

Reflections on the Second fifteen of 95 Theses
Of the Cluetrain Manifesto

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Abstract

This paper consists of reflections of the first 15 of 95 theses of the Cluetrain Manifesto. Each of the second 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.

Thesis 16

Literally, this statement says that companies nowadays are now very techy. Why companies came up with their own company website? For the consumers to check their products online and where they purchase their product. A company such as Adidas, wherein variety of products they are selling such as shoes, shirts and bags. When you go online and check Adidas.com and that's it. You look for your product you want and check the price. How can we apply this example for this thesis statement? Think of your daily habit on one day, probably checking your emails and other stuff are one of them right? Now how can we apply these three things?

People nowadays, are now sociable and it is now improving especially here in the Philippines. We, Filipinos, are very fan of socializing, We are fun of fun of groups that are related to the society. For instance, in our government, people in the Philippines want a good government for the society. Get back to my question, social networking websites are now in demand. Most of us, one of our daily habit is surfing the net. That's why, internet penetration here in the Philippines is high.

Through choosing and purchasing products, people now are getting the idea and the best feature of a product not from the company website instead they are now getting ideas from other people they know whether their friends or relatives. This is why social networking websites are applicable with this thesis statement because most of the people are visiting their emails and social networking websites are more often. Literally, they are not speaking to anyone but they are speaking with each other through the web,

Thesis 17

People nowadays are definitely different from our last generations. That's why Gen X, Y and Z are continuously emerging and improving especially on the field of technology. As the Gen Z is now emerging. We call it "old school" when you are applying and signing up an application form and it is a paper. Let's say you are applying for a membership card. After signing it up, you are required to submit your form to the corresponding person and process your requirements. Through the power of the net and technology, this particular example may be converted to a simple automated form. The best way you can do it instantly is through "Google Docs". The point is, our generation and the next generations required a certain technology to call it "new".

I agree with this thesis statement. Literally, nowadays, people who are getting ideas from TV ads, radio ads and newspapers as well are different from people who are getting ideas

from the net. This is more applicable here in the Philippines. Some of the people here are not computer literate, so they are getting ideas of the product they want on TV ads. Now, the youth, are now more techy than these people. “Kabataan” in Tagalog (youth in English) are now surfing the net more often than watching TV’s and listening to radio. I can say that, the product that they are getting ideas is the same. The only difference is the way they know the facts and information the product they want.

Thesis 18

Tracking opportunities is one of the primary goals of companies. For them, just losing only one opportunity, they missed not only profit but also they missed customers and their credibility to your company. Instead their customers are transferring to another company or competitor. So for companies, they should not let any opportunity lose away from. They must “keep on trackin” opportunities. I agreed with this thesis statement. Let me chop this statement into two. It says that markets are now networked person to person.

When we say networked, we actually think it is related to computers but also it is a interconnection of the people especiallt the markets. People are now get connected by using cellphones, emails web and also the traditional conversation. For instance, you want to buy a new cellphone. So probably you check and surf the net first. When you have checked the net, are you already satisfied on what you’ve seen or you’ve read on the net? If I’m given the opportunity to answer this, I’m not satisfied until I have questioned some of the people I know whether they are my friends, family or relatives

The second part of my “chopped statement”, people are getting smarter. As I’ve said, people usually do not believe on companies’ advertisements. They do conversations before with other people they know before purchasing a certain product. Through their perspectives they are also getting smarter. I definitely agree with this statement because imagine you are been persuading by a group of persons. They are presenting some facts, information, etc. about their product. You are actually doing believe immediately on what they are saying unless, you have a companion who also agree and believe on their product.

Thesis 19

As I’ve said on the previous reactions, tracking opportunities is one of the objectives of the companies. If they let go one of their opportunities they will lose profit and customers. As the statement said, large numbers of companies have contacts with their markets. They are lot of tools and ways to be connected: cellphones, emails, Facebook. Etc. As you can see, our

generation is more advanced than the traditional ways such as phones, mails and conversations.

Our generation is very techy, you can simply enter an conversation in Plurking (Plurk.com). you just plurk a topic and your cellphones need to respond on your post and that's it. Same thing on Facebook, you just make a new discussion and friends of you can now response. Same thing on Twitter, Multiply, etc. These advanced tools can bring a company to success. What companies doing right now is the one that is demand for the people. Right now in the Philippines, Facebook is now in demand and other social networking websites. They do business in these stuff, because nowadays are accessing their Facebook account more often than the company's website. This may be a "big big" help for companies where they do business in these stuff.

To summarize, missing the opportunity to converse with your markets, this will cause a big lost but if you track this as a big opportunity, it will cause a big help for the company and may increase profit as well as to gain customers and the credibility of your company.

Thesis 20

Markets are the primary subject of a business and company. Companies are dependent on their markets. No markets, there will be no business and they definitely not gain profit. Markets are the life of company. One of the primary goals of a business is to satisfy its customers on their wants and needs then you earn profit as a reward. It's depending on what strategies to do on how to satisfy their customers.

This statement is a very deep to understand. Based on my brainstorming, why markets are often laughing because they have the decision on what company and product to choose? Markets the right and freedom to choose what they want to purchase. They also have the right to not take seriously some companies' products when their products are been advertising. On the companies' side, they should take seriously on persuading the markets and utter the truth about their product. It is their duty to serve what are the needs and wants of their markets. Tracking opportunities is one of the primary goals of companies. For them, just losing only one opportunity, they missed not only profit but also they missed customers and their credibility to your company. Instead their customers are transferring to another company or competitor. So for companies, they should not let any opportunity lose away from. They must "keep on trackin" opportunities. I agreed with this thesis statement. Let me chop this statement into two.

It says that markets are now networked person to person. They should know their vision and mission in order for them to have credibility

Thesis 21

Profit is one of the common words in companies. Probably, on their operations every day, this word is always being heard by all the people in companies. Profit is the primary goal of companies. They do their very best to earn profit and gain competitive advantage over their competitors. That's why these companies are very serious on what they are doing on their business. Probably, people in these companies are always suffering from stress and depressions. Of course, we cannot blame them, all they want is to gain profit and to serve and satisfy us, consumers. They take seriously their business because they want to escape these problems and to recover from them. Every day, each department has different tribulations such as budgets, liabilities to pay and capital of the management.

It is also important for these companies to "chill" and relax sometimes. Like the other people, even though they are busy doing their job and their business, still they have the time to rest and take a break. Why it is important? Number one answer to that question is you cannot think properly and accurately when you are tired and stress. Not only on thinking, but also our health is affected. For these companies, they should take a break from their work for at least 24 hours in order for them function correctly and to think the best decision making on their business.

What is important is to have sense of humor not only for these companies but also us the markets. Rest, relax and "chill" are our charger to gain energy. Also, one advice is divine intervention. When you cannot take it anymore because of your stress, just pray and pray. Surely, He will help us.

Thesis 22.

Why we are making our own websites? It's not only just for fun, showing our personalities through these sites, etc, but also for a sense of formality. Most of the companies make their company website in order for the consumers to know their products and their prices as well. "These sense of humor is not jokes", I agree with this statement. Companies are not showing jokes and they have their sites not for just fun. They just want to emphasize some of

their features and help the consumers to bring in convenient wherein they can surf online for their favorite product.

I can say that having a sense of humor does not mean that you are putting some jokes or you just post your facts and information just for fun. Sense of humor must have big values, a little humility, straight talk and the real point of view of the topic. By this statement, it's definitely does not mean that when you have a sense of humor you just are just joking or something but you also have the formality, knowledge and you converse with other people energetic. In other words you don't make it lousy. Because without sense of humor some people won't be interested on what you're saying especially when you have the monotonous tone but if you have that sense of humor they would still listen to your speech because the audience knew that you have the knowledge about it.

It is a great advantage especially on the markets in a sense of humor is a great advantage of the company because having a sense of humor because they will be a tendency to catch their attention.

Thesis 23

Companies nowadays are competitive. As the new generations are emerging, many companies will also emerge and tend to be number one on their competitors. Through product and design and redesign, they gained competitive advantage over their competitors. Being the "number 1" is one of the primary goals of companies. They are now trying to reverse engineer the product of their competitors or imitate its services on order to be paralleled to their competitors' demand. These companies will surely come up big on the next generations. With emerging techs in the earth, these companies will continue to serve and to satisfy the needs of the markets.

Thinking of what would be the position in market by making the best product as they can is wrong because they are just thinking for the sake of their company they don't think of the customers' needs. They just consider the things that would satisfy their company's competitive advantage.

All companies not only here in the Philippines want to be number one; number one on products, services and demand, etc. They want to catch the markets' credibility to them. If that happened, they gain profit and people will patronize their offerings. This can be bigger and bigger situation. If companies tend and want to be number on their field, its products and

services will become a variety. Through these variety offerings, it can bring them to the top position. This statement should be important for these companies in order for them to be in top 1 and to gain more competitive advantage over other companies

Thesis 24

Everything in this world will change, even if climate may change in a certain period of time. We are now experiencing climate change here in the Philippines. I can say that people may also change in certain period of time. People's needs, wants especially their requirements on your products are changing. Companies should come up and adapt in these changes. They should make a plan to overcome this particular storm. For instance, people are now changing their requirements of their favorite cellular phones including features and design. So cellular companies should add and change maybe their technologies and machines to improve to meet and exceed customer's requirements.

One of the things to consider before producing a product is the demand for the needs and wants of the people in that case they should conduct some survey's that will help them in providing the information's they need. They should think of what is the right thing to produce, right quantity, and right season. Producing or making some products is not bad but they have to consider what the people or the population needs. They should not think of themselves only but they should consider the community they should not harm them so they need to produce the right product.

The point of this statement, companies should not be confident if their offerings are number one. Our environment is changeable including our climate, technology, the business and the people as well. These companies should be aware and should not be arrogant on what they have now.

Thesis 25

Why some restaurants are getting feedbacks from their customers including opinions, suggestions and comments. These things can be helpful to know what the people's wants are. Companies are now getting ideas and conducting surveys before they implemented their business. This probably one of the best things to do for companies knows what products and services to be implemented on their business. Now, it is depends on the company on how they

implement this activity, by using technology, using a conversations, or through papers answering a survey.

Proper communication on the markets is must. Communicating with people is the best thing to catch what their wants and to gain also a good relationship with them. Imagine, if are not communicating with your markets, what they will think of your company? They think that you are fooling them. They should not just ask and listen to the answers of the people but they should also apply them so that the people will not feel that this company is just fooling them by asking what are their comments, suggestions and opinions but they don't make some actions that would improve or maintain their service.

Communications are very important for companies especially on knowing the people's specs and requirements to patronize their products and services. These can be lead to gain more profit and competitive advantage and also more customers demanding on your business. Having a conversation or communication with the people makes an advantage because the people loves that they are being heard by this tower companies.

Thesis 26

Public relations means that doing relationship of the company to the markets. Some companies are implementing their own public relation committees in order for them to have good relationship with their consumers. If this certain thing happens, there will be a possibility that the companies have now the credibility. So, the markets now have easier time to communicate with the companies. Through these public relations, companies are more approachable compare during these companies were started. This particular way of catching the people's emotions, these companies can now ask for suggestions, comments and reactions of their offering on the market whether it is a product or service.

Also, there are some of the companies that are still not communicating to the markets because they are afraid. Some of these fears of these companies are being afraid of are the people's comments and violent reactions to their offerings because maybe they are afraid to improve very negative and very bad things about their offerings, hatred about the product and a lot more. There are also these some companies thought that creating a public relations team would help the company to bring them to fame or to be number 1 producer of a certain

product because they have these public relations where they can establish a communication with the public or market.

It is important to have good relationship with the market for the companies to know what should have improvements on their offerings and in order for the consumers to satisfy more. The advantage of this public relations is that consumers are able to share their opinions and of course they have the freedom to speak.

Thesis 27

Companies are building their company website to share facts including materials used history of that product and a lot more and information in order for the consumers to know what the prices are and where to purchase that particular product. The problem is, at first, some of these companies are using their websites for only their products and they do not take in mind their relationship with the markets. On their sites have do not have things that are related to converse with their markets. The technologies were emerged in a certain period of time and tools and ways to communicate with their clients were also emerged. Thanks to the “boom” of technology because the way these companies communicate with the people also “boom”.

During the old school days, the companies have difficult time to have a conversation or they build walls to keep the markets at bay is that the people feels that it is uninviting and they feel that the company are very arrogant because they don't want to face the real world. Nowadays, it is has a bigger difference because of the technology and different people influenced these companies they now appreciate and understand why important good communications are. Companies must have a real conversation so that the people will approach them, will not feel the distance and they would not feel that they are just being arrogant.

Thanks to our good philosophers and the emerging and the “boom” of the new technologies. We expect that these improvements will continue to emerge on a certain period of time.

Thesis 28

Why restaurants secure their ingredients on their menus? Why these things keep them as secrets? It is because these things bring them to have competitive advantage on their competitors and to maintain their number of clients. Imagine, in a restaurant, if they reveal the

ingredients of their most ordered dishes, people now do not come on their restaurant and yet they will try to imitate your dishes. One of the problems is, if one of these people you revealed your secrets is one of your competitors, there are possibility to lose some customers right? So this statement is definitely true and it is applicable in the real world.

Some issues related with this statement is that some companies do not share their secrets or problems in the company such as what are the happenings inside the company. This is probably one of the false assumptions of other companies because they have the fear of revealing their top secrets especially if that problem are concern with the markets. The companies must share their secrets to the markets because they can somehow help them but if they won't tell it to the public they would ran bankrupt and it will be very hard for the company to wake up again. This is a big help for these companies because people is one of the factors why these companies are doing their business. Most companies keep their secrets because they think that they can find solutions to cope with their tribulations on their own but if the people knew it I think that it would be a big problem so it is better if companies would make a sense of conversations and an open communication with the markets.

Thesis 29

This thesis statement came from the one of the songs of Elvis Presley. The songs said that “we can't go on together with suspicious minds”, which is definitely correct. It is also applicable not only with lovers but also it is applicable on the field of business. They have some similarities between the issues on lovers and business. In lovers, if one of the two has suspicious or distrustful minds they will have difficult time have a stable relationship. On the other hand, in business, if the markets or the companies as well have doubts on their business to do, they probably have difficult time to have relationships and conversations with each other.

God created us with uniqueness which means that people in this world are definitely different. . People's uniqueness does not means that they are just unique in the characteristics of their selves but also the way they think. But sometimes it is difficult to handle the others way of thinking because sometimes you end up arguing. We have different personalities and characteristics, the way we think and different philosophies and perspectives to follow in our life. That's why, they are thinking suspiciously on other people.

This particular thing, thinking suspicious issues on others have a good output and negative output as well. The positive output is that, people do not believe immediately on other

people saying without any proof or until they see a proof to those issues. However, the pessimistic output is that people are becoming insensitive on because they are not aware why they have doubts on a certain things.

Thesis 30

In this world, things are changeable over a period of time. For example on certain company, probably after 2 to 3 months they are changing their suppliers of their goods because people's want and needs are also changing. In other words, it is directly proportional. If the people wants are changing over a period of time, of course their product requirements are also changing. So that's why companies are changing their goods and materials to use on their offering whether are a product or a service.

Companies are continuously improved what are their business process on order to avoid possible loss of customers and to gain more revenues and profit. Loyalty and trust to ones product can change in an instance especially when we have found out something wrong in the internet. The information we get in the internet now a day can help the company to be at the top or can destroy the company's future.

As I work on these 95 theses, I've learned that people are now networked. They are now helping with each other to satisfy and in order for them to change the offerings of the companies on their environment. The loyalty that we have for the companies we trust are just temporary because we can it anytime especially when we have found something bad about it. So, companies should aware and learn that people are now networked, helping each other and getting smarter over a period of time. The point is that networked people has a very big impact on the companies because it has big relations on what business to by the companies

References