

Consolidated Reflections of Chapter 1-7 of the Cluetrain Manifesto  
Book

Alberto Nel R. Mateo V

De La Salle-College of Saint Benilde

## **Abstract**

This study is a consolidation of the reflections based on how the author understands the Chapters 1-7 Cluetrain Manifesto Book. Every reflection looks at the implication of the each chapter to the market and companies. It also gives some key point on how far does the company and markets are able to do now according to the 7 chapters of the Cluetrain Manifesto book which can be accessed at <http://www.cluetrain.com/book/>. This study, deals about on how the markets communicate using their human voice and some key points on how should the companies react in order to relate and gain profit to them.

## Chapter 1: “Internet Apocalypse”

The presence of the internet that started for the past ten (10) years or so has given the humanity a great leap of change. This change encompasses almost everything that people are doing on their everyday lives. It is from doing research and acquisition of different materials to leisure and playing games. On all of the things that the internet has created its effect, it is communication that the internet has inflicted its greatest innovation. Now, communication is as easy as a simple press of keys on the keyboard and a click on a mouse. It's because the internet provides an increasing number of means on communication. Examples of which are email, forums and blogging sites. All of these sites enable all of its users to express their ideas, knowledge, experience which gives them the opportunity to learn from other people around the globe. All of these are always accessible and open for all people. It doesn't choose your age, gender and race. All you need to do is to be at a computer station and have it internet enabled. Then, you are already on the go. In here, you can communicate a larger number of audiences that could actually understand us. The internet, as a means of communication, became a way to produce more conversation to more people around the world. This is the very reason why the networked markets are born.

Today, it is not only the customers or the so called markets are the only ones that can use the internet. Even the companies can also benefit from the services offered by it. But unfortunately, these companies used the internet in order to gain control over their employees which are also considered as markets when they are not on their jurisdiction. These employees that those companies try to control are the ones which are their greatest source of information and ideas both from the inside and outside of the company. They are also the ones that provide value to the company through their job outputs.

With the rise of the internet, there are many things that change the people's way of interacting with each other. An open and accessible way to communicate creates a way to form a smarter group of people which are not fictionally created by those companies. These people have their shared vision of learning and have the same sight of what they want to happen on their lives.

### Integrative Questions:

- Which aspect has the internet inflict its greatest change?
- Who are the people entitled to benefit from the internet?
- What is born through the change on the communication between people?

## Chapter 2: “The Longing”

The internet on its early years, it was not really intended to be use for the general public. It is really intended to be used on the USA’s National Defense Department for their information transfer and communication. But thanks to the further development of the ARPANET (the ancestor of what we call internet), the access to the Web became open to all people without discrimination on their gender, race, and interest. This is the thing that most of the people call now as the Internet.

But does it really what the internet is for? Do we not wonder sometimes on what the real purpose of internet is? The answer to it is only one thing. It is for the communication. This communication can be in many forms that we don’t notice. It’s because it is implicitly connected to the services that we are acquiring in order to satisfy our needs. All of these services only portray a single thing. It is the acceptance of input, processing of that information and delivering them as an output. Thus, it is also communication between two parties in a different approach. It is the real purpose of the internet that all of us must see to ourselves and be able to realize. It is a means of transmitting information and creating communication out of it.

As for the longing, it doesn’t refer to the longing of the people to the internet itself. But it is rather a longing for our thoughts to be heard by other people and be able to be understood by them. It is for the reason that we, as a social being, have our sense of fulfillment when we are able to express ourselves freely without the feeling of hesitation. It is the more reason as to why we are satisfied with the presence of the internet. It’s because it is the very factor that we can now be able to fulfill our desires of being able to express what we want and be heard by our audience.

## Integrative Questions:

- What is the initial purpose of the ancestor of the internet?
- Where the longing here does refer?
- What is the real purpose of the internet the people must realize?

## Chapter 3: "Talk is cheap"

Nowadays, the internet is now one of the most stable ways in order for us to reach our love ones and acquaintances even from the distance. Thus, it is enabling us to engage ourselves in communication with them. It may be in a form of email and chat up to the blogs and forums. The means are almost infinite. Even though the internet is a stable means of communication, it is not the purpose of which a number of people today are using it. It is for the reason that they can now say that they can now talk in an authenticated way. I'm not saying that every time we speak to other people, we don't say what we want. But what I want to point out is that the extent on what we are saying. It is for the reason that when we are talking face to face with other people, there are factors that hinder us from saying everything what we have in our minds. That is were we lose the authenticity of our talking. Thus, it becomes cheap.

There is a difference between saying something that is to be done than accomplishing it. The one will be rewarded in the end is the one that executes the thing. In relation to our communication, we say what we want but can't put our totality unto it. That is the same as saying something but without a proof. It's because when we communicate it is our personality that creates our trademark to other. The same goes in communicating using the internet. People don't know us but only recognizes that our thoughts were real when they see our personality on what we say. The point is that if you want to be genuine on what you say, you must put your personality on it. That is when you overcome the statement that says "Talk is cheap". Quite true isn't it?

## Integrative Questions:

- Why many people did use the internet?
- What is the thing that should be included on what we say for it to have a trademark?
- In what way talking do became cheap?

## Chapter 4: "Markets are conversation"

Being born as a human being, we have the essential to communicate. We can't last for the long time without giving in to our desire to communicate. Our communication could be to ourselves (intrapersonal) or to other people (interpersonal). But most of our communication is held between other people. It covers the widest range of topics that a human can think of. This creates some questions to our minds on why is there a need to communicate. But the answer to it is also very simple and literal. It is because that's part of being a human. We are already created that way which we can't do anything about it.

Our need to communicate is not only limited to our personal aspects only. It can cover essentially everything under the sun. It is from the things we are really comfortable saying to the ones we don't, even those that are in between of such. It could also cover the things that we rarely talk about like our economy. We can think of buying and selling materials, revenues, loses but we rarely relate it communication. Even though communication has a great effect on these things, we are still having difficulties on considering it. We all know that the marketplace is composed of humans that are entitled to communicate with other people. It might be an effect of the change that happens in our economy itself. Instead of the consumers talking to the sellers, it is now the salesperson in which the consumers are speaking onto. The thing here is that that salesperson doesn't have the appropriate knowledge about the products that they are selling. In the older times, instead of focusing to their products and market, the companies are now focusing on returns, stability, growth and especially money. In comparison to their products and markets, those things are just minor priority. Thus, this change in economy thought the markets to be independent. Thus, they use their need to communicate in order to relate with the ones whom they really belong - the consumers.

With the change the market has chosen to take its path, the change that is occurring now is coming from the markets whose aim is to communicate about those companies that provide them with different products. Thus, they became smarter and they became successful on lessening the grasp of those companies on the market.

## Integrative Questions:

- Why do humans have the need to communicate?
- What is the extent of the coverage of communication of human beings?
- What is the result of the change the market has chosen to take?

## Chapter 5: “The Hyperlinked Organization”

In the internet, a new means of communication is established. Thus, it gave a way to a larger community that is engaged with communication. Although it is not the even the intended purpose of it, the ancestor of the internet also intends to create an extended network of people. It became a source of information for their department. As for the totality, it serves its purpose very well. The internet has allowed a variety of users from the different parts of the world. These people could eventually meet and engaged themselves in conversation that can't be done by other means.

These users that meet up in the internet are the ones which for the market of those companies. With the opportunity of communicating with each other, they are already able to create a change that would really rock the business world. That change is the very change that the markets want to happen at the very first place. If before, the companies are the ones calling the interest of the markets, now it is those companies that must listen to the needs of the market. It is a great thanks to the benefit that the internet has given to us. We now became networked and have a new knowledge at hand.

As for the hyperlinked organization, it is an organization wherein all have equal rights and one is praised depending on what he/she has done and not on what he is saying all day. That is the more reason as to why it became more effective. It is for the reason that markets are already an organization that is form through the internet. If all organizations can be hyperlinked, then it is when all people are now bound to be excellent.

### Integrative Questions:

- What does the internet creates in terms of communication?
- What is the effect of markets being able to communicate with the companies?
- Why is a hyperlinked organization more effective?

## Chapter 6: "EZ Answers"

In the previous times, the markets and producers are directly interacting with each other. This resulted in a good quality outputs and satisfied customers. It is for the reason that any concerns coming from the consumer can easily be solve by the producer. The point behind it is that the ones answering the inquiries is the person that is directly involved in the creation of the product. That is how the conversations between markets and providers work. They can communicate with each other without any information to be hidden.

All of these methods of communication have changed when the Industrial Revolution take place. It is the time when machines are highly used in the production. It is also the time when the creators of the products are just looked down to the level of a simple worker. Thus it paved the way to the consideration of employees as a dispensable factor in the company which shouldn't be the case. They think that management alone can solve their problems and increase the productivity of their workers. They can't talk to the markets which they usually do and they weren't supposed to express their ideas to their top management. That is why they companies became ignorant of what is going on for the next hundred years in operations.

Today, everything can be considered as to going back to the past. It is the past wherein the creator can interact with the consumer which is good for both business and market. It is also the time that those companies should open their mind into listening to their employees who are could have greater knowledge as compared to them. Not only to their employees, but they should consider their markets the most because these are their source of living as a business. That is why the companies should now realize the importance of their employees to their productive as a company. All these thoughts are under a concept called "Empowering People"

## Integrative Questions:

- What is the notable change that happens in the Industrial Revolution?
- How the creators of the product are treated in this time?
- What is the importance of the employees nowadays to the company?



## Chapter 7: "Post-Apocalypso"

Internet is used in a wide variety of things. It can be for research, shopping, business and even in staying in contact with your love ones. The main point is that the internet is used as a communication medium. The internet is already a networked of computers at the first place. It only means that you can share data from one workstation to another. This could only mean that we are also in communication but in a networked way. Everything that we do in the internet, it always has communication behind it. That is a certain truth that is already established.

But the question here is that, is it the only thing we can with the internet? The answer is absolutely no. It is for the reason that the internet offers a number of ways for it to be used by the people. In terms of the economic factors, it is the time where we can now be heard again after a long period of time. We are the members of the market that must voice out our concerns because it is what the companies must know in order for them to be successful. We literally help those corporations by explicitly telling them our needs for them to cater. But sad to say, these companies choose to ignore us that they would regret at the end. With the things that the market can do plus the mystery offered by the internet, you are actually untraceable by those companies who wants to stop you from expressing what is on your mind. The endpoint is that markets being untraceable and powerful, they can utilize these characteristics with the help of internet. Thus it gives them more options on exploring the possibilities of the internet. It is just an unfortunate matter for those companies that can't realize those facts about their market.

## Integrative Questions:

- What is the scale of the used of internet?
- What kind of communication does the internet offers?
- What is that thing that the company tends to ignore?

### References

- <http://www.cluetrain.com/book>