

**Reflections on the 95 Theses
Of the Cluetrain Manifesto**

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Abstract

This paper consists of reflections of the fifth 15 of 95 theses of the Cluetrain Manifesto. Each of the 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, behaviors of both markets and companies and etc. With these reflections, you can learn how companies and markets interacts with each other through different tools such as websites on the net especially emails and social networking sites. I also cited some of the statements in this paper form the internet, see the references on the last page. This paper also emphasizes what companies should do on tracking opportunities and whether they take the opportunity to improve or not

Thesis 61

People nowadays are getting smarter and we expect that these improvements on the people will become continuous. As they are getting smarter, they are trying to help each other. For example, a certain person wants to buy a new top of the line laptop. We can say that he and the people around him are the markets. These are the people he knows such as family, relatives and friends. As he searching for a good laptop, the people around him suggests some of their experiences and some of the issues they encountered. Probably some of these people, suggests that iMac laptops are better and some says Sony Vio is the better one. What does it mean? It means that we have more trust to the people we know than the company itself.

As we've said on the previous thesis, one statement that I've mentioned is that people are getting smarter. What do I mean by getting smarter? They are trying to help each other in order to be satisfied. People usually do consulting people they know before purchasing or choosing the best product for them. Until they've heard the statement, "ahhh that particular is quite good try it, I have been using this product for almost a year". Through these networked markets, they are gaining ideas and knowledge from each other which is a good thing. They are learning new things not only on their own but also they are learning from the ideas of other people in the environment.

Thesis 62

People tend to know what is going on inside the company. Why these people are usually read newspapers every morning? Why we are interested if the headline of the newspapers is all about our favorite products? The reason is that, we want to know the things from smallest and biggest issues about the producers of that particular product. Not only form newspapers, we can simply search on Google all the latest news, articles and blogs about the producers. So what are these issues we want to know about? Probably issues that are related on operations and productions, organizations including the personnel and officials, financial issues including profit and budget and other issues that are related to the producers.

People nowadays compare on our previous generations are now flexible. What do we mean by flexible? Markets react when they are not satisfied, so they can go and explore what are the things they can do in order for them to be satisfied. They 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.

Thesis 63

Markets are the bosses. For companies, their customers are the primary concerns. 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. 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

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. "This 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.

Thesis 64

Company websites, advertisements on newspapers, televisions and on the web as well, brochures, etc are one of the activities to do by a company. But are these activities are the best things to do for your customers to be satisfied? These people especially the markets are very curious on what they are doing. For example, they really want to know and to be familiar with your operational management. Surfing the net, reading blogs and news and receiving brochures from the companies, etc, are not enough for them. They want a face to face conversation. They want to be familiarized "HOW" a certain thing within the company is made. just like us, IS practitioners, we do interviews on some of the people in the company how their business process is being made including materials, data and information. We are analyzing how these things are being flowed and we actually observe how the cycle of the process is being operates.

Business nowadays is complicated especially our situation here in the Philippines. Basically our main problem here is our economy. Even though, it is now getting higher, still it is not enough for all the businessmen of these companies. As we've said on the previous thesis reactions, people now are networked person to person. We can't stop them in connecting with each other and they are continuously improving and getting smarter on a certain period of time. They have their own strategies and ways to cope with their downtimes. Especially for the companies who are doing manufacturers, choosing their primary suppliers on the material used on their activities is important. They have to monitor day by day their strategies such as checking if the materials they ordering regularly have a consistent quality, new releases of other materials used particularly on technologies and etc.

Thesis 65

Motivating our personnel is one of the factors for them to work on their job with the sense passionate. Manager should properly motivate their employees so that both of you to be satisfied. Companies should also properly compensate their employees. Form, humans are the bulk or the life of a company. Without humans especially their personnel probably their business can't stand alone on the industry.

Companies have different strategies on how to handle their business. These include brainstorming, conversations, and meetings with colleagues. These companies have also their culture inside their organizations and their environment. For example, in schools, you tend to transfer to another school because you are not familiar with their environment. You are not aware of the schools environments; students, professors and the facilities as well. The same thing in business, you should be able to know your organization's culture in order for your business to be comfortable especially during operations. If you follow this scenario, you can limit your problems regarding with your organization's culture. It is depends on what strategies they will use on how to adapt one country's culture. They should be learned their culture with precautions. For instance, you are supposing to know what kind of jobs are in demand on that country. Here in the Philippines, you have the freedom to do some surveys, interview, etc. but in that country you must have a permit to do surveys. So they can send you do imprisonment if this scenario happened to you.

It is important to be strict on your employees and we must know also when and how to be strict on them. Of course, when they have difficult times working on their jobs, you should motivate and give them appraisals.

Thesis 66

Talking with face to face to your clients is more relevant and applicable than talking with them via phones, emails, etc. Although nowadays, we have advanced tools to use to converse to other people, still nose to nose and toe to toe conversation are better ways than other techs. One of these new tools is the intranet. Through intranet, the suppliers and people within an organization can talk to each other. 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.

Why do we need faceless reports? Literally, you can trust the person you are talking to personally instead of you both talking each other through emails. Why? Through face to face talk, you can determine if that particular person is saying the truth or just faking you about a particular product. Also, one of the factors why we preferred face to face conversation is that we are trying to sense integrity to such a person. We want those producers to persuade us face to face because of what we want the sense of credibility.

There are many ways to introduce ourselves to other people and community. Internets: social networking websites etc. But, through internet, are we can introduce ourselves with a sense of

uniqueness with others? Introducing ourselves personally, we can show to other people our uniqueness and our strengths. The same thing in business, not only through our websites but also companies should introduce themselves personally.

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

Thesis 67

Business nowadays is complicated especially our situation here in the Philippines. Basically our main problem here is our economy. Even though, it is now getting higher, still it is not enough for all the businessmen of these companies. As we've said on the previous thesis reactions, people now are networked person to person. We can't stop them in connecting with each other and they are continuously improving and getting smarter on a certain period of time. They have their own strategies and ways to cope with their downtimes. Especially for the companies who are doing manufacturers, choosing their primary suppliers on the material used on their activities is important. They have to monitor day by day their strategies such as checking if the materials they ordering regularly have a consistent quality, new releases of other materials used particularly on technologies and etc.

Different language means that we people have different wants and needs. For companies, offering their products and services to the people will have hard time to catch their attention because we as markets know what the things we should patronize are and we omit those things we don't want to buy. For me, products and services are similar to language. If we do not understand the whole document on a certain products including its specs, limitations and etc, we will not buy this things instead we look for another alternative product. People usually ignore some of the products because they have difficulties in understanding the products on their environment.

Thesis 68

One of the important roles of human beings is to communicate wisely to its fellow humans. When you're hungry, you can't settle it by your own. When you're hungry, first thing comes in your mind to eat. Ordering your dinner in a fast food chain is one way of communication right? So basically, communication is part of our life. When we say self-important jargon, it means that communicating is automatically important to us. Meaning, it can learn by you. For example, you are hungry, is someone teach you how to state your order in a fast food chain? In other words, the way we exist in this world, the wrath of communications will continuously improve.

Conversation is one way of expressing yourself to someone. It is one way of knowing each other. Many topics can be talk about that can catch your attention. You can introduce to whom you are talking to what products you like for example especially with girls, they talked about recent updates of fashion or beauty products. If one product satisfies you, you share it to your friends and encouraging them to try it too.

Ways to communicate such as technologies related on how to be conveniently talk to your client. Email, social networks, etc. are emerging. For me, we can't get rid of communicating. Although, new technologies are now up and coming but still the sense of communication remains. In other words, we must treasure the sense of communication in our community because it is one of the main purpose of humans.

Thesis 69

For existing companies, they not only valuing their customers but also they are valuing their investors. Investment is one of the ways to make capital in an organization. Money is the primary concern why companies have investors. With these people, they are able to raise money for their operations, management, human resource and other materials in order to offer products and services to the consumers. These investors are one of the support walls of a certain company because they will not able to continue their operations and to serve to the community.

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. Because of these improvements on socializing, some of the companies are appealing to their investors in various ways. They are trying to convince their investors via internet or other stuff to raise money with them. But the crucial thing is, they should also be aware of their customers.

Companies should try their best to balance their jobs to the community. For their customers, they must continuously satisfy them even if their raising of capital came short. The thing is, companies when they are coming short of their budget they accidentally discontinue satisfying their customers because of the limited resources. Companies should take account for this particular issue.

Thesis 70

All things here are interconnected and technically things are usually directly proportional. For example, in an organization, if their personnel are lazy and not motivated, do you think their operation will turn okay? And do you think they can raise profit if their consumers are not satisfied with your products and services? The result of this issue is that customers will start to ignore your offerings to them. Not only customers but also your investors will probably pay no attention to your appeals to raise money with them.

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.

As I've said, companies should balance their jobs for the community. All things here in this world are possible and it can be changed over a period of time. In other words, companies should be aware of the people outside their organizations such as suppliers, investors and of course the customers. People inside the organization are also important because they operate their main business process. 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.

Thesis 71

People especially the markets are one of the main key factors of a successful business. When we are the markets, we want us to be entertained, to be served or to be satisfied with the products and services offered by companies. On the companies' side, they should also provide the markets better products and services with a sense of quality and etc. These two parties should cooperate with each other. Meaning, each of the parties should do their jobs ethically. In other words, for companies, all their requirements including some papers etc should be legal and signed by government officials. The same thing on the side of the consumers, they should not degrade them if you are not satisfied with their offerings instead you can talk to them via emails, telephone calls and other ways. Sense of ethics should be implemented. Why some of the company websites implemented suggestions, reactions and comments of the people visiting their site? Why also these people keep commenting regarding with the offerings of the companies? For companies, it is important for them to know what are their customers' suggestions especially their complaints. Of course, companies want to entertain the complaints of the people in order to boost their credibility and they keep patronize their offerings. Yes, these customers are keep commenting and suggesting on these companies because they want to satisfy and to have the freedom to talk with these companies.

Both markets and companies should take on account or must be aware of the actions. Ethical actions are important on conversations because there are possibilities of problems with both parties.

Thesis 72

Marketplace is the place wherein transactions between consumers and producers are being done. Most of the consumers, marketplace is one of the significant things in order to have trusts on producers. For example a marketplace with lousy products and services offered, do you think markets continue to patronize your offerings? Do you think these people will try to transfer other producers to make them satisfy? From the appearance, cleanliness, quality of products, better services, and courteous personnel are one of the factors to take note for the companies.

Improving the marketplace will also probably improve your credibility for your customers. Nowadays, different strategies are now emerging on improving the marketplace. One good example is the Amazon.com. Basically, this company is an online company. Although it took 10 years for them to be profitable still they were able to achieve their objectives and they knew that their organization was

successful. Good thing with this online business, they improved their marketplace. In other words, people patronizing their services and products also improved and the company became more profitable. With these online businesses, marketplace had been improved because during the previous generations, when we say marketplace it is the place where the literal place wherein face to face transactions are being done but nowadays you can sit and just surf the net and you can now buy online products.

Through this particular activity, gaining competitive advantage will also improve. Specifically, innovation strategy is one of the ways to gain competitive advantage wherein you think some modern ways to offer products and services to the markets.

Thesis 73

Not only markets are getting smarter but also companies are getting smarter too. Some companies build their business strategy wisely. One of their strategies is franchising. For example, a certain person built a mini supermarket business. If this business succeeds, he or she can offer and a branch to his friends. Offering them that 10% of the branch will be for monthly payment.

Smart companies project their status on future years. They check regularly their current status yearly. Most of these companies, if their economical status fluctuated they must try to improve their situation. Also, aside in improving the situation, they plan good things for their companies and they want to be happened those things somewhere in future. These companies are waiting for opportunities to take that bring them competitive advantage.

Companies' way back from our previous generations, their ways of managing their business are very dynamic. Dynamic means that, as primary producers of the consumers, they do their business actively. In other words, although there are limited tools to use in to satisfy their consumers still they are determined to serve and help people on their needs and wants. Specifically, they were in old fashioned way of doing business. Just like on other things, for example let's say, you are a primary leader of a operational department of a certain company. Now, this company, its business processes are all operates automatically. What's my point? As a leader, even though that you are adapted on a automated business process, still you should know how it works manually. Through learning or just observing from it, you will gain extra knowledge about the operations such as the raw materials, methods to use, etc.

Thesis 74

Advertisement is one of the best practices in marketing and sales. Through advertisement, companies inform the markets what are the products and services they offer. Most of the companies are ready to pay as much as 10 billion for advertisements only. These will includes radio, newspapers, magazines and TV ads. Why, because advertisement is one of the helpful strategy for companies to raise profit.

Companies have different strategies on how to handle their business. These include brainstorming, conversations, and meetings with colleagues. These companies have also their culture

inside their organizations and their environment. For example, in schools, you tend to transfer to another school because you are not familiar with their environment. You are not aware of the schools environments; students, professors and the facilities as well. The same thing in business, you should be able to know your organization's culture in order for your business to be comfortable especially during operations. If you follow this scenario, you can limit your problems regarding with your organization's culture.

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.

Thesis 75

Some of the companies that want the world to change, they are informing other companies such as sharing of strategies they are doing. Like markets, companies are now getting smarter too because of the sense of innovation, they are now doing their best to change the world. Innovation is one of the strategies on how to build competitive advantage on your competitors. Innovation means that you are thinking some new ways, tools and methods on doing business. For example, the old school ways of selling good on the places or the branches of a particular store is now transformed and improved to online shops. Example of this is the Amazon, eBay and other e-commerce site over the web.

We all know that companies are doing business because of community and profit as well but the question is what other new things and methods should they think and use. The perspective of innovation is that not only on changing the world but also it must be changing the world ethically. Through the innovation with a sense of ethics, not only people will be satisfied but also our community will be improved. Imagine with the community that has a good economy, government etc and smarter people, there is a possibility for other part of the world that could be improved. In our world, helping each other is must.

Companies including its inner and outer organization shall have concerns with the community and especially the people. Innovation is the key to improvement of our community and we hope that everyone in the community cooperates and participates.

