

Markets Relationship with the Company after 10 years of Cluetrain Manifesto, Did Anything Change?

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Table of Contents

Dedication -----	3
Preface -----	4
Abstract -----	5
95 Theses Reflection -----	6
Chapters 1-7 Reflections -----	102
References -----	110

Dedication

This book is dedicated to all the people that have helped me in order to produce this output:

First is to my parents who shoulder the expenses of this book.

Second, is to my VERTSOL classmates that help me to have meaningful ideas to be written in this book.

Lastly, is to myself that which is the main source of all the inputs of this book through my perseverance and determination.

Preface

It is already been ten years after the published of Cluetrain Manifesto. This book took me about two months in order to be finished. This book is mainly written based on the ideas that pop out onto my head every time I was in the front of my computer. At last this book reflects all of my ideas accord]ng to the impobtance of markets to the companies. That's why it is already called Markets Relationship with the Companies. It also help me realized that even I is an important part od the market which have a great effect on the companies around. This book will also give you an idea on how the internet has changed the wa9 human lives.

So why not try the po7er of internet and see it to yourselves. You may be also enlightened by the change that we, as the markets can do 'n this world of conversation.

Abstract

This study is a consolidation of the reflections based on how the author understands the 95 theses statements and the 7 chapters of the Cluetrain Manifesto. Every reflection looks at the implication of the thesis statement 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 95 Theses of the Cluetrain Manifesto. 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.

95 Theses Reflections with Integrative Questions

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 betvedn people has rise to its next level making communication more flexible and comfortabl to the people. As a result of this communication, people l\$arns something abott the person to whom they communicate and using this infkrmtion they were be able refer things that might be needed by that p%rson.

This communication also goes the same between the businesses and their markets. In order t/ extend and increase their market shape, 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 where 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 of 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 hum!n 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 do, not 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 understood 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 w(ether in the internet, television, 2adio 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 cri4icize things but ue wanp 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 humal voice differ from other vkices?

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 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 shared 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 curious 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. The only difference is the way they are implemented.

Being on 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 product's 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 than 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 to hidden 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 are lying for the voice of a human speaks 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 it's 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 18th century French court.

Business must know now that their artificial and contrived brochures, leaflets, fliers and voice are already noticed 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 challenged 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 go 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?

Thesis 16: Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.

It is obvious that the people are now smarter nowadays with the help of the internet. That's why it is more difficult for the companies to relate their methods of promoting their products. It's because when we doubt about what they say, we just do search it in the internet which more likely provide us with real information. It is not us, humans who chose to ignore them because their deeds are the ones that force us to do so.

As for the companies, there are still some things that they can do for them to avoid the circumstance that they would just be ignored by the people. What is it? It would be the way they do marketing products or services. They always do things repeatedly which makes an annoyance to the customer. Imagine a magician always shows you the same trick over and over, what would you feel? Of course you will be bored and will not pay attention to the magician anymore. The same goes for the business; they must change their strategies in order to relate themselves to their customers or else they will end up nothing. But how can they relate themselves to the people? It's through changing the thought of reusing a good principle. When they want to promote their products, their idea should always be new to the people so that they catch the people's attention which also includes their customers. They will just be accepted when they are not sounding redundant anymore.

Integrative Questions:

- What would you feel when everything is like same again and again?
- What can the companies do in order for them not to be ignored by the people?
- How can the company relate with the people?

Thesis 17: Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.

This thesis may sound real because the markets or people nowadays have the power to know when the television (TV) advertisements (ads) are true or not. It's because the repetition of ideas makes people think that they are being fooled. Fooled by whom? By those corporate guys that want to promote their product to us. Thanks to the internet that it is now easy to gain information.

Another has that the ideas they used on TV ads are also brought up on the online advertising. These make things more complicated. It's because that there are differences on the way advertisements are treated between television and the web. What are some of this difference? In web, it's too reproduced that you have the right to view the content where you want.

What can be some solution to their problem? A sample is to know concepts on the online advertising like the advantage of a simple over complex ads. It may be surprising but simplicity in the web gets more attention than the complex ones that is difficult to load. Example is that a plain image would be more appreciated than a complex video that takes time to load. If the company fails to realize the difference in dealing with markets on television and on web, what will happen to them? They will end up fooling themselves about thinking they are actually getting markets online using their old and complex strategies that they used on television when the truth is the opposite.

Integrative Questions:

- Who are the ones thinking that they fool the markets?
- What are some differences of ads in television and in web?
- What will happen if companies fail to realize the difference on dealing with people in the television and in web?

Thesis 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.

A part of being in a network is being connected to other people around that certain network. How does it help us become smarter? By being connected to other people, we are able to learn from them and share our ideas to them. That's how we become smarter being a networked market individuals.

In the case that the markets are now smarter, what should the companies do in order to relate with them? It can be by means of using their conversation medium as a source of useful information. But what is that medium? It's obviously the internet. It's because people get connected to other people and be able to exchange ideas through internet. If the companies may somehow use it to reach out to their markets, it would be an advantage to them against their competitors that only knows how to exaggerate their products to promote them. And how will they do that? They can try to find information on websites like forums and discussions about their products and some comments and suggestions about it. It sounds simple but difficult to do for they need to scan thoroughly those sites to extract the needed information. Gaining information on those sites may give them a hint about the need of their customer which they can provide through their resources and capabilities. By doing this, the companies can now understand their markets and making a better way to relate themselves on those markets which is beneficial for both companies and markets.

Integrative Questions:

- What should the companies do in order to relate with the market?
- What is the medium used by the markets in conversation?
- How will the companies reach out to their markets?

Thesis 19: Companies can now communicate with their markets directly. If they blow it could be their last chance.

The first question to ask is why that the companies can now communicate directly to their market? It's because the companies can now listen to the markets. As they listen to them, they understand what their market needs. If they understand their market, it is also the same as communicating to them directly. But what if they failed to realize the needs of their market in the middle of their conversation with them? What will be its effect to them? A possible effects of it to them is to lose their markets because if the product that they offer will not satisfy the needs of the market; it will just be ignored. It may also lead to the end of their life as a business. An example of this is when an employee that communicates to a customer using a forum for an instance. When a customer has a complaint on their processes which is posted on the forum site, the company must explain their side and be able to solve that complaint. If the employee that is assigned to solve the problem in accordance to the customer satisfaction, it would result to a more enraged customer that would easily spread over the web. The thing here is that the only option of the company is to accept your fault or face their negative feedback that might lead to their shutdown. They should remember that if they do mess in their conversation, it would be the cause of their downfall.

Integrative Questions:

- Why the company could now communicate with the market?
- What will happen if the companies failed to realize the needs of their market?
- What will be its effect to those companies?

Thesis 20: Companies need to realize their markets are often laughing at them.

Is it really true that the markets are often laughing at the companies? I think it is true to the people who have already solve their problems on a certain product without going to a service center just to let them fix it. What is a possible reason behind it? A reason for it is because that we, the markets, became smarter through our new resources especially the internet that offers many possibilities. As a result, we now find solutions in our problem with our things by ourselves first before asking help on the service centers. Even we already ask for their help we somehow have doubts if the information they give was reliable. It is because we somehow learn from our experience. I myself already have doubts on those service centers whether they really can fix the problems because they may intentionally make it worse just to make money. But unfortunately, I already know that method that is why I already take more precautions when consulting on the service centers for my stuffs.

What is main point of the statement? It is that the markets do laugh at the companies when they have the knowledge they need in order to fix their problems without wasting too much money for service centers that doesn't assure us whether they can really fix it. That's why the companies need to guarantee that there would be methods to know if something is really broken on our things before sending information to the customers.

Integrative Questions:

- Why do the markets often laugh at the companies?
- What is the possible reason behind it?
- What is the main idea of this statement?

Thesis 21: Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

I think that this statement is not too literal in its essence. But what does this statement want to imply? In my understanding, I think it just want to remind the companies that the must know how to calm themselves. In what way they must calm down? They should calm down in they way that they confront problems of their customers in a nice way and not being arrogant and putting all the blame on the end-users. It's because those kind of attitude may lead to filing of complaints against the specific organization. It is not only rules that are in this world. They must know that humans have the right to express themselves to others. One of this means is through their opinions. But how can listening to them help the company? It's simple; the company must loosen up themselves because the one talking here is the market that has the power to make us ashes when we can't communicate with them in the human way. What is the human way of communicating to them? This human way may also refer to the sense of humor in the statement but not literally. It just implies that they should talk in the human way that it is in a normal state not in a serious manner. Talking humanly also means that we are also ready to listen because you cannot just talk all along without hearing their side. Unfortunately, there are many businesses that need to learn more on it.

Integrative Questions:

- What does this statement want to imply?
- In what way should the companies calm down?
- How can listening help the companies?

Thesis 22: Getting a sense of humor does not mean putting some jokes on the corporate websites. Rather, it requires big values, a little humility, a straight talk, and a genuine point of view.

What does a humor means on this statement? In my point of view, it is the human characteristics of speaking. It is in which you tell them what you know even it is positive or negative. At the very least, you have told them. How this *humor* can be applied to the company's conversation mode? It can be applied when communicating with customer on every instance. They way they promote products must be clear and fair. They should not be biased on a product of a certain manufacturer. They must also cater what the person wants in case that the customer already has a chosen product on his mind. They should tell the person everything they know about the product that the customer wants. Even its disadvantage must be included on their talk for it is also important. After that, they can know recommend products that may be cheaper but superior than what you want. In that way they provided the customer detailed information about the product and was able to recommend better alternatives. Is it a real *sense of humor* conversation? Yes, it is because in that manner of talking there were great values of honesty and fairness in products being promoted, humility on the down side of the product, a straight-forward character that only tells the truth and an original idea of the person communicating on recommending better alternatives on the product needed. It is great when people speak with own ideas and not a subscription of it.

Integrative Questions:

- What is humor in this statement?
- How this humor can be applied to the way of conversation of companies?
- What is the real sense of humor based on this statement?

Thesis 23: Companies attempting to “position” themselves need to take a position. Optimally, it should relate to something their market actually cares about.

Is there really a need for a position statement in a company? The answer is definitely yes. Why is it so? It is because that as defined by businessdictionary.com, “it is a written description of the objectives of a positioning strategy. It states how the firm defines its business or how a brand distinguishes itself, how the customers will benefit from its features, and how these benefits or aspects will be communicated to the intended audience.” As the definition states, it is needed for the reason to make a path on where your company will pursue. If the company fails to define their positioning properly, what is likely to happen on that organization? An organization might fall on a state where the chances of their recovery is very small which would eventually lead to their bankruptcy.

That is why positioning an organization needs to be done clearly and specifically. It should be clear that company can fully understand what should be done in order to align their activities with their goals and objectives. It must also be specified so that there will be a focus on it. But there is another element to be considered when creating a position statement. It is its relevance to their intended market. It is because whether your positioning is clear and specific, but the market has nothing to do with it, it is still useless. Positioning is best when all three elements are considered which might lead the company to its stability and success.

Integrative Questions:

- Why is here a need for a position statement in a company?
- What is the effect of position statement to the company?
- What will happen if companies don't have a positioning statement?

Thesis 24: Bombastic boast-“We are positioned to become the preeminent provider of XYZ”-do not constitute a position.

It is true that there are companies that boast about their positioning such as being the prominent one providing a product. Is there a basis on doing that? The possible basis of it is to gain customers. Is that really a good positioning? It may be good to hear those words but as a position statement, it fails. How does being prominent provider fails as a position statement? It fails on being irrelevant to their target market. Why? It is because they don't have a market at the first place. What their position implies is only to promote their product and wait to have interested customers on it. If we refer to the 23rd thesis statement, there should be relevance to your intended market so that the market would at least pay their attention to it. It should also be specific and clear for the organization to understand and align their activities and plans on po it. But this kind of positioning doesn't hava afy of the three criteria* This becomes blurr%d and difficult to understand. Thus, it fails to fulfill the qualities of a good positioning of an organization.

Now that we had the analysis of this kind of statement, is there still a way for those organizations to constitute a position? The answer is yes, there is. They just need to revise their positioning statement in accordance to the guidelines that are given in the 23rd statement. It's because if they don't, they are likely destined to fail.

Integrative Questions:

- What is the basis for the companies to boast their positioning?
- How does being a prominent provider become a failed positioning?
- Why does positioning to become a prominent provider fails?

Thesis 25: Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.

We are all familiar that relationships, no matter what kind it is, have communication as a huge part in forming it. But, how does it relate to the 25th statement? The answer is simply that if companies want to create relationship with their customers, they must communicate with them. And how they should do it? They must personally talk to them like the common. It may be degrading on the part of the company but it's their only choice in order to relate with the people whom they eventually want to gain profit with. Is that the only implication of this thesis statement? If I were to be asked of it, I would say no. It is because that I somehow can still look at this statement in a different angle. It may mean that companies should remember how understand their market. Because in their organization, they have their own strategies and practices on how they promote their products. If they always stick on those, they will be forgetting the way markets do conversation. It is another reason why they must talk to their intended markets. It is explain on the previous theses that they should communicate in a human way but if they just focus themselves on their company, they can't create relationships on their intended market instead they are just fooling themselves that they can attract their markets in that way. They must remember that relationships can't be formed without communication which is they on understanding their markets.

Integrative Questions:

- What is the implication of this statement?
- How should the companies create relationship with the markets?
- What is the benefit of understanding your market?

Thesis 26: Public Relations does not relate to the public. Companies are deeply afraid of their markets.

Public Relations as defined by managementhelp.org, includes ongoing activities to ensure the overall company has a strong public image. Therefore this component always does everything just to keep the good image of the company as a total. But sometimes they are getting over the borderline. What does it mean? It simply means that they are not always doing right in order to maintain their good public image. Does this have an effect to them? Of course there is. It may not be always visible but they are the ones that are putting themselves into the cliff of danger. And what does it implies? It simply tells us that they are afraid of their markets. It is because they don't want to be judged by their markets and eventually their public image will be ruined. Is that always being the case? Of course not, because they again forgot that humans have their own intellect and reasoning. They may not judge their weaknesses but instead they would understand why it became one of those. The companies are just over thinking on those matters. They may be true that they might be judged but it would really happen when they try to hide something from their markets. It is a simple thing that when a person lies to you, of course you would easily judge that person because of what he did. The point is that companies should have the courage to face their weaknesses by being honest and real to their markets.

Integrative Questions:

- Why the public relations do get over the borderline?
- What is its effect to them?
- What is the thing that the companies forgot about their markets?

Thesis 27: By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.

Companies as we all know are speaking in the way that it would always be in their favor. But then again they are forgetting about something. And what is that? It is the language that they are using to speak with their markets. What is the language that the companies must always use in communicating with their markets? Of course it is the language that is humble and close to them in that way that they can easily understand what they meant. Sad to say but what is happening is the opposite. Some companies are speaking to their markets as if that they are higher ups and their customers are their employees. This kind of strategy is the one that makes their language distant, arrogant and uninviting. If they still continue this kind of strategy, what might happen to their relationship with their customers? This strategy would build distance to their customers and they might want to find other providers for their needs that utilize their budget. On the side of the company, their customers would be decreasing as time passes. It is for surely that there will be other service providers that would sprout which would cater the needs of the customer more than they do. It is for the reason that they are the one which build their own walls against their customer which should not be the case. They must always be open on new ideas because they are always aiming for the satisfaction of their customers.

Integrative Questions:

- What language should the companies used in communicating with the market?
- What will happen to their relationship with their customers if companies insist their way of communicating?
- What is the appropriate thing that the company must undertake?

Thesis 28: Most marketing programs are based on the fear that the market might see what's really going on inside the company.

There might be some truth to what is state in this thesis. There are really suspicious things that are happening on every company but they don't want the people to know it. Why is it so? It's because they are afraid that the markets would know what is really happening inside their organization. But do they think it will help them? Of course not, they are just making their problems worse. It is because in the event that their customers found out the things that they were hiding, it would surely cause them a lot more problems. But is hiding their weaknesses and failures through marketing will solve their problem? It is not the solution to what their problem is because they must admit their failures and move forward to correct those weaknesses in order to satisfy their market.

An example is the case of the System Loss charge of Meralco Inc. All this times, they were not telling the people about this and it only happen when they are already questioned by the government which at that time is trying to find solutions on how to lessen the electricity charge. They found out that this System Loss charge is still a burden to the consumer which in fact is a failure of the company to secure their electrical structures. That is why the companies and even the government should tell everything even their failures and irregularities for the sake of their markets which would suffer in the very end.

Integrative Questions:

- Why are there suspicious things that happen in a company?
- Do these suspicious deeds really help the company?
- What will happen if companies continue to hide their weaknesses and problems?

Thesis 29: Elvis said it best: “We can’t go on together with suspicious minds.”

In a communication, we always wonder how it can be successful or not. And why is it? It is because we wonder on how the minds of both parties came to an understanding. We know for a fact that people are very suspicious when it comes to material things whether they can gain something good on it. So what will happen if both sides are suspicious to one another? They will surely reach nothing. We can take an example of a company and a customer. If the company doubts that the customer will not really purchase their product and asks questions that only take their time, they will surely don’t assume that the customer is a sure buyer. On the other hand, if the customer doubts that the company is only fooling him with flowering words instead of being the real provider, the customer will not assume that the company is really offering a good product to him. So in the end, there will be no earnings for the company and no purchase for the customer.

So what does this example tells us? It only tells us that even only one party is suspicious on the other; there is no better thing that will happen. What’s more if both parties are suspicious to each other? This statement reminds both companies and markets that their doubts should have limits that they recognize the differences of real and not. If they don’t, they won’t get to continue in their real business deals.

Integrative Questions:

- Why do we wonder how communication can be successful?
- What will happen if both sides have doubts on each other?
- What does the statement wants to remind the companies and markets?

Thesis 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.

In the past, most of the people are saying that they have the high end product because it is a Brand A something. When you also have the same kind of product but with a different brand, they would say that it is a fake or imitation. What is the reason behind it? It's because they think that the product of a Brand A is better in terms of quality than the product of a different brand. But they are totally mistaken on that kind of judgment. It's because the only difference of the two is only its brand, nothing else. Another thing is that people have the mindset that when a product is too expensive, they say it is because of its brand. But is it the brand that makes it expensive? Or it is just an overpriced product? Well, it may be the latter because if you can find a product that has the same number of features with a lesser price, you surely choose the cheaper one.

Is it reasonable to rely on Brand Loyalty? No because companies that rely on brand loyalty are the ones which would likely to fail. The reason is that markets are now networked. It makes easy for them to find alternatives on those expensive products at the same level of quality. It is also not a justification to overprice products just of the brand because in today's time, no one cares about on the brand but the performance against its cost.

Integrative Questions:

- What is the typical mindset over branded products?
- What are reasons to rely on brands?
- What will happen to companies that rely on their brand loyalty?

Thesis 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?"

This statement is telling us that as the markets became networked through the internet, it helps us find information that we really or maybe we will need in some time. Examples of it are alternatives that we need on the products that we are using in our daily living. The products that we are using are not always on the outstanding performance that we need in doing our task. This leads us to find other alternative/s that can meet their preferred performance. Therefore, they will also try to find new supplier for their desired product. We may not believe it but the markets can really do it in just an overnight. It means that they can now switch to other providers rapidly because they are now networked via internet. With this kind of speed in switching providers, It makes us realize that a loyalty to a certain brand or provider is not are requirement anymore. It would be more suitable when that certain provider of yours is just fooling you with their flowering words but no good at all. This statement reminds the companies that they should be careful on what they are to say on their markets. It's because those words or deeds may lead to switching of providers which is a disadvantage to them. They should remember that markets now value performance over loyalty. They tend to have no reason and ignore having loyalty to a provider because they think that there is no point in doing so.

Integrative Questions:

- How can networked markets change provider in a rapid manner?
- Why the market does ignore loyalty to a provider?
- What does the statement reminds the companies?

Thesis 32: Smart Markets will find suppliers who speak in their own language.

This thesis statement has some relation to the previous one. Going back to the case of my phone line, I have the option to switch provider in an instant because they are hard-headed to understand my need. In other words, they can't understand my language. It is the human language that is always used by the networked markets in order to exchange information with each other. They became unable to understand I was saying because they are again on their robotic language as instructed from their higher management. Thus, it could have resulted to their disadvantage in the end if they didn't do something on it immediately. But even though they do something, it doesn't mean that they already have understood my need. It's because, if they know my need they would have already agreed on it at the first place. As the usual thing, companies were not speaking in human language which would make them alienate themselves from their markets. That's why a great number of companies are shutting down because they can't make profit with their target market. The reason is they can't understand their market in the first place. As for the markets, they will try to find a provider that would understand and cater their needs. The one that they are to possibly find is a provider that caters their needs according to what the markets expect and to communicate with the language that they used. These are what the smart market wants in their provider/s.

Integrative Questions:

- What does the thesis statement means?
- What does the smart market wants in their provider/s?
- What is the language being describe in the statement?

Thesis 33: Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

The markets that are networked are always speaking in a human voice. This human voice can be referring to as "An honest voice" that would speak of everything whether it is beneficial to others or not. It could be one of the many reasons why it is difficult to learn in the side of the company for some them are already used in telling the advantage of their product/s while hiding its weaknesses. They would have taught that it would be best if they do those tricks. But the real thing is that markets know those kinds of tricks. That's why a lot of times, their hard work are just put into waste because they are only ignored by the market. Even it is happening to them more often, some of those companies still don't want to learn the human voice to relate with their intended market. I think it is inevitable. But the more serious one are those companies that think they have already learn the human voice when in fact they don't. It's because they will assume that they can relate with their markets but the markets know they don't. In the end, that company will just shutdown because of their assumptions about human voice. This is the reason why this statement reminds us that learning to speak with human voice is not easy compared to a word that can be learned in a session or a hair cut that can be imitated on pictures in any magazine.

Integrative Questions:

- What is human voice?
- How the human voice does become difficult to learn?
- Why do the companies have difficulty in learning the human voice?

Thesis 34: To speak with a human voice, companies must share the concerns of their communities.

In continuation about the human voice, the 34th statement is telling us the way on how companies can speak in a human voice. This statement explicitly expresses the method on how to speak in a human way. It says that they should share the concerns of their communities. This method could mean its literal essence. But it may also say something in behind. It might be telling the company to know where there limit as organization is. It's because an organization always has confidential information within them. But here, the statement wants them to share concerns. It is obvious that they would be sharing it to another business or organization. It would mean that they will give information to their competitors. Of course there will be no business that would let themselves be defeated by their competitors because they give information to them. But the thing here is that they are an industry which should cater the needs and concerns of their customers and communities. That's why instead keeping the information within them, they must seek help with the other players and together they can come up with a solution. The only thing that they would be competing against is the way they would deliver it to their market. In this manner, they can know be considered as speaking in human way for they are now honest in telling the other players the concerns of their community. Thus, makes better in finding solution to their problems to satisfy their community.

Integrative Questions:

- How is it to speak in human voice?
- Why is there a need to share concerns of the community to speak in human voice?
- How can sharing of concerns of their community help the company's industry?

Thesis 35: But first they must belong to a community.

This statement is a condition that should be met before the companies can do the method that is prescribed by the 34th statement. It is really a literal thing that they should belong to a community before they can share the concerns of that community to other players in their industry. We may be wondering on how the company could belong to a certain community when in fact the people inside already belong to a number of communities out there. The possible reason is that a company is most likely to be considered as a single identity. In other words, a new being that needs to socialize itself on its environment to become a member of a certain community that it chooses to be. That's why it is a must for them to belong to a community. This community that they would be joining must not be just any community out there, but a community where they want to create relationships and gain profit in the end. By being in a community, the company can now relate themselves with their intended market for they now belong in the same community that shares information with each other. The company can now listen to the needs and concerns of their intended market and can now share this concerns with the other players. On the other way around, the markets will now be knowledgeable about the company in which they can understand the position of that company from its strength to its weakness.

Integrative Questions:

- What is a community referring in the context of this statement?
- How can the company benefit by belonging to a community?
- What kind of community must the company belong to itself with?

Thesis 36: Companies must ask themselves where their corporate culture ends.

Corporate culture, as defined by entrepreneur.com, is a blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time. In other words, this is the characteristics and traditions of a specific company that just evolves over time. In connection with the 36th thesis statement, this thing should be limited in the way that the company knows its ends or boundary. The reason for it is because this corporate culture may hinder them in relating themselves with their intended markets. It can happen by means of their beliefs that might be a contrast to what they should do in order to satisfy their customer in need. If this thing happens, they companies are the one that will suffer from it because they will be going back to the situation where they don't have the knowledge to relate with their markets. In short, they can't make profit. That's why they should know the limits of their corporate culture in order for them to balance their responsibilities in their customer and in their organization. They should also know that markets can bring them down as explain on the previous theses statements. This is the reason that they must limit their corporate culture. If they don't, it is still them that would suffer because they might lose all their markets and as the markets are now networked, it is too easy for them to find new providers that can relate with them in the manner that the market do expects.

Integrative Questions:

- What is Corporate Culture?
- What is the relationship of Corporate Culture with relating to the market?
- Why is there a need to know the ends of Corporate Culture?

Thesis 37: If their cultures end before the community begins, they will have no market.

The 36th statement discusses about the Corporate Culture and how it affects the relationship of the companies and its markets. As is had been explained earlier, it can be a contrast to the things that they should do in order to satisfy their customer. As a result it can create distance between the company and its market. If the result of the corporate culture against customer relationship is considered, this thesis statement can now be proven as a fact or truth. It is because that this can be the further outcome when the company doesn't know where they should end their corporate culture. They should also know that all human beings learned from their experiences and markets are not exempted on that way of learning. If they already know that they can't get what they want from that provider, they will surely find another on which could give them their appropriate needs. They are not fools to stay on believing in a company that it can provide them what they need when the opposite is what they see. So the thing here is that the ones that will be the defeated at the end will is still the company. It's because it is easier for a market to find a new provider than a company to find a market. If they didn't realize their mistakes as early as possible, by the time they do, it is already too late for them because the market already finds a replacement to them.

Integrative Questions:

- What is the result of corporate culture against customer relationship?
- Who has the greater lost when that result happened?
- What can the companies do to prevent losing their markets?

Thesis 38: Human communities are based on discourse – on human speech about human concerns.

In an attempt for a company to speak in a human voice, they must belong to a community in order to understand their intended market. This community is said to be a human community in which they all have the freedom to express themselves and ask for others perspective or opinion. This human community is based on discourse because there should always be a dialogue or a conversation between the members. That is why markets became conversations for they are a community of humans that has a natural characteristic to express themselves mostly through dialogues in which there is an interaction of both parties. But we might wonder about the reason as to why humans are drive into discourse. There is only one answer that we can find; it is the problems that we encounter in our everyday living. Because of these problems, we tend to seek help in order to solve. That is why there is a discourse that is happening. Even in the Net, there is also this so-called human community. A good example is the forum sites. In this site, you can see a lot of inquiries about their problems in which they hope someone could help them solve it or at least have their opinion on it. Through this kind of inquires, they create conversations and share information amongst themselves. The company only needs to listen in order to understand their market; not to keep themselves blind and continue selling products that the market doesn't need.

Integrative Questions:

- What is discourse?
- Where does a discourse start?
- How the internet does became a place of discourse?

Thesis 39: The community of discourse *is* the market.

This statement could be derived from the previous one which state that human communities are based from discourse. If we consider this statement, we can say that a community of discourse is the market itself. We have the idea that discourse starts because problems arise in our live. These problems do need solution/s. That is why people seek help. Like the problem of poverty, we increase the number of educated people in order to lessen the poverty level. Same with the markets because they are group of human beings that have problems they want to be solved. They hope that a certain company can end their problems by means of providing solutions to it. It can be in a form of a product or of a service. But as we know, companies keep themselves blind on these things because they believed that those are additional costs for them. They didn't realize that the additional cost which they refer to is the one that can help them lessen their expenses in their operations. It is simply because, if you can satisfy the customer with you products or services, they are more likely to come back. Thus, being able to sell more which can help the company to cover their operation expenses. So the real problem is that the company doesn't consider the discourses of the people as markets in which they can do something in order to earn. They just need to learn how to deliver their products to those communities.

Integrative Questions:

- How can discourse of the people become market?
- What is the lacking factor of the company to earn?
- Where should the company focus in delivering products and services?

Thesis 40: Companies that do not belong to a community of discourse will die.

It sounds redundant that the meaning of this statement is already mentioned in the 37th thesis which says that “If their cultures end before the community begins, they will have no market.” Their meanings are telling the companies to wake up on their assumptions that they can discourse with their markets through their products and services. It is absolutely the opposite that they are giving their market. They should know that preventing disasters that might come to them would be better than curing the effects of it. But unfortunately, they chose not to do anything about it. That’s why we are left with no other option but to find it by ourselves. They have the option to provide solutions in our problems before we solve it but they just ignore our concerns telling themselves that it’s just an additional cost. They close senses in trusting the markets that they can have their potential buyers when they try to solve our concerns. If they can just change the way they view the discourses of their market, they can have a better mutual relationship with their intended markets. They just need to do some effort in order to understand the discourse of the community they want to serve. It means that they must be able to belong themselves with those communities in order to understand their problems which they have better capabilities to solve. Because if they don’t, they would end up in a space where they are alone and destined to die.

Integrative Questions:

- What is a community of discourse?
- Why should the company belong to this kind of community?
- How could this community help the company?

Thesis 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.

Most of the companies are somewhat ignorant when it comes to the capability of their competitors. They always thought that they always have their products as the sole product with their differentiating factor. But they forgot that in this world, everything can obtain any capabilities even those that you own. In other words, if the company believes that their products can't be imitated, they are becoming blind to the fact that technologies can do far better than what they think. They may be securing their product against their competitors, but they are more likely to secure their products against the market. It is because when their market is the one that discover something by means of tweaking their products, it will surely spread in a rapid phase. This makes the company lose their public image because this kind of deeds done by their competitor or market. But as if they don't mind it which makes it red herring. They pretend that no one could be able to gain knowledge about their product and when the time comes that there is some one that already knows it; they pretend that they didn't know that fact. This also makes them vulnerable to attacks from third parties because they always pretend that nothing is happening within their organization. But as they forget the fact that there is really happening inside their company, they are somehow damaged of it. That is why the statement reminds them to learn that there is always a possibility.

Integrative Questions:

- What is the religion of security to companies?
- What is red herring in this statement?
- What does this statement reminds the companies about?

Thesis 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.

Companies as we all know are always using their old strategies like giving of their products to their customer especially when Christmas is coming. But do they wonder how their employees react about their product. Their employees could also be talking with themselves on what would this product can help them or could this be just a waste to have. These kinds of discourses are actually happening inside the company without them noticing it. If they have chance to notice it, they will just ignore it in the same way they ignore the concerns of their markets. That is why the more they ignore these discourses, the more they waste their opportunity to understand their markets because their employees are also markets of different industry. But when they are inside of your company, they are employees under your organization. See the connection? This is the reason why the company must listen attentively not only to their markets but also to their employees who may a brilliant idea on how they can deliver their products to their intended market. This is something that the company must know, in which that human discourse is also one of the reasons why they became incorporated in the first place. They always assume that they know everything which makes it more unreasonable for them to claim. It is because they lose their credibility instead of earning through satisfying human needs when they try to gain density in which what they only need is to listen.

Integrative Questions:

- What is the connection of markets and employees?
- What is the mistake of the company in consideration of the market?
- What is the thing that the company should do in accordance to this statement?

Thesis 43: Such conversations are taking place today on corporate intranets. But only when conditions are right.

Conversations are important to all human beings for the reason that it is a way to relay our messages to other people. It could be to our family, friends, relatives and other love ones. These messages could start from a simple greeting to an emergency life and death situation. All of these conversations are considered to be happening in the corporate intranets. But if it is allowed in the company, it can also be in the web like the forum sites. But this statement implies some conditions for it to happen as it says that "But only when conditions are right". This could mean that companies can prevent these conversations to start from taking place. It is because the companies have the control on the internet in which they can filter message according to their regulations. That's why employees wonder when they are sure that they have sent the email but the recipient told them that they weren't receiving the message. That is why this security is the one that increases the distance of the employees to the companies by increasing the barriers and walls of communication. That is why the point of this statement is for the companies, which controls the accessibility of their intranet, to be knowledgeable in knowing which messages are to be filtered. They should know when the security is badly needed. It's because it might just be their worries that their employees would be the source of information leakage of their company to the outside.

Integrative Questions:

- What is the condition referred by the statement?
- How does conversation take place on the corporate intranets?
- Who is the responsible in making the said conditions?

Thesis 44: Companies typically install intranets top-down to distribute HR policies and corporate information that workers are doing their best to ignore.

In our society, we have laws and regulations that we are supposed to follow but unfortunately most of the people don't. The reason maybe is because of our culture and environment but not unlike in the situation of corporate world. In the companies, their rules are not really disobeyed but rather ignore because of too much redundancy. A proof is this is the intranet of the company. Most of the times, the intranet is used to make the employees aware of the policies of the company. But the thing here is that they push it so much that the employees are now irritated. It's because if you can imagine that every time to logon to your workstation and after that you would always see a form of rules and regulations of the company, how would you feel? It is for sure that you will get pissed of at one point to the very least. That is why it will not be an ordinary happening if an employee shouts that "I already know it you don't need to remind me!"

This is the reason why should the company become open in using the internet. It is true that it is a good way in increasing the awareness of the employees about the policies of the companies. But they must know that it shouldn't be forever. It is better if it is manually accessed than being the initial form on every workstation because employees would just try their best to ignore it.

Integrative Questions:

- Why employees do ignore the HR policies and corporate information?
- What is the fault of the company in this kind of implementation?
- What can companies do to prevent employees from ignoring their policies?

Thesis 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 intra-networked corporate conversation.

It is rare that the company recognizes the capabilities of their employees to have an idea to help the organization in delivering their products and services to their markets. It is for the reason that the intranet of the companies is typically built to deliver information from the upper management to the lower ones. But is it really the top management which often communicates with the market? Of course the executive won't bother to step outside their air-conditioned office just to talk with their markets. That is why it is the lower ones which interact with the market at most. With this kind of communication, a top-down format of the intranet would be ineffective in order to understand the market. That is why the statement tells us that a bottom-up structure would best fit their needs because it is the time to listen on the ones that are directly involve in the conversation with the market. They would be the ones who have the proper knowledge on what the market need that they can provide. It would be great if the companies can allow conversations between employees within their intranet. It's because they can increase their chances to know the how will they are going to approach the market. They must bear in mind that corporations are artificial identity created as prescribed in our law. That is why the natural components are still the ones that do the job of it as an identity especially the conversation that creates relationships.

Integrative Questions:

- What is a bottom-up framework?
- Why does bottom-up framework became best suited for a company?
- How can be intra-networked corporate conversations be realized?

Thesis 46: A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.

This statement is telling us that the intranet should be use in order to produce conversations from discourses and not to prevent them. It is because if conversation among the employees is always present in the internet, the employees can understand the concerns of each and every one of them. This helps them to be united in their bargain with the company. That is the reason why the statement states that it organizes workers in many meanings of the word. It's because the employees learn many opinions and perspectives about a certain problem of theirs. This makes them open to new ideas on solving their problems which they can subscribe to their co-employees within their company. The statement also provides the probable effect of a healthy intranet. The statement says that this effect is more radical than the agenda of any union. This sentence only tells us that when the employees are engage in conversation, they are also able to form relationships which cannot be created by mere meetings in a union. That is why the companies must realize the importance of the voice that circulates in the intranet when it provides the means to become possible. They should listen to these voices for they can learn on it. They must realize the reason behind it before the worst case happens. It is because the employees are also human beings that have the right to express themselves. The company just needs to help them in exercising that right with the help of their intranet.

Integrative Questions:

- What is a healthy intranet?
- What is the effect of a healthy intranet?
- How would the employees benefit from it?

Thesis 47: While this scares the company 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.

We all know that companies need to get information about their markets in order to understand the needs of their market. One of their sources of this information is their employees who often interact with their intended market. But those same companies that rely on their employees for information source are also the ones that are restricting the employees to interact with themselves. It is ironic is it? Why would they hinder their employees to create conversation with themselves when the company greatly depends on them in their information gathering? It is really a question that the company should answer in order for them to solve the problem which they are the ones who create. That is where the second part of the statement enters. It says that they must resist the urge to “improve” or control these networked conversation. It pertains to the security of the intranet itself in which the company try their best to improve which makes it more difficult for the employees to engage themselves in conversation in which the company depends for information resource. That is why this statement tells us that we, as human are social being that has freedom to express our thoughts. No one can hinder us from doing it much more of a human creation. This is what the companies should realized that when they restrict their source to gather information, it is them that will have a poor output in the end just because of their anxieties and worries about the confidential information of the company..

Integrative Questions:

- Why company does depend on open intranet for their information gathering?
- Which aspect does the word “improve” refer?
- Who is responsible on the rise of this problem?

Thesis 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.

When we are talking to other people, it is always a question on how we can talk to them in which we can exchange information at most. This is where this statement relates its meaning. In the real world, we can't express our ideas fully when we are in a formal conversation isn't it? We are worried that our idea might not be enough for them to be accepted. We also doubt that the information that we are receiving might only be a scripted one. We would prefer to communicate in a normal way in which we can say what we want without any worries. The same goes for the company. If their intranet would allow normal conversations in it, it would be a benefit for both of them. On the side of the employees, they can exercise their right of speech in a normal manner. On the other hand, the company also benefits by obtaining reliable information about their products and their market. If companies can only implement this kind of deployment in their products in which it would be deployed first in their core employees before to the public. They can collect information about what their employees can say with their product that could help them enhance it before its public release. It can increase the end-user acceptance to their product. The companies should remember that conversation starts from the problem of the people. If these problems can be discussed in the intranet normally, it would give them the idea they need in order to find a solution for it.

Integrative Questions:

- What is the benefit of normal conversations in the intranet to the company?
- What is the benefit of normal conversations in the intranet to the employees?
- Who is the one in control of the conversations in the intranet?

Thesis 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.

In a certain organization, we all know that positions reflect the chain of command. When you are at the highest position, you hold more responsibility but not to the point of doing them hands-on. Oftentimes, you just think of a plan and order your subordinates to execute it. This is where the problem starts. The one in the higher position doesn't really engage himself/herself to the actual work. That is why his plans are not accurate enough to meet the requirements and consider all the limitations. The same is happening on most of the companies. The executives create plans for their company but don't consider the capacity of their company itself. They always reason that they pay people in order to find solutions and not to complain with the plans they give. But they are forgetting something. It is that everything has its own limits. Even the people they hire and the equipments they used have its own limits that are already out of their control. That is the reason why those executives are now nothing but a mere position only. It is for the reason that they fail to listen to the people who is responsible in creating the products of the company. What matters is the ability of the person in executing the work and not the one that only relies on his/her position. People don't judge a certain work based on its strategies and processes but rather the output or results produced from the inputs that they used.

Integrative Questions:

- What does position reflects in an organization?
- What is the problem on the ones that are in the higher position?
- What is more important in the organization in terms of delivering a product?

Thesis 50: Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.

In our country, most of the jobs require formal studies like graduating a 4-year degree course or a Bachelor's degree. It is for the reason that most of the people in our state believe that the higher education you gain, the more things you can do. But is that really always the case? If we are on the basis of creating a product, it is not right to say that a person with higher intellect could really prove his theory in creating the product than a person with a lesser intellect but has experience of doing the product using the available theories of creating it. This also reminds us that experience is still the best teacher especially when it comes to the reality of life. It's like that the person who creates the product is more appreciated than the person who spends the day of thinking how to create the product. It's just a matter of determining the one that has greater capabilities in creating the desired product. The thing here is that the company should also do the same way of determining who is a more capable person. They must base their comparison in terms of experience which is concrete rather than pure ideas that only show abstraction. They should also realize that their company might be better with those that have the experience needed rather than those who only talked about the strategies to deliver their products but end up with nothing even a single product for the company to sell.

Integrative Questions:

- How can an org chart become hyperlinked?
- Where should the company base their comparison of capabilities?
- What is the advantage of hands-on-knowledge against abstract authority?

Thesis 51: Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.

From our government down to the business world, everyone imposes a command-and-control management. As defined by thefreedictionary.com, it is the exercise of authority and direction by a properly designated commander over assigned and attached forces in the accomplishment of the mission. It may be of a different setting, but our government has a hierarchy of power while the companies have the org chart for the flow of their authority. But sad to say, most of them don't know how to exercise that authority and direction properly which makes this method ineffective. As the statement says, this method is derived from reinforce bureaucracy, power tripping and culture of paranoia. It is a reinforce bureaucracy because they impost authority which are not needed. They also create committees that the only function is to transfer a document from one place to another. It only creates costs and decreases the efficiency of the process. It is power tripping because as discussed on the previous theses, there are still a number of people that clings to their positions which only reflects their authority and not their capability. As defined in urbandictionary.com, power tripping is having a particular obsession with or unrealistic view of one's power. Those people view their authority as a measurement of their skills which should not be the case. The last is that it is from an overall culture of paranoia which only tells us that the higher management doubts about their employees whom they depend in their information gathering. It is because they are worried that their employees would leak the company information to their competitors. That's why this statement addresses the company that the command-and-control management style destroys their relationship with their employees.

Integrative Questions:

- What is Command and Control?
- Where does the command and control style derived?
- What is Power Tripping?

Thesis 52: Paranoia kills conversation. That's its point. But lack of open conversation kills companies.

As discussed in the previous statement, paranoia is an attitude of fear and distrust to a person. It is also defined in merriam-webster.com; it is a tendency on the part of an individual or group toward excessive or irrational suspiciousness and distrustfulness of others. Thus it would kill conversations. It is for the reason that in a conversation, there should be trust on what the other party is telling and vice versa. There should also be understanding between the two parties in order to have a conversation. If the companies continue to put fear in their hierarchy, they prevent conversations to exist which should help the company to survive. Thus when the conversations are absent, they company will suffer from it and eventually die. The reason behind it is that paranoia creates barriers between the company and market. These barriers prevent the market from telling the company what they need which make the company unknowledgeable on providing the right products that the market needs. As paranoia increases in a company, the barriers also increase. This makes the company to gamble on the products that they create. As they do gamble, they take risk that might lead them to failure. As the company fails to cater the needs of the market, they also lose profit. This is the time they imposed power tripping to their employees to which they threat them that they would be fired when loses of the company are too much and can't be recovered. That is why this statement still insists that the model to be used is the hyperlinked one and not the hierarchal.

Integrative Questions:

- What is Paranoia?
- What is the effect of Paranoia to conversations?
- What is the effect of the absence of conversations to the company?

Thesis 53: There are two conversations going on. One inside the company. One with the market.

It is good to see people when they can express themselves to other in a natural way that they are free to say what they want. Starting from their problems up to their good experiences in life, they can share it without any fear in mind. Imagine that this kind of conversation is happening between the company and markets. It will surely give both parties great outputs in return. A product or service that suits their need for the market and profit for the company would be the good returns on both parties. It is sad to say that what we want to imagine is still like a dream until now. It is because there are still two conversations that were happening. The one is the conversation on the intranet which is inside with the company. The other one is on the internet on which the markets are the one doing conversations. We might be wondering on why they can't crossover each other. It is because the one that create the barriers between the two is the intranet of the company. Of course we all know that internet is available to the public so the company can also connect there. But on the other hand the markets can't connect to the company's intranet because of the security restrictions set by the company. It is the one that serves to be the barrier between the intranet of the company and the internet of the market. The only thing that the company should do is to open up their networked which would also benefit them in the end.

Integrative Questions:

- Where do the two conversations take place?
- Which conversation has a barrier between the two?
- What can the company do in order for the two conversations to meet up?

Thesis 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.

It is discussed in the previous statement, the command-and-control management styles brings forth fear among the employees. But this command-and-control thing doesn't end on that kind of effect. It also prevents the employee on engaging themselves on conversations. We might be wondering how and why it happens in a company. The answer might be found on what the command-and-control style implies. In a typical quarrel of siblings, the most common cause of it is misunderstanding about something. This misunderstanding is brought by their voices that can't be heard by the other party. It is because there is a barrier that prevents them from hearing the voice of the other party. This barrier is the so-called authority of a person over the other. If the elder one thinks that his decisions are absolute and there is this younger sibling arguing about his decision, his pride won't accept that fact. Same goes for the younger one thinking that his decisions can't also be argued or the fact that his pride can't accept that there is his elder sibling having a greater authority over him. Thus, their quarrel will only continue. This kind of situation is not far from what is happening to some companies. If the employees notice that there is something wrong, they still can't speak out because the higher management prevents them from doing so. The market also thinks that there is something wrong. They can't speak about it freely but no one bothers to listen to them. It is because the implication of authoritarianism in the company that branch out from the command and control style. It is the one that prevents the conversation from going flawlessly. This thing should be forgone a long time ago. The companies must be the one to encourage people to speak and listen to everything in any place, time and manner.

Integrative Questions:

- What does command and control brings to the employees?
- What is the barrier that command and control brought to the conversation?
- What is it that should be done in order to make conversations go smoothly?

Thesis 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.

In this statement, the command and control style is again tackled but not as a management style or method but as an idea and tool. It only not sounds to be a policy because it is a real one. It is a policy that is derived from distrust and suspicion to others. It is a lie to say that rules are rules which is to be followed whether you like it or not. It's for the reason that even the one who implements it doesn't follow it absolutely. They also break this policy in one way or another. All of these are the ones that make command and control a poison to the company as an idea and a broken tool. It is poisonous because no one wants to accept it. Who would prefer to be told of the things that you should do when those things are the ones you hate to do most. This makes the command and control to be more hated by the people. If the company also tries to break their policies in a way or two, they should be more eager to break their ruler of having barriers with their markets. This kind of attitude would only lead them to trusting the ones they thought are their allies but their enemies instead. Their arrogance on persisting to implement such method would only lead them to greater loses. This loses could actually increment to the point they can't recover. It's because they used force on their employees to do their twisted ideals. They also create barriers against their market which actually has the better ideals for them to use in their approach to business. That is the more reason that the ones which are destined to die are those that have enough pride to not listen to markets.

Integrative Questions:

- Why is command and control become a poisonous tool?
- What does this method pushed unto their employees that is to be done?
- Where the company's arrogance does lead them?

Thesis 56: These two conversations want to talk to *each other*. They are speaking the same language. They recognize each other's voices.

In the earlier thesis, the result of having the two conversations be linked together is a better return for both. But we can't deny the barriers which are present that makes it impossible for the two to meet up. These barriers could be in the form emotion, physical disability and the mentality of not engaging into conversations. The last form of barrier mentioned is the one that reflects the company's created walls against their employees and market. It happens even though their employees already want to spread the news of communication to the outside world. The same goes for the market. If the company can open their walls even to only one customer, it can make a lot of money. It is for the reason that markets always links themselves to others. No matter what kind of barrier is present, those people know their voices which make them linked to one another. Thus, it renders any kind of obstruction useless against them. No matter how the much the company denies, they already know the fact that their walls are soon to be broken. That is why the only thing they can do now is to accept the fact the two conversations are bound to have dialogues with each other. Aside from accepting the truth about the two conversations, they should also learn from it in order to become better providers for the market. It's because if they still persist with their twisted ideals, they would only die as the most stubborn company that existed ever.

Integrative Questions:

- What are the considerable forms of barriers based on the statement?
- What links the two conversations together?
- What should the company do in order to become better providers for the market?

Thesis 57: Smart companies will get out of the way and help the inevitable to happen sooner.

In the earlier thesis, it is discussed how the two conversation would meet up no matter how the company prevents it. The walls that the company creates will soon to be destroy by the people who don't want to be under the company's command and control style management. Thus companies can't do anything about it. Now this statement is telling us on how the company can be considered as a smart one when we know that their arrogance is already enough for them to die. Those companies that realize the importance of the conversation of the two are the ones that are to be considered as smart. It is for the reason that they will only let their walls crumble in front of themselves without doing anything. They may not be fully open to the market but they now consider the power of the two conversations. This would serve as their way out of their destined death as a business. They will now listen to those voices whom at first they prevent to hear. The will now also acknowledge and learn from these conversations for them to be a better provider to the markets. As good as it is, we still know that there are still some companies that won't do it. That's why the statement considers those who do such things as a smart one. A single word is already enough for them to take corrective actions and rectify their mistakes. It's because they don't want having the second word to be spoken to them again for it might already be their punishment of their arrogance.

Integrative Questions:

- What is a smart company in the context of this thesis?
- What is the reaction of the smart companies on the meeting up of the two conversations?
- What are the steps done by the companies do in order to be considered as a smart one?

Thesis 58: If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

Conversations are important to all human beings for the reason that it is a way to relay our messages to other people. It could be to our family, friends, relatives and other love ones. These messages could start from a simple greeting to an emergency life and death situation. All of these conversations are considered to be happening in the corporate intranets. But if it is allowed in the company, it can also be in the web like the forum sites. But this statement implies some conditions for it to happen as it says that "But only when conditions are right". This could mean that companies can prevent these conversations to start from taking place. It is because the companies have the control on the internet in which they can filter message according to their regulations. That's why employees wonder when they are sure that they have sent the email but the recipient told them that they weren't receiving the message. That is why this security is the one that increases the distance of the employees to the companies by increasing the barriers and walls of communication. That is why the point of this statement is for the companies, which controls the accessibility of their intranet, to be knowledgeable in knowing which messages are to be filtered. They should know when the security is badly needed. It's because it might just be their worries that their employees would be the source of information leakage of their company to the outside.

Integrative Questions:

- What is the condition referred by the statement?
- How does conversation take place on the corporate intranets?
- Who is the responsible in making the said conditions?

Thesis 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.

In all the discussions about the barriers that prevent us to communicate, there is one outcome that has been forgotten. As the companies prevent the conversations from occurring, it is not only that they incur damages or die. They could also be ignored by their own employees and the market. As of today, people are now networked and can gain information in a blink of an eye. But as for the companies, what are they now after all the changes that occur in this world. They still remain to be a company because they are only entities created and can be destroyed by the law of every state. If they are only created law, they are artificial beings that try to hinder human beings to exercise our rights to communicate. That is why we can easily ignore them. It's because humans tend to ignore beings that can't relate to them. That is the more reason why those companies need to be smart nowadays.

In the line of being smart, allowing the conversation is not only the thing that they can do. As stated in the previous thesis, they should also learn from it. They must learn to innovate themselves as to their markets have done. If they can succeed in changing their ideas, they can now have a better chance in relating themselves to us. They should also throw away their mundane policies that they also try to violate. With all of this they are now following their markets to a better world. That is the more reason why they should change, change for the better.

Integrative Questions:

- What is the forgotten outcome when companies prevent conversation from occurring?
- What makes the company an artificial being?
- What is the thing that the company should learn from their market?

Thesis 60: This is suicidal. Markets *want* to talk to companies.

As much as the company wants to disagree with it, the complaints of their customer are the means of the market in engaging themselves in conversation with the company. This conversation can create a great difference in which the only thing that the company should do is to listen. Markets are the ones that don't want these companies to die just because they choose not to listen. They wouldn't speak to the companies if it is their intention at the first place.

The truth behind it is that the companies are the ones that fail to listen to their markets. This resulted to the disappearance of the confidence of the market to the companies. That is why the companies are the ones that give their markets the reason for them to be ignored. As they continue to do this to their markets, it became the starting point for the company to gradually die. This is what this statement wants to say about being suicidal. They are losing their markets because they pushed them away. As they gradually lose their markets, they also gradually die. If they totally lose their markets, they can't excel in their industry and they can't recover their expenses. Thus, they are nothing without their markets in which they do generate income.

The outside world offers many options for a certain company to start their business operations. But before they analyze the outside world, they should look at themselves first, about the things they need to change with them. This is for them to be able to create interactions not only within themselves but also with their markets as well.

Integrative Questions:

- What is the means of the markets to engage themselves in conversation with the companies?
- What is the mistake of the company that leaves the market a sole option which is to ignore them?
- What should the companies do in create interactions with their markets?

Thesis 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.

Companies, as many of the previous theses statement have said, are using scripted language or instructions which they used to become their front against the concerns of the customers. But unfortunately, they are mistaken on their thoughts that they can fool us with the used of their scripted lines in confronting our concerns. A good example is when we try to call certain hotline for assistance in our broadband internet connection. One of the options given to the caller is to talk with a customer service representative (CSR) of that certain provider. When we try to talk to the CSR, their often reasons for a problematic internet connection is that they are having a maintenance on their base transceiver station (BTS) in which our antenna gets the signal. Another is that they would say that they can't detect an activity with our antenna. Then you will be advised to monitor your connection for 24 hours. You would be lucky when you see your connection to be up again within that time, but as most of them, you would need to make a follow-up call for your concern for them to address your problem.

With this kind of talk, you may say that their language is only trying to fool us. But sad to say, they don't, because we already know it from the beginning. The sad part here in this example is that we want to talk to their support team that does the maintenance and so on but we can't. It is because all of them are hidden in an employee called CSR. Companies should realize that talking to the real people is better than to an employee that like a machine that stores scripted language in itself.

Integrative Questions:

- Where do the companies hide their real people?
- What is wrong in their way of dealing with concerns?
- What do companies should realize when dealing with customer concerns?

Thesis 62: Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

We, as markets want to engage ourselves in meaningful conversations with other people in whom we can exchange information with. These conversations are not only in the extent of the market. As stated in the previous theses, the markets wants to converse with the employees of the company. Thus, the markets want to also be involved in the conversations that are occurring not only within the markets but also the ones that are occurring within the company. They don't want the company's advertisement which purpose is only to fool us for the sake that they can promote their product to us. What the markets want is to talk with is the people inside the company.

The only thing here that prevents the markets from entering the internal conversation is the company's firewalls. This firewall of them doesn't allow external access unless it is permitted by the company's administrators. Thus it makes the conversation impossible between the market and the company. If the company would only allow their markets to can participate in forming product strategies, it would be a great help to them. What they need to do is to only listen. It's because the ones that will help them are also the ones that needs their products or services. That's the way the companies can participate in the game of business. They just need to know what those people can give them, people that are also known to be their own markets in their industry. A good opportunity awaits both of them if the company can initialize that kind of conversation.

Integrative Questions:

- Where the market does wants to participate?
- What is the thing that prevents the markets in getting involved with the company's internal conversation?
- What is the thing that the company must do to realize the benefits of market involvement in their internal conversation?

Thesis 63: De-cloaking, getting personal: *We are* those markets. We want to talk to *you*.

Most of the people think that those in the higher management of a certain company are the most knowledgeable enough about their products or services they offer. This is in the context of their thinking only. As discussed on previous theses statements, it is not the abstract authority that measures their capacity but rather their skills and experiences in delivering their products or services to their market. On the side of the markets, it is also similar that they want to talk to those kinds of people that have the appropriate knowledge on their products or services they offer to us. But unfortunately, some of them also rely on their product's brochures and customer's scripted speech. In other words, their knowledge is the same as of those corporate guys that only wants to promote their product to us. Who would want to talk to those kinds of people in the first place? What the markets want is a conversation that is based on their concerns so that those people can do something about it. But even they belong on the top; they still can't do something about their policies that hinders the conversation needed by their market. This is in spite that they are also the ones that brought these up and has the capability to pull it out on the company. What they need to do is to be true to themselves and realize that creating mask against their market wouldn't help them. It's a matter of becoming real.

Integrative Questions:

- What is the thing that the market wants?
- What can the top management do in order to follow that need of their market?
- What is the message of the statement to the top manager when it comes to dealing with their markets?

Thesis 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.

When we look at the websites, flyers and brochures of a certain product, we somehow wonder on how this product becomes unique to others. It is for the reason that we can also check products that have the same specification but only has difference in their form. Yet, for them, it is already a new product. But is that really true? Maybe we can't judge about it because we even don't have a time to talk to the people that were directly involved in the creation of that specific product. There are so many possibilities on the manner they implemented their products. These possibilities are almost infinite that we wonder on what could be their fault on the strategies that they had used. We also wonder on their reasons behind their implementation of that specific product/s. All of these things that we could possibly think about are also to be considered as markets. It is not a matter of knowing who is right and wrong. Rather, it is the matter of listening to the perspectives of both parties. Thus, it enables understanding with each other. This understanding increases the bond between the company and their market. It increases the chance of the company to successfully deliver their products to them. It is for the reason that they somehow understand the needs of their markets based on their interaction with them. That's why interaction is important in order for a company to succeed in delivering their products to them. It could serve as their key to their own success. If they fail to acquire that key, they also fail as a provider to their markets.

Integrative Questions:

- How can the market do in order to say that a certain product is unique to another?
- What should the company do in our opinions about their strategies?
- What is the important thing in delivering a product or service to their intended market?

Thesis 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.

In my reflections on the other theses, it says that human beings speak in human voice whenever they engaged themselves in conversation with other people. In the context of the companies, their workers should also be doing the same thing. But oftentimes, what happens is that companies force their employees to do things that are against their will. A very good example of it is the manner of their language. Employees are also human being which are entitled to express themselves in humanly way. Thus their voice should also be human. But what happens is that the companies used their authorities to make these human beings act like their puppets. Thus it violates the will of their employees to be able to express speak by their nature.

If the companies still continues to do this kind of manipulation, they also lead themselves onto their failure and eventually their death. It's for the reason that a scripted language cannot be used in order to solve the problems of their markets. And besides, markets are speaking in their human voice. In other words, the employees also need the same kind of voice or language in order for them to understand each other. The companies can't simply use their authority in order to ask their employees to speak and act like robots in front of their very own customers. Then again, insisting their twisted ideas about speaking towards their customers will only lead them to their death instead of becoming a successful provider to their intended market.

Integrative Questions:

- What is the mistake of the company in using scripted language in speaking with their customers?
- What language is required in order for the company to understand their market?
- What will be the outcome if the company insists their ideals on using scripted language in their communication with their customers?

Thesis 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?

In our daily living, we are always prone to acquaintances with other people. In other words, it is inevitable that we would not introduce ourselves to them. Even in our simple school life. When we start classes, it is always an introduction day that is allotted on the first day of classes. It is also typical that our introduction always has a format. Example of it is the instruction like "Tell us your name, address, hobbies and expectations". Does it sound familiar? Of course it is! It's because you might just laugh about it but it is the truth in a way or two. If all of the introductions in our environment are like this, it would be a closed and formal communication between people. Wouldn't it be nice if we can do our introduction in a normal way? It's like saying what's in your mind about yourself.

Same is true with the companies. They always try to start their introduction on their studies and reports that only bring boredom to the listeners. Why not do it normally? They are also human which are considered as a social being. They can tell something about themselves as a human being and not as a member of an organization. What they should do is to make their listeners acquire trust and reliability from them. People are not interested on their compliments to their workers and customers unless they know the basis of it. If they can't provide that, not their employees or even their markets will put some of their attention to it.

Integrative Questions:

- What is the proper way of introducing oneself based on this statement?
- Why should introduction be in a normal way?
- What is the effect of scripted introductions to their listeners?

Thesis 67: As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.

In my reflections on the previous theses statements, I had mentioned there on how the company is being ignored because they can't relate with their markets. In this statement, it may also tell us something that would be related on those topics. A typical example of it is the way companies do their excuses against their customers. They always tell us that it is because of their policies that never end. Why not change those policies that are only hindrances in creating good relationships with their customers. They should know that nowadays, listening to the customers is very important for it can cause them their lives as a company. It is not the era wherein companies have the absolute control on the right ideas in terms of creating their product/s. They must realize that those kinds of thinking are already obsolete because it's now the customers that have the large influence on how they supposed to deliver a product. The reason for it is that those companies still think that they are the ones to be listened to. But the truth is that they are the ones that don't understand even a single thing. They also insist that the policies that they do implement are correct but in its application, they are not even sure if it works or not for their betterment. What they need is a transition that could help them understand their markets and analyze their learning to improve their products and services. They are the ones that should make the move because their employees and markets would not bother to waste their time because they can find other companies which can serve as replacements to them.

Integrative Questions:

- What is the problem of the companies in this statement?
- What is their common excuse when they are against their customers?
- What is a possible solution to their problem?

Thesis 68: The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?

All people are always waiting for explanations from the company when something bad has happened. But these executives always reason out that it is already out of their control. But the truth is that they are the ones at fault which resulted to that failure. So they must at least do something about it. But when it comes to good happenings, they are also the ones that talk to the people as if they are sure that all people pay attention to them. Wake up for goodness sake! It is not a time that you feel too much confidence about yourselves. It is because you're forgetting to realize that you're still alienated in the environment you are targeting. It is for the reason that all the things that you are telling the people are the things that are only familiar to you and your company. This has nothing to do with the market at the first place. It's because what the markets await is the thing that you, as a company, will deliver to them. It is the one that you called a product or service. It is the thing that the markets want for they can relate unto it.

That's why the people that are assigned to talk in front of their markets shouldn't speak in the language that only your internal companions can understand. It should be the language that the people you are talking to which they should use. But unfortunately, it is still a goal that some of the companies still can't reach.

Integrative Questions:

- What is a jargon?
- What is the thing that concerns the markets?
- What is the language that the speaker should use in front of their audience?

Thesis 69: Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.

In my reflections about the communication styles of the company, we could say that their method is at best when it comes to impressing their stakeholders or investors. It is for the reason that their method always tackles about the benefits of their investors in their project. That's why their investors are delighted because it is for their betterment. But is it really the right thing? If I were to be asked of it, I think it would be right when the markets are also delighted in their project. It's for the reason that it is not the investor who will use their product at most. It is their market who will be the real judge if their products or services were impressive or not.

This statement also addresses the concern of a certain company to their public image. It is for the reason that this concern of them is the one that makes them forget about their real objective. It is their objective to deliver quality outputs to their market that could help them in gaining a better living. It is not bad to be concerned on your public image but it is better to act upon it than relying on public statements. It's because those public statements only create threads. These threads of conversation may eventually destroy their image that they try their best to preserve. That's why the saying that "actions speak louder than words" is still applicable in this statement. They're more of those flowering words that doesn't have any effect at all. They must know that no one is impressed on those things that they are blabbering about.

Integrative Questions:

- What does this statement want to address?
- What is the mistake of the companies in their preservation of public image?
- What is thing that the market wants from the company?

Thesis 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.

In this statement, the chain effect of their false communication methods which they assume to be correct is explicitly stated. It's for the reason that their way of speaking with their intended market is not the market's way of communicating with each other. They should remember to be real and transparent on what they are saying with to their markets. It is unfortunate that some of the investors are as dumb as those who are companies. They pretend to be knowledgeable on the things that they are saying to their markets. They may have their own justifications on why they do such strategies but still their endpoint is a failure to provide quality outputs to their markets. It's because they always try to surprise their investors with all they've got. If their investors are already amazed on their proposal, they already gave in even though they don't understand the whole thing. This is where the problem lies. If the investors just became owned by the company because of flowering words, they are likely to fail. It's because they lack analysis and thorough research about their intended market and their manner of implementation. As said in the previous thesis, they could be able to impress their investors, but not their market at the same time. They should be able to implement their strategies in realistic manner. This manner should be brought about by actions in addressing their concerns and not through their words that has nothing to do with the markets.

Integrative Questions:

- What are the characteristics that the company must adopt when speaking to their intended market?
- What is the mistake here of the investors?
- What is the manner that the companies should use in order to implement their strategies?

Thesis 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.

This statement would mean that the things that the company thinks which are only causing them to increase the chances of killing themselves. It's for the reason that they are only relying mostly on their assumptions about their market's needs and preferences. These notions are can be clearly seen in their projections of their sales in their different market sectors. These sectors can refer as geographically, classes, races and the like. These sectors are only created by the company itself without the total considerations of the other factors like the real needs of the market. That is why these kinds of market that the companies do assume are only ideas that came up in their minds. That's why it is the more reason that makes their markets a fictional one.

That is the result of their failure in their interaction with their markets. Surely, they would have also realized their mistakes. But by the time they do, someone from the real market already do something great. It is that one of those markets will also do the work of a company. It's because companies are only artificial being created by human beings. Since markets are composed of human beings, they can also create an artificial being like a company. This is also the time when the markets also have gone to that new company that is different to the old ones because it is now based on the real needs, and discourse of the market. That's why this statement tells us that markets would belong to a company that relates with them.

Integrative Questions:

- Where the company does relies in their studies about the market?
- Why do the markets the company studies became a fictional one?
- Where does the real market belong?

Thesis 72: We like this new marketplace much better. In fact, we are creating it.

In my previous reflection of the 71st thesis, I had mentioned that if the companies can't do something to cater the needs of the market, then the markets are the ones that will be doing it for them. It is for the reason that they are also human beings that have the capacity to create an artificial being like the company. This company that the markets would create will be a company that is beneficial for them. Sounds good isn't it? It's because if a certain company comes from the markets, it is like to have an open-minded management that would allow conversations inside them. Thus, it understands us and can relate with our conversations.

This kind of exchange of information between two parties is already present since the early time. An example is the trade system. People can exchange their products to other products but it is not only limited to products that they have. They can also share their ideas and opinions with each other. That is one thing which is good on the trading system. We are fortunate that this kind of system exist because we get to interact with other nationalities of which both of us have one thing in common. This thing is that both of us have a certain need that must be fulfilled.

It is sad to say that the companies can't do the same thing in terms of communication with the other party. They try to insist their ideas to us which they claim to be right. Nevertheless, we know that it is only bias on their side. Even though they are not concerned about it, we, the markets, are the ones concerned for it. They try to separate themselves to us, who are the source of their existence. They only try to be on their own way which would only lead them to failure and nothingness.

Integrative Questions:

- What is it that the markets want from the companies?
- What is the benefit of a company created by the market?
- What is the bad thing that the company does against their market?

Thesis 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!

This statement could be referring to the tolerance of the market to the companies. It is the tolerance on their twisted ideas. This could be the result of our tolerance to them. We are the ones that gave them the reason to be like that. As a corrective measure, we, the markets are also the ones that should help them realize their faults. This is where the bigger problem lies. Even though we are encouraging them to change, their mindset was already stuck with the belief that their ideas will always be right. It's like an absolute order from a king. That's why the markets have no other choice but to create the world based on what they new was right. We do change because we realize that there is already something wrong with what they do. That's why we are also encouraging them to be part of that change. As the statement implies, they can join us but they must comply with our standards. It's for the reason that we want them to learn from us. They can't insist their wrong ideas in our world. This kind of world is created to spread the change that the markets want. This world of these markets may also have mistakes in it. But they created it because the want to rectify those mistakes. In other words, they will continue to change as long as there are thing that needs it. The only thing that those companies can do is to join them on their struggle to change for the better. This could lead to a better business world with the markets and companies. What a heavenly situation isn't it?

Integrative Questions:

- What the reason why companies feel that their ideas are always right?
- How did the markets respond to this situation?
- What can the companies do in order to join the new world that the market has created?

Thesis 74: We are immune to advertising. Just forget it.

We are all aware that advertising is considered as one of the many methods of promoting a certain product or service. But this method can be considered as an obsolete one. It is for the reason that the markets will not look at their brand at the first place. It might be the last one to be look at actually. It is for the reason that the markets nowadays are smarter than of what the company could have thought of them. They might be even smarter than that of the company that wants to pursue them in terms of their interest. It's because most of the markets are now engaged onto conversation that makes them gain more and more relative information about their needs. This knowledge enables them to be more brilliant than the salesperson that the companies pay every month. A very visible proof of it is when people are going to buy something like television. When the people know that brand X has the same functions and features as of the brand Y, with price that is the only difference, the consumer would actually buy the cheaper one (for practicality as most of us do). It is for the reason that having a brand to be the cause of an increase in price is not anymore a reasonable alibi. Markets value the brand the least. They are more on the things that the product can do for them. That is the reason why the companies should realize that advertising could not make-up for their failures as a provider to us. Markets really meant it; we are immune to your advertisements.

Integrative Questions:

- What is the reason why the markets are immune to advertising?
- What makes the markets smarter nowadays?
- What can the knowledge gained from conversations do the markets?

Thesis 75: If you want us to talk to you, tell us something. Make it something interesting for a change.

When we are talking to a manager of a certain company, we would not be surprised if they would always mention something that would promote their products onto us. But when we try to talk to an employee of that same company, we would be more interested about what they are telling us. It may be about their roles that must be fulfilled against the compensation and benefits that they were receiving. It could also be their problems and concerns about their business process and how to solve it. All of these things catch our interest because we know that we can relate with them.

That can be the factor that this statement wants the company to consider. It is the factor that tells them to learn to speak in a human way. It's because they are like animals that quickly react even though they don't understand what we are telling to them. It's because they only take importance on their own benefit. That benefit is to be able to promote and sell their products to us. It is to be a very opposite thing when it comes to conversing with the employees. It's for the reason that employees are the most identical to the market when it comes to conversing with each other. They both know how to pause and a lot some time to listen to your ideas and ask something about what you say to them. Thus, it creates a good atmosphere between the parties involved in the conversation.

It is nice to see that companies could forget about their boring talk about their sales, reports and the like. These are only things that markets don't care about. It would be nice when companies can talk like humans which they have difficulty in doing so.

Integrative Questions:

- What is the factor that this statement wants the company to consider?
- Where do the markets resemble in terms of conversion to each other?
- What is created in the kind of conversation that the market is engaged to?

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?

In the study of marketing, it is a must for a company to find a need for something. But in my point of view, why is there a need to find it? They can simply engage themselves with the conversations that are occurring in the market or even inside their companies. It would help them save time and increase the relevance of the information that they could extract from it. Thus, their necessity of finding a need is already gone. Saves time and money isn't it? But it might be a question as to why these companies don't implement it in their organization at the first place? They can just coordinate it with the things they can provide using their own capabilities. They can just also align those needs to their goals and objectives as a company of provider. The possible reason as to what they are doing is that they don't listen to what we are saying to them. We are open to tell them our need for them to provide the solution for it. But they only let those words flew in the air as if nothing has been said. If those companies value time like the money that they can't spend some it in talking to the markets, we are also thinking the same. The markets also value their time like the money that they spend in acquiring certain products. That's why they also can't lose even a portion of it doing nothing. If those companies still don't get that idea, then it's time for them to say goodbye to their precious business. It's because their deeds only makes their image worst which is equivalent to death. That's why companies should take the responsibility of listening to their markets seriously.

Integrative Questions:

- Is there really an importance of finding a need?
- What is wrong with the companies according to this statement?
- What is that resource that both companies and markets value the same as money?

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

This statement could be related to the previous one in which companies doesn't intend to listen to their market about their concerns and other inquiries. But this statement implies the possibilities of what can happen if those companies continue to do this to their markets. It is explicitly stated in this statement. It says that "well come back later, maybe". It only means that there is a possibility that the market would look for another company that would appreciate on listening to their concerns and would be able to provide the solution for them.

This may be not a lost on the side of the company because they assume that they still have plenty of customers that are willing to wait that long. But they should also remember that those actions would give them a bad image to that specific customer that they have ignored. That impression can easily spread to the total market because as the previous theses had stated, markets are now connected in a networked way. This makes information flow rapidly. Thus, it creates trouble to the companies especially that the competition in these times is tight that negative impressions can make them lose a huge amount of money. There are plenty of players that appear everyday in a certain industry. With the way the company does things, they just increase the damage they are doing to themselves.

Integrative Questions:

- What does this statement implies?
- What is the thing that can make companies lose a huge amount of money with the existing competition?
- What is the effect of these actions undertaken by the company to them?

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

When we are in a certain store, it is absolute that we need something in which we do hope that certain store can provide. What if that store offers you a product that you would not need and doesn't suit your preference? Of course you are in a disappointed mood that you regret that you bought that product. But then again, you are more disappointed that you believe what that salesperson has told you. It is for the reason that you assume that what he/she has told you is correct even the opposite is what that person meant in the first place. It is fine if that is the situation because we also have shortcoming on our side. But if those salesperson tries to make you buy the product without listening to your other inquiries, that is the time that you can say that they are mistaken on what they are doing. It is because they shouldn't do it in the first place. They are the ones asking you to buy their product and yet they have the guts to put you under pressure? They should have the manners to ask their customers. They should also cater every concern that their customer has about their product. It's for the reason that even they had successfully sold their product, when that customer had complained against that product; it is the company's image which is damaged. That damage can't be easily handled and resolved. That is why companies should know how to put their attention to their customers in order to gain profit. That can be done by just solely listening to them.

Integrative Questions:

- What does this statement want to tell the companies?
- What is the thing that is damaged to the company by customers' complains?
- What is that potential that the companies should realize?

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

It is somehow wondering that companies do their operations in a very secretive way. This could be brought up by the tight competition in their industry. We can't blame them for that. But the thing here is that they should not close themselves to the people they intend to serve. These people are the markets. These markets are the ones that have the largest potential on teaching these companies on the things they must do. Rather than being secretive on their strategies, why don't they interact with the markets? They might learn something in one way or another. It's because while their research and development are trying their best to create or modify their product/s, we, the markets, are continuously learning on what, where and how to buy stuff that we need in our daily living.

This statement tells those companies to join the party that is occurring within their market. This party is the symbol of innovation that is happening in the market. It's because in a literal party, there are changes that makes people satisfied. Same goes for the changes in the market itself. We don't want to let those kings that are still in the past which don't know their position and still assumes that they are always on top of us. We want the change to start now. We'll be introducing new notions that these companies must do even their pride can't take it. There will be no arguments on this. If they don't want to join this change, then they should now be preparing for their incoming death.

Integrative Questions:

- Why do companies do their operations in secret to their markets?
- What is the symbol of the party in this statement?
- What is it that the markets want to start immediately?

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

It is a typical situation when companies are starting a project. They are always onto the projection of sales and return on the investments. The same goes for the government projects. Both of them always prioritize money in order to operate. It is really different when we say that money is needed in order to operate a business. The reason is simple. When money is needed to operate it means that it is one of the important components in operation. On the other hand, when money is the priority to operate, it means that money is the most important component of operations. See the difference now?

There are many way in order to make money. What the companies need to do is to be open. Open on the great ideas that can be used to produce money. This is aside from putting pressures to your customers in order to earn. But as the previous statements had said, those companies are already busy to notice and put some attention on those things. That's why in the end, they don't care about it.

It is saddening that because of what they have done, they will be really busy not on earning money, but on packing their things and calling some construction company to demolish their building that they already can't afford to pay. That's why the fame only goes to the smart ones that learns to listen and made the correct prioritization on their operations. They are the ones that likely consider money as only one of those important components and not the most important.

Integrative Questions:

- What is the first thing that a company asks when launching a project based on the statement?
- What is the similarity between the companies and government in terms of prioritization on money?
- What should these companies do in order to make money without considering it as the most important component in their operations?

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

In the previous thesis, it is discussed there that money should be considered as the most important component in the operation. It is for the reason that this kind of thinking is the one that makes money a kind of one-dimensional and boring. It is one-dimensional because they perceive money in only one aspect which is the priority in operations. It became boring because every time they talk about money, it is always operations and earnings that are on their mind and nothing more. That is the reason why this statement is also asking on what else they can talk about.

The main point here is that if those companies could have the courage to broaden their thinking, they would realize that there are others things that they were earning in their operations aside from money alone. Examples of which are quality reputation, customer loyalty and good image to the social community. These things can be considered as far better than just profit alone isn't it? So has the bulb light already sparked in your heads? I hope that's what happened. It is for the reason that customers wouldn't be loyal to a certain product if that product doesn't suits their need. It is also neither they would become loyal by just forcing them to buy the product. It is better to say that they would become loyal when you prove that your product has the best quality in time. That is where they can say that they can drive their customer to buy their product without forcing them to do so. The company doesn't create their names by merely forcing people to know it but by doing things that they would appreciate which you earn.

Integrative Questions:

- What is the reason why money becomes one-dimensional and boring?
- Why is money a kind of one-dimensional?
- What are some things that can be considered as earnings aside from money?

Thesis 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?

Typically, when a certain product that we had bought suddenly broke because of malfunctioning, we tend to look for our warranty papers that are sure to be troublesome. After all those findings, we will go to the store where we bought it and claim for that warranty (assuming that warranty is still valid). Those things are not wrong but when that warranty is not accepted for some terms and conditions that they had created, we always want to talk to their manager about it. But unfortunately it is most likely the situation wherein the manager is not in the location. That's how the scenario always looks like in most of the time.

When we talk to those that are directly involve in creating the product or the one that manages it could be considered as far better than just getting your stuff back like its dump. It is also better than not knowing what happens after they replace your product or if that products gets to be replaced in the first place. It is not like that anyone bothers to ask but it is the thing that no one knows where to ask or if they know, would they be able to speak with that person. It only tells us that there are too many hindrances on the conversation within the market and the company. Those conversations that are supposed to help both companies and markets are restricted in many ways for it to occur. These restrictions get more and more irritating as time passes. I hope that they can do something about it.

Integrative Questions:

- What is the typical scenario when a product is broken?
- What is a better way than just getting your stuff back like its dump?
- What is the problem between the conversation of market and companies?

Thesis 83: We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.

It is quite a wonder that when companies are doing press conference, they always invite so many reporters and journalist. But do they bother to invite even one of their potential markets? It is funny to think that those reporters and journalist are the ones that have the capability to assess the company's product when the truth is that they are only one who will write something about that product on newspapers and other media. The thing here is that the markets are still the ones that have the last say on a certain product that is to be introducing onto them. It's because literally, those journalist wouldn't be their most potential market the first place. It is still best when the appropriate people are the ones that will judge a candidate rather than relying on someone that will do it with their belief that it is not the best way of doing what they really want. In comparison to the journalist and reporters, companies shouldn't rely on their assessments because their real job is to write something about it while their markets are the people which have the largest possibility of using it.

The fifty (50) million is to one (1) that is stated in the thesis is really something. It doesn't prohibit the company on inviting press reporters and journalist on their press conference (that is why it is called press conference right?). This only means that those companies should prioritize their markets as the primary evaluator of their products over those press people that were not onto really becoming their potential buyers.

Integrative Questions:

- Why do companies invite many reporters and journalist in their press conference?
- What is the function of those reporters and journalist in a press conference?
- Who is to be considered as the primary evaluator of the company's product?

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?

It is typical that people have acquaintances within a certain company. That is why they may have small amount of information about the company. The best part is that when those people from the outside have the same amount of information about the company with the employees of the company itself. It is for the reason that the amount of information they exchange between them is also large. It only means that the percentage of learning relative information is also huge. They can also access that information easily because they are now networked with the help of the internet. That is the more reason why the possibilities are almost infinite when the people from the inside (the employees) can freely communicate with people outside (the markets).

The best example of it is when a person is inquiring about their internet service with a certain company provider. The customer service agent would always apologize for the inconvenience that their company has done to that specific customer. Then they would add that they are already doing their best to serve the problem. But the thing here is that their customers would have already notice that the things they were telling them might also be a part of those scripted language that the company has given them. That's the more reason that the markets wants to talk directly to those people (employees). They are hoping that the things those people told them over the phone are their real voices that they would use when they converse outside. It is fortunate that those people within are also willing to converse with the ones outside. This would bring a great change and could be able to make the business world far better than what it is today.

Integrative Questions:

- What is the importance of this statement to the market and companies?
- What is the best thing brought by the conversation between companies and markets?
- What is the good part on the side of the company in terms of this conversation?

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.

When we are visiting different forums at the web, we can somehow conclude that most of the inquiries there are about problems about their acquired products. These inquiries can be on the technical part or on the other. But when we try to review some answers to those inquiries, we may notice that most of the answers out there are based on the opinion of the user. It can also be based on the experience of the one answering the inquiry. Would it be better if the answers we can get have the higher reliability and accuracy on our end? Of course it is possible, but only if the one who answers the question is the person that is directly involve on that product. It is not that the answers coming from the market are wrong but it should be noted that those in the markets are different people with different experiences on that specific product (if there is). That is why it became less reliable and accurate in comparison if the one who answers are the people that are really involve on the product itself.

This is what the statement wants to say. It wants to tell those company that why should they prevent their people from speaking to the market when in fact those people of them have the most accurate answers for the discourses of their markets. There shouldn't be any barrier preventing that thing from happening. People from around the globe need answers to their problems. Same goes for the markets. That's why those companies shouldn't be the one to prevent but rather to be the source of the answers that the markets want to find.

Integrative Questions:

- What are the typical things that we can see in a forum?
- What is the basis of the answers in the inquiries of the people in the forum?
- What is the task that the company should undertake in order to help their markets solve their discourses?

Thesis 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.

In a specific networked, there are restrictions that are implemented. These restrictions are used for security purposes so that the important information about that network wouldn't fall on the wrong hands. But it is quite exaggerated that these restriction also lessens the productivity of its users. If the case is like this, then that is a problem.

A good example of it is my class in ENTDBAS last Saturday dated November 14, 2009. It is supposed to be our midterm examination but that day becomes a very unproductive day for all of us. It is for the reason that many problems occur. But the worst problem is that the database software that we are using was uninstalled. Wow what a scenario it is! It is sure a frustrating one for all of us (hope it is). It is because no one told us that they had maintenance work before that day. Unfortunately, our database software was one of the programs which are uninstalled. But the thing is that no one bothers to inform us even our professor. By that time we don't have a choice but to do the installation again (good for me that software was not uninstalled in my workstation). That's how out midterms goes in other words. The thing here is that they should at least tell us about that and should have installed that program they deleted at the first place. Of course with the restriction of the network, it didn't become easy for the others to install that software.

In relation to the statement, it would be true that we can be there people when we are not their markets by that time. If they just allow us to know the appropriate things ahead, then their name wouldn't be damage indirectly. It only reminds us that the markets can also help those companies. What those companies should do is to give them the needed information and that's it. All is set to spread the news.

Integrative Questions:

- What is the purpose of restrictions in a certain network?
- When this restriction does became a problem for the users?
- What is that thing that the company must realize from their markets?

Thesis 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.

This statement wants to tell us how better it is for the market to separate from those companies and create their own. The reason for it is because those companies created by the markets are the ones that can satisfy their genuine needs and able to solve their discourses. If these companies of old can also do the same, then it is a positive development for them. This development should be sustained so that they can continue to be in the right track. But they should keep in mind that they should not hope too much that they are doing the right thing. Like many people say, "Everything that is too much is also bad".

These companies are engaging themselves in a relationship with their customers. This relationship is not far from the typical ones. There is a need for trust and understanding in order to survive. But same with the common relationships that occur, it is inevitable for it have some damages because of hard times. These damages cannot be erased but can be repaired. But once the damage has occurred, it already means it. It can be repaired but its memories already created a mark. Same goes on the relationship between the company and markets. While the companies continue to ignore us, they are also continuing to inflict damage to the relationship between them. Surely they will try to fix it as far as they can. But as mentioned earlier, once something is done, then so be it. It can't be turn back. There we lose our confidence on those companies believing that they can solve our discourses by providing solutions for it. That does why this statement reminds them to act now, solve the problems of their markets now because if they don't it will just be a greater problem in the end.

Integrative Questions:

- What does this statement want to tell us?
- Where the company does engaged it with their customers?
- What can the companies do to avoid the damage that they might inflict to their relationship with their customers?

Thesis 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?

This statement is referring to the way how the companies are becoming just an extra in the lives of the markets. It is for the reason that this statement already hits the spot. That spot is mention in the statement in a form of the question “who needs whom?” Here we can both ask the side of the markets and the companies in which we could find out who is the real one in need of such. Is it the markets? Or is it the companies?

The information that is explicitly available can already tell us that it is the company that needs us. First, business relies to their markets but we don't because we are already their markets at the first place. Secondly, both of us need money in order to survive but we as markets can create money with the use of interaction with other markets like us. As for the companies, they need their markets in order to create income and eventually create money. The last thing that can be asked on this problem is that can the markets exist without the markets? It can even be asked in its vice-versa. As for the markets, it is obvious that we can exist without them because markets can create companies on their own. These companies can be the ones to provide their needs and solve their problems. While as for the companies, they can't create markets because they don't understand them at the first place. In other words, it is the company that needs the markets and not the market that needs them.

This statement may look unjust to the side of the companies. But all these things are also cause by the companies themselves. We are open on telling them our problems and needs but what they do about it? They just ignored us. This should be the time to do something about it. It's because we are already fed up on what they are doing up until now. These deeds only lead to their worst death in their industry.

Integrative Questions:

- Where the statement does refers?
- Who is the one really in need of the other?
- Which is really to be blame why the statement looks unjust to the companies?

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.

This statement is telling us that companies should do their transition as early as now. It's because it is not their top management that drives the company to its success. But rather it is their employees and intended markets that they can serve. As a previous thesis says, these smart markets, if they are really smart, should already realize that their markets are already gone and so they are. It looks good on the part of the markets that they are already excluded from the target of the company. It's for the reason that they can now find another company that can solve their problems. As for the company, it is a bad scenario for they will now have fewer customers in which they gain profit.

These things are already happening because the companies nowadays should now be evolving into a market-driven one. It is in which that the company prioritize the needs of their market which could eventually be their source of income at the latter part. This kind of competition is now where those companies should win against their competitors. It's because if they can't compete in this way, it will only prove that they can't compete at all. These days, it is now how good you advertise your product or how excellent your people are in your organization. But it's rather how they see your product as something that satisfies their need. It is the very reason as to why the markets have the power over the companies nowadays. Got it?

Integrative Questions:

- What the statement wants to tell us?
- What is the thing that has to happen now in the companies?
- What is the reason why the markets have the power now over the companies?

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.

If we imagine that there is no conversation on all human beings, what do you feel? Definitely you would say that it is a nonsense joke that is just crack from an underworld. Hello? How can a human being progress if he/she is just a creature that is not expressing his/her thoughts to other? It's because through this conversation, we learn, share and grow. Thus it is an essential for a human being to be engaged in conversation. There is no kind of proposal, strategies that can replace our conversation to others. It's because people are still the one that judge the works of that artificial being called company.

This conversation of ours is produce from our human voice that we are sharing to other people. With the help of the web, it is now improved. Our voices can now reach greater heights and are now becoming in depth with their meanings. These voices that we have are the ones that serve as our very own product that we promote to our fellow markets. This product is something that companies should realize and learn how to appreciate. They should also learn from it. It is the main reason why we are interested on these voices. It's because it's unique from every other and we can make a lot from it. It provides a lot of ideas and interest that those companies can use in their business. Unfortunately, they only respond with their scripted speeches and complex reports which only aims to fool us in the end. But they are mistaken on that assumption. It's because they are they ones that should realize their place because if they don't, they are just continuing to be on their hopes of being in our place.

Integrative Questions:

- What can we get from conversations?
- Where this conversation does came from?
- What does the human voice provides to us?

Thesis 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.

In this statement, it reminds me of another thesis that tells us that companies should be able to determine the limit of their corporate culture. It sounds true because those cultures are the ones that hinder the company from changing. It's because those culture are still based on their assumption that companies are still higher than their people and market which shouldn't be the case. This assumption is already obsolete because that is only applicable on the time of the industrial revolution which is way back the 18th to 19th century. But the time now is different; it is now the time where companies should prioritize their market to earn. Thus, time is a major factor for change to occur. We can also say that it is already 21st century. Thus, its already 2 centuries at most by the time that business model is applicable. Sad to say, those companies are still sticking to that kind of model like implementing the command and control management style. These things only worsen the damage that is inflicted to the company again as the time passes. See how important time is?

Belonging to the market, we also value the time because we want change to happen. A change that would make the companies joined too. That's the very reason as to why the company created by the markets exists. Those companies are the ones that were able to solve at least a single problem of their customer. With the presence of commitment, partnership and sharing of our ideas, there is no old company that can compete. The ones that have the chance to compete on that kind of company is also the company of the same kind. It only means that it is also a company coming from the market. If this kind of idea will be brought out, it will create a great change on the way people do their reasoning.

But as we push that through, there is still a chance that it would just be included on the mundane cycle of most companies. It's because it is still a company that we try to create. What is need is a new structure, characteristic that will come from us. This thing will be the key to the change we want. It will be effective as long as it come from us. The closer we get there; we are more like to change those old and even the new companies. That is to say if the are willing to.

Integrative Questions:

- What is an important factor for change to occur?
- What kind of company can compete with the market-driven companies?
- Where should the change come from?

Thesis 92: Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.

When it is the height of the Y2K, companies are the ones that are in an urgent need of bug fixes. It is for the reason that they can't afford to lose all their records because their system can't leap from year 1999 to year 2000. The very reason for it is because they set their year with the last two digits. Thus after 99 (1999) is 00 (2000). See? Going back to zero all over again. What a mess is that? Thus, these companies spend much money in order to upgrade their systems and correct that bug.

In connection to the statement, they think that they need something more than what they used to do like their TV ads and other marketing strategies. But the thing here is that they don't notice that there is something which is a greater problem than that of the Y2K. It is the market timebomb that ticks every second. This timebomb is an indicator of the confidence of the market towards the company. In comparison, the Y2K gives them zeros because of resetting. On the other hand, the market timebomb gives them negative figures which are far lower than zero. Which means market timebomb inflicts greater damage to the company. Sad to say that they don't notice it because as a previous statement says, "They are busy doing business".

It is to say that all are busy in this time. But the markets are also busy conversing to others and enjoying themselves while those companies are busy with one thing, profit. Until at least a single person realizes that the markets have already free from corporate reliance, those companies are better to be dead than alive.

Integrative Questions:

- What is the problem in the Y2K?
- Which inflicts greater damages to the companies?
- Where the company does become busy with?

Thesis 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.

Does it matter if we are paths are separated, one being on the outside (markets) and one being inside (employees)? I don't think it matters anymore. It is for the reason that we can still be connected in one way or another. Those employees can use internet when they are at home. There they can share their ideas, speak with their human voice and learn from others. Companies can't prevent them on doing that because it is not on their jurisdiction anymore. They can now be freely connected to the market as long as they are not in the company building. In other words that building is just an obstruction to the employees.

That how the power of human voice is, even that huge building is just like a stone that is to be thrown in the deep sea. It gets more powerful as it interacts with other voices, in the community thru the web. Nothing can hinder it but rather it can change things the way it is. Thus, we are free to speak and shows are capabilities to the world without doubt.

Like what I mention before, those companies are just like the obstructions which they themselves are root of it. They are just trouble compared to their employees that they were paying for. Thus, this statement reminds us that we can be connected to others wherever and whenever we want. That is a great thanks to the web. See? We can destroy walls, can those companies do that? Hope they can someday.

Integrative Questions:

- Does it matter if markets and employees are walking at different paths?
- How human voice does get more powerful?
- In what thing does the company is similar to according to this statement?

Thesis 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.

When we try to observe in our very own community, it is only typical that we see problems and quarrels. But when we got home, even those kinds of things are still present; we can say that our home is the place where we want to be. It is for the reason that we trust our other family members and have the benefit of security. We have our own organization skills which are far better than when we are at the larger circle of the community. It is rapid enough for us to adapt on the changes that are happening in our environment. We can determine the opportunities and threats in our community and identify the strengths and weaknesses of our family. It became as such because of our trust, attitude, obedience and our very own voices. We can produce many things in a short span of time. Thus, we can do things in a faster way. In contrast to the companies, they create their plans in months, years in order to start it and actually decade/s in order to implement it. It is such a waste of time for them. These things rarely happened to a typical family unless when it is in terms of insurance purposes.

It is not a factor if one is simple and the other is complex; one is small and the other is huge. The main point is that both of them are still in progress which is a unique characteristic of a human being. It is that even there are many obstructions that happen to us which might slow down our plans; it doesn't reach the point wherein we stop. It is even who or what stops us from doing so. Knowing that we, humans, are also the cause of all these companies, we are also the ones that can cause these companies to change. We are the enablers of this change and as a human characteristic; nothing can stop us from doing it because we know it is the right thing to do at the first place.

Integrative Questions:

- What are the factors that make our organization skills better?
- What is the main point of this statement?
- Who will be the possible cause for these companies to change?

Thesis 95: We are waking up and linking to each other. We are watching. But we are not waiting.

When we hear the word World Wide Web or simply the Web, we already have multiple interpretations on it aside from the web coming from the spiders. It catches our interest because that Web is now the one that connects us to the whole world. Now that we have Web 2.0 and Semantic Web, things just got more interesting. The websites can now translate languages to our very own. They are also providing innovative services and websites across the internet. In those things, we learn a lot. But it is not only learning that we've got from it. We can also share our opinions about a certain topic to whom we want, when we want and where we want to. Great isn't it? That's how people perceive the Web at present. Do the companies have the capacity to do that? They could provide you with the hosting of your site but it is still possible that you can do it yourself. Thus spending even a single coin is not needed.

The very examples of it are the social networking sites. There we are able to communicate with only a few strokes in our keyboard. We can send an email to our provider with only a simple click or a two. That's how simple it is. This simplicity belongs to us and not to those companies. It may be a fact that companies are still the ones that created those social networking sites and it's a compliment to them for a job well done. But for most of them, we still watch over them if they would accept the change we offer to them. We will just continue to watch over them and not to interfere with them unless they allow us to do so. The time has change and everything around is also changing in order to adapt. It is only the companies that prevent themselves on changing for the better. Quite the truth it is.

Integrative Questions:

- Why the Web does catch our attention?
- What is the very example of the sites where we can communicate?
- What is it that prevents the company on changing for the better?

Chapter 1-7 Reflections with Integrative Questions

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?

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