

**Reflections on the first fifteen of the
Cluetrain Manifesto – 95 Theses**

Angelo S. Amponin

De La Salle-College of Saint Benilde

Abstract

This paper consists of reflections of the first 15 of 95 theses of the Cluetrain Manifesto. Each of the first 15 theses has a 250-word reflection. These reflections consist of my thoughts, opinions and reaction of each thesis. Also in these reflections, I cited some examples and personal experiences as a student to apply each in every thesis. This paper emphasizes how the importance of markets, good communications with other people, team work, the use of internet, doing well on your job or bringing the best you can on your work. This paper also cited how and when a certain company should come up big to be a successful business, to develop strategic planning and as well as to gain competitive advantage from its competitors.

Markets are conversation

Why good communications are very important for businessmen? Through communication businessmen satisfy both their clients and themselves. Through talk and meeting with their colleagues is one of their activities to do their business. Activities such as, discussion of their plans, strategies to do, etc are the things accomplished through the help of communication.

During our old school days, through talk, meeting or simply conference, emails and phones are the only tools to be used in doing your business. But nowadays, we have now social networks in the internet which have a big help in exchanging words to our colleagues and clients. We can say that proper conversation is the key to be understood in our team. Through conversations, it is easy to us to increase our knowledge, facts, data and information which we will discussed with our clients. Proper choosing of words, pronunciations and intonation are also a factor in doing conversations in our clients.

As I said we have now advanced tools to do conversations instantly. Imagine your team and your clients are in your homes and you talk through the use of web. So it is very convenient for us now. For instance, your teammates and your clients are having conversation on social networks in the web. You can easily enter their conversations through your account.

To conclude, we businessmen know how important good communication to other people because, through this way we make some money to earn. Imagine for instance, you want to sell your system to a company without any conversations. You have to exchange words in order to get your satisfactions

Markets consists of human beings, not demographic sectors

This statement means that everyone in this world is markets. How our products are being sold and being advertised to? Through people, we can do these things because of people. Imagine that business without people: management team, operations and consumers. You can't do business without them right?

I can say that this particular statement is absolutely true. Because we people, we have emotions and feelings. People's emotions are one of the factors that they patronize your product. People know what the best for them. The have the freedom to choose what they want to buy. People want their wants to be satisfied. The people or the markets you persuade are human

beings. It means that it is subjective when you deliver something on markets and not objective. Human beings are one of the key factors why our businesses are successful because they have their needs and wants. For example, a business wants to automate business process and they called you as a programmer to formulate a system for their process. As I said, human beings know what their wants and needs and they will call for help when they have problems. Because we human beings have strong emotions and we know what the things that fit our problems are and what the best in ourselves.

Also, why I agree with this statement because, as I said earlier markets are human beings and yet they also the managers, planners, organizers and coordinators of a certain business. Without human beings our business as well as our business processes will be diminished at all.

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

Conversations are one of the key factors of a successful business. Good communication is a must. Why in schools implement thesis projects or final academic projects on their basic curriculum on any courses? Why they have to require their student to defend their project? This is because they want to train their student to have a proper communications with their clients someday. Conversations are natural in human beings, everyday we do conversations. Through conversations, we gather data and information form our clients on what are their wants.

One good example of this statement is one that I read in our book in Operations Management. The topic is about Total Quality Deployment, which means that you have to focus on what customer's requirements and you need to meet or exceed their requirements on your product. For me, this is the exact example for this statement because in this particular example you also have conversations. With this conversation, the customers or the markets sounds the human voice wherein they speak up what they want. Also, the company who want to improve their quality heard the human voice.

We can do conversations anywhere. This is a good practice for businessmen. But businessmen should also aware of their conversations with their clients. For instance, you are proposing your system to a certain company and you are not sure to adapt your proposed system. In other words, you can't do your proposed system as you promised to your client.

It is important to listen to conversations and make sure that you can adapt on what you said in your client.

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

Why God created us with the human voice? It's because in order for us to express ourselves and to speak up whenever we have any problems in ourselves. The most accessible of instruments, the 'voice' is one of the easiest instruments through which 'intention' can be directed and focused. (<http://9waysmysteryschool.tripod.com/sacredsoundtools/id10.html>). The same thing in business, your clients have to speak up their requirements such as on your product or service. For instance, you are a programmer and you are proposing your system to your client. Your client has the freedom to comment on your proposal, suggests for revisions, or simply suggests on what they want to see on your system that you are proposing. Also, you as programmer you must be open whatever your client said about your proposal.

Another example, for instance you were a team and you were tasked to do a certain project for a particular company. You were also tasked to defend your work to the technical people of that company. The panelists of your project have the freedom to ask for revisions on your project in order for them to satisfy and to meet their technical qualification on your project.

So to conclude, we should use our human voice properly. Human voice is one of the best weapons or tools to be used especially in business. Human voice is the factor in order for us to communicate with each other, to be understood of other people especially our clients and to share knowledge and facts to others.

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

Is it difficult to recognize someone's voice? Or is it difficult to recognize your friend voice? One of the unique parts of our human system is our voice. Because, it is one of the ways we can recognize by other people. Voice or the human voice is very important in our system.

This statement emphasizes to us that we have our voices and use it properly especially on conversations. We human beings can easily recognize if the person are serious or joking. Also, through voice we can express our feelings to other people and share facts, data and information for them to gain knowledge. Through this tool, we can easily to do conversation with our colleagues.

One of the best examples of this statement is when you are defending your thesis or your final academic project. For instance, you are one of the panelists of the group who are going to defend their thesis. Through examining of one of the groups voice, you can easily guess or

recognize if he or she is saying the truth about the company's profile for example. Of course, when you are saying the truth about something, you are confident but if you are saying a lie you have hesitations on what you are saying.

Through voice, your clients can speak up on what they want to your product and you should do it with quality assurance or you do continuous improvement. "What is important is the voice of customers."

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

The good thing about modern generation is the born of internet. Anything becomes possible because of internet. Internet brings globalization. We can actually communicate to the other side of the world because of it. Or we can even shop without going out or going to a shopping mall by online buying. In short, many benefits the internet can cause to us especially communication. We can have bonding with our friends or family by social networking websites like friendster, facebook and plurk which have many fun and exciting features. Just for example with my high school friends, we can maintain our communication with each other; we can update what's new to us in just a few seconds in the use of yahoo messenger. Most likely of us, adolescent, is fun of socializing with other people. We can know the latest news by just one click. It really shows that internet is very useful to human beings. Here in Philippines, there are many OFW's because of poverty. So many families are being separated with their loved ones. We can notice that most of families with loved ones abroad have computer on their house with internet of course to have communication with them. So internet is really a good medium of communication or conversation. Anywhere or any place in earth can reach out by internet. You can have conversation anytime you want. We can say that internet is a gift from God by using the abilities and knowledge of His creations especially us, human.

Hyperlinks subvert hierarchy

What is hyperlink? a hyperlink is a reference in a document to an external or internal piece of information. The most common usage is in the Internet to browse through web pages: some text in the current document is highlighted so that when clicked, the browser automatically displays another page or changes the current page to show the referenced content. The highlighted element is known as a hyperlink (or link for short) and makes a logical connection between two places in the same or different documents. (<http://en.wikipedia.org/wiki/Hyperlink>). It is an element in an electronic document that links to another place in the same document or to an entirely different document. Typically, you click on the hyperlink to follow the link. Hyperlinks are the most essential ingredient of all hypertext systems, including the World Wide Web.

Subvert means you threatened or weaken. Literally, this means that hyperlinks threatened the step by step process. Some hyperlinks threatened other website to its main reference. (<http://www.webopedia.com/TERM/H/hyperlink.html>). Based on my understanding, these hyperlinks are deadly to other websites because they are trying to break down some of its features or contents.

On its deeper meaning, based on my brainstorming about this statement, many companies are trying to reverse engineer the product of its competitor. They are always updating their product and service design over their competitors. Companies are trying their best to gain at least one competitive advantage over their competitors. Because for a company that has the number one product and service design, they will gain more profit than other companies.

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

What is intranet and internet? What are the differences of the two? An intranet is a private network that uses Internet protocols to securely share any part of an organization's information or operational systems with its employees. Sometimes the term refers only to the organization's internal website, but often it is a more extensive part of the organization's information technology infrastructure and private websites are an important component and focal point of internal communication and collaboration. (<http://en.wikipedia.org/wiki/Intranet>) An intranet can be understood as a private version of the Internet, or as a private extension of the Internet confined to an organization. The first intranet websites and home pages began to appear in organizations in 1990 - 1991. Although not officially noted, the term intranet first became common-place inside early adopters, such as universities and technology corporations, in 1992. (<http://en.wikipedia.org/wiki/Intranet>)

The Internet is a global system of interconnected computer networks that use the standardized Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies. (<http://en.wikipedia.org/wiki/Internet>)

The difference of the two is that intranet has a private access while internet has the public access. Everyone can access internet.

But the question is, why these two invented? It is because of communications. Why intranet? Because for instance, you have 2 private suppliers you want to set privately their messages being sent in your servers. Communications is very important

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

What do you mean by networked conversations? A network is composed of devices which are interconnected with each other in order to communicate, share files and resources and as well as printers and emails. Based on my understandings about networked conversations, it means that you use tools like the internet to do your conversations whether to your clients or simply your friends and families. You share your own thoughts opinions with each other for you each to gain facts, data and knowledge. Just like a literal computer network, every nodes or devices share their resources on each of the other nodes.

Social organizations are type of group who do social aspects such as social relations, social arrangements and defined what is the essence of all the social aspects. These are the type of group who want the members of their group to participate in different activities regarding socializing. In other words, these social organizations are related to our society and especially to our government. Different organizations like our committees of our government. These committees are willing to help and serve for the people and for to the society.

Nowadays, why we have Friendster, Facebook, Plurk and Twitter? Why nowadays that blogging are in demand for large numbers of internet users? Usually, the reason why we create accounts from these social networking websites, is because for fun. Many friends you will know and some activities with these websites are creating groups. What's that mean? Through the web

we can now create our social groupings and share our thoughts, views and suggestions in order for us to help the people not only in our country but also in the whole world.

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

When talking about the internet, my own perspective is that, “Internet is friendliest thing.” What do we mean by that? A very good example is, knowing the latest news. Here in the Philippines people are now aware of the news what happening in their country especially political topics. With the use of the internet, we can easily read news. Actually, just to go to the homepage of your news media in a minute you can now see all the news nationwide.

Interconnection with each other is a must. Imagine a when have a set of computers and you want to connect because for the purpose of sharing resources. Physically, you do not have any network media to connect your devices. You can’t network your computers and your network devices without twisted pair (cat 5). The same thing with us, humans we need a twisted pair or simply we need connections with each other.

People nowadays are getting smarter and have improvement on the use of the internet because internet is very helpful especially on their work. They can work conveniently and faster. This is a sense of innovation. This is a big help for companies and their suppliers. Internet is one of the best resources of these people. Online buying for example, companies can now convenience on buying materials from their suppliers through a Virtual Private Network.

Interconnections to each other and the internet is the one of the primary keys of gaining and improving your knowledge, and good communications is the best weapon of improving ourselves and the society.

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

This statement is absolutely true, because I am a market too. What markets do if they want a certain product? Probably one of them will go to the mall and look for brands of that product. Probably one of them will surf the net and search that particular product. For example, let’s say that particular market tend to buy a new cellular phone. Of course that market will canvass or search for more affordable phone.

In other words, I can say that markets have more knowledge regarding with the products than those who are selling the products. Markets always want an affordable product. For instance, you were a vendor and you have three customers buying your product at the same time. What you will notice of your 3 customers? They are trying to force you to change your product price to a reasonable price. They are helping with each other to change your price, this probably a support from each of the markets from this statement.

Based on my understandings, markets are more knowledgeable regarding with the products because as I said people who are trying to accommodate your product are canvassing first. Search other brands with different, extra or the same features. As they searching and surfing the net, they gain facts about your products. Internet is very friendly for people, giving information of a certain product such as history, materials used and status in global economy.

I agree with this statement and very helpful for us markets. Some of the vendors are faking their customers about their product selling. So we customers should be smarter than them, we must search first about the product we tend to buy.

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

With this world secrets do not exist as secrets for a long time. Surely it will find out by someone. For example, the confidential issue in our government, officials should not be confident their secrets. The country people can make that confidential issue to a controversial issue. Through the help of course of other government officials that are true to themselves and probably through the use of technology. Let's say here in the Philippines, the issue of "Hello Garci Scandal", a confidential issue about in faking counting of votes in last elections. They had recorded the conversation through the use of technology.

In this life and modern generations, we have now different tools to spread our thoughts and opinions. We have now, social networking websites and blogging in the web. These tools are very helpful for the people especially to those in the field of business. They can use the web in retailing; through the web they can make their company's websites. There they can state their vision-mission statement, etc. Through these blogs, we markets write blogs about our patronized products. We make reviews and other news about that particular product whether the news in the blog is good or bad

With this very good example in this statement (blogging), we can say that through doing this activity, market start to converse about the contents of a blog of a certain product. They can comment, suggest, react or even rate the blog of a certain person.

Markets are interconnected; they are helping with each other to be satisfied or to meet their requirements on the products they tend to buy.

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

This statement "What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two", emphasizes to us that markets and employees of a certain company is directly proportional. What does it mean? It means that, when your markets said that your service to them is lousy, automatically your employees are also lousy in doing productions or operations in your services. What important is, you bring your "A" in your work.

A very good example of this statement is our experiences in our Project Management class last term. We experienced problems such as, problems in budget, logistics, event planning and as well as in selling tickets. We are the first 4 sections to make a concert and party at the same time. We, as a group, brought our best to establish the event. Team work, good communications with each other and working with fun are the elements we applied with the event. On the night of the event, we didn't expect that number of audience. Our tickets were sold out. Several comments and suggestions we heard from the audience and they said the event was quite good. We brought our best to that event. Were the audience said that it is lousy? No its not, because our group had a team work.

To conclude, as I said, bring your "A" in your work. In other words, you work hard on your job. You do proper communication skills, good strategic planning on your project, etc, and surely its outcome is definitely good.

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

With this statement, based on my brainstorming, companies sound like cruel and brutal on the field of business. As stated in the statement, “literally inhuman.” This sounds like very unusual to me because companies want our satisfactions, serve to us and give our wants and needs. Maybe, why this statement called companies inhuman because of the use of their primary tools to satisfy people? It is the internet. The web is one of primary weapons to gain profit. Why E-Commerce invented? Why online buying is now in the demand in the world? For me, it is also important to be aware of using the net. All companies using the net should know the importance of net. It is our gift from God. For me its our blessings from Him.

So what are the activities do companies on the net? Most companies make their own websites, there they have their company profile, online buying, blogs related to their companies and products, reviews and as well as upcoming products they will offer on the market. Through with this activities, they can know the feedbacks of the people to their companies and as well as their products and services they offer. Comments, suggestions, reactions are now implemented on the net to know the doings of these companies are correct and ethical.

In other words, not only companies should be aware of using the net but also the users. Notice that, on the next emerging generations, internet will become one of our primary needs in life aside from food, shelter clothes and as well contacts.

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.

What do we mean by “voice of business”? For me it is the way we communicate not only on our clients and customers but also in our teammates and other management officials of the company you working on. We all know the statement, “good communications is one of the key factors of a successful business.” it always written in our reflection papers when the topic is, how to manage a successful business. We all know that statement and we also know it is true in real world. Understanding with each other is very important.

One of the primary targets of companies is good communications with their markets and also to earn more profit. Successful companies are victorious among other companies because of good communications of their team and management officials. Also, they are giving their “A” for every job they work on. Just like in basketball game, you should come up big in order for your team to gain the winning slot or to go the playoff games. The same thing in business, you

should play an “all star” on your job to earn profit and to catch the credibility for your markets and all the people.

To summarize, we should help each other not only the markets as well as the companies in order for us to improve our economy. We all know that, we have global crisis such as oil price get high, etc. As one, we should come up big not only for our country but also for our mother Earth.

References

(<http://9waysmysteryschool.tripod.com/sacredsoundtools/id10.html>)

(<http://en.wikipedia.org/wiki/Hyperlink>)

(<http://www.webopedia.com/TERM/H/hyperlink.html>)

(<http://en.wikipedia.org/wiki/Intranet>)

(<http://en.wikipedia.org/wiki/Intranet>)

(<http://en.wikipedia.org/wiki/Internet>)