

## Consolidation of Theses 1 to 15 of the Cluetrain Manifesto

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## Abstract

The First 15 theses statement of the Cluetrain Manifesto deals about the market as a great component in order to succeed in marketing your product. It also tackles the knowledge that the market has in which it may be greater than what the company has. This also explains the contribution of the internet in the world of conversation that everything can be told to everyone without hesitation and lies. It may also state that everything that the company knows is only a part of the knowledge of the market they intend to serve. Last is that we have capabilities far from our awareness that we must always use to gain benefits from it as an essential component of the market.

### Thesis 1: Markets are conversations

All people are communicating to others in their everyday living. This communication is may be in verbal or non-verbal form. But as time passes, this communication, which mostly on the verbal form, is already been expanded with the help of the technology devices of this generation such as the computer, internet, cell phone and others. Through this, the communication between people has rise to its next level making communication more flexible and comfortable to the people. As a result of this communication, people learns something about the person to whom they communicate and using this information they were be able refer things that might be needed by that person.

This communication also goes the same between the businesses and their markets. In order to extend and increase their market share, the business does information gathering about their target market about their preference of products in terms of price, form, appearance and quality. As they had this information, they will now have an idea of what product they should produce and since communication is a two-way process, the reply of the business is in the form of there advertisements of the product that they had produced based on the information they had about their target's product preference. In return, they had the largest chance to do their end goal in return to all of their hardships in information gathering which is to be able to sell their products to their intended consumers which will enable their business to earn a profit.

#### Integrative Questions:

- What is a Market?
- How markets did become conversations?
- Who are involved in the conversations of markets?

### Thesis 2: Markets consist of human beings, not demographic sectors

Our typical understanding of the word "Market" is the place were there are people who sell goods such as clothes, food and other products and merchandises and there were people who buys them in exchange of monetary value. This statement may look literal for Markets involved people in it or better to say that Market is form by the people and all people are Human beings. That is the simplest explanation into it.

As to the demographic sectors, it is just a part of the total market in which it is segmented according to locations or regions and not to mention that there are other ways to segment the market aside from the demography. As per the business they must not forget the fact that they only used this demographic sector to predict the preference of the people on that certain location but not the totality of the population for people are all have their own uniqueness to others whether on their character or preferences. If the business fails to recognize the fact the Markets are consists of people, they might have false thought on how they are going to approach the Market in order to gain competitive advantage and profit. It is right to use demography sectors to gather information about your target market but always consider that these people are unique to each other. It is just a matter of considering their preference to have a product that most them would actually buy from you to gain profit.

Integrative Questions:

- What is the essence of human beings in markets?
- What is a demographic sector?
- Why is it that markets consist of human beings?

Thesis 3: Conversations among human beings sound human. They are conducted in a human voice

As we human beings are living in this world. We do always engaged ourselves in conversation with many different topics in it that sometimes we sound strange as to what is it to be said and what is not. It's just like saying that humans should act according to what a human should do not question those who have disorders. Yet we seem to forget that conversation to others is also a human thing that we should sound humanly or maybe realistic in other terms. It is for the reason that humans have its one limits of understanding and logic in which they don't easily absorb foreign things that are introduced to them.

To a business, it might be similar on how they do conversations with their target market that their product ads seems to be out of the capacity of understanding of their target market which oftentimes leads them to failure in convincing their market have some of their attention in their products. But luckily, since there is a constant thing in world, which is change, they now learn from their mistakes and gradually they can now able to make conversations with their specific market in a human way that sounds like a human, in other words in a realistic and in an understandable way. Still there are mistakes, but as humans progress, they yearn to change in order for them be understand by the people. If they can express the meanings properly, they are surely to be understood.

## Integrative Questions:

- What are conversations?
- How does conversations sounds human?
- What is a human voice?

Thesis 4: Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

As we are always talking to other people in our everyday living, did someone thought to plan what he/she has to say in a particular conversation? I don't think there is. It is for the reason that it is really out of this world and may be of having the thought of what is the sense of doing it.

Humans do react to what is presented to us by the environment and most of the time, these reactions are beyond are thinking or in simple terms, it is natural. The same is when we do express ourselves by means of sharing our opinions perspectives and other ideas including our jokes. We do them using our own human voices naturally. Therefore, creating a plan of what it is to be said in a typical conversation is pointless. Hence, it is just a waste of time. Being natural of the human voice is something that should be trivial to all of us. It would simply mean that we should not limit ourselves on what we always or usually do. It's because natural deeds also change depending on the environment in which we are exposed to but as for us humans change must always be positive or for the better. We should share our ideas in the way that we are comfortable and confident on delivering them or can refer to as a normal way. Being open on the other hand simply means that we should accept suggestions and opinions regarding our ideas.

## Integrative Questions:

- What is being open means?
- What is being natural means?
- Why it is that human voice should be open and natural when expressing ideas?

Thesis 5: People recognize each other as such from the sound of this voice

We used to hear different voices of people. And most of the time we wonder whether those voices are the real thing or just some effects of today's technologies. But when we are conversing with another person, we are sure that the one we are speaking with is a human being because the medium of conversation we are using are same which is the voice.

It is just like when we are seeing an advertisement whether in the internet, television, radio or even on the billboards. We always want to know the meaning they want to convey to us. In other sense, we do not just criticize things but we want that information that we get from those things even though these things are oftentimes mundane and don't need to pay attention. But that sense of us wanting to know and interacting through conversation is already part of our human characteristics. As a result, we do know whom shall we talk to in the right place at a right time and in the right manner for we can identify if the voice of the one talking to us is natural or just a replica of some others. That's why we can't be tricked by other people with the used of just mere words for we know the bounds of logic and reality The endpoint here is that humans recognize a human voice not only by means of our ability or characteristics but also through our reasoning as a critical being.

Integrative Questions:

- What is the real voice of a human?
- How do people recognize a human voice?
- How does a human voice differ from other voices?

Thesis 6: The Internet is enabling conversations among human beings that were simply not possible in the era of mass media

I fully agree on the essence of this statement. The internet really does something great in the lives of all people. It's because internet has almost limitless capabilities that we are gaining benefits from. Starting from the simple electronic mail system up to its usage in large scale enterprise, the internet is has become an important medium. Even in our conversation medium, the internet has done transformations in making conversations more innovative. In the internet, you can speak to different people around the globe without spending too much and you are able to express your ideas without hesitation for you can hide your identity in it for those who would read your work won't even bother to find who you are or if it is really you who did it. You can even find information about stuffs like books, cars and TV shows. The Internet truly contributes largely in the way that it became the image of our identity or our human voice.

This is not only through the Internet but through humans, the ones who created and used it. We, humans are the ones who use the computer that became a component of the internet through network connections. It is our ideas that were being share in that place and it is implicitly saying that it is humans which are actually being connected through the internet. Thanks to this technology that we now have a great leap in the conversation world that other media can't do it for us.

Integrative Questions:

- What is mass media?
- What is Internet?
- How does internet enable conversations among human beings?

### Thesis 7: Hyperlinks subvert hierarchy

Hyperlinks are indications of different locations. It is somehow confusing on how did a hyperlink threatens hierarchy. The answer to this may lie in the level of access on those hyperlinks in which those levels of access may already form a hierarchy.

As a common knowledge to us, hyperlinks are just text or images that when you click, it directs you to a content of the same website or content on a fully different websites. Usually, we treat hyperlinks as something new that is why we are curios to know what is there content. So what we do is to click it and see where this hyperlink will lead us. Most likely the reason behind it is because we want a more relevant information out of that hyperlink that the current page can't give us. This kind of mentality is the one that competes with the businesses. Having information that may somehow relate us to businesses and other information it may offer to us is the one that threatens the business. As for the hierarchy, if the rapid organization became available to everyone through hyperlink without the advantage of having an authority; it becomes a threat to the hierarchy in an organization. As the business cannot do anything about it, they became aware but weak to the fact that a simple link that connects them to the people makes them be seen as to what they really are without realizing that they have authority or level of hierarchy in themselves.

#### Integrative Questions:

- What is a hyperlink?
- What is the relationship of hyperlinks to hierarchy?
- How hyperlinks do threatens hierarchy?

Thesis 8: In both inter-networked markets and among intra-network employees, people are speaking to each other in a powerful new way

Internet is really a big hit in terms of elevating the way we communicate. As a human being that is a component of a market, I'm convinced that internet is a useful tool in exchanging and accessing different kinds of information. I also think that this kind of thinking is also similar to the employees of a certain company. Internet and Intranet are both ways of connections that is used for similar purpose; it is for communicating with other people. There only difference is they way they are implemented.

Belonging to the market, we used internet in gaining information about a product we want to purchase like warranty, service center, price and others. It's because when we are to buy something, we want to make sure that the products capabilities matches our needs and the information we had gotten. We don't want to be deceived by those manufacturers and in the end having our money put to waste. Because of this concern, we share that information we had with other people by telling our experience of that product so that they may be also aware if that person also wants to have the same products as yours. Somehow, you might feel that you helped them in a way or two.

As for the employees of an organization, they used the intranet in order to relay corporate messages to their co-employees and read their emails without leaving their designated offices. It may sound similar on how markets used internet in communication.

Integrative Questions:

- What is the difference of internet to intranet?
- How do markets and employees speak to each other?
- What is common between the markets and employees in terms of usage of their network connectivity?

Thesis 9: These networked conversations are enabling powerful new forms of social organizations

In communicating with others, it is something that is give and take. But as the one that is giving, we somehow expect something in return. This may be in the form of knowledge whether general or specific to a certain topic. We don't want to engage ourselves in nonsense talks in which our time are just put to waste. We want to optimize our time in doing creative and beneficial things for ourselves. With the help of Internet, we are able to read articles without going to the bookstore to buy magazines. We can also check mails without going to the post office. These kinds of things that maximize our time and help us enhance ourselves. We as human being are also social beings that are free to express our ideas to others. With the internet as a tool, we are free to do this at the least expense. It might be weird but I am really thankful that I experience using the internet for I felt that there is really an omnipotent being that never abandons his creations and helps them in their needs. As for us humans, our need is for us to be heard by others and learn from them. That is why Internet is given to us in order to voice out what we think and feel. I may not have much information on this Internet thing but I'm certain on one truth in which I continuously gain knowledge from it through simple and enjoyable way.

Integrative Questions:

- What are networked conversations?
- How does internet enable powerful new forms of social organizations?
- What is given and take when communicating with other people?

Thesis 10: As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally

All human beings strive to become better. This mentality gives them the idea on what should they do in order gain attention from many people and learn from them. The answer to their questions is the usage of internet where you can find different ideas and experiences of different people. Through this, we are able to learn and listen to others perspective about some things. That is why we somehow get smarter and more informed. Thanks to the internet that it became a need because of it great benefits.



This kind of connectivity only threatens the companies who want to market their products with the use of their magical words. It's because there is no such thing as secret in the world of internet. People share their ideas and experiences honestly to other people because they can hide their identity because identity is not an important thing in the Net what's more significant is our deeds in the Net. If there were no secrets, the companies are forced to introduce their product honestly from its advantages to its weaknesses and defects. In literally analysis, the internet provides us with a clean blank sheet where we create a small world from our ideas. This is really what most of the people wants; to have their own way of expression, their workbook of creations and their voice of communication. As we often participate in this kind of connectivity, we are able to build some values like honesty and trust to other people.

Integrative Questions:

- How markets do became smarter?
- How is it to participate in a networked market?
- How can participations in networked market change people fundamentally?

Thesis 11: People in networked markets have figured out that they get far better information and support from one another that from vendors. So much for corporate rhetoric about adding value to commoditized products

Corporations are a type of business where it is declared as an independent identity by law. But in the end it is also a business in which its main goal is to earn profit. In doing so, they try to convince the people that their product is of an outstanding quality not knowing that the people already have the basic knowledge on how to communicate. That's why the more they strive to be the greatest, the weaker they became in terms of conversation. In a simple way we know if they are telling us the truth or not. It's because those corporate people tend to converse with beautiful sounding words that makes the whole thing more complicated. They only tell people advantages of their product leading hide information to the people. But we, as markets know it. How? It is simple, we can't understand the totality of their statement and it is already a proof that they lying for the voice of a human speak of the reality and this truth is that there is always a positive and negative side of a certain thing.

As for the information gathering, if we have doubts on what a person is telling us, we tend to ask someone else. Thanks to the Net, we can share ideas honestly with other people and the companies can't do anything about it. In the end lesser people ask them about opinions because they used to tell lies or at least its how the market thinks.

Integrative Questions:

- How does market get better information from one another?
- How do corporate people add value to the products?
- What is the contribution of internet in gathering information?

Thesis 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.

Whenever we want to buy new things that we need, we always do some information gathering about the product that we need. Including in this process are some conversations with the people who already try the same product that we want and having their experiences and comments on it noted. We may also use some search engines like Google to also gain additional information about the product that we want. We are relieved about the information we have in our acquaintances that have that product than asking company employees about it. The reason for it is that we want relevant and useful information so that we will be assured. This reasoning may also include the fact that a business will do anything just to earn even to the point of telling lies to the markets. That is why we seek advices from our acquaintances that have experience the same product that will only tell the truth or using the internet to read some product reviews.

It may be funny that we who do lies are seeking the truth on other people. But normally it is because that we lie for a purpose. Even so, we must consider that honesty brings about unity among individuals who seek for the truth. That's why we believe on the web for we know that the voices heard from there are from human that tells about both positive and negative effects on having that specific product or technology. In short we want an honest answer.

Integrative Questions:

- How come that there are no secrets in networked markets?
- How the markets do become more knowledgeable that companies about their product?
- Why do people tell everyone about what good and bad news there is?

Thesis 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.

We are all aware that market is composed of human beings. We also know that all employees are human beings. Therefore, both of them have the same needs. If markets are conversation, employees also include communication in them. They both want to express their ideas and be able to listen on others perspective. The corporation or the so called "Company" is only an identity created composes of employees that are also human beings. This company is where the employees worked in order to earn a living and to match their needs of professionalism. That is the simplest explanation to it. More than that, everything is the same between markets and employees.

Having this reasoning, it is now better to have some changes on how company does conversations. We somehow think that companies are lying on what they are telling us because they want to impress the customer and add value to their products. In order to understand the needs of the market, they must use the ideas of human beings that were express in human voice. In this way, they can give considerations on the needs and preferences of their market. But how can they find humanly ideas in the corporation? The answer is simple. They must consider that their employees are human beings which have humanly ideas in them. The company should give a chance to let their employees expressed themselves for the information that can be gain from them may be more useful than what they usually have.

Integrative Questions:

- What is common between markets and employees?
- How can employees help understand the market more than the company?
- Why is the company the only thing that stands between the market and employees?

Thesis 14: Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, and literally inhuman.

Corporations are a whole thing in which its representatives are the one often speaks in public. If they cannot speak in a human voice, how can they stay long enough to convince us to at least try their product? This statement may somehow fall under the neutrality state in term of agreement. It is because they also know how to speak humanly but not as good as the market itself. They somehow get the point of what we want but they just lack the complete information needed by the market. We should consider that they can still do it even in a most unexpected state of time. It may be for a reason that human beings are also component of a corporation. They try their best to reach out to their markets but in the end they still can't. It may be because that their way of thinking is somehow afar from being a human. They always present the goodness while humans present everything. But with the aid of the internet, they may converse now in a new whole manner. They may use their employees to be the one to converse with the market in behalf of the corporation. At the very least, they may not lessen the pressure on them trying to relate themselves in the market. What they can do is to let their employees do the conversation and in some way the employees may implicitly or explicitly do their main job which is to support their company.

Integrative Questions:

- Why does the corporation can't speak in the same voice like the market?
- How they became inhuman in front of their audiences?
- What can they do to lessen the pressure on trying to relate them to the market?

Thesis 15: In just 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 18<sup>th</sup> century French court.

Business must know now that their artificial and contrived brochures, leaflets, fliers and voice are already notice by the people because they are now smarter with the help of internet. The awareness of the market on that aspect might be higher than what they expected. They can't do anything now that all humanly ideas and voices are gathered in the internet. They must now also seek its help to narrow the gap of the relativity against the markets. When they try to speak with us, they are more challenge on how to deliver their ideas in relation to us because if they don't do that, they are the one who suffer the intangible effects of it like the disappointment of their customers. With this they will just down to ashes in front of so many audiences. That's how the power of the market is. It may sound selfish but the truth is that we are the most important element in order for the company to succeed. It is because they only gain when they were able to serve our needs, our wants and be the best on it among their competitors but considering the welfare of the common. As time passes, we notice their homogenized voice that speaks to us more as we now have the so called human voice that it is easy to distinguish from the company's normal voice. This voice allows us to converse with the market and be aware of the normal voice of the company.

Integrative Questions:

- What is the homogenized voice of the business?
- What helps us determine their homogenized voice?
- How does the internet help us to be more powerful against those companies?