



A VERTICAL MARKET SOLUTION FOR RETAIL READER

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PREFACE

Hi there!

This is a compilation of all of my requirements in my VERTICAL MARKET SOLUTION class at De La Salle – College of Saint Benilde.

This compilation includes all of my opinions and insight. I had a hard and memorable time doing this since it made me awake all night long for several weeks. This book contains Reflection Paper, Book Reviews and System Proposal. I as well as the others who also made the same book as I am came up with our own unique ideas on how we see through the deliverables.

After 14 weeks of doing this (it is not that easy to accomplish this ☺), I find it refreshing that I was able to make this book and I can say that you'll be needing a lot of time and sacrifice to do this but it was a great experience.

I am honor to present you that this is my first ever made book and with all due respect that we may have different opinions, I respect yours.

Enjoy reading and I hope you'd like it!

Thank You!

Ivy Rose A. Casil

DEDICATION

I DEDICATE THIS TO MY FAMILY,
FRIENDS, LOVE-ONE, PROFESSORS, AND
TO GOD.

Book Review:

**THE CLUETRAIN MANIFESTO: THE END OF
BUSINESS AS USUAL**



THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

1 – INTERNET APOCALYPSO

QUOTE:

“Let us speak, though we show all our faults and weakness – for it is a sign of strength to be weak, to know it, and out with it...”

LEARNING EXPECTATION:

Honestly speaking, I don't have any idea what is this chapter all about. But basing it with the title of the chapter, it will talk about Internet. How internet starts or how it changes a life, more likely a history of it.

REVIEW:

At the first part of *Chapter 1: Premature Burial*, talk about the essence of “adaptability” of people towards changes in the community. We as a resident of this planet, we always look for changes that might help us ease the load in our lives.

Chapter 1: Testing, Testing...

As stated in the book, internet was nothing before it was only used for the government. And it was like a place for geeks and wizards, loners, and misfits, where they are the only one who uses it. And when it became a “hit” in the market, people started to be curious and ask questions such as: what it is all about, what can it do, how it can help us? With that curiosity, it became a hit. Everyone wants to use it, to have it, and to experience it. People now can communicate with each other, even though they are north-

south from each other without any constraint. People always loves to communicate, they likes to express their thoughts and ideas in any ways.

Chapter 1: Waiting for Joe Six-Pack

The evolution of Internet was being accepted day-per-day. Joe, the creator of AOL started to make this stuff out of curiosity. Net, as stated was a way to earn "lots of money" and many are being fascinated about the idea. Everyone now wants to have the achievement got by these pioneers. Now, Net is a way to voice out what we want to say. From being a couch-potato person, we evolve to this kind who wants to earn even they're at home. It has been a competition for everyone.

Chapter 1: From Ancient Market to Global Networks

For what I have understood, consumers from the past used to go to market to buy what product they need. They want to meet with the seller and have a chat to them. As years passed by, the way consumer buys their product have change. Now, consumers only go to the market just to get their product. The traditional way of how and why people go to the market just to purchase what they needed has changed to pure seller-customer relationship and it has become too global

Economies of Scale: Mo' Bigga Mo' Betta

In demand products, more volume, high revenue. In this section it talks about how businessmen approach their businesses. Their minds are set on the contrary to earn more than what they have now. They set their own guidelines where customers might patronize their products.

Economies of Scope: Would You Like Fries with That?

Competition made the world of industry up-side-down. People started to be fed with the world of competition between two or more rival company. In here, it was discussed the story of Ford. Where they said that they can buy car as long it is black, then a rival company offer to the mass different colours, style that would be likely liked by the customer. With this, different companies start to compete with the loyalty of their customers

Who Knows?

"Concurrent Engineering, Artificial Intelligence, Total Quality Management". In this portion it discusses the meaning of Concurrent Engineering, Artificial Intelligence and Total Quality Management, how these 3 solution for better quality.

Enter the Internet

Everybody wants to be in the internet. Evolution! Uniqueness! Markets: Lowest price ever! People start entering the world of internet because it was a big hit and everyone wants to own one. Businesses start to offer their services using it.

Border Crossing

Companies are playing-safe both local and global. Compete with other rivals, show what they got and what is new. This is now the life of Business Company; to overcome what you rival can do and do better.

Chapter 1: The New Workplace: Breaking the Silence

Everything at the start is hard, but when we start to learn it secret it will be easy for everyone. Same goes with Internet, when it is starting to boom everyone thought it was just a waste of time. Then people start to be curious and fussy about it. Big companies started to be too secretive with their business, when in fact the customer wants to know more about it. Employees of these big companies who know what their customer really needs are being rational with their customers while the big bosses only wants to earn big bucks.

Chapter 1: The New Marketplace: Word Gets Around

"Markets are conversations" as stated in the book. People want to meet real persons whom they can learn and share their ideas. We don't want to talk to someone who we know can never tell their experiences. "*Communication is a powerful tool...*", I believe that also, we would like to speak out our thoughts with the persons who has the same experience and sometimes we want to learn from them. The idea that people wants to share is a big help for the persons who are confused and no set of goals.

Chapter 1: Prospectus

We need to learn to loosen up, yet focused.

WHAT I'VE LEARNED:

As we all know, everything start with nothing and it evolves. I've learned that everything is not decided my "smart" people. I define smart people as persons who dictate the possibility of something would be a "hit" or "facade". Even the most curious person can change a million lives. I didn't even thought of who would do this thing, when in the first place Internet thing was made for the US government alone. I've learned that if we want something we can voice it out, we can let other person to here that and be sentimental about it. We may never know when the questions that only roam in our head might bring a big change to others.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

2 – THE LONGING

QUOTE:

“Our voice is our strongest, most direct expression of who we are. Our voice is expressed in our words, our tone, our body language, our visible enthusiasm.”

LEARNING EXPECTATION:

I expect to learn what does “The Longing” mean, I don’t have even a hint what would this chapter will talk about. Is this about how people want to know more about internet, how the old way of conversing about products change to what we call now e-commerce? I want to know how this thing gone up to this moment where everyone wants to have this internet in their life. How does it inspire people to make and improve it? I want to know what is this all about.

REVIEW:

This chapter talks about the things that makes us want more than what we have right now and it is the “Web”. It tells us what is web, why people hate to be managed in their job, how long people wants to voice out their thoughts and lastly how long people are waiting for the time of internet to come.

Chapter 2: What is the Web For?

In this section, it talks about what is the use of internet in our life. What is it really about? Let's find more as the review continues. There are lot of question what is the really use of it, why it was made, what is his motive. We can't answer it for now, but surely seeking for more, like the ones who made internet fabulous.

A lot of big companies are spending big amount just to be put into internet, why? The author said that there are lots of opportunities in the internet.

Chapter 2: Being Managed

This portion tells us that everything in our life is managed by us, but how can we managed something different like the web? The risk of taking full responsibility and we can not even avoid it. We don't like when we are being managed by others, we are bound to dislike such activities. We seek for something where we can managed by ourselves, something we can fix, something that don't run when we do something. This is how managing is being known and accepted by many. We manage things so that it will be organized.

Can we manage business? It is hard to say, because no one has managed the business but it is only manipulated by the entrepreneurs.

Chapter 2: How to Hate Your Job

Sounds ridiculous, right? How can we hate your job? Well... As a normal human being, we grew up from a world where everything is full of dictation. After sometime we want to be free from it. So, what is the connection of this from the section in the book? As we have the routine of our life, life became so tiring. We want to be free, we want to have something new, and we want something that we can manipulate.

Chapter 2: Our Voice

As we can express ourselves, we can always be heard by anyone. Our voice, which is an essential element to communicate with another individual, is important for which it manage our own environment. What is the connection of the past article "*Being Manage*"? it was said there that everything needs to be managed so that it can be organized. But how is it possible? It is possible with the help of our voice, the voice that can be heard by everyone anywhere, any person.

Chapter 2: The Longing

The way of conversation from before is now dead like stated in the book. The way we communicate now is different in the view of different materials used. Now we have e-mail, IM, blog, etc. We use different style in communicating, the promise of something new for everyone. The thrill it gives to our nerves. Web is something where we can see, search and seek for something that is way too far from us. Web is particularly a collection of pages made by people who expresses their gratitude in a topic. The detail that is given to us, are very acceptable. The web now is a place where most people seek for answers. The web is a new world for everyone who seek change, change that totally change our way of living.

WHAT I'VE LEARNED:

I've learned that from the help of our voices, we are able to communicate and express our thoughts and ideas. The ideas that are long kept in ourselves, the thoughts that can't be express due to lack of person to talk to. Due to the evolution of the technology and the internet we can now share it anytime without the fear of not to be heard. We can now always speak up our thought, ideas and ideals in day-to-day basis in our life.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

3 – TALK IS CHEAP

QUOTE:

“The voice emerges literally from the body as a representation of our inner world. It carries our experience from the past, our hopes and fears for the future, and the emotional resonance of the moment. If it carries none of these, it must be a masked voice, and having muted the voice, anyone listening knows intuitively we are not all there.”

- David Whyte, *The Heart Aroused*

LEARNING EXPECTATION:

I want to learn the reason why it is titled Talk is Cheap, I don't have any idea what is this all about. I want to know how easy we can now communicate with other people

REVIEW:

Chapter 3: Voices from Pots

In this chapter, at the first part tells that pots are made with defined details. There are processes to make a pot which every potter knows. It also tells that when potters make a pot, they do it with their pride.

The connection of this to Web as what I have understood, the people behind Web have the essential elements such as details, process, pride, and there is always a person behind something. The person, who does something with all their heart, is a person that can

express their selves to others. The way a person talk, is what we can see in their souls. Even if it is through other means of delivering the voice, the passion and notion of what it is really for can be seen. There is always a meaning for everything even it is hard to explain. Every person has different voice, voice that made them unique from another. People who blog out their thought are one that sees the Web as a good way to express their ideas. In the Web, there will always someone who will listen even you don't know each other.

Chapter 3: Wired Conversations

It was told in the book that "People talk to each other. In open, straightforward conversations. Inside and outside organizations. The inside and outside conversations are connecting. We have no choice but to participate in them." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, <http://cluetrain.com/book/talk.html>). As what I have understood, in any way of means of communication, people can still get in touch whether what position, rank, far are you with. Now the "Web change the balance of conversational equation." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, <http://cluetrain.com/book/talk.html>). The Web makes people closer to each other.

Chapter 3:E-mail

In the book, it describes how e-mail is used today, the advantages it has. E-mail per se an Electronic-mail where we can type and send the message in just a click. E-mail is a new best way of communicating with the ones that are far. I admit, that E-mail is really important, it is a means of communication when I want to send some documents to people I know, a way to pass some requirements. It is now used world-wide and people can't live with the old-school of snail mail. Everyone wants it to be faster.

Chapter 3: Mailing List

There are two basic of Mailing List, the one-way and the other is the two-way. In this portion the one-way tells about mails that are sent to a number of people, to even they don't know or they just want to be anonymous. Spam is what they called it; people don't know where the mail is coming from. While two-way lists there are lots of people who can react on what you have sent because you are known.

Chapter 3: Newsgroup

Newsgroup is like mailing list where the conversations can be moderated or unmoderated. It records the thread of conversation with people. I find it nice, that they made it like this, because it was easy to share your thoughts into a particular idea with everyone. It is up-to-date, so when someone said something they can easily reply to them.

Chapter 3: Chat:

Chat is what I mostly do. Chat is a means of communication with my school-buddy. As if we we're talking face-to-face, it is really real-time. I find it interesting, but in the best way to communicate faster with my friends, I choose chat than the other means of electronic communicating such as E-mail.

Chapter 3: Web Pages

It includes pages that are written by a person, a page where it was meant to be seen by people. A page where news is all about, friends is all about, expressing you thoughts. As what I have understood, a web page is where we can express our thoughts, ideas freely.

Chapter 3: Millions and Millions Served

Now, that there are lots of ways to communicate with one another. Electronic way of communicating has served a lot of people. It was like a conversation that we read from a day-to-day basis. Getting on-line, post your thoughts, be read by others, be commented and compliment by others is a big success for everyone. Though the culture of how we communicate change, the essence it still there, the reason is still there and what we want to express is expressed in full thought.

Chapter 3: Silence is Fatal

As what I have understood in this last part, if we don't speak now who else would speak for us? We don't have to wait for that time to come; we have to invite people to engage a lively talk with them. Get their ideas and share it with others.

WHAT I'VE LEARNED:

I learned in this chapter that there is always be means of communicating with other people. Now that the electronic type such as E-mail, mailing lists, newsgroup, chat, etc. Are brought we can now easily communicate without the fear of not being heard. As we use

this, the time spent is really short and without a notice we can get a reply from another. The change in how we communicate that has been passed to many generation, from the traditional way of communicating to the advance way of communicating with another, now we can say that our voice is unique.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

4 – MARKETS ARE CONVERSATIONS

QUOTE:

“Every morning when I wake up, I try to remember
who I am and where I come from.”

-Harry S. Truman

LEARNING EXPECTATION:

I want know more how businesses able to listen what are their customers really wanted, needed and expecting from them. I want to know the effects that it may brought to both parties.

REVIEW:

At the first part of this Chapter, it talks about a company who wants to do a clever thing. It was all about a new computer that they will lunch in a press conference but the problem was: the project was hidden from the journalist and the clients, how could this people be interested if it was hidden for a long time.

Then the man who was hired by the company to give them a good tagline suggested ways how they can become the “talk” in the market.

Chapter 4: First Things Last

This chapter talks about the first markets are markets which was filled with people which the buyer and the seller just look into their eyes and then they are connected. It was a "place for exchange, where people came to buy what others had to sell – and to talk". (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, <http://cluetrain.com/book/markets.html>)

It was all talk and some of it discusses about their goods and products, news, opinions, and gossip. Some talks about their experiences, some talks to pursue their buyers to buy their products and indeed it succeed.

The connection between the buyer and the seller never fade for thousands of years. These people are the ones who want to communicate with the other. They are Social based as other calls, because people want to meet and exchange their knowledge as what are behind their works.

Chapter 4: The Industrial Interruption

In this chapter it talks about how the people forgot about the true meaning of market and was replaced by the demand of birth of the Industrial Age. People now focuses on how to supply the demands of their customer and their market, they become more economical.

More and more focus their goals by means of convincing the customers about something and let them crave for it and then boom the manufacturers will make a mass production. Before, the manufacturers are just making their products with a little something difference. Today, the more the manufacturers make, more return on them that's why they love having larger market for their products.

Chapter 4: The Shipping View

The way our products are shipped to different country from the producer to the consumer had used the distributing system. As they do this, they give their message to the consumers who don't want to listen to them on the other hand. Now, even consumers expect that the producer of a product will give their thank you message, these people expects it to be good. But most of them are even disappointed.

Chapter 4: The Axe in Our Heads

In business today, the war between companies has emerged and it affects the way market meet with each other. It is more of business messages that are being bombarded in our minds. In this way we keep on remembering them without noticing it.

Chapter 4: Networked Markets

Internet has been a way to revive where market are conversations. It is in the internet people can communicate again, exchange ideas and at the same time exchanges goods. This has been the new place for the people, because before buying something in the internet they will ask other opinions. Markets are conversations have been born again and it becomes global.

Every conversation exchanged by these consumers is true unlike with the corporate messages that aim to show the good-side of their product while, this real consumers commented on the products truthfully and base-from-experience.

Chapter 4: Private Relations

Private Relations are the ones who do the conversation on behalf of the companies. They talk about interesting facts that the consumer really wanted.

Chapter 4: Advertising vs. Word of Web

The Word of Web is really an advertisement; it answers your entire question by surfing through forums that tells about a certain product you want. The people are connected now, and they can easily know if a certain product has a good feedback from the consumers who bought it.

Chapter 4: Fair Market Price

In the net, if we browse into different site and at the same time looking for a product. We can see that it ranges from different prices, in which was based from the supplier. If the product for sale was posted in the web, people can run through these sites to check if it the same with the local prices. This helps us determine if someone wants to gain more than to serve the consumers are a fair price.

Chapter 4: Assume the Position

We have to know our position in the market because it will determine if we are going to be good or not in the face of the consumer, supplier or the seller. In a business-per-se they have to study carefully before doing any move, one wrong move finished their life.

It the last part of this chapter it talks about how people hear from the side of the business and how people listens to the buzz of conversations. We have to spread the truth because markets are conversation; they listen to what they hear more than what the corporate wants to these markets to hear. Corporate can't shut what people want to say about their products, so it is better for the corporate build the trust of their consumers. In every aspect of life, we have to learn from every side of it because we never know where the conversation is coming from. The business has to listen to what their market really needs, by that these consumers will learn to listen to them.

WHAT I'VE LEARNED:

Wherever you are the seller, consumer or the producer, we have to listen to one of them. Because by listening we apply the markets are conversation and able to supply the needs of one another. We just can't be selfish, because if we do that no one will ever listen to what we want to say.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

5 – THE HYPERLINKED ORGANIZATIONS

QUOTE:

“It is not enough that I succeed. It is also necessary that my friends fail.”

LEARNING EXPECTATION:

I expect to learn how the web connects each one businesses and how it affects the business as well as the person who needs the info about it. I expect that it'll answer the question of how they can become hyperlinked in such a way it gives fulfilment.

REVIEW:

As people speak their words, we can now determine who is talking. We can determine what they want us to feel, think and understand.

Chapter 5: Intranet Apocalypso

The web has been the way for the organizations to have a direct connection with the information but also with the truth behind the human voice. Because of the web, people can now be heard in any part or the world and they can be understood and watched. People can now view different opinions they needed to answer a question that business cant. It has been a world for the many.

Chapter 5: Inside Fort Business

It talks about what is building a fort. It first talk about the company building and how it affect its employees and now the web is the way each one can communicate with another.

Because in a company building they are locked and bound inside where the employees wants to get out, now the web is the way to ease their boredom and meet with others.

Chapter 5: Hyperlinks Subvert Hierarchy

In this part it talks about how business run and makes connection with the people around it. At the first part it tells more about top and bottom in the companies where in the top less people, high position and in the bottom more people, regular workers. It is like predictable but web is not. In web people can make anything they wanted in it, it is also referred as messy. In web people are all equal, no authorities.

So being able to have conversation with another means that we are human, and being human subverts hierarchy. Everything needs to be acknowledging by the other and not taken-for-granted whether you are in the top or at the bottom of an organizational chart.

Chapter 5: Bottom-up

In this part it tells about that more and more are reading on net than on papers. In the web you can post anything you wanted, it cannot be controlled by the people who read it but the creator only. In web, people can share their ideas and thought because it is free and getting every day. More and more get into it because there are so many ideas people wants to share, and people here are equal, no dominating.

Chapter 5: The Character of the Web

Web is totally unexpected. It makes people connected even they are millions and people can go into the pages they want to browse without getting permission with the author. There are no upper-ups in the web, it means that no one can dictate a person what to do because in the first place it is a place where a person can go freely. Web is always updated so even people don't watch news in a TV, net provides it to them. It is a click away in which it is open for everyone.

Chapter 5: The Hyperlinked of the Organization

Let's put the hyper back into hyperlinks, Decentralizing the Fort, Metaphorical Togetherness, Self-Reliance

To make it short, there are things that can be explained in the web that an organizational chart cant. In business, it gathers the talented people and put into a single place and people compete on it. It has been a way to make people fight but

web is not. Web is the place where people can do anything they wanted, it is where all the possible action can be made. Now business uses this to help them.

Chapter 5: Hyper Time

Internet time is fast, meaning it is always updated.

Deadlines, Personal Work Time, Skimming Time

It is not forceful and a person can always manipulate it. It is where a person can save a lot of time by just looking and browsing their needs into it.

Chapter 5: Open Access to Everything

Web is controllable by anyone and it is not limited to a single user. As long a person wants to post in it, they can manipulate it. It is free and everything on it is free and should be free.

Heroic Documents, Decisions, Decisions

It tells about, that making something a secret is not good especially you are in the business. If a company wants to post something about them in the web they should speak and open. Web is the place where they can get feedbacks and people can always give suggestion or opinion to them. It should be open to the public, because people want fact and not just a hoax.

Chapter 5: Unmanaging Rich Data

Web is a place where we can get information but this context said that "information is the wrong term; we don't have anything better." It is a place where information can be putted.

Rich Content and Human Voice, Telling Stories

The information we put in the web are now in data type. Web is a source of information and it is the voice of the world. We can now hear anyone, everyone. We can communicate by means of electronic mail. People post something in the net, is it really information? The way people tell something in the net is a just what they have understood about that certain thing.

Chapter 5: Brokenness

Web is unfixable, uncontrollable and lastly no one plan it. It is like scattered in a single page where anyone can access it. In web, people are liberated because if they write something, they are the only ones that can control it but not the whole web. We just can control everything there is always a single space where we can be in the top.

Chapter 5: Blurry Boundaries, Economy of Voice

In web as what I said before, no one is in the hierarchy, everyone is equal and there is no dominating. No one runs the web, we just use it.

WHAT I'VE LEARNED:

I learned that Web really has a effect in a single person. It is in our senses, we use it in our daily life, it is where everyone is equal. I've also learned that no one is able to control the whole process in the Web and it has always been so unpredictable and unmanageable. The only one who can manage it is the ones who write something in a single space in it.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

6 – EZ ANSWERS

QUOTE:

“If love is the answer, could you please rephrase the question.”

- Lily Tomlin

LEARNING EXPECTATION:

Basing from the title of this chapter, it looks like it talks about some answer. What answer? There are lot of things I’ve learned from the past chapters, what I want to learn more is, is there still a question that haven’t been answered. What questions are being raised? Is it really important? Or these questions are nonsense.

REVIEW:

Chapter 6: Tell 'Em What You Told 'Em

At the very first markets are conversation, things have just evolve. Things have been forgotten and then remembered. The way people so conversation before was changed by the Industrial Age and the supposedly meaning of markets are conversation was gone. As time pass by, people learn to talk but as a business entity where they wanted to be heard by everyone. There is always a knowledge that is being opened every time, knowledge that expands. Everything has been a routine.

Then the Web came, people start talking again and they also start to express themselves by using Web. People start to do the talking as them. And businesses have been

transformed by these changes by the introduction of the Web. Businesses today, use the Web to let be heard by the people and talking to them.

Chapter 6: Hit One Outta the Park

Everyone wants to know more, more information, more details and the Web has been the way for these people to know the facts. Since is it free, anyone can go and browse into it without limiting them. Web is a place where we can talk and be heard, and that it the true meaning or markets are conversation.

Chapter 6: Loaded Questions

There are lot of questions that has no answer, but these questions are getting more. More and more are being added up by people curiosity. But the questions that are being raised by the journalists are the ones that make it confusing. If there is a question that is worth answering, the question should come from the heart and not just by the things that just popped up into our heads and we just raised the question.

The Cluetrain Hit-One-Outta-the-Park Twelve-Step Program for Internet Business Success

12 steps: relax, have a sense of humor, find your voice and use it, tell the truth, don't panic, enjoy yourself, be brave, be curious, play more, dream always, listen up, and lastly rap on

It talks about 12 steps for you to be able success doing work in the Web. People has to be the "word" for the business entity, they should able to listen to them. They should have a sense of humor in doing their decisions, they should not panic if something came up, and they should be relaxed. Because if the business panic, they won't be able to solve it and maybe they can make it worst. By talking to the people they should be able to tell the truth because people want the truth about them. They should be courageous to face the problems that keeps on popping and use this to make their mistakes right. They should be able to learn from it and enjoy the process.

WHAT I'VE LEARNED:

I've learned that they are still questions that remained unanswered since there are lot of questions that being raised everyday and it is always full of questions. I also learn the by looking into the 12 steps that would make you successful is possible.

THE CLUETRAIN MANIFESTO: THE END OF BUSINESS AS USUAL

7 – POST-APOCALYPSO

QUOTE:

“When you ignore people long enough, they begin to feel invisible. Because your important concerns do not concern them, they begin to figure it’s a two-way street. They begin to ignore you back.”

LEARNING EXPECTATION:

There are lots of unheard voices from different person and I want to learn if these voices will still remain unheard. I want to know if there will be a big change in the company and in the business with the help of these voices. I expect to learn if there will be an effect of internet in our lives, is this going to move as it is or be forgotten like the voices before.

REVIEW:

At the first part of this last chapter in the book, it talks about the first inaugural address of Richard M. Nixon in 1969. He told there that there’s a person who has not been heard by others, they despaired more of being heard. But if it’s long enough they will feel invisible and that is where ignorance coming. Ignorance is so powerful that it was stated here that if you start to ignore someone, in return that person will ignore you back. It is the same how the businesses ignore the internet at the first place. They didn’t take seriously what internet can do to them. In return the people and the internet ignore these businesses. Being invisible is also powerful, because when you are invisible you can do everything you want to do. No one can stop you from doing something. In internet, no one can ever stop you from what you are doing. You are anonymous in the internet and you can

hide your profile from every one. You can say and do anything and no one will ever stop you from doing it.

In the internet, no one can ever stop you from doing anything and no one can ever control you from whatever you do. It is like a free wall where you can put and do anything without someone dictating you what to put. People are being connected in the internet whether you came from a very distant place or from the farthest place on earth as long as you have the internet by your side.

The creation of the internet was so unplanned and no one has ever predicted the birth of it. It was like a wild flower in a field where it blooms whenever or someone is taking care of it. Internet was created but it was not created to be organized. It was created in a way where you can do, put, and post everything. It is not organized and no one can ever organize the internet. With the curiosity of the people, internet has evolved from what it should suppose to do. From supplying the needs of people to do conversation to allocating the things that people want to know and to supply them with electronic way of marketing. The revolution of the internet that haven't seen by everyone, the revolution that kept unnoticed by the people who keep using it but at the same time improving it capability to serve the people who uses and wants to maintain it.

The traditional way of doing business is fading, and the new one is coming. E-commerce has been born, yet some people are still remaining unnoticed about the changes. People still do the things from the traditional way even though they don't like the thing that they are doing. If they can use the new way, it will be a big help on their part.

We the people, the company should be able adapt to the changes that is brought by the internet. We should not be deaf by the changes in the society; we should be able to listen from one another. Hear the voices that are being shared in the society.

WHAT I'VE LEARNED:

I've learned from the first up to the last chapter of this book, being able to be heard by the others give a good hope for everyone. When you are being unnoticed by someone, the tendency is you are being ignorant and was ignore by somebody. We should be careful

with the things we do to others because they might do it to you in return. They should be able, as a company able to hear the voices of their people.



Book Review:

**THE INTERACTIVE MARKETPLACE: BUSINESS-
TO-BUSINESS STRATEGIES FOR DELIVERING
JUST-IN-TIME, MASS-CUSTOMIZED PRODUCTS**

THE INTERACTIVE MARKETPLACE: BUSINESS-TO-BUSINESS STRATEGIES FOR DELIVERING JUST-IN-TIME, MASS- CUSTOMIZED PRODUCTS

1 – THE RISE OF INTERACTIVITY

QUOTE:

“When we look at the potential future of economic activity, we don’t have to invent much to come up with a perfect scenario for the exchange of goods, services, and money. We can simply take the best aspects of economic exchange through time, borrowing the best parts of the various economic ages throughout history.”

LEARNING EXPECTATION:

I expect to learn more about the evolution of market in the internet from the traditional way to the modern way of how the market able to sell their products. And how do these businesses maintain their pride in doing their business without harming their relationship with their customers.

REVIEW:

At this chapter it talks about the business pleasing their customer and able to hear their thoughts. Why? Way back many years ago the way they do their business is with the low-volume, consumer-focused custom production. And today it has done the low-cost, high volume mass production but no consumer control. But no one has combined these two facts in business. As year pass by the evolution of computer emerge and the use of internet has

rise. Markets are conversations. Through internet they are able to listen to their customer feedbacks and these customers able to discuss about certain product.

Before without the use of internet, these businesses is not able to advertise their product all over the world since they don't have the ability. Now, with the use of internet products are being mass produced and it is delivered on-time to their customers. Information is being scattered in the internet and at the same time they are able to listen to the voices of the people who wants to use their products. The way the producers control the thinking of their customer has now change to the consumer control. How? Like before Ford has controlled the thinking of their customer with the only type of product they are selling, then the consumer demands something new and some companies serve it to them. The needs of consumer have now served with solutions, solutions that the consumer really needs. Internet has provided e-business that has finally allowed us to reach back through history but also able to pick the very best of it.

The nonstop advertising of the companies has emerged in the net. Why? In the internet posting their products and give special freebies has given these companies less expenditures. Many people are able to respond to this advertisement in the net rather posting it into a magazine where not all people buy it. It is like in the mail, where in when you go into a website and enter your profile they will send you lots of advertisement mails that able you to read and browse into their products.

There has a lot of interactivity in the internet where it lets the business and their consumer talks about what it could do best to the business. The easy way of communicating through the use of internet has given them this opportunity, the opportunity to be able to get feedback and these businesses able to listen to them and supply the consumer with better products.

WHAT I'VE LEARNED:

I learned that through the nonstop effort of the business to serve and able to give their consumer the information they really needed. The pay to this effort is big and they are able to sell their products in no time. But the business has to listen to the voices of their consumer since they are the one controlling the way the products are being bought. Now, it

is not in the hands of the producer nor the seller, it is now in the hands of the consumer. The more the business listens to the voices of their consumer, it is the more return into their business.

THE INTERACTIVE MARKETPLACE: BUSINESS-TO-BUSINESS STRATEGIES FOR DELIVERING JUST-IN-TIME, MASS- CUSTOMIZED PRODUCTS

2 – BEING CONTROLLED

QUOTE:

“The rules of interaction among the consumer, manufacturer, and the homebuilder are being entirely rewritten by technology, as they are adopting the very best features from the worlds of mass production, customizability, connectivity, and e-business.”

LEARNING EXPECTATION:

I expect to learn that how the markets are being controlled by the manufacturers and how they can be free from them. I also expect how do the market able to control the manufacturers. I want to know how do they able to supply their needs as well as how do the market able to choose from a limited to a wide variety of choices.

REVIEW:

In by all means, the markets are being controlled by the salesman, manufacturer and the business itself by limiting the choice and high price for their products. With this strategy the market wasn't able to demand what they like, they are being forced to buy something that is not very likely by them. It was like that they just bought the item in replacement of what they like since it has the same usability but not fulfilling to them. This manufacturer commonly offers selected item for their market. For example: look around the

store, you won't see the same thing in other stores. What I mean is that they had this selected items or uncustomizable to offer to the market and their market often forced to buy something to them when they cannot see what they really wanted. This is not only applicable for the retail stores and it is also applicable to the hospital services, banking services and the like. Markets always choose from the pile of products and services that is being presented in front of you. Some manufacturer says, to customize something from the market is very costly so they limit their choice by limiting what they have to offer. That is why companies are paying high amounts to their advertisement to make you believe that their product they offer is one of the best or as it is the best among the others.

Everything is being interactive with the use of the technology internet. The internet let the business to talk to one another. For example when a store stock level goes down they can easily ping the manufacturer to send items again. It is one of easiest way to make contact with them and this is commonly called business-to-business (B2B) transactions. In the example in the book, when you logged in into the website of DELL computer and you purchased something customize. The information you selected are being transferred to different departments that assembles your product. In this way customers able to control everything in the company and it not just the way they purchase an item. They control everything that runs in your factory when they input all the details needed from the colour down to the last detail of the product.

In the past, the manufacturer limits their customers by controlling their own product design options and the range of its price. They do this to ensure their profitability and they are too lazy (as what in the book define) to do something that a customer really wants. In short, they are too lazy to accompany the request of their market. Now, customers are able to control these manufacturers since they can easily look for any alternative stores that will offer what they want. Like in Amazon.com they offer wide range of products that you won't see in the normal bookstore. People can demand from what book they have to offer. But when people see that Amazon.com price is a bit higher from other bookstore in the internet, they can easily look for the alternative one. With just a click in your mouse, you can easily look and pick something you want.

Some has doubt to let the customer to have a complete control in an interactive marketplace. But when you let your customer to have control on what they can get, it will be a wide range of information to you. Why? When a customer demands something, it

means that more people are likely to like it. Making something is not limited to your choice, it is also affected your market. Businesses should be able to listen to what their market wants. When a manufacturer mass-produces something, is the manufacturer well-assured that their product will be sold. They are now not even sure to what their customer buys, whether you are a big company. The market has a wide range of selection from the interactive marketplace down to the retail store. They can easily move from one to another.

When a manufacturer is being controlled by their market, they are able to make a range of choices to the other market. As well they are able to patch the gap from the market to the manufacturers. The market wants the control to what they are buying and what they need. With the use of technology, the market is not afraid that they won't see someone that will make a customizable thing from them. They are able to find alternative manufacturers since the use of technology is too wide. They are not afraid to use it while some of the manufacturers do.

WHAT I'VE LEARNED:

I've learned that if the manufacturers able to hear the demand of their market they will also be guaranteed to profit as well as loyalty. Why? Markets are able to choose from different interactive marketplace they are not now limited with the choices of the manufacturers can offer. The market is not limited to what the store can offer, they can now find ways where they can find the things they want. They can find something over the internet that will do what they demand. If the manufacturers like DELL can also serve what their market wants they double their profit as well their name.

Book Review:
THE LONG TAIL



THE LONG TAIL

QUOTE:

“Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.”

LEARNING EXPECTATION:

I expect to learn from what the concept of long tail is and how to they were able to implement and use it. How do the retailers able to make money from the obscure items compared to the bestsellers. I want to know how it started and who are among the company uses it.

REVIEW:

This book tells how the forgotten books can make money from the new age. What I mean with forgotten book is, these are the books that is being sold in a local bookstore but didn't make a profit that much or it has never been known by some people. Traditionally local bookstore only offers books that are a bestseller or what other read mostly. They have a belief that they won't make a profit if they sell what other called obscure books, since no one will notice it. But they were wrong and those books that were labelled obscure can make money also.

For example the book entitled “Touching the Void”. This book got good reviews but it didn't sold well in a local bookstore then many years have passed this book “Into the Thin Air” was released. The “Into the Thin Air” became a hit and at the same time, the book “Touching the void” begun to sell again. With the help of Amazon.com technology people able to know that if you buy the book (“Into the Thin Air”) they will also tell you that other people buy this book (“Touching the Void”). The book “Touching the Void” outsell the “Into

the Thin Air”, it became a hit. People became curious what the book is all about and the local bookstore starts selling the “Into the Thin Air” with “Touching the Void”. The ration became 2 is to 1, more people bought “Touching the Void”.

People now-a-days are changing, they can now find books in the interactive marketplace. They were able to find books that are not offered in a local bookstore. They are also curious what others can offer that a local bookstore doesn't and this what Amazon.com is doing. Since Amazon.com offers a lot of books that you won't see in a local bookstore, people have a variety of choices. Since Amazon.com also offer books that is not bestseller. This is a good way of changing the preferences and taking away the limitation of what books should the market read.

The traditional bookstore has a lot of disadvantage compared to the interactive marketplace of Amazon.com. Since a traditional bookstore has a limited inventory while the online retailer has infinite inventory at their back. Retail stores can only sell what they have in their shelf while online retailers can sell books that they don't keep physically. It was said 20% of the books that are being sold in online stores that cannot be seen a local bookstore.

Not only the bestseller can make money but also the obscure one. We should change the way we think about it, don't ever think that something won't be sold. There will be someone who will like and appreciate it. These obscure books will also make money but not as much what a bestseller can do. The point is, it will make money also.

There were three rules that is stated in the book that should be kept in mind while you do retailing. The first one is “make everything available”. You should keep in your mind that everything should be available for your market, so that they won't ask for more. You should be able to sell things that you thought that won't make money, but actually it can. The second one is “cut the price in half then lower it”. iTunes is a best example, they were able to cut off the traditional cost of manufacturers and they were able to sell it online with the price cut. These are what a local music store is afraid of, they were afraid to lose their market. And the last one is “help me find it”. Best example is Amazon.com, they were able to tell you recommendation what book should also be read. They help you find what you like and they even sell obscure items.

WHAT I'VE LEARNED:

I learned that bestsellers books are not the only one can make money but also the obscure one. They can also make even more than the bestsellers, and you just to have one and able to sell it.



Book Review:

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB
2.0 INFLUENCES

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

1 – MAX MANCINI: EBAY

QUOTE:

“You blur the lines between a desktop experience and a Web experience, and that’s really where everything is headed.”

—Max Mancini

LEARNING EXPECTATION:

I expect to learn the secret of how to become successful with just a little amount of investment. And how e-bay earn from just being a bridge between a seller and a buyer and if there are other sites that do the same thing as they are?

REVIEW:

E-Bay is the most famous and known auction site in the web and most of the people know about that fact. E-bay is known for its service which is online auction transaction between people who is selling things and buyers who are bidding their products but the real main function of the site is business in transactions. They are able to make money from being a bridge to let the buyers and sellers have a transaction with each other. They make money from the transaction fees that they get from the sellers in whatever kind of transaction is it. Like e-bay, PayPal is making money from transactions but the difference is e-bay transaction is from exchanging things while PayPal is from exchanging money between people.

Max Mancini is the person behind e-bay innovation, he was the senior director of disruptive innovation of e-bay and he is also runs e-bay platform with his disruptive innovation team. The team of Max Mancini has made e-bay as an e-commerce website that lets 3rd party developers to create an application in it. And because of that, it brought many people to patronize them even more. The role of the developers is to make and inspire innovation. The users of the websites expect more from the sites that they are playing with. They enjoy more when they see the magic of javascripts, jquery and the like and people are getting hooked by the magic of social communities like multiply and facebook. They get amazed by what is serving by these developers and they feel contented by what they see and they feel easy access to these kinds of websites.

Max Mancini also defines in this book *Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers* that web services are able to combine multiple sources of information and they are able to distribute it. And it also changed how money could have been made with the use of such information. It is not like in the past that making money is limited to what to serve physically. Now, you can also gain money from this kind of thing and there are now many ways to do it. This evolution will help the company the gain access in the new world while the other companies that are not able to cope with this will more likely to go down and go out of business. It is important that these companies able to cope with the changing technology and the way of how to do business other than selling goods in a physical store.

Security has always been the big issue of getting into the risk of losing and be used your identity by other people. And this issue has never died since the birth of online transactions. Being secured is what people want and it is the most important feature of having transaction online. The securities in the websites are good enough but this not mean that it is really fool proof. As my professor said Mr. Pajo in one of our discussion, having a transaction online is safer than having your physical transaction like in restaurants where you give your credit card and you are not even sure that they don't get your information in your card.

Max Mancini also said that should operate no matter what will happen and let the people to catch up. Companies should always aim for innovation when there is an opportunity and they should not just let it go. They should always think of how are their products in the market and think of the innovations that the company can have and they should not worry about their facilities or infrastructure. They should make decisions that

look so predictable by their competitors. And if they want to rule and take control, their plan should not be too obvious. It will be a good thing if a company can serve their client with something new and they will have the feeling of not to forget what is it. It is important that they were able to get their heart.

WHAT I'VE LEARNED:

I have learned that people can get money with just a simple transaction and at the same time they were able to help them ease their exchange of goods. With the use of a little magic such as using javascript in your website will also help you attract to users and be able to be known easily in the world. I learned also that if you are able to think of innovation and not just what your company infrastructure like, the business would more likely gain their client trust.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

2 – ALAN MECKLER: INTERNET.COM

QUOTE:

“Going back into the 1990s, I believe that there really were Web 2.0 properties; it’s just that nobody knew to call them that. In fact, they were mocked.”

—Alan Meckler

LEARNING EXPECTATION:

I had no idea what this chapter is all about but I expect to learn the definition of Internet.com. Is it a website or just an ordinary application? Is this chapter will tackle things about how internet is in our current year and how it was used to make money? Is internet will be still the next thing or it will just fade. I expect that this chapter will answer those questions.

REVIEW:

At the very start of this chapter it talks about what is Internet.com and Jupitermedia is. Internet.com is a website that Jupitermedia had made. Jupitermedia is said to be the leading provider of images and information for the creative, business, and information technology professionals. Jupitermedia is divided into two visions one is the JupiterImages and the other is the JupiterOnlineMedia. JupiterImages is the one that provides photos, graphic images and the like electronically while JupiterOnlineMedia is the one that provides information to the IT professionals, developers and other creative professions. Internet.com is just a part of JupiterOnlineMedia together with JupiterEvents and JupiterTechJobs.

Internet.com gives a list of sites, well it is actually allot and when you visit it you will find it interesting and really useful.

Alan Meckler is the person behind this stuff and he is the CEO of the company and he is one of the early pioneers that keep on tapping into the internet especially in the media point of view. Alan Meckler has been in the publishing business since 1069 according to one of his interviews and he also has a PhD in American History specifically in the history of Micropublishing. He is a person that is very adaptive to change and he always grab every opportunity that come to his life and never miss it and that is the reason for his success. Alan Meckler has seen the technology that it is going to be a hit in the future. So what he did, he used the internet before other people can become too interested on it or even used it. He also thought of internet could be a big hit than the computers. He thought of internet will make a big impact to the community and these will be really used in his near future. He also thought that people will start embracing the good technology of internet and people will start using it.

Alan Meckler also said that the ideal kind of website that is needed is something that is very specific or vertical on a topic that will cover it very well. iWorld is the names of the site that he had made because of that idea that was said earlier. He believed that the end of print magazines will come and it will be taken into online. The thelist.com is his first made acquisition site and after that, he brought the other as well.

In his interview he made some comment about Web 2.0 and he also said that he is also one of those that thinks that many web 2.0 properties are just a joke and that there are only a few that will be profitable. Alan also thinks that the 99% or more of the properties of Web 2.0 will never even make money while the other 1% remaining of Web 2.0 will make money. Web 2.0 is a continuing evolution of the ability to get information, data and information of the people and the company with just a little amount. He also commented that Web 2.0 is great but it was just the same as what has in the market in the year 1998 and 1999. It was all there but no one has ever noticed its existence after sometime. He also said that internet will keep on evolving and after many years it will still continue to grow and be used by a lot of people. There are still potential in the internet where you can't remove easily. There will always be room for improvements and people will keep on doing innovations and there are now many devices that can help you achieve it.

WHAT I'VE LEARNED:

I learned that there are a lot of pioneers in the web that start help the growth of internet. How the images are link to your pages. I learned that Internet.com has the list of internet site, probably all of the websites. There is a rapid change from what is internet before and now. And people uses information to make innovations.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

3 – ERIC ENGLEMAN: BLOGLINES

QUOTE:

“Web 2.0 brought the learning curve down to a really low level so you didn’t need to be a computer engineer to be able to run your own blog site.”

—Eric Engleman, general manager, Bloglines

LEARNING EXPECTATION:

I expect to learn about what is Bloglines is all about and why is it mention here. I have no idea about Bloglines and I am hoping that they will make a good introcution about it. I also want to learn interesting, new profound information about the Web and how these developers able to use it without any hesitation. And how up to these point they see Web 2.0 as a big help in the rebirth of internet.

REVIEW:

Bloglines is said to be the most popular blog site and most people know about this. If you ask them a question about blog the first thing that they will tell you is Bloglines and even Web 2.0 considers them to be one of the most popular blog. But what is this Bloglines, what it made that famous?

Bloglines was created by Mark Fletcher in year 2003, this is a free online service for newsfeeds, blogs and other rich content that helps people search, subscribe and share the services without knowing what is the technology about. It was used by many people yet no

one has ever understood how it works, they just use it accordingly as they learn. Eric Engleman was team leader and general manager of Bloglines and which is a brand of Ask.com.

Eric Engleman has also work with the popular sites such as the Yahoo!, EarthLink and Excite. He was very experienced man he has a nice view about Web 2.0 and he was interested about it. He has also worked for CNN and Laundry News that made him gain knowledge about media. He was also interested in making start pages that won some awards.

Eric Engleman was asked in an interview about what is Web 2.0 for him and to Bloglines and he answered it by referring it with two books. The books are The Cluetrain Manifesto and the O'Reilly Web 2.0 document. The book The Cluetrain Manifesto was talking about online conversation between people and how company should be part of it. The second book which is O'Reilly document was about what web is and what its relationship to the users is. Eric Engleman said that Web 2.0 is about how the average computer users able to use computer easily without understanding anything. It is about how people able to cope up with the change and use it without any understanding on the way it works. Eric Engleman said also that users at this time can also help them now with their problems with the use of technology that is available now. They keep on talking with their customers and they get ideas that may help them in regards of innovation of their service. He also said that Web 2.0 is not limited with Ajax and some similar technology. He also said that Web 2.0 users are now in control, it is somehow different because in the past they were not. Web is constantly evolving and changing yet people still continue to adapt with these new technologies. There is lots of information present around the web and they were able to analyze and use it for their own good. By solving each problem this will lead to the new Web 3.0 yet user interaction is still present.

WHAT I'VE LEARNED:

I've learned that there will always be a way of innovation whether you like it or not. And there are still other people who will use the information that is scattered around the net and use it for their own good and make innovations. I also learned that Web 2.0 has made

its way to the end and it will bring Web 3.0 into the spotlight. Web 2.0 has made many significant things in the Web and it is continue growing as day pass by.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

4 – GINA BIANCHINI: NING

QUOTE:

"I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound."

—Gina Bianchini

LEARNING EXPECTATION:

I expect to what this chapter is all about Ning what is it and why does Gina Bianchini wrote this stuff and what can this Ning influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who is Gina Bianchini and what is the relation of this person to the Ning.

REVIEW:

There are so many social networks these days and social networking is one of the fastest growing web sensations. And a lot of people are getting hooked with this social networking and Ning is one of it. But Ning is a platform that will help us create our own social networking for us. People can now set their own social networking site and within just a few minutes you have now you call your own networking site. Any feature, topic, private or public they can do anything there. But if you don't like, then just join an existing social network out there. Marc Andreessen and Gina Bianchini are the ones that started Ning in the year 2004.

She was considered a hero in Web 2.0 because of the work. She was born in Silicon Valley and grew up in Cupertino. She has started Ning with the friend Mark. At first they think of the possibility that people can now create their own social network and popularize it. She was motivated when she saw different sites that act as many kinds of things or purpose. She was inspired to let people do many things and have their own freedom on creating things such as this. Gina wants people to learn how to create their stuff using what design and intentions into it. There are almost 145000 who are currently using Ning on creating such social networking stuff. It only take 5minutes or so on doing it. Ning is very popular when it comes on creating a social networking.

They make money by offering us a premium package for them but don't forget that it is free. They can do their own advertisement with the premium. Before, she was asked if what she consider as Web2.0. but she doesn't think about it. She only thinks about things that would help the people to have their own freedom and choice and help these people to be able to connect with one another. That is how she can define how Web2.0 is to her. She also said that people shouldn't think about what is Web2.0 is all about. They don't have to think what is its definition.

She also said that people will continue to expand things as internet will be able to help them with it. And in the future many people will go to social networking.

WHAT I'VE LEARNED:

I've learned that there are many things to do with the use of internet, you can enhance and expand your ideas. One thing for sure is what Gina told us that you don't have to think what Web2.0 as long as you have your goal on how to help people on creating new stuffs in the web.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

5 - DORION CARROLL: TECHNORATI

QUOTE:

"For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the peoplepowered or the social web."

—Dorion Carroll

LEARNING EXPECTATION:

I expect to what this chapter is all about Technorati what is it and why does Dorion Carroll wrote this stuff and what can this Technorati influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Dorion Carroll is and what the relation of this person to the Technorati is.

REVIEW:

Technorati is a business where new blogs are being track every day, they say that there are 175000 blogs each day. Dorion Carroll is Technoratis's vice president of engineering and he also works for Oracle, Electronic Arts, and etc. If the web 2.0 is about the people and their blogs then Technorati is surely the one that has to be asked about the web 2.0. Technorati tracks 100 million blogs and more than a quarter of a billion pieces of tagged social content each day. The company was made by Dave Sifry and a couple of people are recruited by him.

They want to invent something that doesn't even exist at first. It was about finding any good stuff and people who are referring him and if anyone who is actually talking about him. So basically they are talking about him. Technorati just enables people to find real time connection just like a ping that sends out information that something has been changed or added quickly in the world of internet. Technorati is also known for its microformats. Microformats is where people can use structured HTML to show contact, events, etc. It enables to easily format standard HTML. It is widely used.

He has experience on searching, email processing, E-commerce, CRM ad targeting, and numerous web and enterprise technologies which makes him an expert in his field and a good person to interview about the web 2.0.

Dorion Carroll, according to an interview in the Web 2.0 can and he said that Technorati is a part of it. He said that it was about the opportunity of people to be able to share ideas with each other openly. He said that a lot of web 2.0 is about the authenticity, accountability, interaction and the idea of the people powered or the social web.

WHAT I'VE LEARNED:

I've learned that there are many things that can be learned in the net and we should learn how to value everything that we can see and achieve like Dorion Carroll. It is good for us to be able to do what could make us happy.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

6 - RAJU VEGESNA: ZOH0

QUOTE:

"Enterprises have some complex work flows, and I don't think online applications...are ready to really fit into the complex workflows in enterprises yet. They'll get there someday, though"

—Raju Vegesna

LEARNING EXPECTATION:

I expect to what this chapter is all about Technorati what is it and why does Dorion Carroll wrote this stuff and what can this Technorati influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Dorion Carroll is and what the relation of this person to the Technorati is.

REVIEW:

Zoho.com is an office productivity suite from AdventNet that provides a number of tools including an online word processor which is Zoho Writer, an online spreadsheet which is Zoho Sheet, an online notebook which is a Zoho Notes, a scheduling and planning tool which is a Zoho Planner, a project management software which Zoho Project, and a mail program which is the Zoho Mail. Other than those tools, Zoho also provides a CRM tool which is a database application, wiki tools, and chat. Zoho have a number of people contributing to the products to make the site run properly and one of them is Raju Vegesna

which is the one being interviewed here. While Google and Microsoft are moving forward to online office space, Zoho has already got a foothold in these areas.

In the interview, Raju he said that AdventNet focuses in software in general and that only Zoho focuses on online software. He said that Zoho works well together in the Web 2.0 world and they provide a set of tools that enable an individual or business user to do work via online. There are lots of people contributing to the site which makes it run more smoothly and that is what Raju meant by Web 2.0 is a combination of the wisdom of the market and the read/write web. He also said that Web 2.0 is not Ajax and that it is only a technology that plays a role in the Web 2.0. For him it is not AJAX that Web 2.0 is a concept of Read/Write Web. That it is the concept of wisdom of the crowds. While AJAX on the other hand is a technology that makes sites more interactive and that definitely helped the concept of Web 2.

WHAT I'VE LEARNED:

I learned from this chapter is more people do things read/write in the web not only for them but also to be able share it with other people. Having an online application especially like the word processors and wikis, it is important that people may be able to access it no matter what it is. The information that it contains should be accessible.⁶

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

7 - RICHARD MACMANUS: READ/WRITE WEB & WEB 2.0 WORKGROUP

QUOTE:

"Whereas the last era of the Web was people publishing things and you went onto the Web to read it, with the current era anyone can contribute, can write content, or can launch applications on the Web."

—Richard MacManus

LEARNING EXPECTATION:

I expect to what this chapter is all about Read/Write Web & Web 2.0 Workgroup what is it and why does Richard MacManus wrote this stuff and what can this Read/Write Web & Web 2.0 Workgroup influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Richard MacManus is and what the relation of this person to the Read/Write Web & Web 2.0 Workgroup is.

REVIEW:

This chapter tells that Read/Write Web & Web 2.0 is a popular weblog that focuses on Web technology news, reviews and analysis that emphasizes on analysis and explaining the latest trends in the Web 2.0 that tries to cover quality and pulse. Richard MacManus founded the Read/Write Web & Web 2.0 that started in year 2004 and is now being ranked

by Technorati as one of the top 20 blogs sites in the world. Originally, Read/Write Web & Web 2.0 Workgroup was built or created for blogs discussing Web 2.0 technology but because Web 2.0 became more convenient and now the site became a primarily simple portal for some people who are leading Web 2.0 sites.

Richard MacManus started building Web 2.0 workgroup with Fred Oliviera and Michael Arrington. Richard MacManus has worked for several companies before such as ZDNet, MicroMedia Corporation and more. In April 2003, he wrote about the web technology and the latest trends that time there was still no Web 2.0 phrase and that it haven't been created yet. In his interview, he said that the Web 2.0 Workgroups has already served its purpose since there are now much more Web 2.0 in which there are so many sites and blogs that are talking about the Web.20. He said that Web 2.0 would have to be that everybody can contribute on it.

WHAT I'VE LEARNED:

I learned that we should be expecting something good or better in the future, that there will always be something that will surpass everything that what is in the present. And technology is kept on evolving and more and more people want to contribute in it.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

8 - TJ KANG: THINKFREE

QUOTE:

"We were about to change the way the software was used and distributed. We were going up against this 800 lb. gorilla in Redmond, Washington."

—TJ Kang

LEARNING EXPECTATION:

I expect to what this chapter is all about ThinkFree what is it and why does TJ Kang wrote this stuff and what can this ThinkFree influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who TJ Kang is and what the relation of this person to the ThinkFree is.

REVIEW:

In this chapter I read and understand that Offline Applications or Windows applications have been used for many years but there is something now that is becoming more and more popular that is online applications. Those are online applications are getting more powerful and more functionality as years pass by. Mr. TJ Kang, the CEO of ThinkFree is being featured here. ThinkFree is an online application suite that also happens to be compatible with various OS like in Windows, Macintosh, UNIX, and Linux. He has worked for

ThinkFree since 1999 which he founded also at that time. Think free is one of the early leaders in the online office application space. ThinkFree is a prime example of how much power and functionality that a little java can bring to the web.

The first system that Mr. TJ Kang made was a translator of English to Korean language in 1983. It was the first Korean word-processing software. He then has worked for Silicon Valley and in 1989 and he was relocated in Korea. In ThinkFree, people are able to create different types of documents like a word processing document, presentation and spreadsheets and they are also able to edit existing documents via online. People are able to share documents within the community.

WHAT I'VE LEARNED:

I've learned that there will always be a way where we can find how we can be successful in everything that we do and the stuff that we like the most. There are certain people that get successful but they don't like the thing that they are doing. They just have to find what they like most and do it.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

9 - PATRICK CRANE: LINKEDIN

QUOTE:

"I see Web 2.0 as a course correction...[that] weaves the social fabric back together again...You can now consume and share things, and discuss them, interpret them, and ultimately get that lens on the world, and it's not just your own individual perceptions and observations anymore; it's back to the old way."

—Patrick Crane

LEARNING EXPECTATION:

I expect to what this chapter is all about LinkedIn what is it and why does Patrick Crane wrote this stuff and what can this LinkedIn influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Patrick Crane is and what the relation of this person to the LinkedIn is.

REVIEW:

Patrick Crane works for LinkedIn and he is the vice president of marketing at LinkedIn and he has 10 years of experience in the high-tech world-wide business. Linked in is a networking site for professionals and it is just like any other social network out there in which you are able to connect with the people you know. LinkedIn which is an online

network which has more than 17 million experienced professionals around the world according to this chapter. LinkedIn is a professional networking site which uses core technologies and capabilities of the social networks but is exclusively for connecting professionals together, and through those connections, enabling them to accomplish tasks, and the like.

In the interview when he was asked, he told that Web 2.0 is the advent of the individual publisher and group consultation. He didn't believe that it is a fad because it weaves the social fabric together again where it re-establishes the relationships we have in the offline world, puts them in the online world and enables that group consumption to happen again.

WHAT I'VE LEARNED:

I've learned that it is good to have a good and steady connection with another. And while we have this connection we wouldn't get lost and we will be easily found by our colleagues. And now it is much easier to be connected with one another.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

10 - SHAUN WALKER: DOTNETNUKE

QUOTE:

"Web 2.0...was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the Internet."

—Shaun Walker

LEARNING EXPECTATION:

I expect to what this chapter is all about DotNetNuke what is it and why does Shaun Walker wrote this stuff and what can this DotNetNuke influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Shaun Walker is and what the relation of this person to the DotNetNuke is.

REVIEW:

Shaun Walker, the president and chief architect for DotNetNuke was the one that is interviewed here. DotNetNuke is a website and a platform for building web sites and it is used to build projects such as commercial web sites, portals, and vertical applications. It is also free and is licensed under an Open Source agreement that allows people to do whatever they want with the platform. Shaun Walker has been involved with DNN and having seen some sites evolved from their framework has given him numerous of interesting thoughts about Web 2.0 and to some other related thing. There are over

440,000 people using and are supporting the DotNetNuke website and it has been downloaded a million of times by its users. It became the most successful Open Source community project on Microsoft Platform.

Shaun Walker said that the Web 2.0 can be broken down into smaller divisions in terms of functionality and user expectations. One aspect of it is that it is user-generated content which means more people compared in the past are interested big time in contributing content to the Internet like blogging their thoughts about some stuff, and posting comments. He also said that social networking is another important part of Web 2.0 that goes hand in hand with user generated content.

WHAT I'VE LEARNED:

I learned that it is important that we as a contributor in the Web2.0 have to be able to create something and we have to create something that we like the most and go with what is the best. We have to enjoy everything that we do and make it the best. And everything can now be connected with just a glimpse or click. ☺

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

11- BIZ STONE: TWITTER

QUOTE:

*"The Web is increasingly a social environment and...
people are using it to communicate with one another, like
they've always done—but now in such an open way."*

—Biz Stone

LEARNING EXPECTATION:

I expect to what this chapter is all about Twitter what is it and why does Biz Stone wrote this stuff and what can this Twitter influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Biz Stone is and what the relation of this person to the Twitter is.

REVIEW:

Biz Stone, the co-founder of the site called Twitter. Twitter, is a worldwide community in which members are able to send and receive updates from each other about what their contacts are doing, thinking, etc. It is running in real-time. In Twitter, members are able to post messages about what you are doing right at that moment at any time you want to post it. People can subscribe or follow those people who are currently subscribed and able to know what their posts and what exactly are they doing.

In an interview he was asked about his opinion about Web 2.0. He defined Web 2.0 as the public acceptance of the fact that the web is a highly social utility. It is like what the others have also said, it is an increasingly a social environment and people who are using it to interact or communicate with one another like what they've always done. It was like a normal conversation but the difference was they are not talking face-to-face. He also that the web is a very highly social utility and if people can create more open systems than it will be even more social.

WHAT I'VE LEARNED:

I learned that it is important to focus on what we are doing and be able to do what we are supposed to do. We shouldn't get lazy on the things that should be done. It is also important that we value what we like to achieve and have goals on it. It is like Web 2.0 where we can talk with one another even though you are thousand miles away.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

12 - SETH STERNBERG: MEEBO

QUOTE:

"If you don't [innovate], then you'll lose market share and you'll wish you did."

—Seth Sternberg

LEARNING EXPECTATION:

I expect to what this chapter is all about Meebo what is it and why does Seth Sternberg wrote this stuff and what can this Meebo influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Seth Sternberg is and what the relation of this person to the Meebo is.

REVIEW:

I have used Meebo not that much and I am not that familiar about it. At first I found it as – it was able to do private message to other. Seth Sternberg is the one that is being interviewed in this chapter. AOL, AIM, Yahoo's IM, Google Talk and Microsoft MSN are just like the others are the ones that is famous for its Instant Message capability in the net. Meebo is just one of it, but it supports many Instant Message like AOL, AIM, Yahoo!, and the like. Meebo was able to provide a single interface in which people can use to connect to all the different IM networks out there. Meebo also removes the need to install software in

the machine and as an exchange and you can access the Instant Message network via the web browser.

Elaine Wherry, Sandy Jen together with Seth Sternberg was co-founders of Meebo. Seth Sternberg said here in the interview that they had six million new users signing up for Meebo every 30 days. AJAX is one of the applications that made people to be able to create application like experiences in the web just like Meebo. AJAX has made the net more attractive to people and Web 2.0 empowered individuals to voice out their opinions. Web 2.0 advertising was made easy and a lot more efficient especially if you have sites with a lot of traffic because traffics say that there are a lot of people visiting your site and you could actually make money from that. He also said here that there is a big movement now towards bringing the Web 2.0 technologies to the enterprise.

WHAT I'VE LEARNED:

I learned that it is not that important to focus on how to make money but also focus on how will enjoy your job as well as the money that you gain from it. It is better if both is achieve so that you can do your job well and you will be able to say that you have willingly and full heartedly done your job and gain your pay at the maximize effort.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

13 - JOSHUA SCHACHTER: DEL.ICIO.US

QUOTE:

"We find ourselves in a world where we have unfathomable riches of which we've only scratched the surface. If computer technology stopped advancing for a few years right here, we probably wouldn't be in terrible shape."

—Joshua Schachter

LEARNING EXPECTATION:

I expect to what this chapter is all about del.icio.us what is it and why does Joshua Schachter wrote this stuff and what can this del.icio.us influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Joshua Schachter is and what the relation of this person to the del.icio.us is.

REVIEW:

Joshua Scachter, the founder and creator of del.icio.us. is the one who is being interviewed in this chapter. del.icio.us serves like a bookmark where it keeps your favourite sites for future use. del.icio.us is just one of the other add-ons that is present in the net. It is the same with StumbleUpon where you can store and retrieve all of your bookmarks in the internet. Of course, you have to surf in the net and go to its website before you can access it in other personal computer.

He first started working on del.icio.us in year 2003 as a system for saving bookmarks and finding things that you seen already before and organizes them. In the year 2005 del.icio.us was acquired by Yahoo! But he is still the director of engineering. He build the site not because as a business plan to be able to make money with but because he wanted to do it and he had the ability to build it and make it happen at the same time. He said that it was only an artefact of the economic conditions of the ability for people to take interest in a specific topic and then making it real.

WHAT I'VE LEARNED:

I learned that it is not that important to focus on how to make your entire dream meaningful and to be able to achieve it with any cost. But you also have to think how you are going to achieve it and plan for it as well.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

14 - RANJITH KUMARAN: YOUSENTIT

QUOTE:

"That's where Web 2.0 started; it was to help people more easily get into services like ours, which are braindead simple to use. So, it has allowed people to have conversations that they wouldn't necessarily have been able to have."

—Ranjith Kumaran

LEARNING EXPECTATION:

I expect to what this chapter is all about YouSentIt what is it and why does Ranjith Kumaran wrote this stuff and what can this YouSentIt influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Ranjith Kumaran is and what the relation of this person to the YouSentIt.

REVIEW:

YouSendIt was an online application where you can send files that is bigger than 10mb where mails cannot afford to do. I use YouSendIt to send files to my classmates that Yahoo! Mail can't and I find it very useful and user-friendly.

Ranjith Kumaran is the founder of YouSendIt and it can send files up to 100mb. He has worked for various companies as well such as Verticity Design, which was acquired by Cadence in 2005, Red Hat, where he made Open Source Software. YouSendIt makes money by having a premium package where people can send bigger file size but remember that they have also free just visit their website. YouSendIt is a leading company in the market that allows users to send, receive, and track any file size, either big or small, on the web. The primary users are businesses and professionals but are also open to consumers.

In the interview he said that the Web 2.0 has the ability for the web to connect people and enable collaboration and they themselves do it by allowing data to move very freely from one place to another. He also mentioned that 80% of collaborative efforts do happen synchronously.

WHAT I'VE LEARNED:

I learned that focusing on the things that we like the most will make us to the place where we want to go, we just have to be patience and not to go lazy on every tasks that we are supposed to do. We can share and have great things that are meant for us.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

15 - GARRETT CAMP: STUMBLEUPON

QUOTE:

*"Web 2.0 is really about the user experience and not the
underlying technologies"*

—Garrett Camp

LEARNING EXPECTATION:

I expect to what this chapter is all about StumbleUpon what is it and why does Garrett Camp wrote this stuff and what can this StumbleUpon influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Garrett Camp is and what the relation of this person to the StumbleUpon.

REVIEW:

I am one of many who are using StumbleUpon, it is like an easy search of what you like in the net and you can save it into its bookmarks. And you are able to retrieve it once you go to their site and log in. StumbleUpon allows a person to share interesting sites that one has stumbled upon already and at the same time it helps someone to discover sites that others have not seen.

Garret Camp is the founder and chief product officer for StumbleUpon and he started StumbleUpon in November of 2001. In his interview he said that Web 2.0 is much more

interactive. Sites nowadays have more participation from users and there are community elements to it with things like profiles, reviews, ratings, and user-generated content. The site now has more than 4 million registered users and the sole purpose of it is to enable personalized content discovery. The site now has more than 4 million registered users and the sole purpose of it is to enable personalized content discovery. He said that they are more focused on discovery and they are actually the leading companies who do this. He also added that today it seems like every web site wants to add social or community features and ways for users to interact. He also added that if there was no open source then it will be hard for them to start on what they are working on.

WHAT I'VE LEARNED:

I learned that we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

16 - RODRIGO MADANES: SKYPE

QUOTE:

"The most important thing is that even though we felt in the '90s that the Internet was having a big impact in people's lives, we're seeing in this decade that it's reconstructing a lot of industries and shifting a lot of value around while improving people's lives."

—Rodrigo Madanes

LEARNING EXPECTATION:

I expect to what this chapter is all about Skype what is it and why does Rodrigo Madanes wrote this stuff and what can this Skype influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Rodrigo Madanes is and what the relation of this person to the Skype.

REVIEW:

I am a user of Skype and I found it really useful when I have to call our relative outside the country it works like Yahoo! Messenger but I can say that it is commonly used in other countries. And it is free of charge that is what I like about it.

Nuklas Zennstrom and Janus Friis are the one behind Skype then Rodrigo Madanes joined them. He is the one who leads the product strategy of Skype. He knows a lot of topics like user-centered design, virility, and the like. He is now working as a chief product strategist whose main responsibility is to look and see where they can take the products.

In his interview he said that it is such a complex set of technologies and enablers and it increased communication between people, watching videos, have a very interactive web pages, and etc. He also said that telecommunications is at the beginning of what will be a longer transformation.

WHAT I'VE LEARNED:

I learned that we should be innovative in everything we do and we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

17 - ROD SMITH: IBM CORPORATION

QUOTE:

"Web 2.0 is about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they've ever had before."

—Rod Smith

LEARNING EXPECTATION:

I expect to what this chapter is all about IBM Corporation what is it and why does Rod Smith wrote this stuff and what can this IBM Corporation influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Rod Smith is and what the relation of this person to the IBM Corporation.

REVIEW:

IBM also known as International Business Machines is a company that has been around in the computer and technology industry for a very long time already. Rod Smith is the Vice President of the emerging internet technologies in IBM.

When he was asked in the interview about Web 2.0 blogs wikis and innovative sites like Wikipedia and Google maps are going to change the way that productivity applications are developed and he said that they stick closely to the O'Reilly definition that Web 2.0 is the intersection of Social Changes, Economic Changes, and Technology Changes. His team was also a very involved in Open Source specifically in the Apache Foundation and open standards around application and data interoperability. He also said that today with web2.0 people can come back to vendors quickly and engage them at a business level. He said here that the Web 2.0 really is empowering and can help transform IT and line-of-business relationships. Lastly, he also mentioned here that application don't have to live forever. They're disposable.

WHAT I'VE LEARNED:

I learned that we should be innovative in everything we do and we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

18 - TIM HARRIS: MICROSOFT CORPORATION

QUOTE:

"Enterprises want to take advantage of the social and collaborative aspects of Web 2.0 but don't necessarily want the business models of Web 2.0 shoved down their throat."

—Tim Harris

LEARNING EXPECTATION:

I expect to what this chapter is all about Microsoft Corporation what is it and why does Tim Harris wrote this stuff and what can this Microsoft Corporation influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Tim Harris is and what the relation of this person to the Microsoft Corporation.

REVIEW:

Microsoft Corporation is a company that everyone in this world has been heard and mentioned. Microsoft is the creator of Internet Explorer.

Tim Harris of Microsoft that Web 2.0 basically he said that when people talk about it, it really goes down to three pillars. The first one is the technology pillar, the business pillars, and then the last one would be the social construct. People have a tendency to put Web 2.0

in the so called browser bucket and say that if it is not running in a browser then it is now Web2.0. For him the next best thing will be companies figuring out how to make use of the technologies that have been brought to market. It is also stated here that there is no consensus in the industry of the Web2.0.

WHAT I'VE LEARNED:

I learned that we should be innovative in everything we do and we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

19 - BOB BREWIN AND TIM BRAY: SUN MICROSYSTEMS

QUOTE:

"Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday."

—Tim Bray

LEARNING EXPECTATION:

I expect to what this chapter is all about Sun Microsystems what is it and why Bob Brewin does and Tim Bray wrote this stuff and what can this Sun Microsystems influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Bob Brewin & Tim Bray is and what the relation of this person to the Sun Microsystems.

REVIEW:

Sun Microsystems Inc. is actually involved in hardware, Operating systems, programming languages and more using the slogan "The network is the computer".

Robert Brewing is a distinguished engineer and the chief technology officer for software at Sun Microsystems. Tim Bray launched one of the first public web search engines

in 1995, he co-invented XML 1.0, and he managed the Oxford English Dictionary project at the University of Waterloo from 1987 to 1989.

Tim Bray who and Bob Brewin who are being interviewed here said that it is the Internet based on the culture of contribution from the edges by the individuals and by technology developers but Bob said that it is the levelling of the playing field where the players are all equal.

WHAT I'VE LEARNED:

I learned that we should be innovative in everything we do and we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

WEB 2.0 HEROES: INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

20 - MICHELE TURNER: ADOBE SYSTEMS INCORPORATED

QUOTE:

"[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with "Web 1.0" to enable extremely rich experiences now, that we couldn't do back in the day."

—Michele Turner

LEARNING EXPECTATION:

I expect to what this chapter is all about Adobe Systems Incorporated what it is and why Michele Turner wrote this stuff and what can this Adobe Systems Incorporated influence us. I want to learn everything that it wants us to learn from the basic thing that they want to teach. I also want to learn who Michele Turner is and what the relation of this person to the Adobe Systems Incorporated.

REVIEW:

Adobe Systems Incorporated is known to have products like Adobe Flash, Adobe Dreamweaver and Photoshop, and many more. Most people also use adobe reader to read files in PDF format. There are also a few companies who are able to target both designers and developers and yet adobe was able to do so.

Michele Turner is the one that is being interviewed here and he is an executive from Adobe and brings a vast amount of knowledge as well. She has worked from various companies like Netflix in which she was vice president for product marketing and design and she worked for AOL as the senior vice president as well as a general manager for development.

WHAT I'VE LEARNED:

I learned that we should be innovative in everything we do and we should do things that we love so we can focus more on how we are going to do things and so that we are going to think on how great to be able to achieve those goals that we have in mind.

Reflections:

95 THESES



MARKETS ARE CONVERSATIONS

From the past years, one way of communicating is thru trading, selling, buying stuff. Most people have conversations when they do this, and this is what they like. As year passed, everything started to change even the way we communicate. It became less, the traders/businessmen start disregarding customer feedbacks.

From what I have understood, people make their way to find the things they want and this is what I connect to the word market. Market is the people who act and accepts the reality of life. While conversation, the way we buy, sell, and promote the products in the industry. Everyone needs to communicate when they want something to achieve or get. By communicating, we can organize and became knowledgeable about things that we don't even know. It is a way of expressing ourselves and let other people know.

Combining these two elements, it gives us the notion that we can't live without it. Now, web is one way where we can express our ideas and thoughts that can be heard by everyone. The ideas that we want to share, now we can easily express it. Whether what nation or wherever continent are you, you will be able to help someone by just posting something. There are lot of ways now, where we can show the real thoughts that runs on our heads.

Being able to communicate is really important to everyone. A lot of businessmen today are getting successful because they are able to listen and cater to their customer needs. The way these companies or businessmen asked for customer feedbacks, they were able to help them to improve their services and products.

MARKETS CONSIST OF HUMAN BEINGS, NOT DEMOGRAPHIC SECTORS

Honestly speaking, I have a hard time figuring what it this phrase all about.

Market is defined as a variety of different institution, social relations, etc. where persons are coordinated and, goods and services are exchanged. Market should consist of everybody not just a selected group of person. In the market there are lots of people where the businessmen can get feedback to improve their products or services whichever status are they in.

Demographic sector is defined to classifying a group of people according to their status or whatsoever. These classifications are being used by the businessmen to pattern their products to whom it is better to sell it with. But with this strategy, these businessmen are limiting themselves to sell their product or services for customers who really wants it.

Most of the products that are now sold in the market, these are classified for customer level. Some companies sell their product high and get customers who can afford it. How about in the low-class level such as class C or D? Of course they won't be able to afford such services or products because they lack money to get it. In my opinion the more that your market is composed of variety of status, they are will be assured that they can get the right feedback to their product or services.

The people outside the business can think and talk to others, to get relevant information about certain products. Salesmen are being disregarded. Most of them nowadays asks a friend or a trusted informer about a certain products that's why people patronized different products and not just look into one.

CONVERSATIONS AMONG HUMAN BEINGS SOUND HUMAN. THEY ARE CONDUCTED IN A HUMAN VOICE

Human being naturally don't speak, they always expresses their ideas and thoughts through action. From the traditional way of the people do their stuff century years ago. People communicate with the use of body language as it evolves. People learn to speak out their ideas but there are men who can't express themselves thoroughly and it is hard of some to understand them.

There are now many ways how can we express ourselves and be heard by others. There are varieties of magazines, newspapers, ads, commercial, etc. where we can now express ourselves. This helps us understand others who indulged themselves with those materials.

Human conversations are made up with voice, voice that the sound of human produced. But lacking emotion, it is hard to understand real person feelings. If we just talk and talk with a monotone, how can we be understood by others? Is it making our lives harder? The conversations between humans are making communication that let them understand each other further. Without any sound and emotion, the ways we express ourselves are lessen.

A body language is considered as a way to communicate with others but it is also limited since not all can understand this. Being a human does not mean that you can only speak. For me, being able to express our ideas and thoughts in any ways are also considered as a human voice also.

Even deaf people can also be heard, by using gestures, body language. Everything that is expressed by our ideas is considered as human voice. Voice is not limited with the language we speak thru our mouths.

WHETHER DELIVERING INFORMATION,
OPINIONS, PERSPECTIVES, DISSENTING
ARGUMENTS OR HUMOROUS ASIDES,
THE HUMAN VOICE IS TYPICALLY
OPEN, NATURAL, UNCONTRIVED.

When a human person talks, the way they deliver their speeches are so natural. It is easy to understand what they really feel and what they want us to hear or understand. It is typically open because the way our voice comes out, it has something to do with our emotion. Emotions that are trigger by what we feel and think. It is uncontrived when our freedom to speak it not influenced by others, if we deliver it from our hearts.

Every person has something old or new they want to share, a story about their experiences in life. For an example, in a speech contest, the judges can determine who should win by the way the participants present their speeches. How do they present it with emotion, can the participants do naturally and act as if it was really them who are in the context. If the participant can't even deliver a speech pretty well, how can a person who is listening to that understand what they want us to feel? In such manner, by putting all the emotions needed, we are able to know what is open, natural and uncontrived to them. It is hard to pretend that it is real because when we tell something that is a lie, there is a portion in our voice that sounds so unnatural, some shiver comes out.

The voice we produce helps other people understand more about something. A voice that is ready to be shared and heard by others. Human voice is so predictable, adaptable and concisely understandable.

PEOPLE RECOGNIZE EACH OTHER AS SUCH FROM THE SOUND OF THIS VOICE

From what I have told from my past reflection, people can recognize each other from the way they speak, the voices that are produced by what we feel and think, and emotions that put essence on our voices. Each person has different voice, different sounds that can be differentiated by others. Although we hardly recognize the difference, it is really different. We can present it in many ways; there are different emotions that help us present it naturally.

When someone said "I am really sorry" with a harsh tone, will someone believe it? Is it too sarcastic? We can say that the person is not really sorry for what he or she did. If the one who said it is really sound sorry, we can easily recognize it and tell he or she is really sorry. Each one of us can present our feelings through our voices and its sounds, and it has emotion every time we speak. Like when a person is shouting, others can say that person is shouting if their voice is too loud. We don't speak so monotonous that others can't understand someone feelings.

In business, a businessman should know how to listen to the voices of its customer. Businessmen should able to understand what are the customer needs and what they want them to offer. In market, people look into the items that are usable in their lives; they don't want things that are unnecessary and make their life harder. Most of the buyers now, want their things to be user-friendly. So if businessmen can't even listen to what his or her customer, he can't address to their request. It is a failure to them.

THE INTERNET IS ENABLING CONVERSATIONS AMONG HUMAN BEINGS THAT WERE SIMPLY NOT POSSIBLE IN THE ERA OF MASS MEDIA.

Internet has given a way for the people in the modern world to communicate again, no hindrances, no force but solely as themselves. The birth of internet has given the people the chance to communicate and do what is markets are conversation is. In the net where they can buy stuff, share knowledge, opinion and ideas. In the pass, the ways people communicate changes in a way that they we're forced to what should they say by the companies they were in.

Now, that they have the freedom of speaking out the things they want to say, their knowledge is spread out and being heard by a lot of people. There are lots of ways where they can share things out of their mind. The evolution of e-mails, chat, forums and the like has been the way for them. Even now, if they are in the four corner of their office room, they feel like they are freed from the forceful notion of the office. A lot of things can be done with the use of internet and people start blogging out their thoughts and are ready to listen for what others say. Blogging became a help now-a-day for companies to let their ideas out and be heard by the people who doesn't want to listen to lame talks of salesman. In the past, people love to talk that's why the relation between the buyer and the seller is really strong. They were able to build strong relationship that made the markets are conversation. The buyers and the seller love to share their experiences and now that is what happening again through the use of internet.

HYPERLINKS SUBVERT HIERARCHY

Hyperlinks subvert hierarchy in a sense that in the internet there are no levels of position whether you are the chairman or president of the company or even the president of a country. In the internet there are no hierarchy. Why? It is because the internet is for all and the user who used this is all equal. The hierarchy will only happen if you as the user wrote a blog where you are the only one who can control everything in it. Even you are the president of the most powerful or rich country, they cannot even control what is written there, the author only.

An organizational chart won't work there, people here are equal. Nobody can command and in the first place no one owns the internet. The way it works is a mystery. People can only add something but cannot totally control it. The people who use the internet and the ones who regularly write something to it are the ones that add features. People are just users who add up to the flavour of how it works, but they aren't able to solely control the whole feature. The information that is posted in the internet is just the things that were putted by the people who want to speak out their minds. In the past, people are too bored with the way markets are conversation was gone, when they want to speak out when they are in the 4 corner of their offices. But how can they do that when their bosses are there? Sometimes the go out to their offices then they speak out. But now, with the use of internet they can always talk and blog. So, no matter what position you have in the company it is no use. In the internet everything and everyone is equal.

IN BOTH INTERNETWORKED MARKETS AND AMONG INTRANETWORKED EMPLOYEES, PEOPLE ARE SPEAKING TO EACH OTHER IN A POWERFUL NEW WAY

People love to talk and communicate from the very beginning from the merchandisers to the seller and the buyer. These kinds of people love to share their experiences on how they made a certain product or how to they get it from different locations. But there came a time where the conversation ended and the seller wants money, want to overcome the market of industry. People lost the chance to communicate with the others.

With the use of internet, people can now communicate and talk to people even they are far away with each other. There a no hindrances, it is a click away because even they don't know each other they can talk in forums and the like. Conversations are very important to people, but in a company they were controlled by them. They can't even say what they want to say, they were hindered to do that. Now, that the internet is on, they can say whatever they want thru blogs, and to that people able to read it and leave messages to them some sympathise, good or bad comments. No company can control this, people learn how to speak, how they can be understood. Now, companies also blog about them, but is it powerful enough? No. Why? People nowadays doesn't listen anymore with the company, they are more likely to talk and get a comment from different people who have encountered a certain thing on buying some product or getting these people opinion when they are thinking of buying something. They are free now, no limitations.

THESE NETWORKED CONVERSATIONS ARE ENABLING POWERFUL NEW FORMS OF SOCIAL ORGANIZATION AND KNOWLEDGE EXCHANGE TO EMERGE

With the use of e-mail, forums, blogs and the like, people now can communicate. People love to share ideas, knowledge, and experiences with other people. By using such electronic thing, people can now be heard by just a click away and it is easily updated and people easily searches or browses the net. The conversation today is more powerful since it links many people no matter how far they are. When saying something, they can just click and write then poof! everything was there. Two or more people can now communicate without anything or anyhow to stop them and there are no delays. The birth of community groups such as the Friendster, multiply, tagged and the like where patronized by the people who loves to communicate with other people. When they want to express themselves they use this to let the people know what they think about. Using e-mail, let the people send mail without any delay, with a minute or so what you want to say is already sent. Forums are the ones that were uses by people when they post a question and let the others suggest or give opinion about the topic. It is a way where conversation is made easy. The birth of Y!M, AOL and the like was fully used by certain people who lives far away from each other, they fully utilize this so they can message them easily. With the use of blogging, people now can express themselves, let their experiences shared. Now, the exchange of communication is easy than before.

AS A RESULT, MARKETS ARE GETTING SMARTER, MORE INFORMED, MORE ORGANIZED. PARTICIPATION IN A NETWORKED MARKET CHANGES PEOPLE FUNDAMENTALLY.

The markets are getting smarter, more informed and more organized with the use of materials present in the internet. It is natural to us, when we want a specific thing or when we want to learn we go to the site where we can find the information. By just surfing around it, you might be able to find some interesting topic that could stir up your senses and explore more. Now, people are getting smarter because of this. With the information presented for free, they become more informed with the old news to the present news. With all the sites that give this information, these are categorized by its entry. For example when we go to the official website of CNN, we can see all kinds of information. With the information they see in the internet the people are able to get the idea and share it more through blog. When they are blogging, a person who loves to read other blog, they are able to gain the information at the first place they don't know. With a single post, different interaction happens and everyone is so worked up to give their ideas about the information. Now, everyone can do that since most of the sites are for free and some just need to be a member, they were able to share. Using this has given them the chance of expressing everything they wanted. Even in the internet, people can do shopping. There are lots of sites where you can buy in just a click away. They are able to buy things with a cheaper price and at the same time ask opinions about it. The way people do conversation changes because of the evolution in the internet.

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.

When a person wants to buy something, these people don't go and talk to these salesperson who only gives nothing but flowery words. People love to get opinions from others, others who have tested and have experienced the material. They don't want to be influenced by these companies rather they are more bound to be influenced by their co-users. Since they don't trust whatever the salesman or the company says. With the use of forums and blog, they can easily ask different people about their opinion in a certain product. The salesman or the company man gives information but not honest information and they are more biased with their company. For example, some say that their product is waterproof and some do demos about it, but for just a couple of seconds when in fact it is not that waterproof. But people wants honest information, that is why they go and ask questions in forums where they can get it. There is no forced information in there since, all who write there are the ones who experienced it. People don't want any lies from their products. That is why they believe more with the consumer rather than the seller, since they were able to experience it. And now, that is why people doesn't listen with the salesman and these people thinks that these salesman are biased and making the product as the king of all when in fact it is not. Now that the people learned their lesson, they always ask question from different user that the technician of the company where they can get honest information.

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.

The networked market knows more than the company because they are the one who experiences the product. The company only market their product, but they don't solely know what their product is. The company hides important thing that the customer wants to know and the market exposes it. The people uses it, doesn't keep the things they find yet they exposes it thru the use of blogging. People tell all the things they encounter with a certain product, no one able to control what they want to say. They tell everything whether they encounter bad thing or they enjoy using the product. The product company doesn't able to control these people. And the people who wants to know more uses this given information to be their basis if they are going to buy the product of not. They use the information posted by others as their basis since they don't trust anymore what the company said. Since the company always give information that is always good, they always say good things about their products. That is a bad thing in the part of the consumer since they tell lies, these people trust was gone. Nothing is left for them and the only information they trust is the words from others who have tested and have proof about the product. This post is not a lie, since it was a experience shared to them, experience that is wanted to be share by the many who doesn't want to experience the same kind of bad product. It is like a awareness that is given to people.

WHAT'S HAPPENING TO MARKETS IS
ALSO HAPPENING AMONG EMPLOYEES.
A METAPHYSICAL CONSTRUCT CALLED
"THE COMPANY" IS THE ONLY THING
STANDING BETWEEN THE TWO.

The four walls of the company make hindrances to the employees who want to tell the things they want to say. They are hindered by the company officials and they are not able to express themselves, they are locked by their policies. They love controlling their employees, they love to control people. But people don't want to be controlled because they more likely want to express themselves in a way that their company can't get bad about it or even know it. Now these people found a way where they can express themselves and this is from blogging or write it somewhere in the net. Because when they put something in the net, they were able to lose all the bad things they get from the company. They were able to lose all the stress that been put into them. Since no one can control or command them when they are in the internet, they free all their stress. These employees are all people that needed someone to talk to or something to do to ease their boredom inside the company. The company is like a jail where they are locked inside, since they can't say something bad about the company they are in. They more likely to go out of the four corners and that are the only time they are freed from them. Now, thru this they can be freed by blogging out their thoughts. People love to find someone to talk to and when they are in the company they weren't able to look for other people. So by using the internet, they go to community site and get communicate with them.

CORPORATIONS DO NOT SPEAK IN THE
SAME VOICE AS THESE NEW
NETWORKED CONVERSATIONS. TO
THEIR INTENDED ONLINE AUDIENCES,
COMPANIES SOUND HOLLOW, FLAT,
LITERALLY INHUMAN.

Companies today mostly speak solely for their company, they don't tell honest information what the consumer wants to hear. They are too biased that they are not saying things which and what is wrong about their product and they always say flowery words when it comes to it. They love to attract the customer by saying all the pros about it. They are afraid to lose the trust of their consumers, but what they do is they are losing them on purpose. People want to know the honest truth about their product, all the information that they can get from it, and they love to gossip. They want the whole truth and they don't want lies coming from their mouths. But the company keeps on giving false information that sickening out their customer nerves. The networked conversation gives information where the person wants to know how a certain product performed after its release and they want to know the result of the tests. They want to know everything about it before buying because they want to fully utilize the product and they doesn't want to be upset about it. People have their own voice that they want to share but it is not only the voice but it is also the way they talk, the tone of their voice. People learn to listen to the tone of the voice. There are lots of information that can get from TV, radio, billboard and the like where it came from the users who have used and tested the products and these are not told by the company but their co-user.

IN JUST A FEW MORE YEARS, THE
CURRENT HOMOGENIZED "VOICE" OF
BUSINESS — THE SOUND OF MISSION
STATEMENTS AND BROCHURES — WILL
SEEM AS CONTRIVED AND ARTIFICIAL
AS THE LANGUAGE OF THE 18TH
CENTURY FRENCH COURT.

The voices of the company control the market and it became too monotonous that people don't want to hear any from them. It irritates their ear every time they try to say something new. When they try to say something that is not true, people became less attract to it and they tend not to listen to what they are trying to say or prove. Since everything that comes out is not real, a person doesn't want to waste their time pretending they want to listen to these companies. Companies should be able to state their real goals and not go overboard to what they real made off. The mission of the company should sound realistic and the company should able to do what their mission states. But sometimes the mission and vision of the company that they kept on posting is hard to understand since they use these flowery words to make it long. It is more good to hear if it short and concise. Why? The more precise it is the easy to understand it. There is a no need for longer, what is needed is the real meaning and if they can do what it states. Sometimes, the company employees don't even understand the real purpose of their existence in the market. The longer it is, the harder to interpret it. By making a mission and vision in a company, they should guarantee that it is easy to understand by both their customer and specially their employees. It is much better if we can understand what is really written and what the main purpose of each company is.

ALREADY, COMPANIES THAT SPEAK IN
THE LANGUAGE OF THE PITCH, THE
DOG-AND-PONY SHOW, ARE NO
LONGER SPEAKING TO ANYONE.

I really don't understand what this phrase is saying but this is how I interpret it. Companies now are doing things that are really sounds controlling. What I mean is, today most of the companies are controlling what they are saying, what their people should say about them. It is like a micro chip that is putted into your brain and it does all the talking. It results to being not understood by the other people and since it sounds a little monotonous it is a little bit irritating to our ears. Who would like to listen to their speakers when you know it is not the truth or half of it is true. People will get annoyed to what they are trying to convey and eventually they will stop listening to the lame explanation of these company representatives. Still, today the companies are hard to understand. They still convey messages that are hard to pick and understand. They still say things that people don't want to hear, they say things that are unbearable to ones ear. If they keep on telling things again and again and it will always be so fix, people will start to get tired of it and they will never want to listen to them. If this company keep doing this, they will lose their customer as well as their trust. They should be able to build their trust so they can gain more from them. If they are able to listen and do what their customer really wants, it will help them gain their trust.

COMPANIES THAT ASSUME ONLINE MARKETS ARE THE SAME MARKETS THAT USED TO WATCH THEIR ADS ON TELEVISION ARE KIDDING THEMSELVES.

It is really different. Why? Assuming that online markets are the same with the ones who regularly watch ads on television, they are really kidding themselves. People who look and check and regularly have their eyes on television are the ones that are being spoon fed by everything the companies say. Everything that is being said in the television is controlled by this company, people can't even get a single feedback from others. It is a one way ticket to our minds and it only records what they say. While the online market is able to respond and get other opinions. By having other opinions, they are able to discuss what is real and what is not from them. These people are not being tricked by the companies since there is lots of information in the internet. There are many sources where you can get facts. People are easily persuaded by what they see in the TV ads by the celebrity endorsing a certain product. While in the internet people are real, they can see the real thoughts of real humans. Humans that share their voices with how they feel about a certain product. They are not controlled by these nonstop high paid and a shining celebrity who endorsed it with a equivalent pay. There is a more open communication in the internet that keeps them know the real thing from what is not. It is really different, there is no way a company should say that online markets are the same with people who have set their eyes and mind over TV ads which is endorsed by a celebrity.

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 company that keeps on disregarding what their customer really wants are missing the opportunity to let them be heard. People are getting sick and tired to what they are really want to convey, things that they want to push into their minds. Real people now, see the opportunity in the web to be able to do conversation and let them listen and be heard by one another. These people are getting smarter when they engage in the conversation that an individual and different thought merges. They can now easily exchange facts to one another. Companies are focused to their goals that they disregarded what others says, they are too focused. They live in the belief that what they say, people will listen. But it is not what is happening, people get tired, people doesn't want to listen anymore, people are pretending to know and listen. It is really bad, because they are not able to support these people needs. People can now communicate all over the internet, they can do, say anything about these companies without knowing their real personalities. These people able to exchange things that is really useful to their lives. A joined conversation makes them smarter and more knowledgeable because the more they do conversation, they more they learn things. Companies are missing these opportunities to be able to join to what they are trying to say and convey. Companies should be able to listen to what their customers really want because it might help them improve things. Since these feedbacks will be really useful to them.

COMPANIES CAN NOW COMMUNICATE WITH THEIR MARKETS DIRECTLY. IF THEY BLOW IT, IT COULD BE THEIR LAST CHANCE.

With the use of internet, companies can now hear what their customers really want to say. They are now able to listen to what they are saying, and what these people want them to understand. In the past, the media that they use to communicate with their customer are TV, brochures, radio, magazines, etc. Now internet can help them reach thru them. They are able to do communications and improve themselves. Their customers really want to be heard by these companies and these companies should be able to listen to their thoughts. Companies can now use this information from their customer to improve their services and pleases them more. But if they pretend not to hear a single word from them, they will lose all the trust of their customers. The trust that is hard to maintain and gain, they should be able to build and maintain it. They should be able to understand the needs that have been posted and long waited. Companies should ignore them or else they might suffer the consequences of losing them forever. They should not aim to lose their trust because they need it to stay and be in the market for long. By not doing a conversation to them, they might lose them and they might suffer from losing all things that they have worked hard. They should be able to communicate with their market directly and since they are the ones will help them. They should be able to talk to them, like a real person even though it is with the use of media such as the internet.

COMPANIES NEED TO REALIZE THEIR MARKETS ARE OFTEN LAUGHING AT THEM.

Companies should be transparent to what their markets are saying. They should be able to understand and learn if they are doing well in the eyes of their market. They should not act that they are the number 1 in the eyes of their market. They should be able to know and learn from their mistakes. They should be able to listen to what their markets really want to convey. Companies should not think that their markets are too innocent that they won't think badly about them. They should be able to understand that they won't be the number 1 in the world if they don't gain their trust. With the use of internet, companies now can learn and know what their market really feels about them. Companies thought that their market won't think badly about them and they thought these people won't think that. They think that these people are satisfied by the way they offer their services. They think too highly of themselves. With internet, people became smarter and they don't listen to the repetitive talks of the companies. They find ways to know and learn what should be done. By doing conversation these people able to exchange thoughts and they are able to know the real deal about these companies. They are not being tricked anymore. These people will start laughing at the mistakes that the company do. So, in conclusion they should be able to realize that they need their market feedback to be able to improve themselves.

COMPANIES NEED TO LIGHTEN UP AND TAKE THEMSELVES LESS SERIOUSLY. THEY NEED TO GET A SENSE OF HUMOR.

Companies most of the time are not serious and they are serious on how to achieve their goals, on how they will do it. They are too focused on how to do things and how to earn more money for themselves. Companies now are focused on how can they sell their products and earn more from it. They are too serious on how to make it. These companies are sounds too formal that the market can't even take a hold of by their market. They are too sick to the repetitive words from them, the words that make themselves too formal. A person doesn't want to hear that kind of stuff, stuff that is irritating to ears. They should to learn to lighten up, so that their market will not get sick having them around. They should have a sense of humor to know the effects that it may give to the company and to their market. They should be transparent enough to deal with their mistakes and be less serious. They should know when to be with market. They should learn when to be with them and not just only to be with themselves. These companies should able to help themselves improve their own thing by communicating and have fun with their market. Everything should not be done so seriously, they should be able to build a good relationship with them. They should able to make this, to improve their quality and gain more from what their market can offer. Their market is human and they should be able to put themselves on their situation.

GETTING A SENSE OF HUMOR DOES NOT MEAN PUTTING SOME JOKES ON THE CORPORATE WEB SITE. RATHER, IT REQUIRES BIG VALUES, A LITTLE HUMILITY, STRAIGHT TALK, AND A GENUINE POINT OF VIEW.

Companies should have sense of humor regarding to their market, they should have to be able communicate with them and learn a few things. They should not close their minds and take things like their market are useless. They should be able to build good communication and talk to them straight and not going into round and rounds of words. These companies should not make their speeches to flowery that it makes them really sucks. They should have the sense of humor that their market really wants. They should have open their minds about new things and not set it to what they have known from long time ago. They should be able to get a point of view from others and take it seriously. But not seriously enough that will make their markets drive away. They should be able to attract them more and not out fear into their minds. Companies should do and act like a real human, a real human that the market can talk to every time they need someone to talk. They should not act like a deaf person who doesn't hear the voices from these people. They should always put into their minds that the voice that keeps on coming out is what they needed to improve not just only their product but also their services. They should be able to put and interpret things as serious as it is, they should not post anything they wanted from just what they want to do. Being transparent in everything you do is a good thing.

COMPANIES ATTEMPTING TO
"POSITION" THEMSELVES NEED TO
TAKE A POSITION. OPTIMALLY, IT
SHOULD RELATE TO SOMETHING THEIR
MARKET ACTUALLY CARES ABOUT.

Companies should be able to relate to what their market really needs, they should not position themselves too highly. Companies should be able to position themselves like their market and they should be able to feel the same way their market feels. They should not act that things are working like as what they are thinking and they should not think that what they are doing is always right for their market. Their market has their own opinion about things and they also think about some matter. They don't let themselves be fooled by some salesman regarding a certain product. They learn to ask and communicate with the others who also use the product. They cant be easily fooled; specially this days there are lots of way to know if what you are aiming for is good enough. Companies should position themselves like their markets, if they are able to make it they will feel the same thing that their market feels. And with this, they will be able to help themselves improve things on their own. They need to listen to the voices that keep on coming out from the mouths of their market. They should not be blind from what is happening and they should take some actions regarding to the voices that wants to be heard. Being able to be heard and answered will make them more popular. Companies should be able to cater to what their market really needs. If they able to do it, in return their market will return the same thing they do to them. They will return their trust and loyalty.

BOMBASTIC BOASTS — "WE ARE
POSITIONED TO BECOME THE
PREEMINENT PROVIDER OF XY Z" — DO
NOT CONSTITUTE A POSITION.

Most of the company's position themselves too high and they feel that they are too excellent, but they are not. They are just positioning themselves as what they have understood about their sales. Some of them didn't think of how their market feels. They become too blind that they only think about their benefits, benefits that are too sickly. It is a good thing that they think too highly of them self but they should also consider the positioning that they have. They are not the only one thinks that they are at the top, they should also consider what their market really thinks about them. Being too boastful might bring a good thing to the company, but too much is bad. They should be able to think about the consequences in every little thing they do. Having a goal of being at the top or to be the most excellent on your field is good enough. But never ever boast that you are number 1 when in fact you are the only one who is telling it. You should be open-minded about the other things in the field and you should be able to listen to the voices of the people who really determine the real position of each company. Lesson learned is: it is good to set a goal but never boast about something you don't have. Why? It is because it will be a big failure on your part if you fail to be the most excellent when you got number 2 in rankings. Be humble.

COMPANIES NEED TO COME DOWN
FROM THEIR IVORY TOWERS AND TALK
TO THE PEOPLE WITH WHOM THEY
HOPE TO CREATE RELATIONSHIPS.

Companies should not think too highly about themselves, they should learn to talk to their market. Why? Their markets are the ones that determine their position and they are the one that made them popular. They should learn to set their foot on the ground and they should not think that even though they are big they are the most powerful company on earth. If these companies learn to put their feet on the ground, they are well assured that their market is really patronizing them. They are able to create and build a strong connection with their market. Companies should be able to make a strong connection because their markets are the one will help them improve their product and also their services. They should be able to talk to their market and be able to listen to them. Building a strong relationship to them will guarantee them that they won't lose their trust as well they will gain others. It will help them to their future needs and their future is assured that someone or somebody will help them when time comes. Companies should be able to make things work and not destroy it. They have to learn to talk, listen and speak. Their market need this factors, their markets doesn't want monotonous sound from them. They want the real thing from them, they don't want lies. All they want is the real truth behind the fancy thing in their names. Creating a strong relationship with the markets are a sure deal that their markets are really listening to them.

PUBLIC RELATIONS DOES NOT RELATE TO THE PUBLIC. COMPANIES ARE DEEPLY AFRAID OF THEIR MARKETS.

Companies are too afraid of what their market might say, they are too afraid that their customer reaction will harm them. They didn't think of the good things that it might bring to them. They haven't thought of the things that these markets can bring to them. They are too afraid to be criticized and at the same time they are too afraid of losing from other companies. Companies should not be afraid to what markets do to them, since the market are the ones that knows what is really happening outside. The markets are the one that determine their status and they should not be afraid from learning from it. They should learn to solve things that are being open up by their market. Being publicized is a good thing whether it talks about being good or being bad, the good thing is their market cares. And these markets want improvement from them. Companies should learn from the mistake that is being seen by the market. Since the market are the ones that uses and defines all the wrong-doings of the company. By able to listen to them, they are rest assured that they can improve their product and services. By improving it, they will make their market happy and contented. Companies should be afraid of the media used by the market. They should be able to set things as what it is really about, companies should not jump too highly and forget things. Being able to listen and cater to what their market needs is really important.

BY SPEAKING IN LANGUAGE THAT IS
DISTANT, UNINVITING, ARROGANT,
THEY BUILD WALLS TO KEEP MARKETS
AT BAY.

A company that speaks language that is hard to understand makes a barrier between them and their market. A company should be able to make things and build a healthy relationship with their market. Why? By building a healthy relationship with them, they are able to listen to what their market needs. Company representatives should not sound too seriously that they scare their market. When they talk and do their explanation they should sound inviting and pleasing. With it they will not scare their market and at the same time they will increase their popularity. After increasing their popularity they should be able to build a good relationship with them to get their loyalty. When they got their loyalty, they are well assured that their hard work is really paid off. Companies should not drive away their market since they are the ones that determine their position. Markets are the ones that control their position in the industry and they are the ones that put you into the position. Companies should not sound too arrogant when they want to get the trust of their market. They should not sound too boastful that it will sound to irritating to their ears. If a company can make a good relationship and maintain it, they are considered to be one of the best. Companies should be trying their very best to maintain everything that is put with hard work, they should not waste a single of it since is hard to return it back. Companies should speak in a good manner.

MOST MARKETING PROGRAMS ARE BASED ON THE FEAR THAT THE MARKET MIGHT SEE WHAT'S REALLY GOING ON INSIDE THE COMPANY.

Companies are too afraid that their market might know what is happening inside their company. But in fact, their market really wants to know what is really happening inside them. Markets now a day are very fond on the company that doesn't hide any important things. A market wants to know the real thing that is happening. They don't want to hear lies from them, they want the truth. They are getting sick every time they hear lies and they are getting tired from it. When they get tired of it, the tendency is that they don't want to listen to their lame excuse that doesn't give any concrete facts. The more the company hides things from their market, the more they lose their market trusts. It is hard to maintain and gain it, so why waste it and destroy it from not listening and not telling them the things they want to hear. Being able to supply them with answers will gain you more, more loyalty is being rewarded. Telling the truth is one thing that should be applied to any companies. If their market is able to hear the truth from them, their market might be able to help them improve their system. When they have improved their system, it will be hard for others to destroy it. Their market is real people, real human, they want the real thing. The more a company can give something that is really useful the more their market can have. They can get other loyalty too. So companies should learn to not hide facts that will be useful to them.

ELVIS SAID IT BEST: "WE CAN'T GO ON TOGETHER WITH SUSPICIOUS MINDS."

I can't explain thoroughly the phrase because I have a hard time understanding it. If we want to do something to our business, business personnel should not think that everything won't go wrong. What I mean is that if a businessman thinks suspiciously about their market, they won't even get a single market and they won't even get the trust or loyalty that they wanted from them. They should put in their minds that the markets are the ones that patronizing and determining what product are in and what product should flap. You can't even move a rack versus the other companies if they keep on thinking bad. If they want their business to grow they should think each other needs and not just think how to get a profit from them. Markets are the ones that determine if a business should be patronize or just leave them without anything. They cannot move on if those suspicious minds keep on raging and it may do harm to them. Having a suspicious mind is like a bacteria that keeps on growing and multiplying, businesses should be able to think if their niche. Business should take good care of their market they should not think of them as nothing because it might return to them. The business and the market should make a good bond and not destroy and leave one another. With this bond it will help them; for example the market will help the business to grow more and the business will help the needs of their market, their daily needs. They need each other that is why they should move on together without suspicious minds.

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.

Building a strong relation with the market and it will make their company strong and these companies will be able to make a good trademark in their market heads. Establishing a good name will help these companies to stay strong and long in the industry. So they have to make sure to make it clean as much as possible, they should not do things that might destroy their company name because it will take time to regain it back. Their markets are smart, they know what true from not. They can easily get information with the use of the internet and the market can talk to one another. They are not now limited to what the company says and they can now talk to different people and get information as much as they want about them. In a normal human relationship it is essential to have a communication between them. Why? Because if they want to work things they need to talk about their life and sometimes what new and what is old to them. It is same with the industry, the companies' needs to tell their market what is in and what is fad. The markets now can easily know what is it and the companies don't have to hide. Hiding things from their markets will only boost the curiosity in their minds. All the information is important to them, which are why it is better to tell than hide or not tell at all. Remember there are lots of ways where they can get information without letting you know that they already have it.

NETWORKED MARKETS CAN CHANGE
SUPPLIERS OVERNIGHT. NETWORKED
KNOWLEDGE WORKERS CAN CHANGE
EMPLOYERS OVER LUNCH. BY OUR OWN
"DOWNSIZING INITIATIVES" TAUGHT
US TO ASK THE QUESTION: "LOYALTY?
WHAT'S THAT? "

If a company did not give what's the employees wants or their trust was shattered, their loyalty will be gone. It is important to build a strong relationship with one another especially the company to their employees and to their market. Why? The market and the company employee can easily go and change into a new one. They will not be only limited to what they have now and they can always try new things in their life. A company needs to build the loyalty in their market as well in their employee's heart. But building is not easy and it requires a lot of effort and patience. It is like you are waiting in a long pile of line for your turn. Companies won't easily get into their market minds, they need to have that slot and they need to prove that they are better. They better serve them with quality and they should not serve them with nothing but headache. The loyalty word is hard to get and hard to maintain, so it is better to make good moves than make risks that their market won't like. If your market is not satisfied to what the company gave, they can easily change it with just a click. And it is easy for them to ask somebody else with product is better to use and which is not. If the company able to serve them with their needs and they will be pretty sure that the trust that they have waited to gain for a long time will be fulfilled.

SMART MARKETS WILL FIND SUPPLIERS WHO SPEAK THEIR OWN LANGUAGE.

The market doesn't want someone speak alien language in their front and that is a fact. Why? Is there someone who would like if there is somebody talking to you but you don't understand a word that person is trying to say? It is irritating. In general, the markets want their supplier to speak language as they are. The language that they common speak and how would their market know their product if they don't even understand what they are trying to say. A company needs to have a vital communication with their markets, since this market will be the one that buy their product. They need to have a strong relationship with them and good communication. If a company goes international, they should be able to support different language. Why? Will someone buy a product when they cannot understand what is written in the user's manual? I think there is no one in this world that would love to buy a product that they don't understand how to use. Having supported the different language means they can easily build or establish good connection with their market. That is one of the most important of all, having a good and strong connection to them. Whether you are the supplier or the company who sells the product both of them had to have a good connection with each other before going to their goal of getting a good connection to their market. It is the same as loyalty; the company won't be able to get it if they have not set a good communication and connection to them.

LEARNING TO SPEAK WITH A HUMAN
VOICE IS NOT A PARLOR TRICK. IT
CAN'T BE "PICKED UP" AT SOME TONY
CONFERENCE.

A company can't easily please their market minds. They cannot easily gain the right word that their market wants to hear. These companies have to strive even more to have it. A company should be able whole heartedly understand their market needs. The market does not want to hear any boastful thoughts from these companies because it will make them feel sick. Trying to tell all honest words won't help them with their campaign. Having a good connection with them is one of the best ways. There is a difference if you talk into a conference and if you talk to your market. If you talk to you market with the serious tone and it's like you only want them to have your opinion. Your market will only drive away from you. But if a company representative able to talk to them with nice tone and it is inviting it is more appropriate. And the market won't easily be tricked with the one word they say. The company also needs to prove what they are capable and if their product is really effective as what they were saying. The company needs to set their feet on the ground also and they need to feel what their market feels if they use a certain product as that. They should act and speak to bossy because it will be a sure downfall for them. The market can easily change and chose product with just a look and some valid information throughout the networked market. They are not now limited with the person they see but also they are now free from it.

TO SPEAK WITH A HUMAN VOICE, COMPANIES MUST SHARE THE CONCERNS OF THEIR COMMUNITIES.

The companies should be able to relate to what their community needs. The company should be able to supply them with correct solution for their problem and a correct solution for their question. The company and the market should share the same interesting thing that would help them both. They should not just make and sell something that would make their life worst. It is something that can help each other in any other way. Communication is very vital in this and they should be able to communicate if they want to grow. The companies should speak with human voice and not alien language as I said in the past theses. Having the same concern will be able to build a strong connection to them and this will help the company into their success. But the companies won't be able to easily learn how to speak to their markets. It will take them time and patience to be able to do it since it is hard to build the trust and loyalty by just talking and speaking to them. The company should be able to relate them and supply them with all the information that they are seeking in such a way that it won't harm them. The company concerns are also the market concerns and they should be able to share it. The company should not only think how to gain profit but how they can help their market. It should not be for their self gain, it should be for everyone's gain. Being selfish in the industry won't help you even you are a big company or just a starting one.

BUT FIRST, THEY MUST BELONG TO A COMMUNITY.

The company relationship with their market will help them build a healthy connection. The connection that they build will help these companies success. The more they can establish a healthy conversation to their market the more they get. These companies should be able to relate to their market needs and not just do something that would make their life miserable. They must be able to fit in, in the world of their market. They should stay low as that so that they can feel what their market feels, in that way they can find a way how to serve them even better. Adapting to the world of their community is important and these companies should not think that they are a big company and they don't need to go and see what their market is doing. They should both share the same sentiment so that they will be able to build a successful solution to their problems. The companies should not take for granted their market and they should always put in their minds that the ones that make and give them money is their market. They must go down to the level of their market and be one of them and these companies should not exclude themselves. There will be no one to help them if they are selfish. They have to give or share what they know and the market will patronize it. Everything has a solution if they want to earn they should serve their market better. If the market wants to have a solution, they will listen to the best company that can supply them with a better solution.

COMPANIES MUST ASK THEMSELVES WHERE THEIR CORPORATE CULTURES END.

Companies should not think too high of themselves they should also set their feet on the ground and be part of the community. Companies should be able to listen and join the society and their high ego. If these companies continue to manipulate and command their market people will get tired of them and maybe in the end leave them with nothing. They have the responsibility of coping up to the demand of need of their market. As the main supplier of the basic needs of the community, they should be able to leave their unwanted motives and be kind enough. Corporate culture has sometime brought good things in the company, for example if they show a good example of what a company can bring to their employee for sure they will be patronized. But if they show not-so-human action with their employee, it is a sure thing that people will hate them. Companies should be able to define what is their worth, what is their service and how can they support their good relationship with both the employee and their client. As a big entity in the industry, they should be able to show good examples of who they are and what made them that way. Alter ego of doing bad things will only discourage the people inside the company. They should be able to stop the bad things that may harm their name since they know that it is hard to regain their company name. They should be able to treat people the same thing as they treat themselves. Their client is the king and queen and they are the ones who would help them ease their pain.

IF THEIR CULTURES END BEFORE THE COMMUNITY BEGINS, THEY WILL HAVE NO MARKET.

If the market of these companies gets tired of what they are doing to them, it is a sure thing that they will lose them in no time. People have their own limits and the company should not overdo and deplete it. It will be their loss and not their clients. Market can easily change from one company to another, they should remember that. They should build strong relationship with them and maintain it and not destroy. Some companies are still doing stuff that makes their clients or customer angry. As a company, they have the responsibility of maintaining good relationship with them because these markets are the one that determines if they will gain profit or not. As what I said in the previous chapter, companies should step a foot in the ground and be part of the community. They should help each other and it is like a give and take relationship where the company supply the solutions for their market problems and the market give profit to these companies by buying their products. Losing a client should be a big no for companies. No one ever liked being losing something that is important. Companies should treat their customer like their love ones. By treating them like their special love one, their client or customer will return that love back and they might spread your name. Sounds good right? They should keep in their mind that this is their essential asset and these people will surely make them popular and earn from what they forecasted. Everyone loves having those things.

HUMAN COMMUNITIES ARE BASED ON DISCOURSE — ON HUMAN SPEECH ABOUT HUMAN CONCERNS.

The main composition of a community is people that able to express themselves, voice out what they want, help others out with their problems. People base their day to day life with what they hear, do and look. Though sometimes they are being commanded by their big boss, these people have still their own voice to spread in times of trouble. In the industry companies should listen to these voices. Why? If they were not able to listen to what they are saying, it is the same thing as they don't want to serve them for their own good. People got displeased to the company who doesn't like to listen to their voices. In the book Cluetrain Manifesto it was said there that there came a time where business disregarded the people. And these people get sick of them and it came to the point that they were commanded and became sick of it. The company and the market should have an equal share it the community. The company should be able give equal share and listen to the community that they taking part to. The people should voice out the things they wanted to accept but they should not overdo it. Business also has their limit. They both have their own limit. People now are knowledgeable and they know when the time that they should voice out is and when is the time that they should listen. It was something like this from the very beginning, the market always listen to what is happening and after that, which is the time to take actions. Human concerns is very valuable, everyone should appreciate every detail of it.

THE COMMUNITY OF DISCOURSE IS THE MARKET.

The always talk in the community is how the market is doing with the things that they experience from their daily life. The market in the community has always something to share and these people want to be heard. Companies should try and go to this kind of community and look for the message that might answer their question. The market will not always inquire things to these companies. Some people are just tired by what they have experienced from them. They are not robot that doesn't get tired of telling thing over and over again. The main menu in a community is always the topic of what they have experienced and the company has to lend their ears. It was a good thing that people can now voice out anything with an easy way. There are now new found technology like blogs, chat, forums, and the like where people can change ideas and thoughts while some to inquires about certain product. They can always discuss things and no company or person can stop them from doing this. People get tired of being commanded that why they find a way where they can help and voice out all their angers. The company job is to listen to this kind of thing and it will not always be forever where this company will get feedback from their sales representatives. The market gets tired also by talking to their representatives. There is a new way now, an easy way and this is with the help of new technology. If you search into the internet you can find several of topics about a certain product and there you will know the good and bad comments of the users. Good!

COMPANIES THAT DO NOT BELONG TO A COMMUNITY OF DISCOURSE WILL DIE.

If a company wants to lose everything that they have worked hard for, then it is the best thing to forget anything about the market. No company has ever survived that long and now they are forever gone. Companies should be able to participate and involved with the talks that was being held by their market. They should not forget who these people are and what they can do for them. They have to always keep in their mind that their markets are the one that determines their life in the industry. The more they ignore them the more that they will suffer. I have already mentioned this in my previous reflections but ignoring your market should be a big taboo for a company or business. The company or the business should find a way of how can they serve them better. Is it a good thing? The market would love actions from the company, actions that is a solution from their inquiries. The market has done their job by informing their co-market and the company about their concerns. In return the company should return these concerns with solution. These companies should not hide themselves to the market and if possible it is better that they tell things to them than hiding it. The market doesn't like the companies who love to tell lies. Will anyone be happy about that? I think no one. The company should now learn that if they were able to listen to their market, all their hard work will be paid off by this market and their company reputation will stay strong and they might live long in the industry.

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.

It was become a protocol to the retail companies to protect and build a high security against their competitors. But is this a little bit exaggerating? When companies do this kind of stuff, they sometime forget what they market for and build strong relationship with their market. They are too focused on defeating and go overhead to what is they competitor can do. In my belief, if these companies keep on doing this kind of thing they will just regret it in the future. People or the market will get tired of them eventually because they tend not to listen to what they want because of the will on defeating somebody. Companies should aim to build strong relationship with their own market and by that mean they were able to prove that they are much better than their competitors. It is okay to make a competition but they should not forget that they are serving somebody and that person wants their help. They have the responsibility of helping this people and they should learn where to stop and do their job. It will be not forever a fight. Sometimes you have to lay low and think of your strategies while serving you market. And if the time comes and you are ready to do your counter attack to your competitors you will gain double than you expected. The life of retail should not cause any fight. Being secured is what the market wants and companies should not always think of their company should always hide. The market wants to know what is also happening to you company and they want to be informed. It will be bad if companies keep on their security blocks and leave their market behind.

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.

People inside the company are not a robot where they cannot talk when they are inside of it. They are also human who has feelings and when they were full they tend to speak it out. They are the kind of people who will sometime break the rules and do things as they like and spread things against the company that they were in. As much as possible it is better if the company can give good treatment to their employees since they are also their asset. If they lose one in the team, the company name is at stake. They cannot control things that come out in their mouths and this company doesn't know also when their employees talk about them. Even you are at the top of your organizational chat, your employee will talk behind you. These employees can spread things even with your competitors company. Building strong relationship to them will hinder this to happen. Whether the employee is inside the company, there is a new way where they can lose their stress. The blog is up, the chat has been invented and the forum has been deployed and these are just some things that would help them spread it. They don't need physical person to talk to and employees can now write anything inside the web. And the company should look over it. Employees can be anonymous to anyone. Can the company detect who wrote that? I think no. The company cannot always control their people and no one ever control the web. Even though they were big and strong, they should not mistreat them or else they will face the consequences.

SUCH CONVERSATIONS ARE TAKING
PLACE TODAY ON CORPORATE
INTRANETS. BUT ONLY WHEN THE
CONDITIONS ARE RIGHT.

The conversation made inside the company stay inside also, if and only if, if it's worth it. But if it is something that made employees angry, it will only leak out and the people might know what is happening inside the company. Most of the companies now a day start to keep all their conversation inside the company. But you think that the average people would like that? Of course they want to know everything, before they purchase something from them. Knowing what is your product is the most essential thing in the company. The company has to tell everything that a regular customer should know. The company has also to admit their mistake not only inside the company but also in their market. The conversation should not lie inside and it should be something that can be talked outside. Most of the companies that succeeded are the companies whose conversations are being heard by the people outside. The more people who can talk about certain thing, it is the more solution they can get. But of course there should be also some conversation that must be kept inside the company and it is about their strategy. No one would love to have their strategies be leaked out. That would be absurd to let your competitors know it. Transferring conversation inside the company is now done with intranets. But essential conversation should not leak like that. There are still conversation that must be kept with the hierarchies and let the other knows something but not whole.

COMPANIES TYPICALLY INSTALL
INTRANETS TOP-DOWN TO DISTRIBUTE
HR POLICIES AND OTHER CORPORATE
INFORMATION THAT WORKERS ARE
DOING THEIR BEST TO IGNORE.

There are some policies that are over to what employees can do. There are some companies who treat their employees as nothing and this people are getting sick on these companies. Imagining that your bosses are too bossy and that they treat their employees like animals and they like to enforce policies that are too inhuman. No one would love to stay that long in a company just to experience such thing. Employees should accept humanly treatment from these companies because when they are not, they will start to ignore what they say. Some other companies are trying to send over their policies to their HR department since they are the ones that hold the people. But is it wrong? For me, some policies should not be given to them and not let them be the one to enforce it. HR department are the one that handles their employees but not their behaviour. And some companies do have many departments in their office and it should be that department that will hold the rules and regulation for that employee. And some employees are much delighted when their own department are the ones that handles their job and not the other since they think that they not know much about what they do, and some are thinking that the people in their department are much okay to asked questions since they know them. Some employees think that it is inconsiderable for them to accept a command from other people specially the people that they don't know.

INTRANETS NATURALLY TEND TO
ROUTE AROUND BOREDOM. THE BEST
ARE BUILT BOTTOM-UP BY ENGAGED
INDIVIDUALS COOPERATING TO
CONSTRUCT SOMETHING FAR MORE
VALUABLE: AN INTRANET WORKED
CORPORATE CONVERSATION.

Imagining your place that does not have any communication going on? It's really going to be so boring, right? It is the same in a company. If these people have nothing to do in their company and they are just by themselves, they will start to get bored and have not fun there. Before they can do an activity they should be motivated to do it. In a company, the people inside it should be interconnected in a way that these people knows how to do their job on their own and they knows how to do their job with other people and also they should have the leisure of having friends and chat with them occasionally. They should not be left alone. If a person starts to be to cooperative with the others, they will start to be more productive. If they are happy and they have something to stir up their selves, they will start to do something cooperatively and they will be more likely to do something productively. And the company will benefit from it. It would be good if there will be in the company where there is no fear of talking to one another and they can pass or send messages with each other. The best part is to be able to converse with one another because if not it will only give sadness to any person. Corporations are inhabited with human being so there should be a running conversation inside on it. So be able to converse with another human being is important in every aspect in life.

A HEALTHY INTRANET ORGANIZES
WORKERS IN MANY MEANINGS OF THE
WORD. ITS EFFECT IS MORE RADICAL
THAN THE AGENDA OF ANY UNION.

If there is a way of communication in a company it should be in any use of any tool. In a company, they should be able to build strong relationship with each other. They are human beings that are bound to converse and feel the good in life. One way of doing a healthy conversation is to build a way of communication for example building a blog for your company where they can read the latest about them or put a memo in their bulletin boards where their employees can see what newly fresh serve is for them. Each article that has been made in the company should be compiled for the future reference and it should also be categorized as what is it all about. It should also be divided to what month it supposed to be, it is like a collection of newspaper or magazine. In a intranet where they can build a site, a hyperlink is needed so people can easily access the information in there. The employees should be able to share their thoughts with one another and they should be united whether good or bad has happened to the company. There should be a live conversation so that it can eliminate the racism and discrimination inside the company. The employees should also be updated to what is happening to the company whether they have a good performance or they are going bankrupt, the people inside should be informed. So employees should voice out everything they want to say into their company.

WHILE THIS SCARES COMPANIES
WITLESS, THEY ALSO DEPEND HEAVILY
ON OPEN INTRANETS TO GENERATE
AND SHARE CRITICAL KNOWLEDGE.
THEY NEED TO RESIST THE URGE TO
"IMPROVE" OR CONTROL THESE
NETWORKED CONVERSATIONS.

Let's admit it, most of the people who works in a company is unique on how they handle their work. There will be a person who's going to be good about their job but there are those who are not good on doing anything. When there is something that we need to do most, it is something that we tend to forget what is it all about. Many of the employees in a company knows what and how to improve the company industry per se but companies sometimes don't listen to them since they are only a regular employee or they are the ones that do not have any position in the company. No one should control how the communication inside a company works, it should be smooth and everything should be heard and be heard. Everyone and everybody in this planet has the right to speak out the mind or others called freedom of speech. No one should ever stop a person for telling what is going in his mind and his thoughts. It is something that should be shared to everyone no matter what is it all about. It is unfair and inhumanly when you stop someone from talking where thoughts are are not pay and all are coming from the heart. So no one should ever deprive a person who is speaking and sharing his and her thoughts. Companies should be aware about that and learn when to listen to them, they should also learn that they should not limit their employees to what they are supposed to do or else they are just too insecure to what their employees can do.

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.

Conversations should be shared to one another and should not be stopped by anyone, such conversation should be not deprived by anyone whether you are in the highest rank of your company or you are. Everything that happens in a company should be shared to the market place especially to the people who are using their products for their own good. Their market should know everything whether the company is going bankrupt or now, their customer has the right to know every detail. As for the employees, they should also know what is happening to the company because they are working there. No rules should ever stop that idea. That is why more and more of the employees are going to internet where they can now share their ideas since they cannot do anything to them. As what I can recall, to be a successful in the field of business hiding everything would only make you down. How? People get more curious in everything, everything that they should know about the company. When they get nothing from them, they will start to leave the company and look for a new one. And when the company realize that they lose this people that is the only time that they take some action into it. But it is too late, they should have realize that telling everything to this people is good and would give them more money. So for the companies, they should know when to publish themselves in the right time and in the right moment.

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.

More and more companies are into the old tradition of being too bossy and are doing inhumanly treatment for the companies. The old ways of companies of having organizational charts is good in some way because it gives the employees organizational knowledge about the company. Before, employees have to consult their bosses or even the top management to know the answers to the most of their questions because they could search for answers unlike today where there are several means where employees could search for one even without consulting or approaching their bosses. And they can now even consult other people for their question, more information are present now. Organization do organization charts because they wanted to have control over their people and have a formal hierarchy in their company. Organization charts also gives direction to the employees on to whom to report on to if they need to. Information or instructions now come first from the top management down to the people to the bottom. Also an organizational chart is the system of uniting the delegation of tasks per every worker. Organization should have their own org charts because one it gives order to things and makes confusion less in the company. Employees should know the information regarding a specific matter or project since they are also included in the project or they are part of the company. So having an org chart will give direction to what the employees should do and don't do inside of the company.

TODAY, THE ORG CHART IS
HYPERLINKED, NOT HIERARCHICAL.
RESPECT FOR HANDS-ON KNOWLEDGE
WINS OVER RESPECT FOR ABSTRACT
AUTHORITY.

Nowadays, org charts are presented into a hyperlinked manner rather than hierarchal manner. Employees have high regards with authority and because of that those employees tend to listen more to what these authorities were saying and they even did depend to them for answers. And they don't even think whether it is right or wrong, all they want is they questions to be answered. Authority is what makes the organizational chart fearful and because of that, the freedom to say and do is being strip away to everyone in the organization. The organizational charts today are having respect to the knowledge that everyone in the company is contributing. Knowledge that will make their organization richer and better and they could only achieve true success if they respect each and every member of their organization. Today, the org chart is hyperlinked, not hierarchical means that, companies should respect not only themselves but also the people that surround them. The people who work for them and help them make money. Every knowledge that is given to them should be returned back no matter what circumstances is it. Give and take should be present so no biases will be shown. Respecting each other is a virtue that everyone should do, they must give respect for their people and the authorities should pave respect to their authorities. Remember that everything has its value whether you are in the upper ups or you are the boss, you still have to value your people and colleagues.

COMMAND-AND-CONTROL MANAGEMENT STYLES BOTH DERIVE FROM AND REINFORCE BUREAUCRACY, POWER TRIPPING AND AN OVERALL CULTURE OF PARANOIA. .

As much as possible it is better if the company can give good treatment to their employees since they are also their asset. If they loss one in the team, the company name is at stake. They cannot control things that come out in their mouths and this company doesn't know also when their employees talk about them. Even you are at the top of your organizational chat, your employee will talk behind you. These employees can spread things even with your competitors company. People inside the company are not a robot where they cannot talk when they are inside of it. They are also human who has feelings and when they where full they tend to speak it out. They are the kind of people who will sometime break the rules and do things as they like and spread things against the company that they were in. As much as possible it is better if the company can give good treatment to their employees since they are also their asset. There are some policies that are over to what employees can do. There are some companies who treat their employees as nothing and this people are getting sick on these companies. Imagining that your bosses are to bossy and that they treat their employees likes animals and they like to enforce policies that are too inhuman. No one would love to stay that long in a company just to experience such thing. Employees should accept humanly treatment from these companies because when they are not, they will to start to ignore what they say.

PARANOIA KILLS CONVERSATION. THAT'S ITS POINT. BUT LACK OF OPEN CONVERSATION KILLS COMPANIES.

More and more companies are into the old tradition of being too bossy and are doing inhumanly treatment for the companies. The old ways of companies of having organizational charts is good in some way because it gives the employees organizational knowledge about the company. Conversations should be shared to one another and should not be stopped by anyone, such conversation should be not deprived by anyone whether you are in the highest rank of your company or you are. Everything that happens in a company should be shared to the market place especially to the people who are using their products for their own good. They should build strong relationship with them and maintain it and not destroy. Some companies are still doing stuff that makes their clients of customer angry. As a company, they have the responsibility of maintaining good relationship with them because these markets are the one that determines if they will gain profit of not. Companies should aim to build strong relationship with their own market and by that mean they were able to prove that they are much better than their competitors. It is okay to make a competition but they should not forget that they are serving somebody and that person wants their help. They have the responsibility of helping this people and they should learn where to stop and do their job. People inside the company are not a robot where they cannot talk when they are inside of it. They are also human who has feelings and when they where full they tend to speak it out.

THERE ARE TWO CONVERSATIONS GOING ON. ONE INSIDE THE COMPANY. ONE WITH THE MARKET.

There is a difference if you talk into a conference and if you talk to your market. If you talk to you market with the serious tone and it's like you only want them to have your opinion. Your market will only drive away from you. But if a company representative able to talk to them with nice tone and it is inviting it is more appropriate. . The main menu in a community is always the topic of what they have experienced and the company has to lend their ears. It was a good thing that people can now voice out anything with and easy way. There are now new found technology like blogs, chat, forums, and the like where people can change ideas and thoughts while some to inquires about certain product. They can always discuss things and no company or person can stop them from doing this. People get tired of being commanded that why they find a way where they can help and voice out all their angers. Employees can be anonymous to anyone. Can the company detect who wrote that? I think no. The company cannot always control their people and no one ever control the web. If a company wants to lose everything that they have worked hard for, then it is the best thing to forget anything about the market. No company has ever survived that long and now they are forever gone. Companies should be able to participate and involved with the talks that was being held by their market. They should not forget who these people are and what they can do for them. They have to always keep in their mind that their markets are the one that determines their life in the industry.

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.

If a company wants to lose everything that they have worked hard for, then it is the best thing to forget anything about the market. No company has ever survived that long and now they are forever gone. Companies should be able to participate and involved with the talks that was being held by their market. They should not forget who these people are and what they can do for them. They have to always keep in their mind that their markets are the one that determines their life in the industry. Even you are at the top of your organizational chat, your employee will talk behind you. These employees can spread things even with your competitors company. People inside the company are not a robot where they cannot talk when they are inside of it. They are also human who has feelings and when they where full they tend to speak it out. They are the kind of people who will sometime break the rules and do things as they like and spread things against the company that they were in. As much as possible it is better if the company can give good treatment to their employees since they are also their asset. There are some policies that are over to what employees can do. Employees have high regards with authority and because of that those employees tend to listen more to what these authorities were saying and they even did depend to them for answers. And they don't even think whether it is right or wrong, all they want is they questions to be answered.

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

More and more companies are into the old tradition of being too bossy and are doing inhumanly treatment for the companies. The old ways of companies of having organizational charts is good in some way because it gives the employees organizational knowledge about the company. Conversations should be shared to one another and should not be stopped by anyone, such conversation should be not deprived by anyone whether you are in the highest rank of your company or you are. Everything that happens in a company should be shared to the market place especially to the people who are using their products for their own good. They should build strong relationship with them and maintain it and not destroy. Some companies are still doing stuff that makes their clients of customer angry. As a company, they have the responsibility of maintaining good relationship with them because these markets are the one that determines if they will gain profit or not. Companies should aim to build strong relationship with their own market and by that mean they were able to prove that they are much better than their competitors. It is okay to make a competition but they should not forget that they are serving somebody and that person wants their help. They have the responsibility of helping this people and they should learn where to stop and do their job. People inside the company are not a robot where they cannot talk when they are inside of it. They are also human who has feelings and when they were full they tend to speak it out.

THESE TWO CONVERSATIONS WANT TO TALK TO EACH OTHER. THEY ARE SPEAKING THE SAME LANGUAGE. THEY RECOGNIZE EACH OTHER'S VOICES.

If a company wants to lose everything that they have worked hard for, then it is the best thing to forget anything about the market. No company has ever survived that long and now they are forever gone. Companies should be able to participate and involved with the talks that was being held by their market. They should not forget who these people are and what they can do for them. They have to always keep in their mind that their markets are the one that determines their life in the industry. The more they ignore them the more that they will suffer. I have already mentioned this in my previous reflections but ignoring your market should be a big taboo for a company or business. The company or the business should find a way of how can they serve them better. Is it a good thing? The market would love actions from the company, actions that is a solution from their inquiries. The market has done their job by informing their co-market and the company about their concerns. In return the company should return these concerns with solution. These companies should not hide themselves to the market and if possible it is better that they tell things to them than hiding it. The market doesn't like the companies who love to tell lies. Will anyone be happy about that? I think no one. The company should now learn that if they were able to listen to their market, all their hard work will be paid off by this market and their company reputation will stay strong and they might live long in the industry.

SMART COMPANIES WILL GET OUT OF THE WAY AND HELP THE INEVITABLE TO HAPPEN SOONER.

There are some policies that are over to what employees can do. There are some companies who treat their employees as nothing and this people are getting sick on these companies. Imagining that your bosses are to bossy and that they treat their employees likes animals and they like to enforce policies that are too inhuman. No one would love to stay that long in a company just to experience such thing. Employees should accept humanly treatment from these companies because when they are not, they will to start to ignore what they say. Some other companies are trying to send over their policies to their HR department since they are the ones that hold the people. But is it wrong? For me, some policies should not be given to them and not let them be the one to enforce it. HR department are the one that handles their employees but not their behaviour. And some companies do have many departments in their office and it should be that department that will hold the rules and regulation for that employee. And some employees are much delighted when their own department are the ones that handles their job and not the other since they think that they not know much about what they do, and some are thinking that the people in their department are much okay to asked questions since they know them. Some employees think that it is inconsiderable for them to accept a command from other people specially the people that they don't know.

IF WILLINGNESS TO GET OUT OF THE WAY IS TAKEN AS A MEASURE OF IQ, THEN VERY FEW COMPANIES HAVE YET WISED UP.

The main composition of a community is people that able to express themselves, voice out what they want, help others out with their problems. People base their day to day life with what they hear, do and look. Though sometimes they are being commanded by their big boss, these people have still their own voice to spread in times of trouble. In the industry companies should listen to these voices. Why? If they were not able to listen to what they are saying, it is the same thing as they don't want to serve them for their own good. People got displeased to the company who doesn't like to listen to their voices. In the book Cluetrain Manifesto it was said there that there came a time where business disregarded the people. And these people get sick of them and it came to the point that they were commanded and became sick of it. The company and the market should have an equal share it the community. The company should be able give equal share and listen to the community that they taking part to. The people should voice out the things they wanted to accept but they should not overdo it. Business also has their limit. They both have their own limit. People now are knowledgeable and they know when the time that they should voice out is and when is the time that they should listen. It was something like this from the very beginning, the market always listen to what is happening and after that, which is the time to take actions. Human concerns is very valuable, everyone should appreciate every detail of it.

HOWEVER SUBLIMINALLY AT THE
MOMENT, MILLIONS OF PEOPLE NOW
ONLINE PERCEIVE COMPANIES AS
LITTLE MORE THAN QUAIN T LEGAL
FICTIONS THAT ARE ACTIVELY
PREVENTING THESE CONVERSATIONS
FROM INTERSECTING.

Conversations should be shared to one another and should not be stopped by anyone, such conversation should be not deprived by anyone whether you are in the highest rank of your company or you are. Everything that happens in a company should be shared to the market place especially to the people who are using their products for their own good. Their market should know everything whether the company is going bankrupt or now, their customer has the right to know every detail. As for the employees, they should also know what is happening to the company because they are working there. No rules should ever stop that idea. That is why more and more of the employees are going to internet where they can now share their ideas since they cannot do anything to them. As what I can recall, to be a successful in the field of business hiding everything would only make you down. How? People get more curious in everything, everything that they should know about the company. When they get nothing from them, they will start to leave the company and look for a new one. And when the company realize that they lose this people that is the only time that they take some action into it. But it is too late, they should have realize that telling everything to this people is good and would give them more money. So for the companies, they should know when to publish themselves in the right time and in the right moment.

THIS IS SUICIDAL. MARKETS WANT TO TALK TO COMPANIES.

The always talk in the community is how the market is doing with the things that they experience from their daily life. The market in the community has always something to share and these people want to be heard. Companies should try and go to this kind of community and look for the message that might answer their question. The market will not always inquire things to these companies. Some people are just tired by what they have experienced from them. They are not robot that doesn't get tired of telling thing over and over again. The main menu in a community is always the topic of what they have experienced and the company has to lend their ears. It was a good thing that people can now voice out anything with an easy way. There are now new found technology like blogs, chat, forums, and the like where people can change ideas and thoughts while some to inquire about certain product. They can always discuss things and no company or person can stop them from doing this. People get tired of being commanded that why they find a way where they can help and voice out all their angers. The company job is to listen to this kind of thing and it will not always be forever where this company will get feedback from their sales representatives. The market gets tired also by talking to their representatives. There is a new way now, an easy way and this is with the help of new technology. If you search into the internet you can find several of topics about a certain product and there you will know the good and bad comments of the users. Good!

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.

If a company wants to lose everything that they have worked hard for, then it is the best thing to forget anything about the market. No company has ever survived that long and now they are forever gone. Companies should be able to participate and involved with the talks that was being held by their market. They should not forget who these people are and what they can do for them. They have to always keep in their mind that their markets are the one that determines their life in the industry. The more they ignore them the more that they will suffer. I have already mentioned this in my previous reflections but ignoring your market should be a big taboo for a company or business. The company or the business should find a way of how can they serve them better. Is it a good thing? The market would love actions from the company, actions that is a solution from their inquiries. The market has done their job by informing their co-market and the company about their concerns. In return the company should return these concerns with solution. These companies should not hide themselves to the market and if possible it is better that they tell things to them than hiding it. The market doesn't like the companies who love to tell lies. Will anyone be happy about that? I think no one. The company should now learn that if they were able to listen to their market, all their hard work will be paid off by this market and their company reputation will stay strong and they might live long in the industry.

MARKETS DO NOT WANT TO TALK TO FLACKS AND HUCKSTERS. THEY WANT TO PARTICIPATE IN THE CONVERSATIONS GOING ON BEHIND THE CORPORATE FIREWALL.

A company that speaks language that is hard to understand makes a barrier between them and their market. A company should be able to make things and build a healthy relationship with their market. Why? By building a healthy relationship with them, they are able to listen to what their market needs. Company representatives should not sound too seriously that they scare their market. When they talk and do their explanation they should sound inviting and pleasing. With it they will not scare their market and at the same time they will increase their popularity. After increasing their popularity they should be able to build a good relationship with them to get their loyalty. When they got their loyalty, they are well assured that their hard work is really paid off. Companies should not drive away their market since they are the ones that determine their position. Markets are the ones that control their position in the industry and they are the ones that put you into the position. Companies should not sound too arrogant when they want to get the trust of their market. They should not sound too boastful that it will sound to irritating to their ears. If a company can make a good relationship and maintain it, they are considered to be one of the best. Companies should be trying their very best to maintain everything that is put with hard work, they should not waste a single of it since is hard to return it back. Companies should speak in a good manner

DE-CLOAKING, GETTING PERSONAL: WE ARE THOSE MARKETS. WE WANT TO TALK TO YOU.

We as the market wants to be visible in the eyes of the companies that we look upon. The market wants to talk to the company as if they are their friends, they want to know more about them, what they do, what they are up to the company. The market does not want any secret from them, secrets that may give them unsecure about the products that they bought. They want as the market to know them more. The more the company keeps secret about their process, the more the market will keep on They should stay low as that so that they can feel what their market feels, in that way they can find a way how to serve them even better. Adapting to the world of their community is important and these companies should not think that they are a big company and they don't need to go and see what their market is doing. They should both share the same sentiment so that they will be able to build a successful solution to their problems. The companies should not take for granted their market and they should always put in their minds that the ones that make and give them money is their market. They must go down to the level of their market and be one of them and these companies should not exclude themselves. There will be no one to help them if they are selfish. They have to give or share what they know and the market will patronize it. Everything has a solution if they want to earn they should serve their market better. If the market wants to have a solution, they will listen to the best company that can supply them with a better solution.

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.

If the market of these companies gets tired of what they are doing to them, it is a sure thing that they will lose them in no time. People have their own limits and the company should not overdo and deplete it. It will be their loss and not their clients. Market can easily change from one company to another, they should remember that. They should build strong relationship with them and maintain it and not destroy. Some companies are still doing stuff that makes their clients of customer angry. As a company, they have the responsibility of maintaining good relationship with them because these markets are the one that determines if they will gain profit or not. As what I said in the previous chapter, companies should step a foot in the ground and be part of the community. They should help each other and it is like a give and take relationship where the company supply the solutions for their market problems and the market give profit to these companies by buying their products. Losing a client should be a big no for companies. No one ever liked being losing something that is important. Companies should treat their customer like their love ones. By treating them like their special love one, their client or customer will return that love back and they might spread your name. Sounds good right? They should keep in their mind that this is their essential asset and these people will surely make them popular and earn from what they forecasted. Everyone loves having those things.

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.

It was become a protocol to the retail companies to protect and build a high security against their competitors. But is this a little bit exaggerating? When companies do this kind of stuff, they sometime forget what they market for and build strong relationship with their market. They are too focused on defeating and go overhead to what is they competitor can do. In my belief, if these companies keep on doing this kind of thing they will just regret it in the future. People or the market will get tired of them eventually because they tend not to listen to what they want because of the will on defeating somebody. Companies should aim to build strong relationship with their own market and by that mean they were able to prove that they are much better than their competitors. It is okay to make a competition but they should not forget that they are serving somebody and that person wants their help. They have the responsibility of helping this people and they should learn where to stop and do their job. It will be not forever a fight. Sometimes you have to lay low and think of your strategies while serving you market. And if the time comes and you are ready to do your counter attack to your competitors you will gain double than you expected. The life of retail should not cause any fight. Being secured is what the market wants and companies should not always think of their company should always hide. The market wants to know what is also happening to you company and they want to be informed. It will be bad if companies keep on their security blocks and leave their market behind.

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?

Companies today mostly speak solely for their company, they don't tell honest information what the consumer wants to hear. They are too biased that they are not saying things which and what is wrong about their product and they always say flowery words when it comes to it. They love to attract the customer by saying all the pros about it. They are afraid to lose the trust of their consumers, but what they do is they are losing them on purpose. People want to know the honest truth about their product, all the information that they can get from it, and they love to gossip. They want the whole truth and they don't want lies coming from their mouths. But the company keeps on giving false information that sickening out their customer nerves. The networked conversation gives information where the person wants to know how a certain product performed after its release and they want to know the result of the tests. They want to know everything about it before buying because they want to fully utilize the product and they doesn't want to be upset about it. People have their own voice that they want to share but it is not only the voice but it is also the way they talk, the tone of their voice. People learn to listen to the tone of the voice. There are lots of information that can get from TV, radio, billboard and the like where it came from the users who have used and tested the products and these are not told by the company but their co-user.

AS MARKETS, AS WORKERS, WE WONDER WHY YOU'RE NOT LISTENING. YOU SEEM TO BE SPEAKING A DIFFERENT LANGUAGE.

A company can't easily please their market minds. They cannot easily gain the right word that their market wants to hear. These companies have to strive even more to have it. A company should be able whole heartedly understand their market needs. The market does not want to hear any boastful thoughts from these companies because it will make them feel sick. Trying to tell all honest words won't help them with their campaign. Having a good connection with them is one of the best ways. There is a difference if you talk into a conference and if you talk to your market. If you talk to you market with the serious tone and it's like you only want them to have your opinion. Your market will only drive away from you. But if a company representative able to talk to them with nice tone and it is inviting it is more appropriate. And the market won't easily be tricked with the one word they say. The company also needs to prove what they are capable and if their product is really effective as what they were saying. The company needs to set their feet on the ground also and they need to feel what their market feels if they use a certain product as that. They should act and speak to bossy because it will be a sure downfall for them. The market can easily change and chose product with just a look and some valid information throughout the networked market. They are not now limited with the person they see but also they are now free from it.

THE INFLATED SELF-IMPORTANT JARGON YOU SLING AROUND—IN THE PRESS, AT YOUR CONFERENCES—WHAT'S THAT GOT TO DO WITH US?

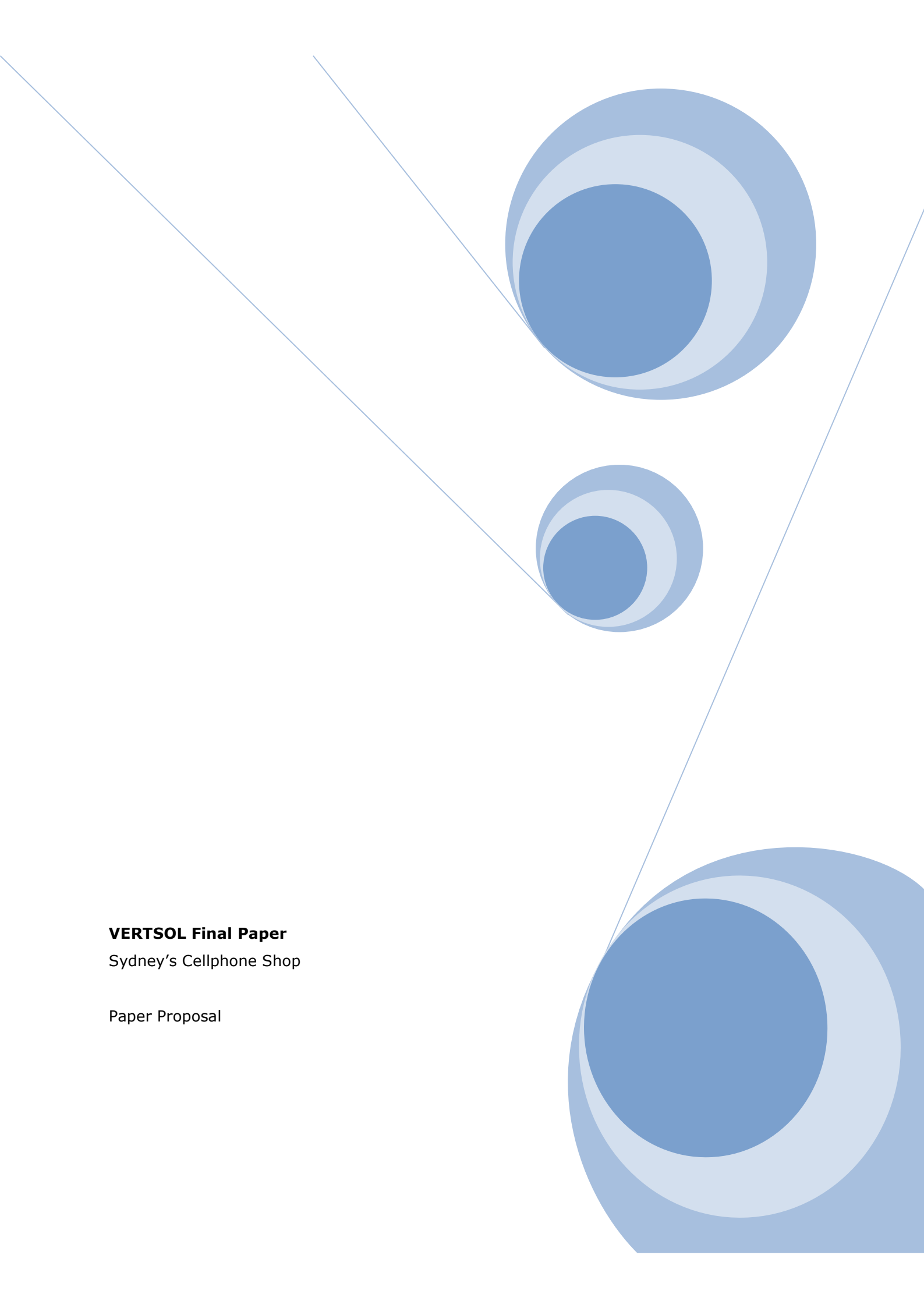
Companies should not think too highly about themselves, they should learn to talk to their market. Why? Their markets are the ones that determine their position and they are the one that made them popular. They should learn to set their foot on the ground and they should not think that even though they are big they are the most powerful company on earth. If these companies learn to put their feet on the ground, they are well assured that their market is really patronizing them. They are able to create and build a strong connection with their market. Companies should be able to make a strong connection because their markets are the one will help them improve their product and also their services. They should be able to talk to their market and be able to listen to them. Building a strong relationship to them will guarantee them that they won't lose their trust as well they will gain others. It will help them to their future needs and their future is assured that someone or somebody will help them when time comes. Companies should be able to make things work and not destroy it. They have to learn to talk, listen and speak. Their market need this factors, their markets doesn't want monotonous sound from them. They want the real thing from them, they don't want lies. All they want is the real truth behind the fancy thing in their names. Creating a strong relationship with the markets are a sure deal that their markets are really listening to them.

MAYBE YOU'RE IMPRESSING YOUR INVESTORS. MAYBE YOU'RE IMPRESSING WALL STREET. YOU'RE NOT IMPRESSING US.

The four walls of the company make hindrances to the employees who want to tell the things they want to say. They are hindered by the company officials and they are not able to express themselves, they are locked by their policies. They love controlling their employees, they love to control people. But people don't want to be controlled because they more likely want to express themselves in a way that their company can't get bad about it or even know it. Now these people found a way where they can express themselves and this is from blogging or write it somewhere in the net. Because when they put something in the net, they were able to lose all the bad things they get from the company. They were able to lose all the stress that been put into them. Since no one can control or command them when they are in the internet, they free all their stress. These employees are all people that needed someone to talk to or something to do to ease their boredom inside the company. The company is like a jail where they are locked inside, since they can't say something bad about the company they are in. They more likely to go out of the four corners and that are the only time they are freed from them. Now, thru this they can be freed by blogging out their thoughts. People love to find someone to talk to and when they are in the company they weren't able to look for other people. So by using the internet, they go to community site and get communicate with them.

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.

Companies are too afraid of what their market might say, they are too afraid that their customer reaction will harm them. They didn't think of the good things that it might bring to them. They haven't thought of the things that these markets can bring to them. They are too afraid to be criticized and at the same time they are too afraid of losing from other companies. Companies should not be afraid of what markets do to them, since the market are the ones that knows what is really happening outside. The markets are the one that determine their status and they should not be afraid from learning from it. They should learn to solve things that are being open up by their market. Being publicized is a good thing whether it talks about being good or being bad, the good thing is their market cares. And these markets want improvement from them. Companies should learn from the mistake that is being seen by the market. Since the market are the ones that uses and defines all the wrong-doings of the company. By able to listen to them, they are rest assured that they can improve their product and services. By improving it, they will make their market happy and contented. Companies should be afraid of the media used by the market. They should be able to set things as what it is really about, companies should not jump too highly and forget things. Being able to listen and cater to what their market needs is really important.

The page features a decorative graphic consisting of three blue circles of varying sizes, each composed of concentric layers of different shades of blue. These circles are arranged in a vertical line, with the largest at the top, a medium one in the middle, and the largest at the bottom. Two thin, light blue lines intersect at the top left and extend diagonally across the page, framing the circles.

VERTSOL Final Paper
Sydney's Cellphone Shop

Paper Proposal

I. CHAPTER 1

➤ Company Background

- Company Overview

-

- **Official Name:** Sydney's Cell phone Shop
- **Address:** Blk. 3, Lot 14 of Mon Tang Ave. (formerly Balibago Rd.) Angeles City, Pampanga
- **Line of Business of the company:** Independent Retailer
- **Company Logo:**



▪ **Mission/Vision of the organization:**

Mission:

To continuously provide quality cell phone products to its customers.

Vision:

To be able to cater to markets nationwide and become one of the best cell phone shop in the country.

▪ **Company History**

Sydney's Cell phone Shop, established in October 2003 by Jason E. Dabu, started with a single shop located at Blk. 3, Lot 14 of Mon Tang Ave. (formerly Balibago Rd.) in Angeles City, Pampanga. It later established two (2) other branches in 2005, one in Robinson's Star Mall in San Fernando City, Pampanga, and another in the Entertainment Center of SM Clark, Angeles City, Pampanga.

Currently set with ten (10) employees operating in each stores, the shop offers different brands and models of cellular phones that ranges from the low-end to high-end models that could suit the needs and budget of its customers. The shop also offers prepaid cards, Subscriber Identity Modules (SIM Cards), and phone accessories.

Set to become one of the best cellular phone shop in the country, Sydney's Cell phone Shop deals with customers and make sales with the assurance that their products are of quality and after-sales is a breeze.

- **Products and Services**

The shop offers different brands and models of cellular phones that ranges from the low-end to high-end models that could suit the needs and budget of its customers. The shop also offers prepaid cards, Subscriber Identity Modules (SIM Cards), and phone accessories.\

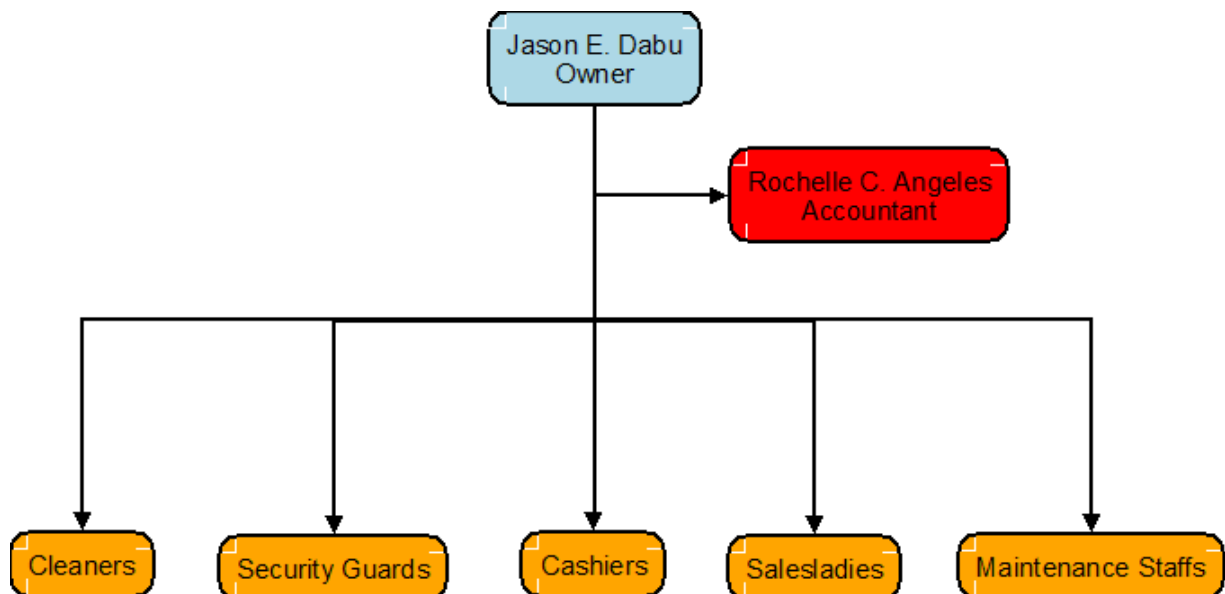
- **Number of Customers:**

In the malls: approximately 100 customers

In the main store: approximately 50 customers

- **Number of Transactions:** 10-15 transaction per day

- **Organizational Chart:**



➤ **Statement of the Problem**

The study focuses on the online system of the shop.

The general problem of the system resides in the inability of the shop to extend its market online and see store performance (in terms of sales, expenses, and inventory) real-time. These, as we have inquired from the shop owner himself, Mr. Jason E. Dabu, were the problems in the system:

- Store has paid for PhP1,200.00 for a web hosting service with annual subscription fee that the owner subscribed to in his assumption that he will be able to build a website for his store.
- Owner needs to view the sales that the online site has made through credit transactions and that approve such sales and payments even while on-the-go.
- The online system lacks the facility to display products and specifications as well as enable visitors to ask for further information on product amenities such as warranty.
- The online system does not have a payment gateway for processing transactions.
- The online system is technically "raw".

Given the case, the online web hosting service serves as an expense alone to the company. It is unused and non-beneficial, as it does not have the capability to serve its intended purpose.

This process was selected since an expected increase of sales and a better market can be addressed by the shop not only within the vicinities of Pampanga, but on a nationwide scale.

➤ **Objectives of the System**

The objective of the system is to be able to create a website that will enable customers to view the store's products online. An inquiry page will also be provided where customers may ask their inquiries regarding a particular unit, an accessory, etc.

The system should also allow the owner to check sales made by the online site and be informed of new notifications regarding inquiries from customers and the payment gateway in real-time.

Tangible Benefits:

- **Increased Speed of Reports**

Sales performance of the site, instead of relying on physical stores alone, may be checked real-time by the owner through the admin page.

- **Increased Flexibility**

They can now sell their product in their physical store and as well in their online store. The company can now offer a wide range of their products to the market.

- **Opening new markets and increasing sales opportunities**

Engaging into the world of e-commerce, the company is able to expand their sales by going nationwide and have a greater opportunity to boost their sales higher than their usual earning.

Intangible Benefits:

- **Faster Decision-Making**

This allows the owner to make decisions with regards to restocking his own physical supplies without having his employees calling him or vice versa and ask to deliver stocks from the owner's stores to his private stock house to just to process online orders.

- **Information Processing Efficiency**

The information made through online purchases can now be the basis for warranty periods, real-time stocks level, and cross-selling algorithms.

➤ **Significance of the Study**

The significance of the study in its essence is to enable the business to target markets that it was unable to target before which delimits itself from the market that is only

within the vicinity of its physical stores. Through the online system, an improvement in sales and revenue can be observed, as the cost incurred annually to pay for the website hosting will now be an asset for reaching out to new customers that resides nationwide and that the revenue generated by online sales can be used to shoulder costs incurred by the physical stores.

➤ **Scope and Limitation**

Our study focuses on the online system of Sydney's Cell phone Shop. It is only meant to create a website whose functionality will address the problems needed to be resolved and provide amenities such as the capability to view real-time online sales. Other store functions, including that of employee tasks, which are not inherent to the intended use of the system shall not, in any way, be altered.

➤ **Definition of Terms**

Owner – Jason E. Dabu, the sole proprietor and owner of the company

Company – Sydney's Cell phone Shop

Cellular Phone – synonymous to mobile phones

Payment Gateway – used to process payments made from the proposed system

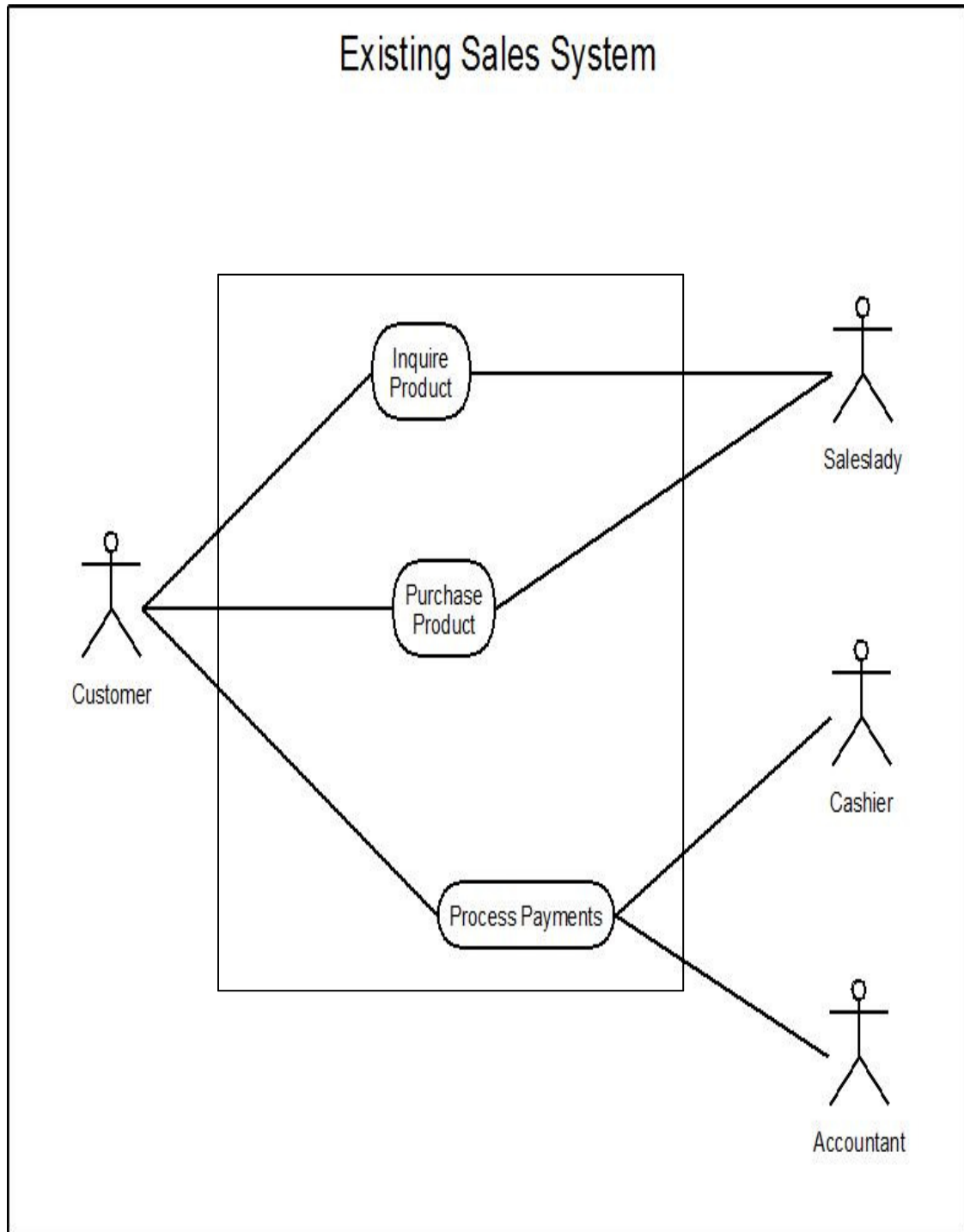
Customer – buys products from the physical store

Online Customer – buys products through the store's website

System – is the online system proposed in the study

II. CHAPTER 2

➤ Use Case Diagram of the Existing System



Sales System (Existing)

I. General Description:

Once the customer enters the store, a saleslady will approach him. Should the customer have a particular brand and model in mind, the saleslady checks if the cellular phone is available, otherwise, the customer will be informed and the saleslady will offer a different product instead. The saleslady may ask the customer about the features they want in a cellular phone so as to be able to make a better recommendation.

When the customer decides to buy a particular brand and model, the item, together with its bundled package (box, charger, manual, and other accessories), will be shown and basic operations of which will be briefly given. Should there be a promo within the date of sales, a freebie may be given.

Customer then pays, and saleslady hands the payment to the cashier. Once payment is approved, an official receipt will be given. The cashier then gives the copy of the receipt to the one in charge of accounts, which then staples the copy into a journal.

II. Primary Actors:

Customer: The one who may or may not purchase an item from the store.

Saleslady: Entertains the customer and gives recommendations. Hands customer payment to cashier when sales is established.

Cashier: Validates payment and issues the Official Receipt to the customer.

Accountant: Records sales in journals and stamps copy of official receipts.

III. Use Cases:

Inquire Product: The customers inquire for a specific unit or product and ask the salesperson in the store. The salesperson will get the unit or product so the customer can check it. If the product is not available the customer can ask for another unit or product or leave the store.

Purchase Product: If the customer decided to buy the product, the salesperson will repack the unit and give it to the cashier.

Process Payments: The customer will now give his/her way of paying the item, it is either cash or credit card. If cash, the cashier will validate if it's a fake or not. If processed a receipt will be printed and the customer will have to sign into the receipt. If it's a credit card, the cashier will ask for an identification card to verify the owner. If processed, a receipt will be printed and the customer will sign on the printed receipts. The customer can now get the item after the main receipt has been printed and leave.

➤ **Process Walkthrough**

1.1 Customer goes inside the store

1.2 Customer inquires about products

1.3 Saleslady gives specifications and recommendations

1.4 Customer selects a product of his choice

1.5 Saleslady assists customer and receives payment

1.6 Payment is given to cashier and is verified

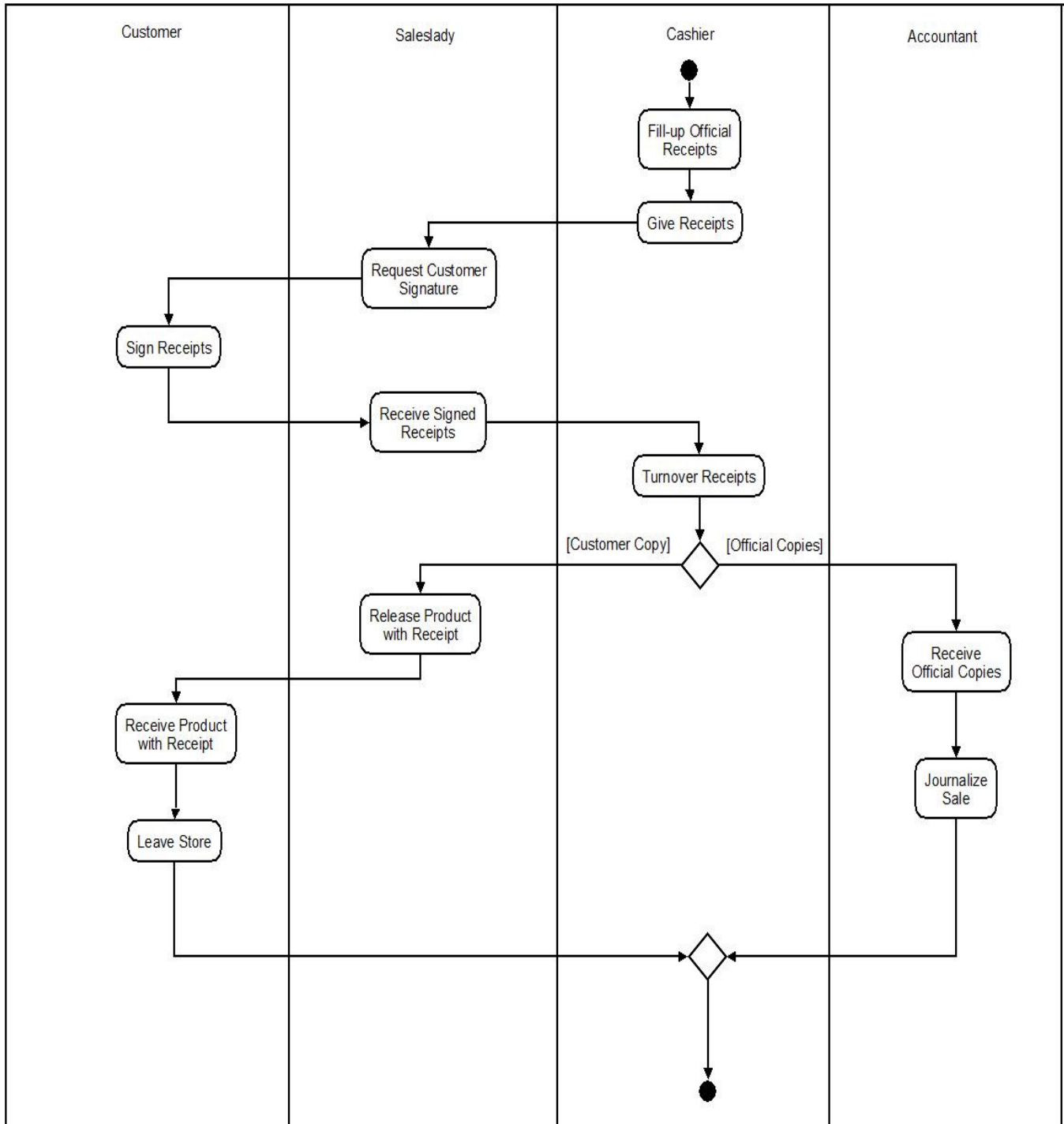
1.7 Cashier gives a copy of the receipt to the customer

1.8 Customer signs the receipt

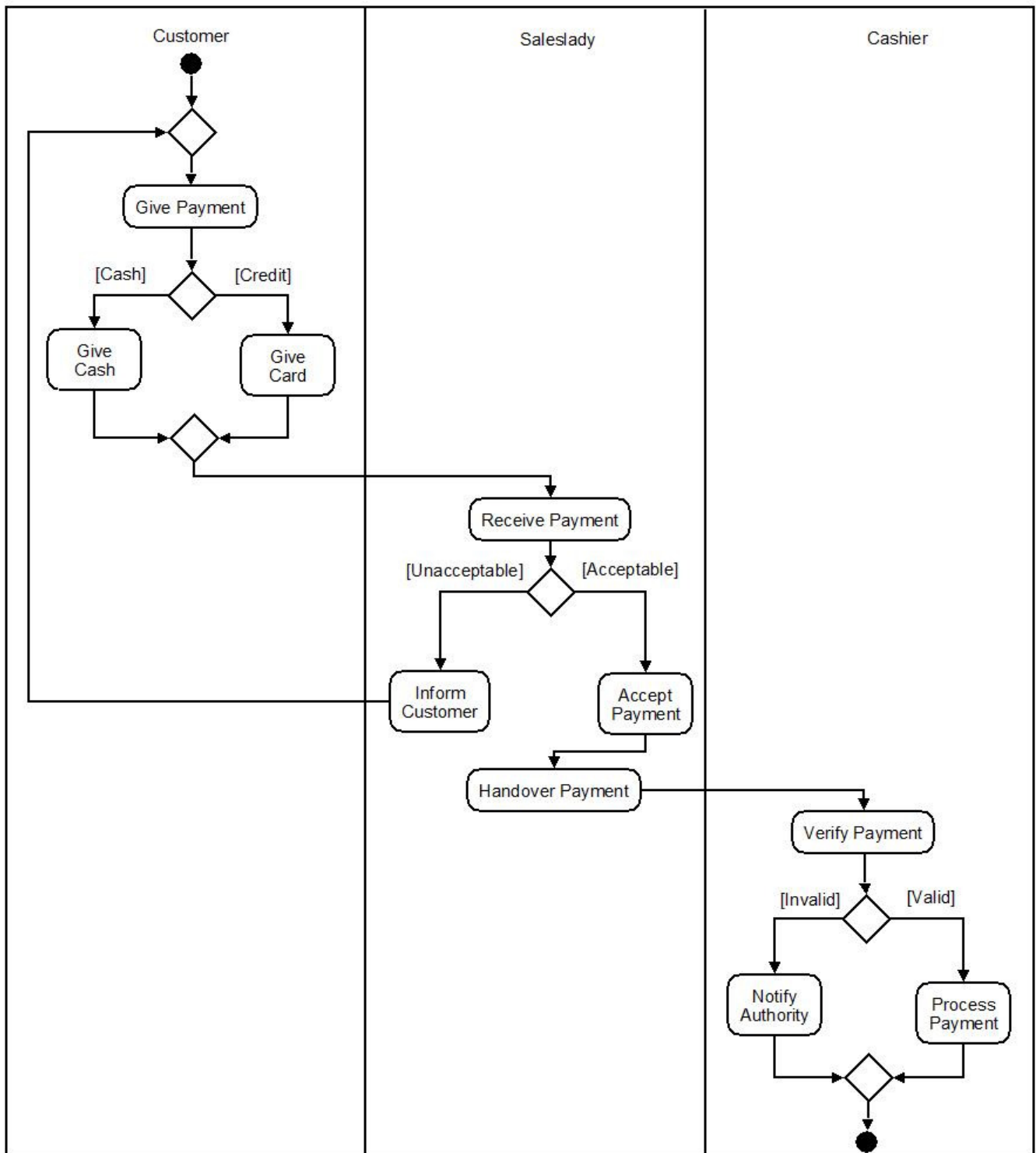
1.9 Customer leaves

C. Activity Diagrams of the Existing System

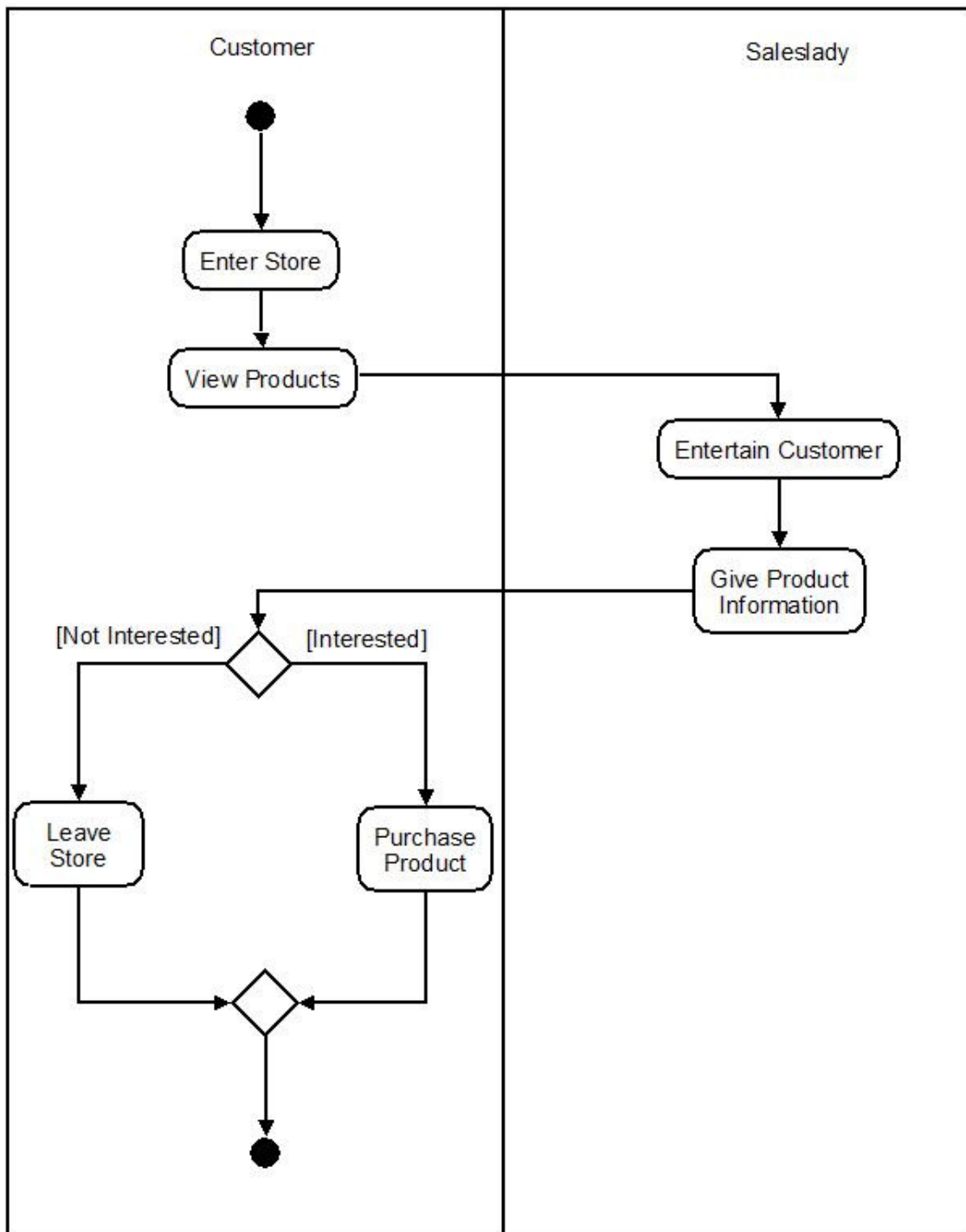
Activity Diagram for "Process Payments"



Activity Diagram for "Purchase Product"

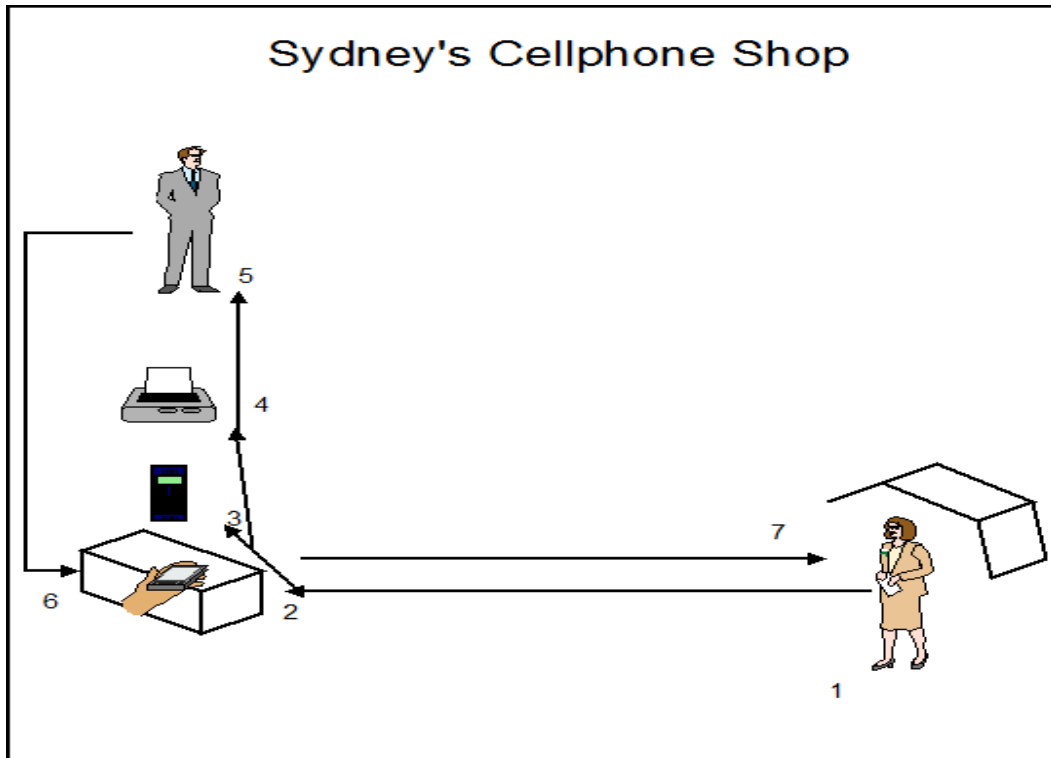


Activity Diagram for "Inquire Product"



E. Geographic Flowchart

Sales Process



1. Customer enters store
2. Saleslady entertains customer
3. Customer pays for a product
4. Payment goes to cashier
5. Cashier gives receipts to saleslady and accountant
5. Saleslady gives receipt to customer
6. Customer signs receipt
7. Customer leaves

III. CHAPTER 3

➤ **Table of Recommendations**

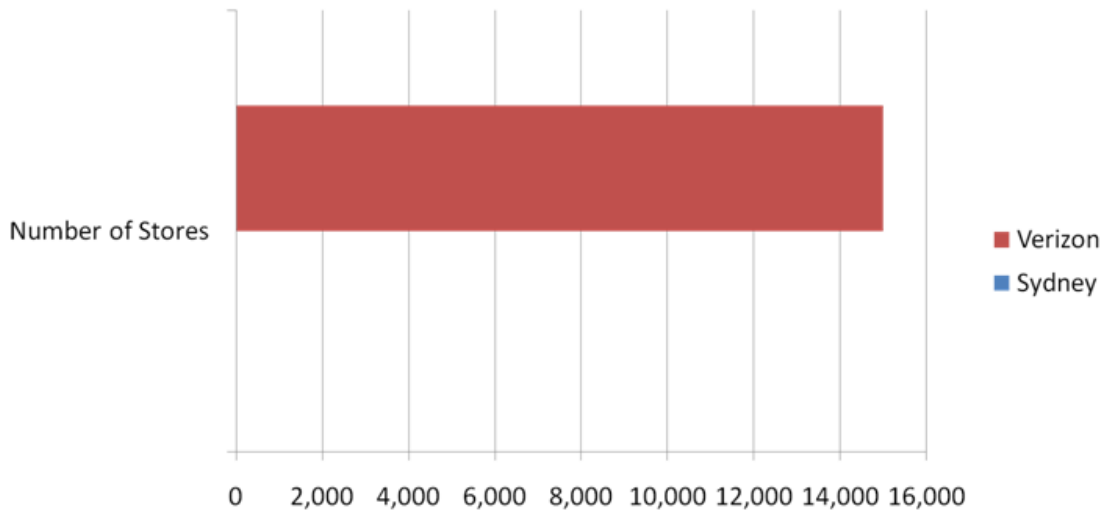
1. Sales System

Problem to be Addressed	Recommended Change	Affected Activities
1. Real-time reporting of online sales	Implement online services that will grant real-time monetary results to the owner.	None
2. Product Delivery	Find a courier service near the business.	None
3. Sales Transactions	Include customer copy of official receipt to shipped product.	None

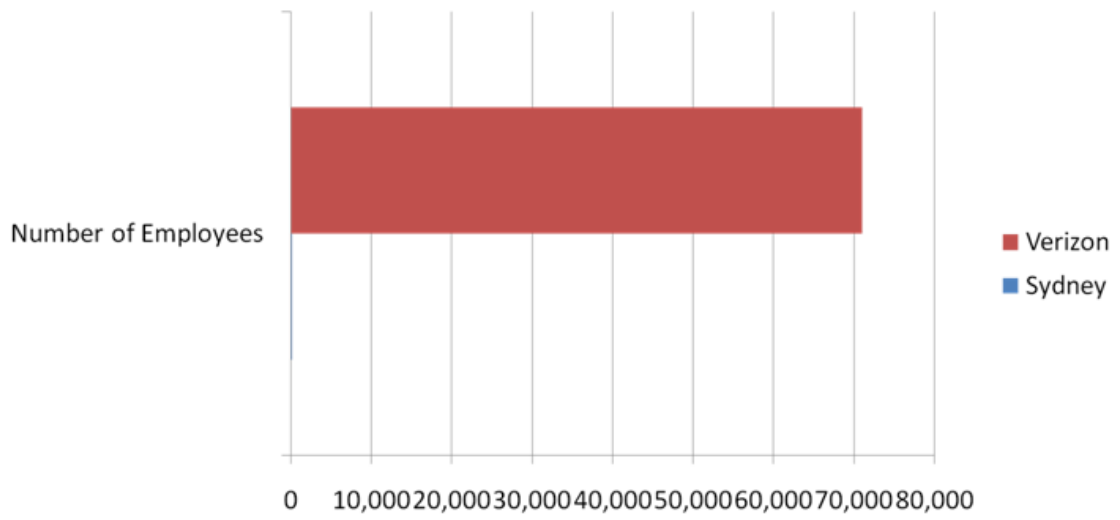
➤ **Benchmarking**

Verizon is one of the leading mobile phone seller (line connections as well) worldwide.

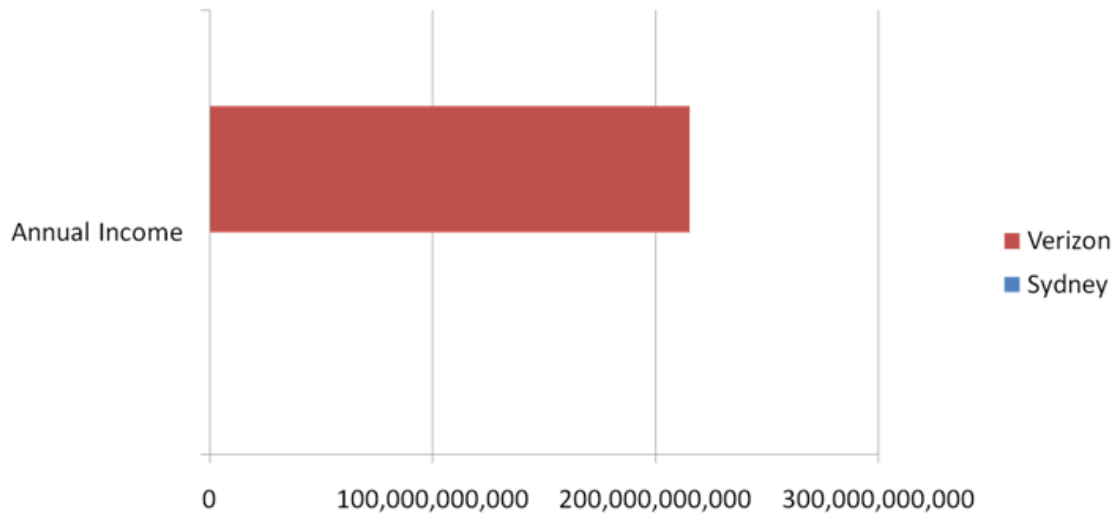
With more than 15,000 stores worldwide, 71,000 employees, billions of income, and with expenses that only one big company can incur, it is not the best company to benchmark Sydney's Cell phone shop with. However, with insufficient data on cell phone shops' in the team's hands, it is the closest we can get to relate the cell phone store with. The following figures are the comparison of Verizon and Sydney's Cell phone Store:



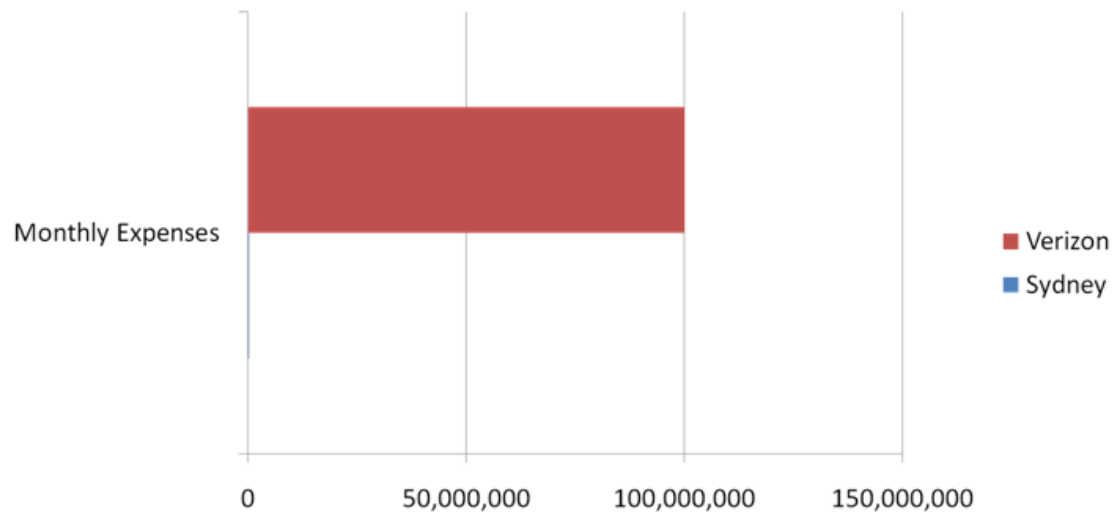
	Sydney	Verizon
Number of Stores	3	15,000



	Sydney	Verizon
Number of Employees	15	71,000



	Sydney	Verizon
Annual Income	2,400,000	215,100,000,000



	Sydney	Verizon
Monthly Expenses	100,000	100,000,000

It is apparent that the store is significantly at a disadvantage in terms of numbers as Verizon is a multi-billion company while the former is a mere sole proprietorship with limited stores. It is good to note, however, that due to its small operations, its costs are extremely lower than that of Verizon. If the store though desires to be able to cater on a nationwide basis through online sales, it may be best concluded that it may at least require 1/16th of the value of its competitor here in the benchmark before being able to do so.

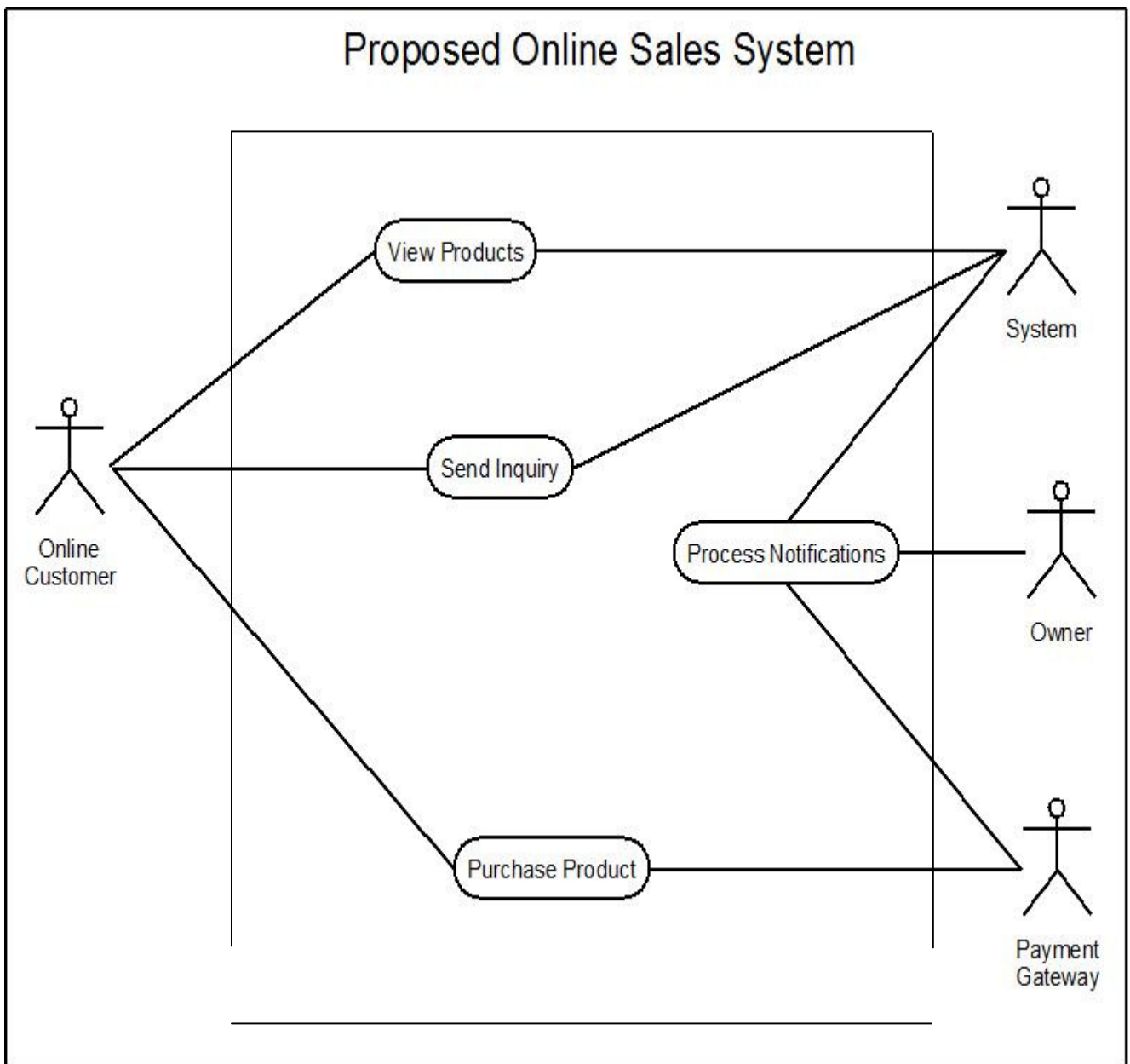
➤ **Streamlining**

The streamlining tools we used in this study are:

1. Bureaucracy Elimination – given that the proposed system is online, and that the owner is the sole administrator of the system, delays brought about by having the check and balance required in the physical store by the saleslady, cashier, and accountant, need not be applied.
2. Simplification – the fact that customers will not have to take a ride on a jeep and visit the store is simplification enough. Customers, through the online system, will now only need to visit the website and check their desired products there and have their bought items shipped at the soonest possible time. In line with this, the system also provides its administrator with the view of new notifications and real-time update with sales made online upon accessing the site. Thus, the lack of need for another accountant or cashier on the virtual store.
3. Process Cycle-Time Reduction – since purchasing will be done online, the time it'll take to make sales need not be computed given that the system is up and running 24 hours a day and seven days a week. This lessens labor costs since no employee need to be present during the transaction.
4. Error-proofing – since the system will rely on a different payment gateway, which in turn will also notify the system and the administrator once a sale is made. This prevents risk of encountering errors in the system and improves value to it as customers will not have to worry about security while transacting with the website itself.
5. Upgrading – Training the owner to serve as the system's administrator is important. Viewing of online sales, recent activities, and new notifications must be easily readable by the owner.

6. Automation – Application of computer systems, with this project being that of an online type, grants the owner of accessing markets he has never been able to reach out to before. It also offers a hassle-free way of maintaining products and knowing their stock levels through a user interface that he will come to prefer and use at his own disposal.

➤ **Use-Case Diagram of the Proposed System**



Online System (Proposed)

I. General Description:

The online system allows the owner and accountant to enter and view store performance real-time. Products are viewable with its specifications and price, and customers may view warranty status of their products and inquire about a new product through a support page.

II. Primary Actors:

- a. **Online Customer:** One who would like to buy, inquire, or view warranty status of a particular product.
- b. **System:** Provides the data requested by its viewers.
- c. **Owner:** The owner views store performance via the online system.
- d. **Accountant:** Enters data specific to sales, expenses, and stocks in the online system.

III. Use Cases:

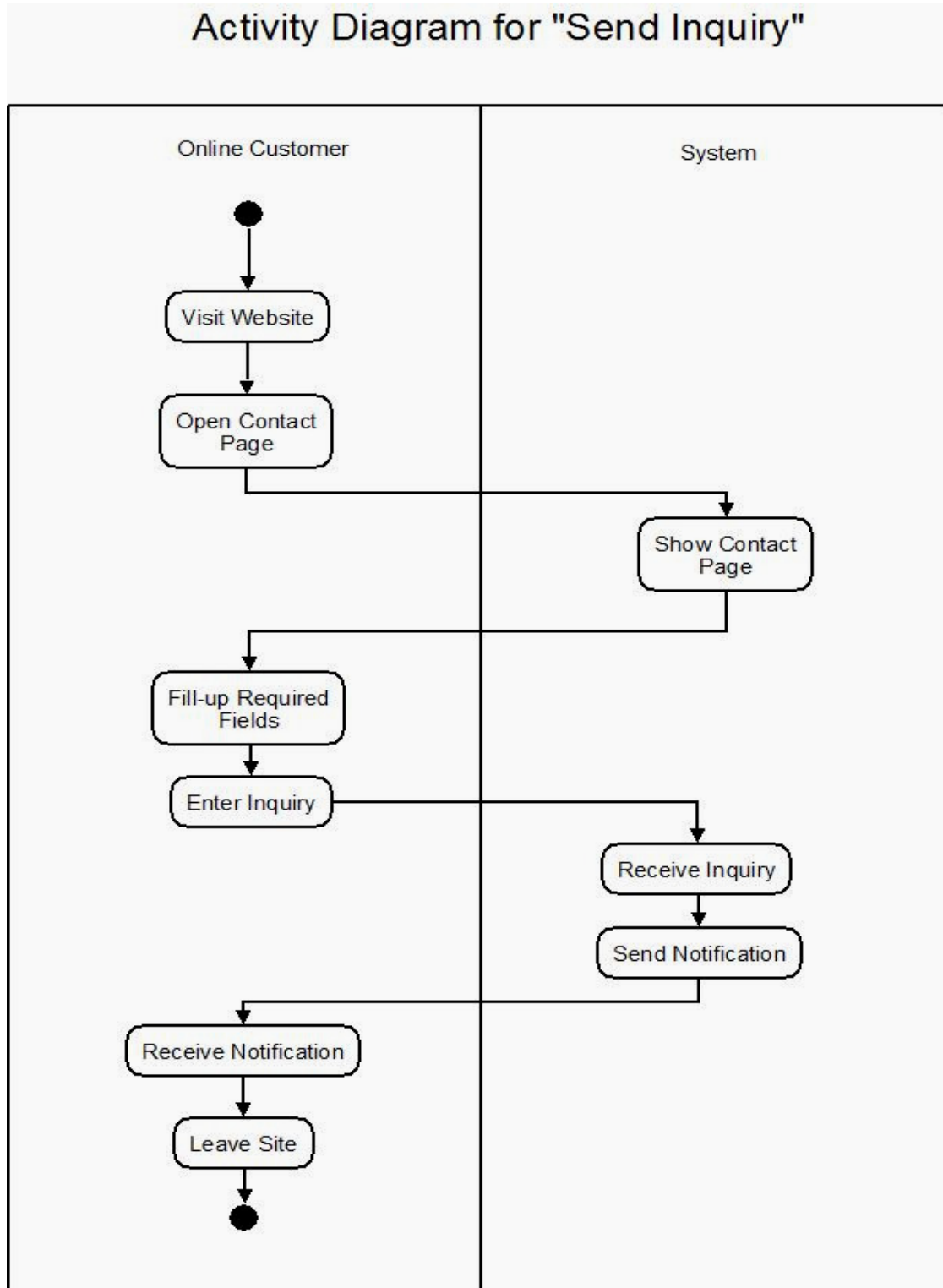
View Products: The customer will enter the website and search for the product they want to buy. The customer can also go look at the categories and see the whole specification of the product.

Purchase Products: The customer will add their preferred product at their shopping cart, if they are done with picking they can now click to proceed to checkout and they will fill-up all the necessary inputs that it requires. The system will now alert the main system of the store that someone has bought a product. A virtual receipt will be sent to the customer e-mail address that will be the proof of purchase.

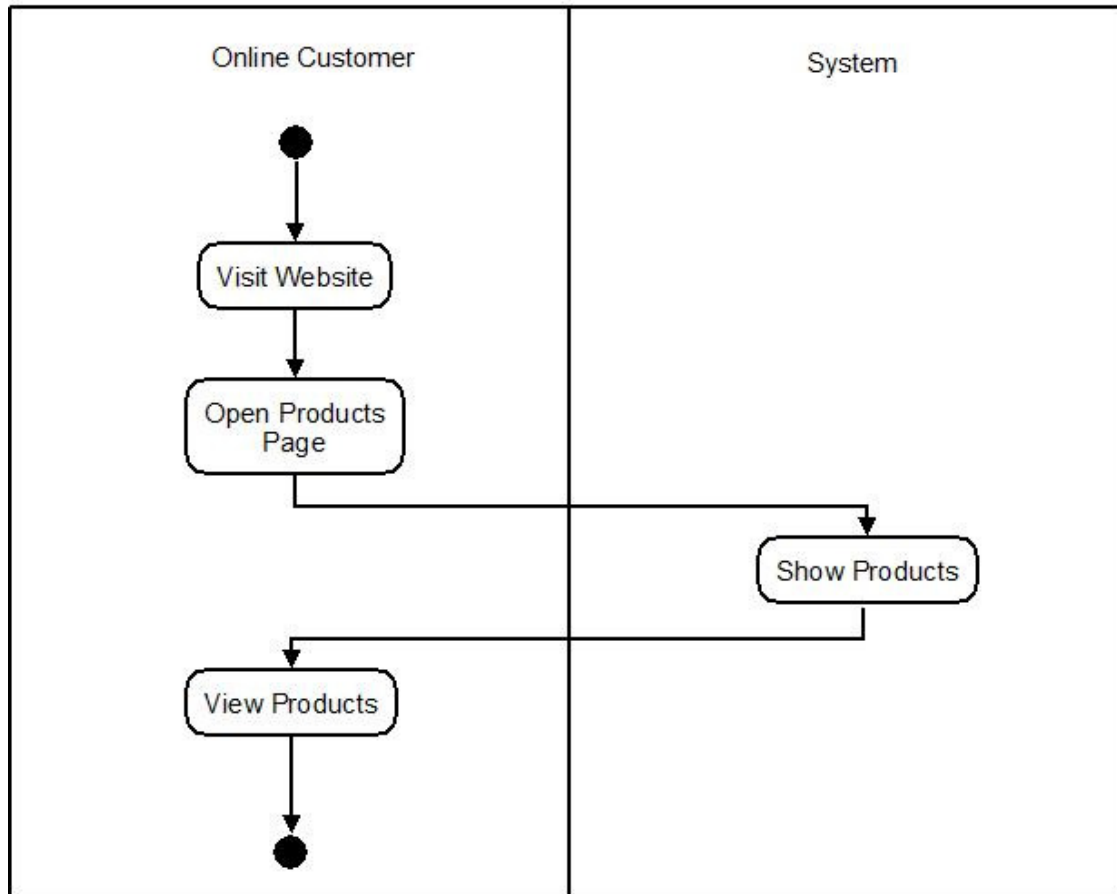
Process Notification: It will alert the store system and after validating that the money has been entered into their account, they will now send it using a logistics company. They will now verify the customer transaction.

Send Inquiry: All the process that the customer has go to, it will be sent to the store system to track all the needed information.

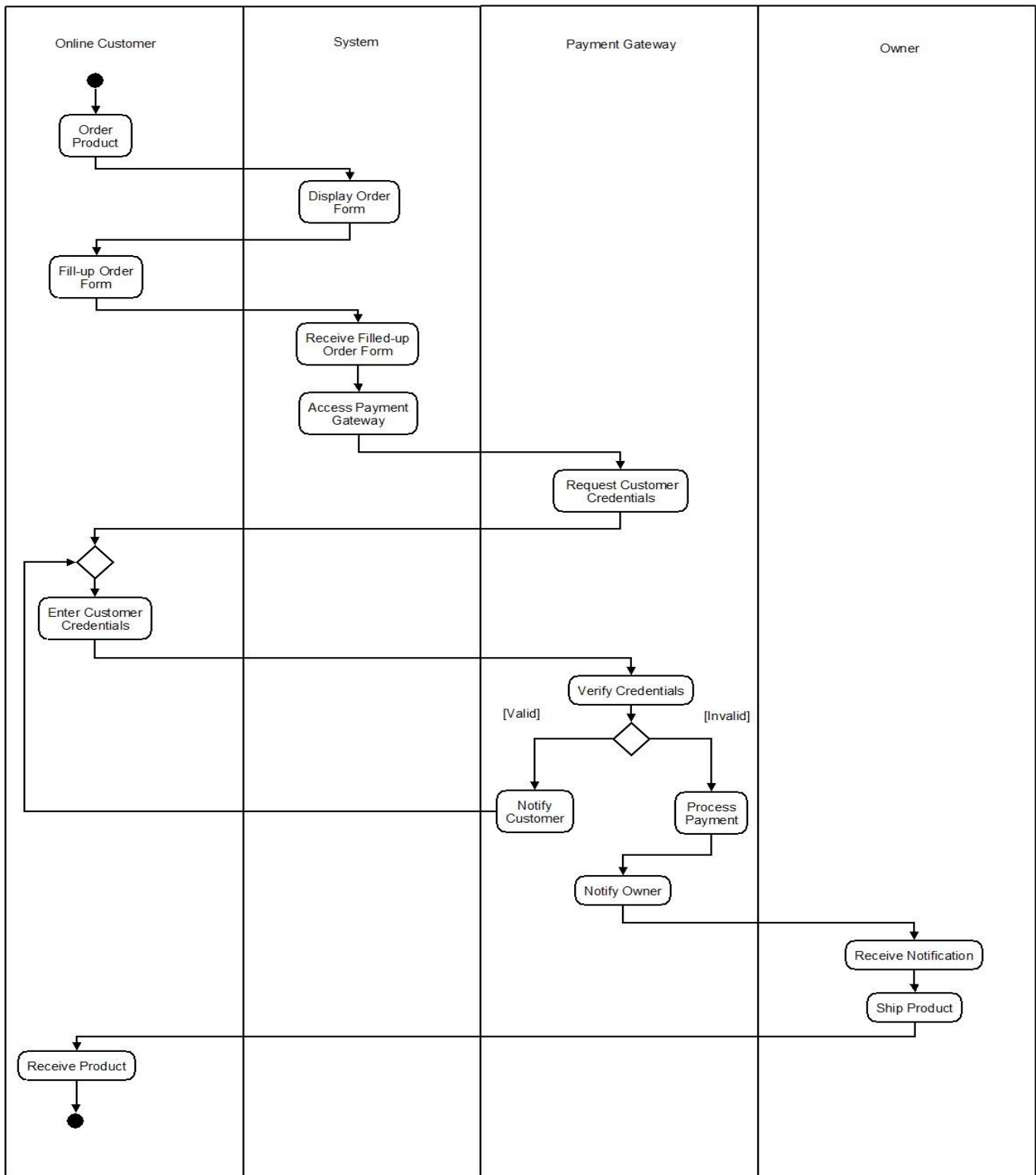
E. Activity Diagrams of the Proposed System



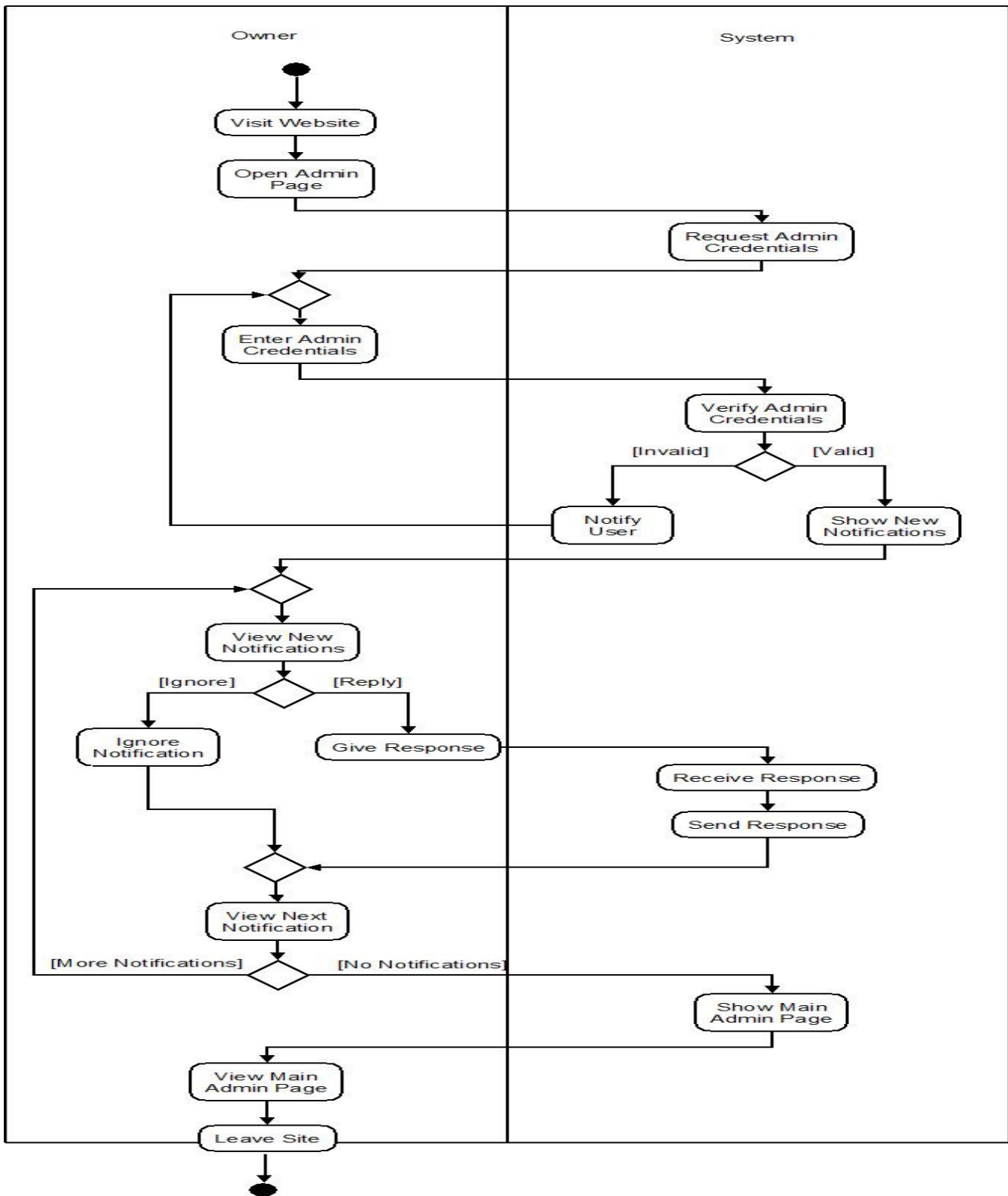
Activity Diagram for "View Products"



Activity Diagram for "Purchase Product"



Activity Diagram for "Process Notifications"



IV. Appendix

Transcript (Translated)

Interviewee: *So, how's business going Sir?*

Owner: *Not bad, even with the trends of "China phones" lurking in the market, we're still making good monthly sales.*

Interviewee: *I see, so Sir, do we have any sort of basis on how good your monthly sales are?*

Owner: *Of course, BIR (Bureau of Internal Revenue) and DTI (Department of Trade and Industry) needs us to have those financial data. Ching! (Calls his accountant, Ms. Rochelle "Ching" Angeles)*

Owner: *(Opens a journal) As you can see here, we had a gross of PhP 212,500.00 last month (September, 2008). Remove tax and all the costs involved, our net is at PhP 85,000.00, which is already good since a friend of mine has the same business down in Tarlac but he's making just around PhP 15,000.00 net per month on average.*

Interviewee: *Wow! So if I may proceed Sir - I would just like to ask, is the process of selling your mobile phones the same for all your stores?*

Owner: *Yes, same lang for all stores.*

Interviewee: *So, can you brief us about it?*

Owner: *Well, it's pretty much the usual, I have two (2) salesladies that entertains any customer that comes in, then if one customer is interested in a product, they try and make that customer buy it. If the customer does indeed buy, the saleslady asks for cash.*

Interviewee: *So Sir your store is only on a cash-basis?*

Owner: *Not really. We do accept card payments, but we do prefer cash - saves us the hassle of going to the bank really.*

Interviewee: *Ah, I see.*

Owner: *Because, although the banks are almost everywhere, asking for payment from them when you've already asked once from the customer is somehow hard/*

Interviewee: *Okay Sir. So how does it go after the customer gives his payment?*

Owner: *Simple really, the saleslady gives it to our cashier, who then, well, if the customer pays either credit card or cash, the cashier does the checking. Recently, fraud is prevalent, so the cashier makes sure that neither card or cash is fake. If it is, he contacts the authorities about it, or for card of course, asks that the customer shows an ID.*

Interviewee: *Hmm, usual nga Sir ano?*

Owner: *Yes, pretty much.*

Interviewee: *Okay, so Sir what happens after payment?*

Owner: *After payment? The cashier fills-up the receipt that has 3 copies, one for the customer, another for us, and another for the Government. He gives it to the saleslady who attended to the customer and asks the customer to sign it. After signing, the saleslady gives the customer copy to the customer and the remaining copies to the cashier. The two (2) remaining copies are passed to our accountant, who's in-charge of journalizing the sales for DTI and BIR purposes and of-course for our own purposes.*

Interviewee: *Sir what do you mean by your "own" purposes?*

Owner: *Well, nothing bad (laughs), we just keep it for warranty purposes, because we do issue service warranties for our units. On a few basis we give unit warranties as well, but that would depend on our supplier.*

Interviewee: *I see. So, Sir, before we interviewed you, you already mentioned to me that you'd want to sell your products as well online. How do you want to have that?*

Owner: *Yes, actually alam ko kasi that I can increase sales by selling online. I've heard from your cousins kasi that they'd prefer just checking their gadgets online rather than having to commute and go all the way to the mall. If I can sell online, I think I can handle it naman e, I can accept G-Cash or Smart Money payments, and if you can do it, I can also accept payment using credit card transfers - I wouldn't mind. Simple lang naman magpadala kung sakaling malayo ang bibili at pwede rin naman na meet-up if it's just here in Pampanga.*

Interviewee: I see, so Sir if ever, who will be managing, let's say, the website? I mean we can't be managing it forever.

Owner: Kailangan pa bang i-manage yun? I thought once you make it, it'll be just as easy as adding and removing products and that's it?

Interviewee: Ah, we can do that naman Sir. But, okay, so will you be willing to pay an annual hosting fee? It's just about PhP 500 a year anyways.

Owner: Syempre!

Interviewee: Okay, okay. So will you be the one in-charge of adding your new products or will there be others doing that job for you?

Owner: I think ako lang. I don't think I'd want any other staff to do it - saka it's better that way. Plus points ata na personal ang transaction even if it's online.

Interviewee: You've got a point Sir. Sa bagay.

Owner: Okay, meron pa ba?

Interviewee: Actually Sir meron pa. How about the products you sell? We really haven't talked about it much when we last talked over the phone.

Owner: Ah, well we usually have Nokia, Sony Ericsson, Samsung, and Motorola. That's what's common on our stores anyway. Lately we've started to sell China Phones as well, but really limited. It's as if not even displayed on our stores. Umm, what else? Ah, of course the usual prepaid cards, autoload, SIM cards, accessories such as straps, silicone cases, crystal cases, stuff like that.

Interviewee: Okay Sir. Well, I guess that's about it.

Owner: Good, I have to go na rin kasi. But do you want to take merienda muna? I think I still have some time left to accommodate you for that.

Interviewee: No Sir, we're still okay pa naman. Thank you very much Sir. We'll just update you via text regarding our progress.

Owner: Okay.