

VERTICAL SOLUTION READER
(VERTSOL)
THE CLUETRAIN MANIFESTO
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DEDICATION

I dedicate this book to all my family, friends and to Mr. Paul Pajo. Thanks to all my family because they always there supporting me. Thanks to all my friends who helped me finish this book and thanks to Sir Paul for all knowledge and letting us know new things.

PREFACE

This is all about the book Cluetrain Manifesto and the 95 theses wherein my reflections, meditations and reactions are included. This is actually my 2nd book made under Mr. Paul Pajo. Feel free to read. – Angelo Amponin

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95 Theses

1. Markets are conversations.
2. Markets consist of human beings, not demographic sectors.
3. Conversations among human beings sound human. They are conducted in a human voice.
4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.
5. People recognize each other as such from the sound of this voice.
6. The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.
7. Hyperlinks subvert hierarchy.
8. In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way.
9. These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.
10. As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.
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.
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.
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.
14. Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.
15. In just a few more years, the current homogenized "voice" of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.
16. Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.
17. Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.
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.
19. Companies can now communicate with their markets directly. If they blow it, it could be their last chance.
20. Companies need to realize their markets are often laughing. At them.

21. Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.
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.
23. Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about.
24. Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position.
25. Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.
26. Public Relations does not relate to the public. Companies are deeply afraid of their markets.
27. By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.
28. Most marketing programs are based on the fear that the market might see what's really going on inside the company.
29. Elvis said it best: "We can't go on together with suspicious minds."
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.
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?"
32. Smart markets will find suppliers who speak their own language.
33. Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.
34. To speak with a human voice, companies must share the concerns of their communities.
35. But first, they must belong to a community.
36. Companies must ask themselves where their corporate cultures end.
37. If their cultures end before the community begins, they will have no market.
38. Human communities are based on discourse—on human speech about human concerns.
39. The community of discourse is the market.
40. Companies that do not belong to a community of discourse will die.
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.
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.

43. Such conversations are taking place today on corporate intranets. But only when the conditions are right.
44. Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.
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.
46. A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.
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.
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.
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.
50. Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.
51. Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.
52. Paranoia kills conversation. That's its point. But lack of open conversation kills companies.
53. There are two conversations going on. One inside the company. One with the market.
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.
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.
56. These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices.
57. Smart companies will get out of the way and help the inevitable to happen sooner.
58. If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.
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.
60. This is suicidal. Markets want to talk to companies.
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.

62. Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.
63. De-cloaking, getting personal: We are those markets. We want to talk to you.
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.
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.
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?
67. As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.
68. The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?
69. Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.
70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.
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.
72. We like this new marketplace much better. In fact, we are creating it.
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!
74. We are immune to advertising. Just forget it.
75. If you want us to talk to you, tell us something. Make it something interesting for a change.
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?
77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.
78. You want us to pay? We want you to pay attention.
79. We want you to drop your trip, come out of your neurotic self-involvement, join the party.
80. Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.
81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?
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?

83. We want you to take 50 million of us as seriously as you take one reporter from The Wall Street Journal.
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?
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.
86. When we're not busy being your "target market," many of us are your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.
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.
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?
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.
90. 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.
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.
92. Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.
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.
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.
95. We are waking up and linking to each other. We are watching. But we are not waiting.

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. They 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 from 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 their 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 evenly 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.

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 in 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 one 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

Thesis 31

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.

When we say loyalty, first thing that came out in our minds is faithfulness and dependability. For instance, your business is coffee shop. Regularly, you are ordering coffee creamer on this certain supplier and this particular supplier is your close friend. So, even if you heard that other supplier has a good quality of coffee creamer but still you are believing and continuously ordering on your close friend.

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.

Thesis 32

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've been using this product for almost a year".

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.

So basically when you heard that especially on the people you know probably you will get that particular product. Our mentor on this subject, Vertical Solutions (Vertsol), said the "14 versus 74". What do we mean by this "14 versuss 74", he said that only 14% of the probability of the customers to buy a certain product because the company said it is good. On the other hand, 74% is the probability of the customers to buy a product because their friend of their family said that product is good. The remaining percentage is the probability of the customers to buy a product because they feel on their own that it is good for them.

Thesis 33

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.

That's why we have our human voice not only your literal voice such as the tone, etc but also the way we communicate with other people. The way we persuade other people, the way we motivate our employees, the way we talk to our loved ones if there any problems to talk about, etc. Probably for me, the "human voice" is not learned through schools or studying but is being learned on our own. For example, on learning how to persuade and talk to your clients, basically there are methods on how to persuade people but also we have our own strategies to persuade people right? We automatically learned those things and through observing we are learning new things and strategies we will use on our business.

Thesis 34

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”.

I can say that many company websites I visited has the “human voice”, why? These companies are come up with not only website that company profile, products and their prices, contact numbers and how to purchase their product, etc. but also they have now reviews, comments, forums and ratings of the product they are selling to the people. Companies let these people share their insights about your products even if it is about your competitors. That’s why we have our operational management tool, the Total Improvement Deployment, wherein you should listen to the “voice of your customers” in order to implement some improvements on your offerings to the markets.

This thesis statement is definitely true and I agree with this statement. This is applicable on the companies that have online shops. They must improve on sharing insights they collected from their consumers and improve the ways they publish it to the community.

Thesis 35

What do we mean by 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.

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.

When we say community, consumers, producers, suppliers and other part of our environment are involved. For those who are doing business, they should aware of their community no money at all. Yes, we all know that the primary objectives of companies are gaining profit, but it is important also to be insightful on our community. Imagine, think of a business that is not aware of their environment and their communities, do you think they should be compensated and gain profit? The goal of their business is just money, money and money? They must have the "human voice" in order to be member of a community. "human voice is the key requirements for business to be successful, gain profit, more customers patronizing your product, and the credibility of your company as well.

Thesis 36

One of the important things for the company is the culture because this is one of the external parts of a business. They should be aware of this part because a business is a member of the community. For example, companies with different branches especially for companies that has international branches, if their branches supposedly launch in Germany. Definitely culture here in the Philippines and Germany is different. In Germany, time is very important for them compared to the Philippines. Here we have this so called, "Filipino time". With this scenario, companies should be aware of learning cultures everywhere especially in abroad. They must adapt someone's culture in order for them to be profitable in that area.

As I've said, companies are members of the community. Community consists of consumers, producers, suppliers and other parts of our environment are involved. For those who are doing business, they should aware of their community no money at all. They should be good members of the community. Companies especially for their branches on other country should adapt the country's rules and regulations, norms, how to socialize on that type of area, etc. These will be good help for them because their business has the probability to expand not only on their areas but also in the whole world.

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.

Thesis 37

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.

As the company stated on its age, people on this organizations should know its primary culture on very start in order for them to know what strategies to do in giving instructions on your employees. Companies should be on familiar terms with their culture because it can help on the rest of the life of the company. Based on my brainstorming, this statement means that if you don't know yet your organizations' culture you your company have the tendency to be in downtime because you are not aware yet. Understanding each cultures both the company including its organizations and the markets as well will give more appreciative on each other. If you understand each of someone's culture, it can also help you in security things. For example, in doing surveys, you are not aware that in your area is taking pictures and interviews with the people are prohibited. There is a possibility that the government of that are send you to imprisonment.

Thesis 38

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 from our clients on what are their wants. Why we do conversations? We do conversations because of business. Business related to families, studies and other things. So basically, the things we converse are related on human concerns. It concerns with on our community.

Why do business? The main concern of a business is not only profit but also the people and its environment. As we've said on the previous reactions, companies should have the "human voice". With this thesis statement, we do conversations because our primary concerns are the people. To serve and to satisfy are one of the primary goals of a business and these things are related to us humans

It is important to do conversations for you to know what's happening on your organizations. For example, your organizations are coming up of a system development project. Each member must know what the status of their project is day by day. We can do this through conversations right? Through talking to each whether it is face to face, by phone, by emails or by any social networking websites we can do conversations.

Thesis 39

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. At that situation you are marketing those products to your friends, convincing them to try it too. Or if you are not satisfied, you will tell your friends bad things about that product and encouraging them not to try it. In situation like this you can develop your good marketing conversation. In this example, it really shows the power of words, how it affects the market of products and it really shows how someone influences others through conversation.

For example to a salesman, he must have what we call sales talk for him to convince his consumers to buy his products. Even if your product is good, only few will buy it if you can't market it properly to your consumers. The product will be known and appreciated through it. The gain in your profit is in your hands so you must be good. The role of good sales talk is very important to a successful promotion of a product. The power of discourse is really helpful in advertising. We can say that conversation is the secret ingredient to a successful marketing.

Thesis 40

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.

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.

I agree with this thesis statement because imagine if your organization is not participating on meetings and collaborative meetings, they definitely not be successful. Meetings regularly can help for your personnel to understand what should be done on your organizations. This includes improvements, facts and information about your offering on the markets. Being in a discourse is being in a conversation with different people. we listen to the talk of someone in a meeting or a seminar for us to gain more facts and information related to your business. Conducting meeting, usually on a organizations is must most of the companies on our country.

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

Thesis 41

Nowadays, competitions among different countries are very critical. A certain company does security not only on their operational process but also all the parts of the organizations. All parts of the organizations are the key factors to gain competitive advantage including the personnel, equipments and the business process. Environment is also a key factor. Without community, a business does not exist. We are community and we should help out each other in order to be satisfied. Security as a state or condition is resistance to harm. From an objective perspective, it is a structure's actual (conceptual, and never fully knowable) degree of resistance to harm. That condition derives from the structure's relationship (vulnerability, distance, insulation, protection) to threats in its environment. From a subjective perspective, security is the perception or belief that a valued structure has sufficient objective security. <http://en.wikipedia.org/wiki/Security>

Companies should take on account on their security because with a secured business especially on their operations management, it will bring them to a competitive advantage over their competitors. For example, your business is one of the fast food chains here in the Philippines, you must secure your ingredients on your fried chicken because that fried chicken of yours bring you a long time competitive advantage. If you reveal these important things in your company, for sure your profit will go down. Security is like secrets. You must take these important things as the company's top secrets.

Security is also important for us IT people. Security is, without doubt, emerging as one of the most important elements in IT planning and implementation. <http://www.net-security.org/news.php?id=13532>

Thesis 42

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've 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.

Communication with customers and marketing often overlap since the same strategies for communicating effectively with customers also result in good marketing. Here you'll find material to help you use information about your customers to communicate effectively. http://customerservicezone.com/Communicating_With_Customers/. As I've said people are now getting smarter. They are gaining ideas not only from other people nowadays, but also they are now expanding their knowledge within the company. The ideas they are learning are the rules and regulations of the organizations, the personnel, etc. Not only these things, they are now also aware of the operations and business process of a certain company. How they know these things, probably through surveys, interviews, advertisements and the World Wide Web.

Companies should now be aware of their markets because people now are very different from the previous generations. People now are very wise and smart because maybe with the help of the technologies and educations.

Thesis 43

An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway computers to the outside Internet. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences.

http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8_gci212377,00.html. With the advanced technology we have nowadays, different tools and ways we can communicate especially for businessmen. Through the use of intranet, we can communicate with our colleagues privately. For example, when you are talking about your salaries, it is improper when you having conversations in a public such as the internet right?

Using this kind of technology, it has also limitations on using and to be familiar with it. It has also some conditions and limitations to be learned. Most companies, implemented laws by violating of their rules in the company. For example, let's say, you are conversing with your colleagues regarding with inventory excess of the productions. You are going to sweep these kind of through the use of intranet. Companies should implement security factors on their system especially when they have this kind of technology.

We must take in our minds that every things in this world has limitations even technologies has the rules of proper usages. The problem when you have this technology, we can't avoid some hackers within the company. So companies should be aware of these persons and implement laws and rules within your company on using this kind of technology.

Thesis 44

An intranet uses TCP/IP, HTTP, and other Internet protocols and in general looks like a private version of the Internet. With tunneling, companies can send private messages through the public network, using the public network with special encryption/decryption and other security safeguards to connect one part of their intranet to another. Typically, larger enterprises allow users within their intranet to access the public Internet through firewall servers that have the ability to screen messages in both directions so that company security is maintained. When part of an intranet is made accessible to customers, partners, suppliers, or others outside the company? That part becomes part of an extranet. http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8_gci212377,00.html.

Some companies implemented this kind of techs as a sort of rewards for its employees and personnel. They know that their employees are hardworking, dedicated and always motivated for every project they doing. So they implement some tools in order for them to be convenient. Not only this contingency but also to fasten their business process. Let's say for HR department, instead in going to different cubes in the department, they can simply use the intranet to do conversations and meetings with their colleagues.

As I've said they should also implement some limitation on this kind of technology, because hackers are roaming around the system and they love to stop and have interference on your system. Also, they can steal all your resources or they are spying you in order for your competitors to equalize with your company. So companies should be aware of these persons and implement laws and rules within your company on using this kind of technology.

Thesis 45

Intranet is now in demand for large companies especially with a large numbers of departments. They enable intranet on their company for confidentiality purposes. For instance, you are doing conversations with this busy supplier. You are quite annoyed because he is always busy on answering his emails and other stuff in the internet related to his business. Even phone call, he was not able to answer because his activities through the web. Probably through this way, implementing intranet on your company, it will gain percentage to answer you regarding all your questions about your business and entertain, giving you some facts and information, new releases of their supplies and many more. Through the use of intranet, our business not only yours but also other companies can fasten business process especially for those companies that have a lot of conversations to do.

Intranet means your conversations are slightly secured. Why slightly secured? Because, a lot of hackers love to interfere your conversations and you don't know how they can attack you anytime and anywhere. So companies should add securities and their security should be strict and tighter. They should also implement some limitations and laws on this kind of technology, because hackers are roaming around the system and they love to stop and have interference on your system. Also, they can steal all your resources or they are spying you in order for your competitors to equalize with your company. So companies should be aware of these persons and implement laws within their organizations

Thesis 46

As I said in the previous thesis reactions, good communication of the people within the company or an organization is one of the factors to be paralleled in other companies out there. Each department has significance for the company such as human resource, accounting, information technology, etc. These departments should commune with each other regarding with the information, materials and other things needed by its company. In other words, each department should have collaborative with other departments. For example, logistics department should have enough information to deliver to the accounting department for booking purposes.

Nowadays, most of the big companies use intranet on their network for some purposes. The main purpose of this thing is to have convenience on changing of words of other organizations and the company. For example, let's say a big company like Smart network, they use intranet for confidentiality purposes such as exchanging words on their suppliers. Aside from phone communications and emails, they use intranet for their business. Supplier A, can connect to the organization and talk about raw material A and Supplier B can connect regarding with raw material B. in this case, suppliers of a organization can easily connect with them by simply accessing the company site and log-in on the intranet.

Using this kind of technology, it has also limitations on using and to be familiar with it. It has also some conditions and limitations to be learned. Most companies, implemented laws by violating of their rules in the company. For example, let's say, you are conversing with your colleagues regarding with inventory excess of the productions. You are going to sweep these kind of through the use of intranet. Companies should implement security factors on their system especially when they have this kind of technology.

Thesis 47

The urging technology of our generation is improving continuously. Advanced technologies are emerging over a period of time. These tools used by big companies are now in demand. To gain competitive advantage, they usually patronize advanced equipments in order for them to improve and reengineer their business process. Also, the reason why these advanced techs belong to their wish lists is that they want to be paralleled in other companies' demand or other companies' economical status. Aside from these reasons, they use these kinds of technologies not only for the company's recognition but also for the people inside and outside of the organization. Personnel within the organization can now fasten its business process through the use of these stuffs. People outside the company can have the convenience to patronize company's products and services.

Specifically, intranet network technology can help the company and its suppliers and customers. Most of the companies, they include intranet network on their company website. For example, here in our school, in College of Saint Benilde students and employees can log-in anytime on its intranet network. Through this intranet, both students and employees can access some of the journals and applications that other people can't able to access.

With the advanced technology we have nowadays, different tools and ways we can communicate especially for businessmen. Through the use of intranet, we can communicate with our colleagues privately. For example, when you are talking about your salaries, it is improper when you having conversations in a public such as the internet right?

Thesis 48

All things in this world have limitations and rules to be followed. For companies who use equipments and materials like chemicals which are harmful to our environment should be on familiar terms with limitations to use these materials. Rules and regulations are important for the companies, through this way limitations can be inherited on all parts and departments of the companies. Based on my understandings, this thesis statement is related in rules, regulations and limitations to follow by a company. Advanced technology such as the intranet network, people should know the limitation and rules to follow regarding with the usage of the network.

Most of the big companies, they continuously improve their website for their customers to be familiar with their products and services offering. Basically, these companies want to share their clients extra knowledge. Of course, this knowledge that they are sharing is also limited to the people patronizing their products and services. The thesis statement emphasizes that not only the products and services itself are located on your company websites, but also you should share facts such as some of the materials used on the products, history, etc. In other words, companies should come up and adapt that through this sharing of knowledge, they can form a basic marketplace.

We must take in our minds that every things in this world has limitations even technologies has the rules of proper usages. The problem when you have this technology, we can't avoid some hackers within the company. So companies should be aware of these persons and implement laws and rules within your company on using these kinds of technology.

Thesis 49

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.

Actually, I think that those leaders that adapted from a manual business process they are actually more knowledgeable have more skill than those who are adapted from a automated business process. Nowadays, what is the problem to those people who are adapted from an automated business process? They usually do not know how the business process transformed from its manual process. Those people don't want to learn those business processes before and they are focusing only in modern one. I think, this perspective is definitely wrong. For me, although you mastered the automated business process, but still you should know how this automated process operated manually.

Thesis 50

During our previous generations, most of the people in an organization don't have relationships with each other. The only thing they do is just work, work and work. They do conversation if there is a meeting or important talk to each other but in nature they do not have interconnection with each other. In other words, business is the most important for them and not their relationships. Back then, even if they are outside the organization, the presence of being an employers and employees is always there. So, that's why some of the people discriminate those people in low level of the organization. Compare to our generation now a days, the perspectives on our previous and modern generations are absolutely different. So, what are the differences of the two perspectives?

Back then from our old fashioned perspective, people in higher position do not have proper relationships with the people in lower position. They usually do conversation just for the benefit of the company and just for their business. Now a days, those people in higher position have good relationships and communication with each other even if they are outside the company. For example let's say, you are a HR manager of a certain company, your way of motivating your personnel is to hanging with them. Through this way, two important things are building up. One is your relationship with them and how they adapt a way of communicating with you. Lastly, your way of motivating themselves is improving. That's why, people in an organization are now hyperlinked and not hierarchical.

Thesis 51

As I've said on my reflection on thesis 50, there are differences between our current generation and previous generations. One of the differences is the way we manage our business. Perspectives that are built up during the emerging of our current generation is now continuously improving over a period of time. Managers during the previous generation were adapted on their perspectives and managers nowadays are now adapted on the perspectives wherein they are adapted. This will cause a certain problem, managers nowadays have different perspectives from other managers that are adapted on previous generations. For example, managers who managing during Gen X are practicing that their employees should report face to face to them, but nowadays, managers who are managing the modern Gens have different ways – employees can converse with them via email, intranet or social networking websites.

Perspectives that are performed in old fashioned are complicated to understand. People during those days adapted from a complicated practices. So, their way of thinking is very deep because they are trained through complicated practices. For example, you are a leader in an operational department in a manufacturing company. In your department, you have your processes operates manually. Later on, the president decides to reengineer your business process. So, this improve system of your process helped you to fasten the operation. For instance, you are suppose to leave the department and your department should hire a new leader. Are you sure that this leader how the process operates without the improved system?

We should know all the perspectives of different people because it can help during downfall of a business process especially for leaders they should learn this way.

Thesis 52

Paranoia is a thought process characterized by excessive anxiety or fear, often to the point of irrationality and delusion. Paranoid thinking is based from paranoia. If you are doubted to do a certain thing, it means that you are not concentrated on what you are doing. The same thing in business, if you have paranoid things in your mind to make a certain decision, your strategy in running your business will not succeed 100%. I definitely agree with this thesis statement. Paranoia means that you have fear on doing something. For example, a CEO of a big company has a complicated decision to make. If this CEO has the doubts to take that decision as a big opportunity for them, they will not succeed on their industry. Good leaders should be motivated and determined on the things they do.

Paranoia kills conversation. It means that everyone in an organization should be motivated and have the determination to do all their goals in business. A good example is your team is conducting a system development project. In your team, there are others who do not agree with the team's decision. They have the doubts to do their part because they think some negative consequences when they do their primary activity in your team. This will be damaged your team's strategy. There is the possibility that other groups in the team have also the doubts. That's why people in an organization must be motivated, have the sense of a determination and have a good communications with each other.

Thesis 53

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.

Communications within the company is a must. Imagine when departments in an organization don't exchanging words. What will happen when logistics department do not report on accounting department? What data and information will accounting department put on their bookings? Exchanging of words is very important especially to those interconnected departments. Conversation outside is also a key factor to succeed. Promotions and transactions with the customers are the primary objectives of a business. A business should have the ability to communicate with the market place because it is their job to serve the people. When they are not able to talk, there is a possibility a failure of their business.

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, every day we do conversations. Through conversations, we gather data and information from our clients on what are their wants.

Thesis 54

Good communications as one of the biggest words when we do business. These words are the common words when we are talking about business. Even if the young ones, they know the importance of good communication. We definitely know the importance of conversation not only in business but also in our everyday life. How we'll know the news in our environment if you don't do exchanging of words? How will you command and motivate your employees in your organization? Nowadays, we are using different kinds of advanced technologies in order to converse with other people. Cell phones, emails and social networking sites are one of the tools we can use.

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. 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.

Even if we have advanced tools to use in order to converse, people should know the importance of communicating by face to face because not only it is the general way but also to train them to talk in front of people.

Thesis 55

We must take in our minds that every things in this world has limitations even technologies has the rules of proper usages. The problem when you have this technology, we can't avoid some hackers within the company. So companies should be aware of these persons and implement laws and rules within your company on using this kind of technology.

An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway computers to the outside Internet. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences. With the advanced technology we have nowadays, different tools and ways we can communicate especially for businessmen. Through the use of intranet, we can communicate with our colleagues privately. For example, when you are talking about your salaries, it is improper when you having conversations in a public such as the internet right?

Using this kind of technology, it has also limitations on using and to be familiar with it. It has also some conditions and limitations to be learned. Most companies, implemented laws by violating of their rules in the company. For example, let's say, you are conversing with your colleagues regarding with inventory excess of the productions. You are going to sweep these kind of through the use of intranet. Companies should implement security factors on their system especially when they have this kind of technology.

Thesis 56

Conversations outside and inside the organization are the two conversations in the thesis statement. Outside the organization is the marketplace wherein the transaction is being held. Inside the organization is the way the people and personnel within the company communicate with each other. Communication within and outside the organization can be done at the same time. Personnel within the company such as the accounting coordinator get all the financial records from the logistics department through conversation. That's why conversation in an organization is the primary methods to do business. Personnel in an organization such as the promoter of the product, is persuading the customers to patronize their product. Customers are one of the key factors to gain profit and credibility to them.

People can easily recognize if a certain promoter is saying the truth about their offerings. As the previous thesis statement said that markets are getting smarter and improving. People within the company converse with each other to serve the people and they are helping everyone in the company to improve and have recognition the products and services they offer. Markets, on the other hand, are outside the company. Markets are also helping each other to find the right products or services to avail. Instead of listening to the company's advertisements, they are now listening to other customers or other people they know. They probably avail a certain product if that product is recommended by the people they know. So, basically, people understand each other and they are rally round each of everyone.

Thesis 57

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.

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.

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.

Thesis 58

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.

For some of the companies that are already satisfied with their status will probably not to track opportunities to improve their status because they are already at number 1 spot. These companies are trying to be consistent on their position so that they maintain their status. On our earth's situation especially the economy, if your company belongs to these companies that are satisfied, you will definitely not wish to improve your situation because of our global crisis. So, these companies will no longer track opportunities to improve their economical status. 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.

Thesis 59

Different perspectives of people especially the markets are improving and continuously emerging. People go online more often to have more knowledge to gain on their products they want. They usually go online not for visiting the websites of their favorite brand but instead they are updating their emails and other sites like social networking websites. 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

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.

Through socializing, other people help them to choose what brands and products to purchase and what products are more affordable. They actually helping each other by suggesting what they know or they have experienced on a certain product. Then they site their experience and share them to other people so that they can benefit from each other.

Thesis 60

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.

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.

The same thing on other business, for example let's say, a restaurant. This restaurant is distributing some leaflets to the customers after the bill has been paid. These leaflets contain some questions like surveys to be answered by the customers. They can also suggest what other dishes they want and other stuffs in the place to be more elegant to stay.

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 from 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 ion 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.

Thesis 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?

Here, we can sense that there is negotiation that is going on. Someone tries to convince the other side to have a transaction with them. He wants to buy something that he is willing to pay for. In the situation like this, you must have a catchy statement so that the other side will pay an attention to you. Your something like proposal must catch their attention. You must assure that they will also benefit with what you want to happen. Assure them that you are willing to pay and capable to pay, that you will not crediting their services or product. What you are saying must catch their interest, tell something. Their advertisement is open to all but not all consumers will have the chance to talk to them, only to those who they think that they can benefit from. In the statement above, it is one example of a short but catchy statement that one consumer must say. If you are really eager to talk to them, well pay attention to them. Your statement must not too long because they might get lazy to read it. Most of the time long statement has no sense at all, most of then are somewhat like overacting. They must manage their time; they don't have much time for your long and no sense statement. You must also consider their time because they have lot things to do, they are businessmen. So make your statement short but can catch their attention or interest.

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

In a transaction, you must know if the one who you want to negotiate of don't have interest on you, on what you are talking about. You can sense that they are just telling alibis on you. At first they might approach you but if they already knew that they cannot benefit from you that is the time that your conversation will end up to nothing. Time will come that they will not answering your e-mail anymore or just ignoring it. Or they will tell you that they are busy "doing business" so they can answer your e-mail right away. Well if that happen don't be so stupid waiting for them. Just dump them! Save your pride! Make them feel that it's their lost not yours. To the company who's doing that thing, be sensitive to what they feel. At least be nice in telling them the "truth". Don't be so boastful, you might be karma. And besides they are consumers, they can add profit to your company. Because of them why your company still alive and kicking right? Be thankful to them. Consumers, if you are rejected by the company that's okay try to find another one that can suit your need. Maybe there's another company that has better services or products offered that is more compatible to your need. Just always think that if you didn't caught their attention; well don't push yourself to them anymore. Try to find another company that can give you what you want and need.

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

As I've said if a costumer failed to get an attention from the company he might lose interest to that company. If the company don't want or don't like the costumer, the company ignored him or don't answer the e-mail of the costumer right away. And that's so bad! If the company wants to have a consumer they must learn how to treat the costumer nicely. If the costumer did not like the way the company treat him, he will find another company that will entertain him nicely. If that is happen it is the company's lost not the costumer's lost. The company must always be reminded that the consumers is their life, the life of a successful business so don't give them a chance for to go away from you. The costumer wanted the company to treat them in a nice way and that's definitely right because they are the costumer and they should not be the one to cram an attention from the company. Actually the company will be the one to benefit more if the transaction will be successful because they will earn profit by the money that the consumer will pay of. So they must learn how to value costumers. The costumers will be the one to spend money for the services they will purchase to the company so they are the one who is less benefited. They want the company to pay attention to them; they want to feel that the company wants them before they purchase their services.

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

When I read the statement “we want you to drop your trip, come out of your neurotic self-involvement and join the party”, the first thing that comes on my mind or the first thing I pictured out is a woman who is very busy in her work and no time for socializing with other people or get relax. Sometimes, even if how busy you are you should have fun, you should mingled with other people. Don’t be so frustrated with your work. Go out with your friends! Have fun! Don’t let yourself live in a boring world. It is not an healthy lifestyle to just go on office then house, house then office. Don’t limit yourself in four corners of your office, there’s a place better than that. Don’t push yourself too hard doing office works, there’s better thing to do that can make you feel young. And besides, it is healthy for you to socialize because you can meet other people that can broaden your knowledge related to your field or people that can be help you in your work. If you push yourself to work and work and work you will get old earlier! Many wrinkles will appear on your face and I am sure you don’t want that right? Socializing is one form of relaxing for other people and one form of improving yourself. And you can learn about many things when it comes to mingle with different people so go out! Join the party!

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

There are several ways to have competitive advantage: Cost leadership, product differentiation, innovation strategy, growth strategy and alliance strategy. These ways are all effective. Now we take a look on how to do innovation strategy, with this way you are thinking new ways on how to do business. For example, Amazon.com, they had 10 deadly years before being profitable but their idea was been innovative. During old school days, we buy clothes, books and other stuff by going to the actual market and place of the store through cash, check or credit card. Amazon's idea had been new to us. Just sign up to Amazon.com, now you can purchase products from them through cash, credit card or PayPal.

We all know that why we are doing business is because of the money and the profit we will gain from it. This perspective is quite wrong, companies should be aware to its community especially to us markets. It is wrong that they are doing business because for profit. For example, you have you start up, an eatery, imagine you are serving double dead meat serve to your customers and these customers keep patronizing your products and quality of service. With your side, you should be aware of the health of your customers. The same thing in other business, concerns with your consumers should be implemented within the organization in order to keep demand and patronize your products and services offer.

For companies, not only concerns with the community they should know but also to have patience. Good example of this is the Amazon.com, they had the patience to be profitable and keep change the world business.

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

Imagine your business has large profit earned every month and different investors also helping you out to raise capital. The thing is you have large number of resources to earn money right? But is money is the only thing why you are doing business and serve and give all the needs and wants of the markets? Money is kind of one-dimensional and boring. Meaning, yes you can buy you all you want with money, but is money is main key factor to earn your integrity or credibility of your company? For companies, not only profit they should take into accounts but also the sense of concerning the markets. In other words, community is more important than money.

When you have meetings and talk to your personnel with money and profit is your main topic, it is quite boring already because you are forcing or you must do your best to raise money. Isn't good to have meetings and do your best strategies to change the world or think of the other ways to do business with a sense of concerns for your consumers. Meaning, you must work hard for a company's image and recognition in order to earn money.

Nowadays, money is now the main concerns of most companies. The only thing they should do is innovation and change the world on its status. Community including people, nature etc is the first thing firsts and money should comes next. Meaning, in order to create money in your organization you must first to be good example to our community.

Thesis 82

Quality of products and services is one of the important things to take note of a business when looking for a large number of consumers. Different companies do TQM or Total Quality Management and know the concept of Kaizen or the continuous improvement on your business. Markets want a better quality product and service and companies should take into accounts the voice of their customers in order to meet or even exceeds customer's requirements.

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.

Quality Management should be implemented on the business process and should take all the customers' comments, suggestions and reactions regarding with your offering in the marketplace. People are now getting smarter and they are trying to do your best to serve them with the sense of ethics and these companies should have legal requirements.

Thesis 83

For companies, they also getting smarter and help each other like franchising strategy to do business. In franchising, a certain person buys a franchise of that business and helps each other to improve their products and services they will offer to the markets and marketplace. For these companies, they will do their very best to serve and give the needs and wants of the markets and to raise profit as well. Investors also come in, they help out these companies to raise capital to work and implement their business proves properly and to have better quality products and services.

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.

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.

Thesis 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?

For me, when I read it, the first thing that comes on my mind is just simple chatting. It is like one boy wants a girl that can caught his attention but it is not like that. It is deeper in sense. As long as I read it, I can figure out what it wants to imply to us. A company has what they called secret weapon. And most of the time, the secret weapon they are talking about is a person that has excellence knowledge and skills. And that's what he, the person who said the statements above, want to know. He wants to know who that person the company is taking care of, really take care of. In the last line, "Can they come out and play?" it sounds competitive for me. It sounds like that he want to compete with that person whom he is talking about. It somewhat like, shows what you have got and I will show what I have got too. A company uses their secret weapon if a tight competition with other company arises. This person with excellence skills can be the key to the success of the business. Every company has this "person". Those persons will be the one to face off when there is a competition so they want to know their rivals. Just an example is when there is bidding for a project, of course, the companies will send their secret weapon, and they will be the one who handle the project. And in that situation, we can find out who is the strongest among them.

Thesis 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.

Even if you are the boss of the company, it doesn't mean that you know all the answer in a problem when it comes on your company or in everything that happen on your business. Although you are the boss you also need help from the people who works on your business. The company will not operate well without them so be thankful to them. You must treat them in a right way because they are the life of your business aside from your consumers. They will be the one you can turn to if problem arises in your business. From the lowest level of your employees is important. They have the knowledge or the information you want to know related to their work or job. So you must treat them nicely. You must be approachable, not boastful. You must have the looks that your workers can reach to. Actually even a simple smile can make a great thing. A smile can change everything. If you smile on your employees, their feelings for you will be light. They will like you. And that's what must be really happen. If they say to you good morning or greet you, you must reply or answer back good morning too. In that simple way, you can build good relationship with people around you. And if that happen, your business will be more successful. Actually that's more plus point to you because your image to other people will be good and you will be receiving good feedback from people.

Thesis 86

Markets are the main concerns of the companies. These companies have departments such as marketing and sales wherein this people are projecting possible target markets of the company. Other activities such as projecting sales, advertising, and promoting the products and services offered by companies are the some of the things focusing by this department. Not all the markets are the “target markets” of a certain product. Instead these people are just roaming around online and are socializing through their social networking site. As these people are roaming on the net, they are gaining knowledge at the same time. As we’ve said on the previous theses, people are now getting smarter. A good example is their relationships. Imagine, this person is online every day, this particular person are now gaining information about the things on the net. We can say that, the person he/she knows is also online. There is a possibility that these people will help each other. For instance, one person wants to buy a new laptop. This particular person will probably consult to other person through the web. Persons such as their friends, etc give advice on decisions to make on purchasing a product or service.

Our internet penetration is now getting higher. As of now, Philippines, gained the number 10 spot I Asia on number of internet users. Even us, IT practitioners have to be online more often because for us, internet is our environment. News, blogs and other stuff are very vital for us. Topics such as the new software, IT companies and etc are some of the topics on news, bogs etc we want o know.

Thesis 87

Companies should not force the markets to patronize their products and services. Instead these companies should balance their work if these people are not interested in their products and services. They should come up big, implement improvements and especially they must motivate their employees in order to meet and even if exceeds customer and design requirements.

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.

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 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.

In a business, the costumers will be the one you have to value first. You have to consider what they want and needed. The costumers are the life of your business. If you want your business to stay longer and stronger, you have to value your costumers aside from your workers. The power is in the consumers, not on you. In short, the costumers are the boss, not the owner of the business. If the owner of the business and its personnel didn't take time to think what their consumers want, time will come that the business will fall down. As time pass by, the consumers wants constantly changing. Their preferences in many things are shifting from one level to another. Their needs are higher and higher. The technologies in the modern period made our needs in a higher level, in other word hi-tech. also, the demand of the people is getting bigger. 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. The company must concentrate in the needs of their costumers because if not, the costumers will go to the other company that has product and services that can suit their needs and wants.

Thesis 90. 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.

The companies must have good and full service to their clients. Main factor of a business is the concerns to their consumers. Producers are only the provider of the needs and wants of the people especially the markets. Companies and markets should have good relationship because main key factor of a business is communication and conversation. Without this particular way, a certain business will not call a business. It is just an activity or something they feel to do.

The client must feel it so he will be contented to you and will not shift to the other company anymore. Most of the big companies, they continuously improve their website for their customers to be familiar with their products and services offering. Basically, these companies want to share their clients extra knowledge. Of course, this knowledge that they are sharing is also limited to the people patronizing their products and services. The thesis statement emphasizes that not only the products and services itself are located on your company websites, but also you should share facts such as some of the materials used on the products, history, etc. In other words, companies should come up and adapt that through this sharing of knowledge, they can form a basic marketplace.

To summarize, people are interconnected with each other. Meaning they are directly proportional. For example if a certain person is not properly compensated and motivated by his employer, the business process will also become lousy for the consumers. In other words, good relationship with each other is a must.

Thesis 91

People especially the markets want to talk with the companies. A passage from www.christian-counseling-online.com said that, “Now days we have many more means of communication than our grandparents or even our parents. We now have, in addition to the nearly outdated land line phones and faxes; cell phones with TV's, Email, video, and text messaging capabilities. Of course you can still use your cell phone the old fashioned way! All these wonderful high-tech methods of communicating however don't solve our communication problems. Only developing personal skill in communicating can do that.” Comments, suggestions and reactions are one of the activities in order for them to be entertained or to be served. As a vital factor for company's integrity, talking to their customers is one of the ways to improve the relationships with them. For instance, a company who doesn't manage CRM to their customers will probably lose some of them because these people are not satisfied. Remember that people want to talk to the companies for questions, comments, reactions and for consultation.

A good example is the Cafemom, one of the websites I registered in namechk.com. One my classmates, called the Cafemom and questioned them how he can sign up with their site. But his call was a nightmare. Nobody from Cafemom responds to his complaint. We can say that, this Cafemom doesn't want to talk to markets. This kind of perspective is a wrong doings or an unethical thing to do by a company. Imagine this website has sited that with their company you can sign up for free but if you sign up with it you access your account.

Thesis 92

Most of the companies prioritize much on profit even if they don't know the possible things to be happened on the next years. Profit is the only thing on their mind, just to raise money and earn profit and gain the number one spot on its industry. "Companies are spending billions of dollars on Y2K. Why can't they hear this market time bomb ticking? The stakes are even higher." This statement emphasizes that each of the companies should focus on not only for money but also for their stakeholders. You can't do business if you do not have concerns on the people around you. As one of the thesis statement sited that public affairs should also implemented and build in to the perspectives of these businessmen.

In the statement, the time bomb means that people are growing and becoming matured. And, I can say that those people are getting smarter. Not only our equipments such as our computers, laptops, mobile phones and other emerging technologies are improving and stepping up to a new level but also we as a people and as a markets are improving. In what way and how we are improving at all? Through our perspectives, experiences and philosophies in life, we are learning from ourselves and we can transform our mind to a higher level. Combining the knowledge of those skilled persons and the things they experienced, they can apply those things on business especially when you are the markets. We are wise men regarding on negotiation with the companies. Products and services are offered to the markets not because of money but the right is to serve and to satisfy those people ethically.

Thesis 93

Conversation within and outside the company are important especially to those people negotiating and doing transaction. Every parts or departments are interconnected with each other. In other words, everything is directly proportional with each other. In this thesis statement, the wall, Berlin Wall is like some hindrances to us to be understood. Specifically, those hindrances are the dilemmas and problems to converse and transmit data and information with each other. During our old school days, specifically in the late 90's, there are no social networking websites and other technologies related. But then, as the generations improved they build up some new things here in our world and improved some ways to communicate with each other.

As I've said, companies during our old school days have limited tools to use in order to converse. Our problem is that, we have limited ways, methods and some tools to use. For example, during that generation, internet was not that accessible to us, markets are also limited to have feedback to the companies. Only ways and methods at that time was going literally to the marketplace of that company and have feedback such as comments, suggestions and reactions about their offerings. And, the only tool at that time was through papers. In restaurant, for example, after you eat from their restaurant, some of the employees distribute some papers to be answered by the customers. These papers question the customers how good the service of that restaurant is. Some comments and reactions should be answered by the customers.

Thesis 94

As we've said, companies during our old school days have limited methods and ways to communicate with their customers. You can talk to them actually face to face during your negotiations and transactions. Markets on the other hand have also limited tools to use in order to contact the companies. As we grow up and our generations improved, those methods, ways and tools were also improved. For example, nowadays, companies are now having not only a dynamic website but also through that website, you can now do your conversations, negotiations and even your transactions as both consumers and producers. Nowadays, the word, "innovation" is one of the goals of the businessmen. Why? Because, through innovation you can earn satisfy the people around you and earn profit at the same time.

A good example is the Amazon.com; this particular company took 10 years to be profitable. Imagine that 10 deadly years of operations made them successful at last. Innovation as one of the strategies to gain competitive advantage is now emerging as perspective of the businessmen nowadays. Except from cost and product leadership they now include innovation as the competitive factor for companies. Through innovation you can change instantly the way of living of the people and the markets. Competitive advantage, as we know, will gain us to the number 1 spot if we gain its requirements. For example, regarding internet providers here in the Philippines, those providers keep copying each other and do some innovation with their business.

Thesis 95

For both companies and markets, interconnection with each other is one of the factors to be victorious on the business. From “markets are conversations” to “we are waking up and linking to each other” we have learned that these markets are helping each other and getting smarter as the new generations keep improving and emerging. We have also known that, these markets want to talk to the companies both inside and outside of the organization. We, as a markets, we want to connect with our companies directly whether it is inside or outside. On the other hand, for companies, they should have time for their consumers. What do we mean by time? For example, in a internet broadband service provider, if this customer try to contact your customer service in order for him to complaint and you do not have any response from you, there is a possibilities for him to transfer another service provider and probably to one of your competitors.

As we go along with these theses, we have also learned that many ways, methods and new emerging tools and technologies to be used in order for us to connect to the companies. In other words, nowadays we have now flexible tools to use to do communication. For us markets, we are doing everything we can to have data, information and facts about the companies and as well as their offerings in the marketplace.

I have many things learned from reading this 95 theses, especially on retailing side of the business. For companies, what should these people do if this scenario happened and that scenario happened? For consumers, what are things they should do in order to communicate properly and ethically with the producers? I have learned the answers from these questions by reading these theses.

<http://etherpad.com/FGBrK5uMsP> - Chapter 1 internet apocalypse

Book: The Cluetrain Manifesto

Author: Christopher Locke

Chapter 1: Internet Apocalypse

By: Angelo Amponin OOB

Quote: "Because the Net connects people to each other, and impassions and empowers through those connections, the media dream of the Web as another acquiescent mass-consumer market is a figment and a fantasy."

What I expect to Learn: I expect that the author shows how the Internet emerged last 15 years ago and let us know how the Internet change our way of living especially in business and the society.

Book review:

The introductory of the chapter shows the relationship of human life and the emerging technology especially the internet. It also emphasizes that life is useless when you are not able to know what your purpose in this world. In other words, try to use your life with something you are interested or something that you will feel the sense of humor. As the chapter said, "Life is too short", with this statement, we can say that we as persons should work on and come up big every activity or every task in our life. Meaning, if you are a student, you must be active and dynamic with your business on school, if you are managing your own business, you must try and definitely do your best to gain the number 1 spot what industry belongs your business.

The second part is about how the internet became as the one of the factor things or one of the reasons why our world keep changing and improving. For me, during the old school days is just an alternative tool for everything. It is just an optional thing to do your business, to communicate, to see news, ads and everything, to know facts trivia, and etc. But now, as a student, it is one of my primary tools and needs in my works on school. As an IS student, for me, the internet is the "friendliest thing". Why? If we have paper works, I'll just surf and search the topic I want to know. If I want to know what are the happenings in the whole world? I'll just surf and access the Twitter search then boom! I just knew what is happening around me.

What I've learned:

I've learned that internet is one of the reasons why our world is changing and improving such as the fact that how us as a people and the internet interconnect. Working in our every day habits in schools or in business, internet is one of the primary tools. Also, I've learned that how internet emerged in the last 10 years.

IQ:

What do you mean by the statement “Life is too short” in business?
How important the usage of internet for us?
Why people nowadays access their social accounts often?

<http://etherpad.com/jKTdr1n1oX> - Chapter 2 the longing

Book: The Cluetrain Manifesto
Author: David Weinberger
Chapter 2: The Longing
By: Angelo Amponin OOB

Quote: "Nothing is more intimately a part of who we are than our voice. It expresses what we think and feel."

What I expect to Learn: I expect to learn that how webpages relate to our human voice. Also, I want to know how the webpages as a sort of tool in order to spread the words in the community.

Book review:

Basically, this chapter is all about web pages and human voices. The author, David Weinberger, emphasizes on the introductory how webpages came out to our perspectives and how it affect our business life. So what are these web pages? Based on my brainstorming, I analyzed and imagine how webpages emerged in our world, it is just a thing that has a full of texts such as facts, data and information, related links to other webpages nad related to the business. Now, why most of the companies have their own webpages? Probably, number one reason for that question is for their customers. In order to gain infos, know what the facts on the offerings of the company are and even order their desired products and services through online. In other words, web pages are one of the emerging tools last 10 years to serve people especially the markets.

As this chapter said, business cannot be managed instead it can be run. What does this mean? What do we mean by manage a business? It means that, you maintain your business operations properly, ethically and fruitfully. But, what do we mean by running a business? For me it means that, you are also maintaining your business si it can be gain the number 12 spot in the industry or for your company to be consistent in your position among your competitors.

To summarize, everything in this world is interconnected. Just like webpages and the human voice. We all know that through even if in webpages it is not literally as a voice of a certain person but still it becomes the human voice of a whole organization.

What I've learned:

I've learned how webpages connect to our human voice as businessmen and how these webpages affect us. Also, I've learned that you can't manage your business but you can run it.

IQ:

What are web pages?

Why companies built their websites?

How web pages help to communicate with the companies?

<http://etherpad.com/Wuca8ODBJj>

Book: The Cluetrain Manifesto

Author: Rick Levine

Chapter 3: Talk Is Cheap

By: Angelo Amponin OOB

Quote: "People talk to each other. In open, straightforward conversations. Inside and outside organizations. The inside and outside conversations are connecting. We have no choice but to participate in them."

What I expect to learn:

I expect that how our tools and ways in communicating emerge and how it affect on running our business.

Book review:

Imagine you are doing your business and you are negotiating your clients and your personnel without any tools or any technology such as mobile phone or via internet. You do conversation only by face to face or during your meeting in your office building. Is the word "hassle" will come out to your mind if that scenario happens to you? That's why we do innovation especially in business. Nowadays, we have now a lot of tools and ways to do conversation. Based on the chapter, The chapter stated some tools nowadays that boomed in the last 10 years. These tools such as the e-mails are one of the emerging techs at that time. Through these emails, some subsidiary of this tool was also improvised and built up like instant messaging, email groups and web pages.

On the first part of the chapter, the author stated about pottery. He explained that people do pottery by its uniqueness. When we are making pots, we want its structure and the design to be unique and unusual. Like us people, we are different from each other. We have difference not only from our characteristics but also the way we think, our perspectives and philosophy in

life. Through our thinking, we have many ways and strategies to run a business. Different perspectives on how we overcome and deal to some circumstances and problems may occur in running our business.

This chapter is basically emphasizes that, in our generation we have many ways and tools to communicate with each other. Although we have now these tools, we should treasure them and keep keep changing the world and improving. In other words, the sense of innovation should be spread.

What I've learn:

I've learned that if we don't have these tools in communicating, our way of conversation and negotiating will be complicated.

IQ:

1. What are tools you usually use in communicating?
2. Site some technologies that can help in business?
3. Why conversation is important in business

<http://etherpad.com/9s7DoleQ8M>

Book: The Cluetrain Manifesto

Author: Doc Searls and David Weinberger

Chapter 4: Markets Are Conversations

By: Angelo Amponin OOB

Quote: ""Markets were conversations" doesn't mean "markets were noisy." It means markets were places where people met to see and talk about each other's work."

What I expect to learn:

Book review:

Basically this chapter is all about conversation and how important this particular thing is to us. I remember our first weeks of our discussion in our Verstol class (Vertical Solution), when our mentor, Paul Pajo, shared with his thoughts and his meditation about the 1st thesis "Markets are conversation". He said the status of the business not only here in the Philippines but also in the whole world is "14 vs 75". When he was sharing his thoughts, he questioned us, "when was the last time you visited your favorite brand? And, when was the last time you visited your Facebook account, Plurk account, Twitter and other social networking account? The thing is nowadays, we are actually accessing more often our websites than the websites of our favorite product.

For instance, you want a new mobile phone and you have no any idea what type and what are the specs of phone fits to you. Then, while you are canvassing and checking the Web and marketplaces in your area there are a lot of businessmen recommending you different types of mobile phone. Then, here is your close friend that recommends a certain kind of mobile phone. Now, how will you decide on choosing the best phone that will fit your requirements? For me, probably, you will choose the phone that is recommended by your friend.

To summarize, we actually have more trust on people that we know than those people who are promoting the products. In this way, I can say that markets are networked or in other words they are trying to help each other.

What I've learned:

I've learned that people are now directly proportional with each other and they are helping with each other.

IQ:

1. What are markets?

2. What do you mean by markets are conversation?
3. How will you relate on your own experience the "14 vs 75"

Book: The Cluetrain Manifesto
Author: David Weinberger
Chapter 5: The Hyperlinked Organization
By: Angelo Amponin OOB

Quote: "You can only have a conversation if you're not afraid to be wrong. Otherwise, you're not conversing, you're just declaiming, speechifying, or reading what's on the PowerPoint. To converse, you have to be willing to be wrong in front of another person."

What I expect to learn:

I expect to learn how the human voice and conversation important for us and how it affect and can be help for the people involved in business.

Book review:

The human voice is one of our primary tools in doing business. When you are doing business, you should value the human voice. For example, in persuading your clients about your proposals you must tell him the truth regarding some facts and information about your products offering to him. Without our human voice, we can't send information to other people. For instance, departments within an organization are interconnected such as the accounting department and the logistics department. Logistics should end information about the costing and financial aspects of the material used in operation. Then, accounting receives these reports and they will take it into account for booking purposes.

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.

What I've learned:

I've learned that departments within and outside the companies or stakeholders are interconnected with each other through human voice and conversation.

IQ:

Book: The Cluetrain Manifesto

Author: David Weinberger and Christopher

Locke

Chapter 6: EZ Answers

By: Angelo Amponin OOB

Quote: If love is the answer, could you please rephrase the question? - Lily Tomlin

What I expect to learn:

I expect to learn what these EZ Answers mean are and describe what the importance of it is and how to apply these in business.

Book Review:

In this chapter, probably it is the continuation of the previous chapter. It is all about good communication with each other. In a certain organization, people within the company such as the personnel, management, etc and outside the company such as the markets should have good communications. For employees and personnel their tasks are to give ideas on how to build up improvements on the company's offerings. These particular people are should share their ideas to the management. Sharing ideas is a form of communication, right? That's why employees should not be afraid to speak up. On the other hand, people outside the organization such as the markets should also have good communication not only to the companies but also to their fellow markets.

Based on my understandings, this chapter emphasizes that we have now new ways to do communication through our emerging technologies and the internet. Through the web, we can now do blogs, conferences, and forums in our social networking account. Through this stuff, markets and companies can now have access with each other. People who do blogs can share their thoughts and knowledge to other people and companies may read their blogs. As I read the 95 theses, I learned that companies should not act as CORPORATIONS but act as HUMANS. Meaning, companies should be responsive to their consumers. For instance, if a certain person has complaints about the service of this certain company, this person contacts the company and the company should entertain his or her complaints.

Lessons Learned:

I have learned how important the use of the internet, importance of expressing your thoughts. I have learned how important COMMUNICATION is.

IQ:

What are the importance of communication?

Why companies should act as humans and not corporations?

What particular social networking site is the best for communication of the people outside and inside of the company?

Book: The Cluetrain Manifesto
Author: Christopher Locke
Chapter 7: Post-Apocalypso
By: Angelo Amponin OOB

Quote: We will strive to listen in new ways -- to the voices of quiet anguish, to voices that speak without words, the voices of the heart, to the injured voices, and the anxious voices, and the voices that have despaired of being heard. - Richard M. Nixon, first inaugural address, 1969

What I expect to learn:

I expect to learn what post-apocalypso means and describe what the importance of it is and how to apply these in business.

Book review:

This chapter mentioned about ignorance and invisibility What do we mean by ignorance and invisibility? I search the net about it and it goes like this. Wikipidea (source: <http://en.wikipedia.org/wiki/Ignorance>) "Ignorance is the state in which one lacks knowledge, is unaware of something or chooses to subjectively ignore information. This should not be confused with being unintelligent, as one's level of intelligence and level of education or general awareness are not the same. The word "Ignorant" is an adjective describing a person in the state of being unaware. The term may be used specifically (e.g. "One can be an expert in math, and totally ignorant of history.") or generally (e.g. "an ignorant person.") -although the second use is used less as a descriptive and more as an imprecise personal insult." I think this means that people now should be more appreciative and know how act as humans. For example, an employee that is doing his job properly should have appraisals from his boss. The employers should give them reward or other things that this employee keep motivated. Wikipedia (source: <http://en.wikipedia.org/wiki/Invisibility>), I searhed about invisibility and it goes like this, "Invisibility is the state of an object which cannot be seen. An object in this state is said to be Invisible(literally, "not visible"). The term is usually used as a fantasy/science fiction term, where objects are literally made unseeable by magical or technological means; however, its effects can also be seen in the real world, particularly in physics and perceptional psychology." I think the best example for this is a gadget that is useless already for you. Meaning, this gadget does not help your anymore.

Lessons Learned:

I have learned how important the use of the internet, importance of expressing your thoughts and how does internet important for us.

IQ:

What do you mean by ignorance?

What do you mean by invisibility?

How can we apply these two on business?

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