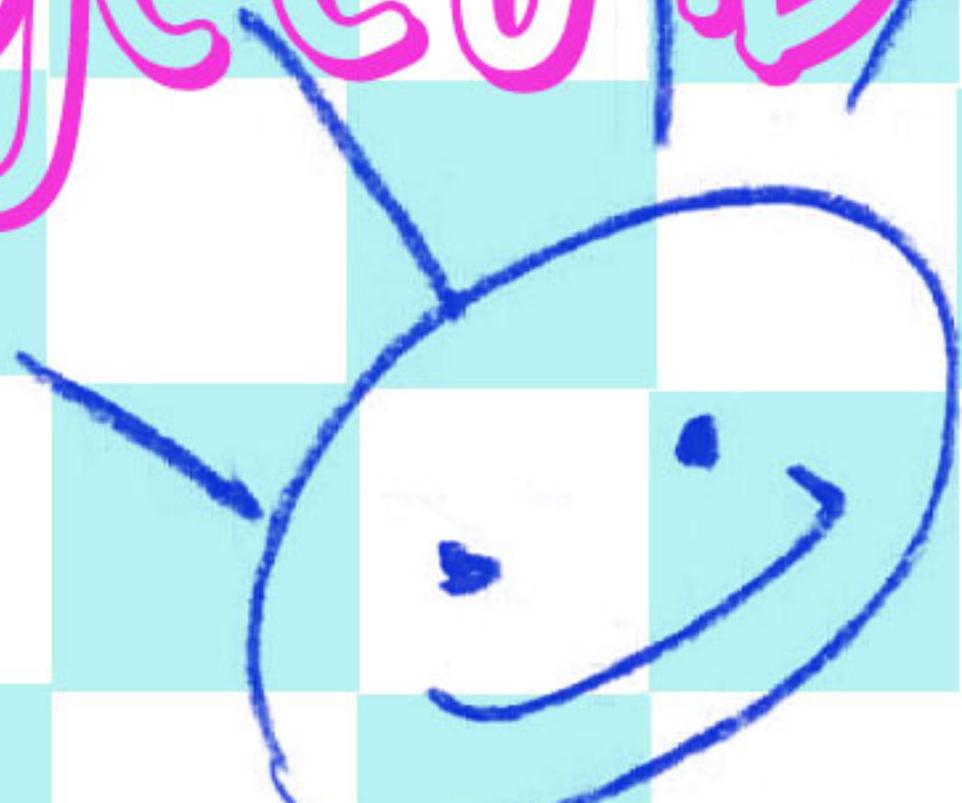
Systems Analysis Study on the
Buying Process of Marksman

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

In Partial fulfillment of the
Requirements of the subject
Vertical Solution

Submitted By:
Evan Severino
Ellen Evangelista
Jerome Jose
Deep Brar

VERTSOL – O0B
November 20, 2008

Submitted To:
Mr. Paul Pajo

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Chapter 1 – Organizing for Improvement

Company Background:

Profile:

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

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

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

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

Tel: 811-1769

Statement of the Problem:

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

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

Objective of the System:

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

Significance of the Study:

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

As for the groups, this study will enhance their knowledge on vertical market solution. It will also serve as a measurement on how well the group understands the concept of niche or retailing market. This study is not only for the knowing what the groups knows, it is also for the enhancement of each members critical thinking which can be an advantage once they face the real corporate world.

Scope and Limitation:

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

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

Chapter 2 – System Analysis

Use Case of Existing System:

Narrative of Use Case Diagram of Marksman Existing System

1. The customer will go to the store and look for a product he need.

2. Once the customer fined what he was looking, the customer will purchase it to the Store personnel.

3. Once the receipt is being issued and received what he purchased, the customer leaves the store.

Marksman Existing System

Look for Product

Buy Product

Received Product

Costumer

Marksman Store Personnel
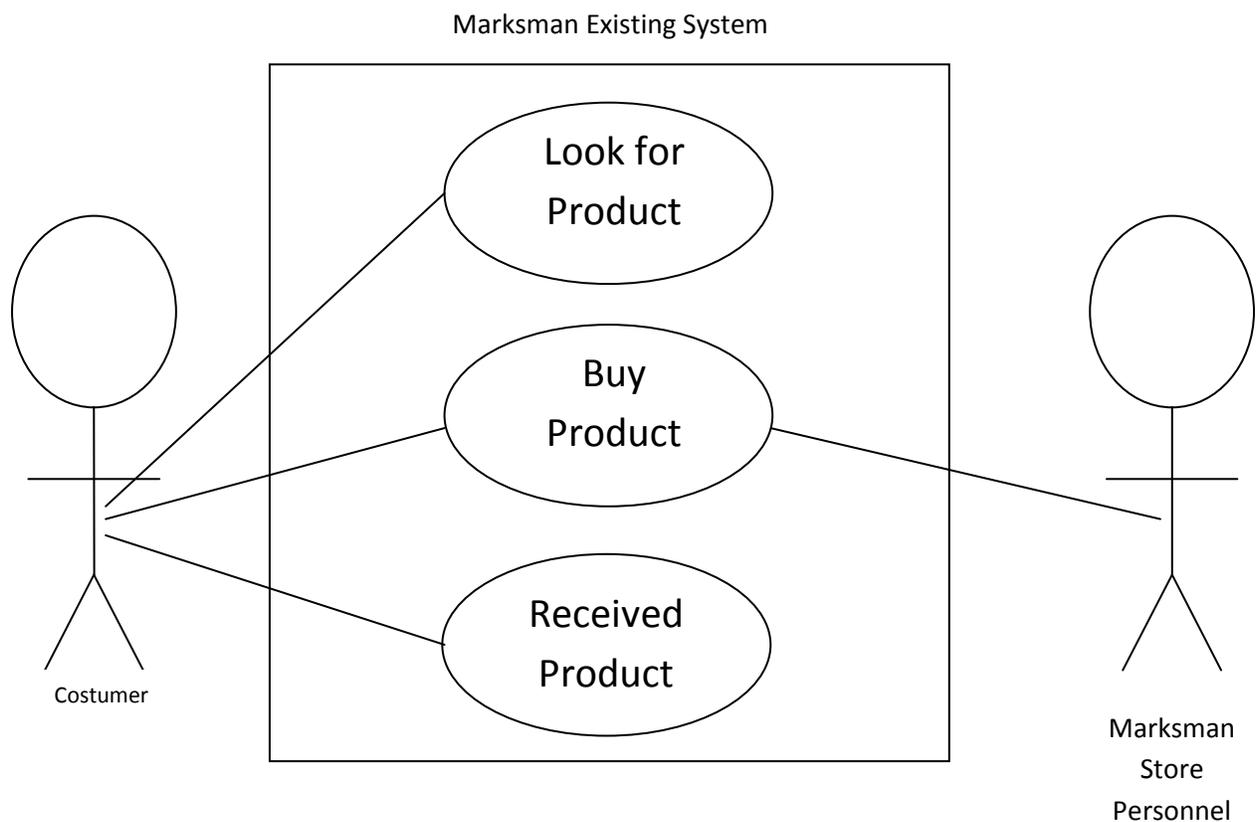
Process Walkthrough:

-Buying Process (Current)

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

-Buying Process (With the Proposed System)

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

Activity Diagram of Existing System:

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

Buyer	Marksman Store Personnel

● (filled circle / start node)

↓

(Go to Store)

↓

(Look for Products)

↓

(Inquire about Products)

↓

(Choose Product to purchase) → (Record transaction)

↓

(Get product) ← (Issue receipt)

↓

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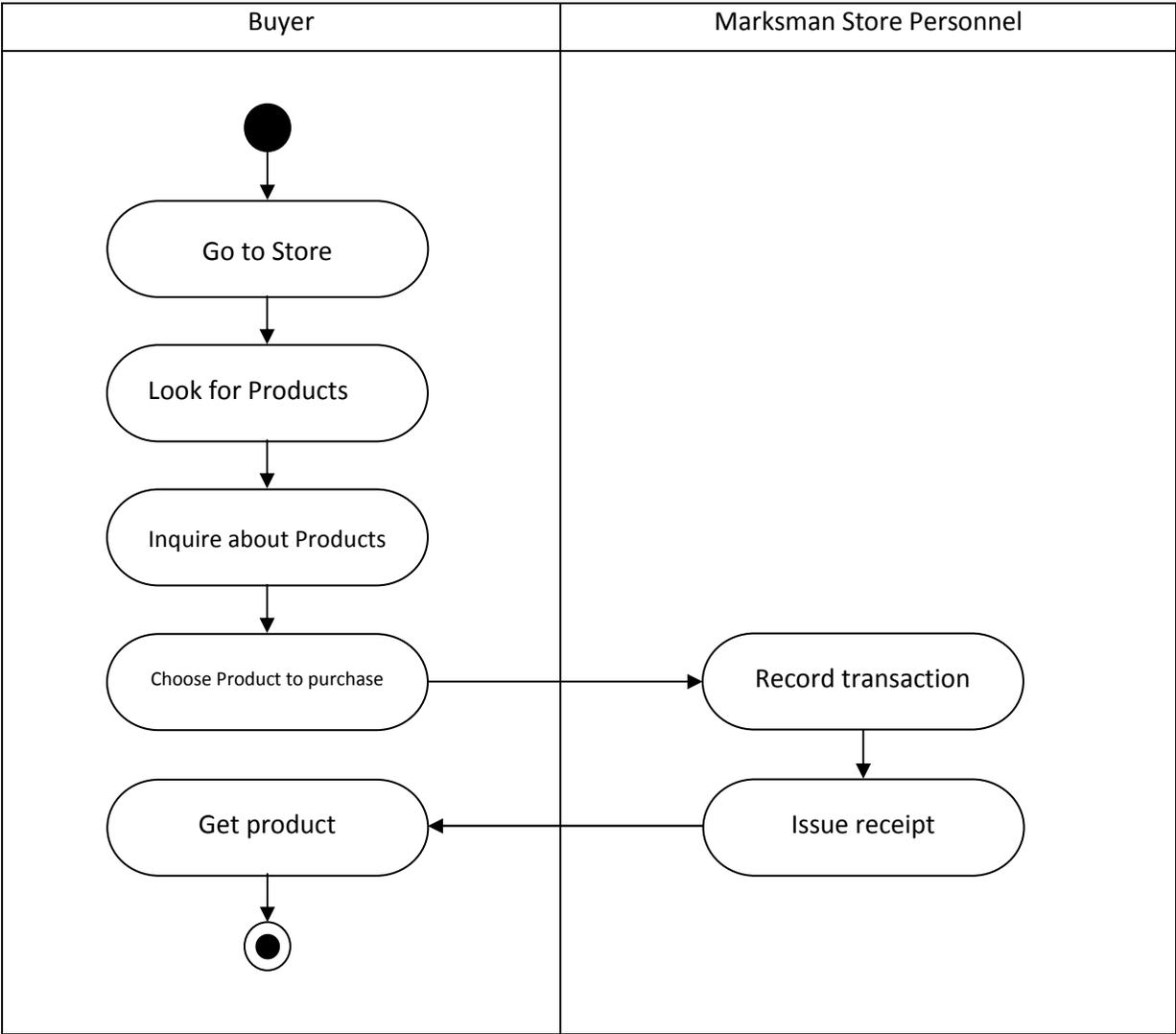
Process time vs. Cycle Time (based on process walkthrough)

a) Travel Time:	
Actual Time: Depending on location	*Target Time:* 0 Minutes
b) Search products/browse products	
Actual Time: 5 Minutes	*Target Time:* Same
c) Demo the product of choice	
Actual Time: 5 Minutes	*Target Time:* N/A
d) Purchase product	
Actual Time: 3 Minutes	*Target Time:* 1 Minute or less

Geographic flowchart

Makati Cinema Square

Basement

Terrace & Escalator/stairs

Jethro

Marksman

Other Stores
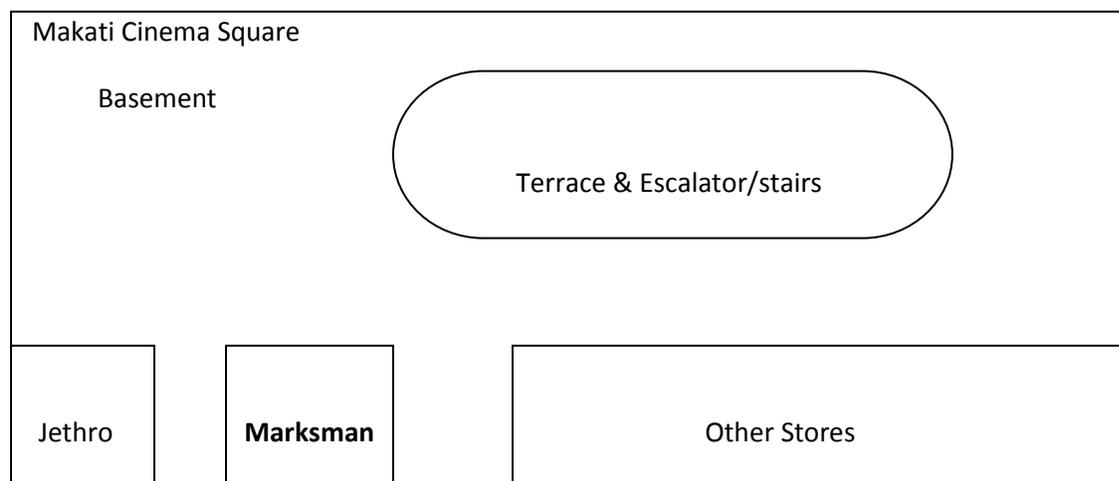
Chapter 3 – System Design

Table of Recommendation:

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

Benchmarking

Company Name:

Location:

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

Contact:

811-1241

About the company:

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

Description:

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

Time Table

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

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

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

One of the vital business processes is the time cycle wherein the company may have a risk in doing the actual time and have a possibility losing sales profit. As shown on the timetable between Marksman and Twin Pines, that's why our company is proposing an ecommerce website that would be our edge to our other competitors in the market like the Twin Pines. Because of benchmarking, we are able to determine the competitors' advantages and disadvantages that our company's best practice has.

Streamlining

1) Automation And/or Mechanization

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

2) Process Cycle-time Reduction

By creating an e-commerce website, customers wouldn't waste time traveling the distance ending up with nothing. With an e-commerce website, customers can view products effortless. So, when they go to the shop, they no what to buy or when to go to the shop.

Use Case Diagram of the Proposed System

Use Case Narrative of Proposed System.

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

Marksman Proposed System

Receive product

Look for product

Purchasing Product

Log-in

<<include>>

Buy at Store

Buy via on-line

Costumer

Internet Customer

Marksman Store Personnel

Marksman Online Store
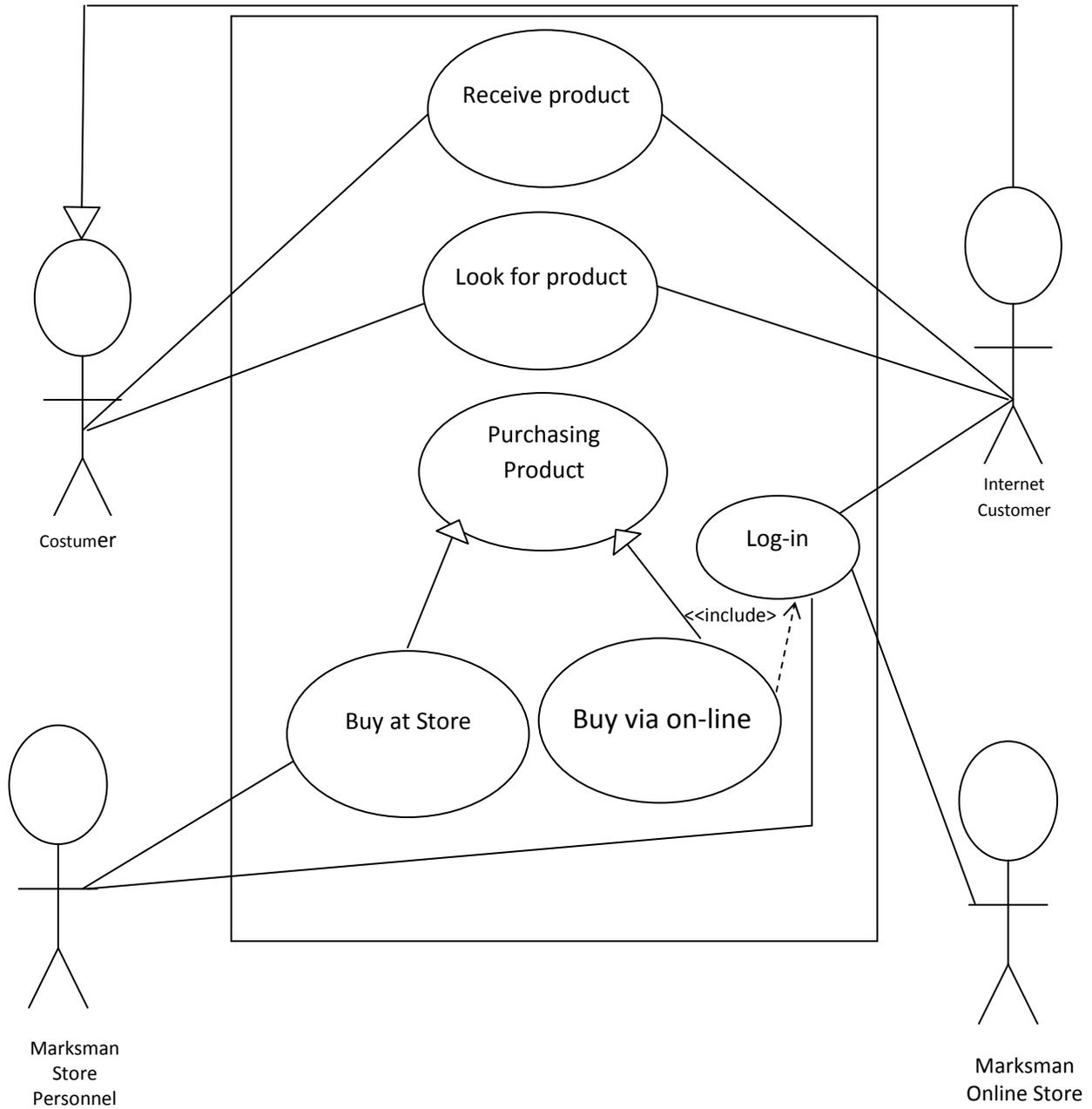
Activity Diagram of the Proposed System

Narrative of Activity Diagram of Marksman Proposed System

On store:

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

On store:

Buyer	Marksman Store Personnel
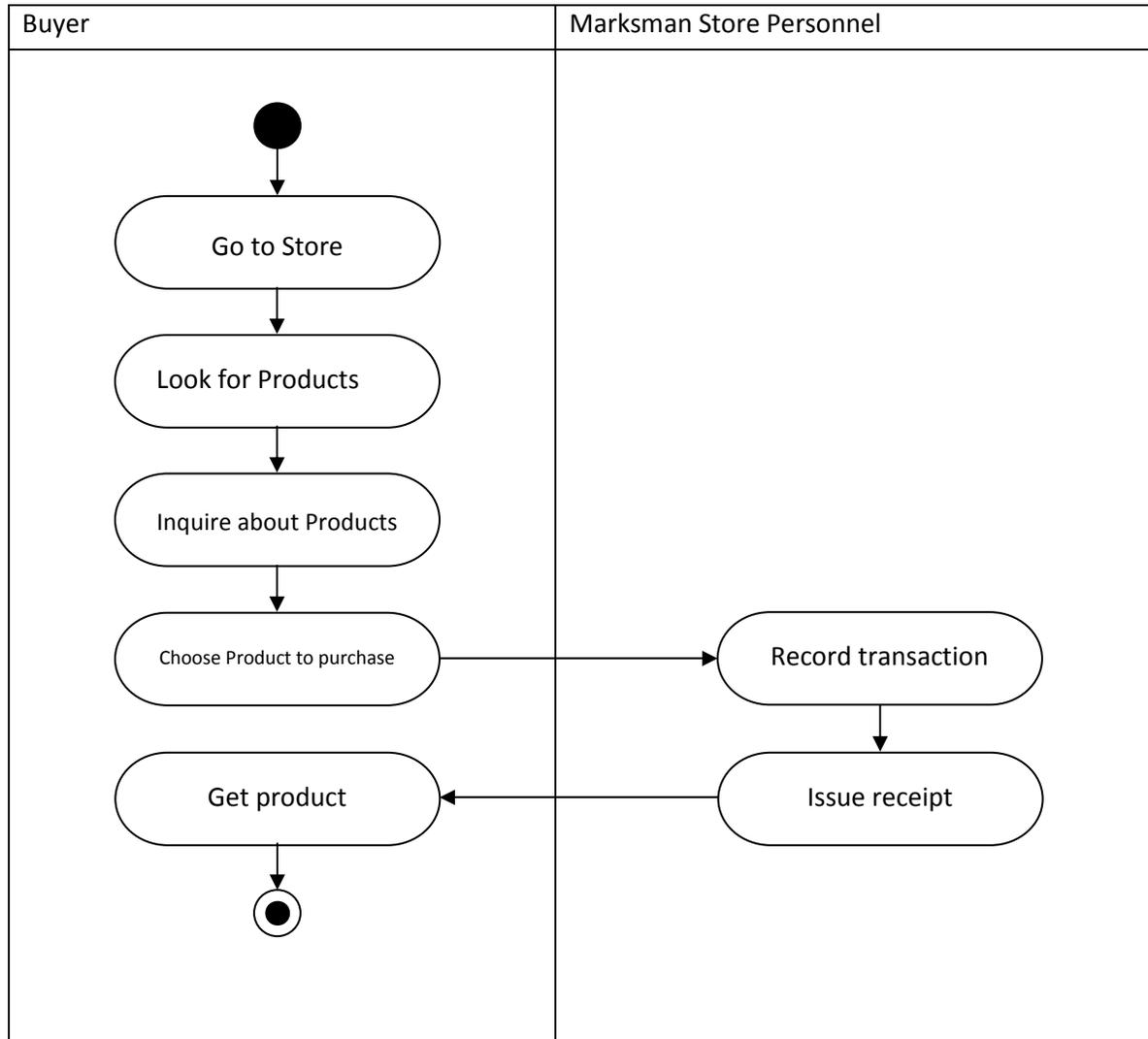
Online:

1. The customer will go to the Marksman on line store by accessing the Internet.
2. Once inside the website, the internet customer will log-in his username and password. If the website doesn't allow the customer to log-in, he will create an account.
3. When he already log-in, the customer can now scan the product and choose the thing he want to purchase.
4. After choosing, the customer will now order and encode his card number as a payment.
5. The website will validate the customer payment before it will send an order to the Store Personnel If the payment wasn't validated, the website will tell the customer that his payment wasn't successful and needed to input another card number.

6. Once the payment already validated, the online store will notify the Store Personnel that there is an order and he will receive the customer's payment.
7. Then, the store personnel will ship the product to the customers place.
8. The process will end when the Internet customer already received his ordered product.

Online:

Internet Customer	Marksman Online Store	Marksman Store Personnel

Go to Website

Log-in

[Unaccepted

[Accepted]

Scan product list

Choose Product to purchase

A

Internet Customer	Marksman Online Store	Marksman Store Personnel
	(A) Order product ◇ Encode Payment Validate Payment ◇ [Invalidated] [Validated]	
Receive Product ◉		Receive Order Received Payment Ship Product