

Compilation of Theses 1 to 15 of Cluetrain Manifesto

Annaliza E. Nebres

De La Salle – College of Saint Benilde

Abstract

The first 15 theses statement of the Cluetrain Manifesto talks about how people affect the way the market controlled and structured. People have a great impact in improving and find innovative customs to make the market more proficient and effective. There are certain factors that affect the flow of the market. First is the market conversation where we communicate and reach out each to other to start a transaction. Second are the human beings who rule the market and who composes it. Third are the technologies involve in making the business work and compete in the market.

Thesis 1: “Markets are conversation”

Market is filled of people, where supply met demand with a firm grip. Market is a placed where people especially the supplier and buyer have their conversations about the product they're selling or buying. Market is also a place where intimate relationship is build because people build connection to each other. People find what they want and need in the market through conversation. Conversation is where there are certain people involve communicating and there's an exchange of thoughts, feelings etc. and they understand and response to each other. Effective conversation can persuade people to try the products you're offering. In a little conversation we can built a world called “market” where people has clear connection to each other. In the market not only the product you will get into but also the person involve in that product. You might also way in to their personal or social lives.

Simply market is where people have the chance to talk to other people to market their product or better yet their selves. We can be acquainted with other people and be familiar with them. That's why communicating or conversing with other people is fundamentally important to be involved in the market.

Integrative Question:

- What is a market?
- What is conversation?
- How does market becomes conversation?

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

Market consists of people, different kinds of people that are us ‘the human beings’ and not just a specific demographic sector. When we say Demographic Sectors it only focus to one specific criterion like age, gender, status etc. we don't set a limitation to where the market should go. Demographic sectors lead to assumption. You should base it on real people because real people lead to real answers, which lead to real results.

People is the most important factor in the market because they are the one who managing it and making ways to create a better world of business and the market depends to them. A person has a lot of interest in so many things that's why they don't belong in just one demographic sector.

Integrative Question:

- What is a human being?
- Why is market composing of human being?

- How demographic sector does affect the market?

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

The first time I’ve read about it I got confused about the ‘human voice’. What Market Conversation runs among human and they are able to understand each other because they conducted it in a human voice. There are no other ways for them to interact rather than using their human voice. This is the very effective ways for them to interact to other people. People can convince, persuade and influence other people through human voice because they can express their feelings and what they are trying to convey. Still communicating is the essential key for the success of the conversation.

People can get easily into business when they have conversation to each other. We make use of our voice in communicating, so it is very important that we know what we are saying. It is vital to us that we can get the attention likewise the trust of our customer. Through the way we speak, our gestures or even the tone of our voice can affect our interaction with the client or customer. People know whether you’re telling the truth or you just making stories to get their attention. People’s time is very important; they don’t want to waste their time in a nonsense talk.

As we talk to other people we market our products it is important that we are reliable in everything we say because from that we can get the trust and the loyalty of our customers.

Integrative Questions:

- Why conversation is sounds human?
- Why is conversation conducted in human voice?
- What are the effects of this in the market?

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

We, as a person has our own opinion and perspective in anything we talked about. What comes in our mouth is usually what pops up in our mind first. We don’t have control in everything we say. Sometimes we are unconsciously hurting someone but we know that it is not intentionally.

Human voice is very powerful. It can make someone smile, hurt, think, loved, persuade ex cetera. Words can make or break your relation to a person. Sometimes emotions overwhelmed us that sometimes we can’t control ourselves to say something that we didn’t

mean to say. Be careful in everything we say because they might hold it against you. Like in offering your product, you should now everything about it like what are the features, benefits and why should they purchased your product using the right term and easy to understand words.

Integrative Question:

- What is the appropriate approach to offer your product?
- Is human voice a very powerful tool to use introducing product?
- What are the implications of using the wrong term of words?

Thesis 5: **“People Recognizes each other as such the sound of this voice”**

Markets are conversation as what we say. People can simply interact with each other using the human voice. They recognize what each other is trying to say. They can response to the needs of each other. That’s why marketing can easily be done because of the recognition of its individual.

One way of marketing is promoting product in a vocal or verbal way, where the agent must introduce the product in the best they can for them to catch the attention of the people and convince them that it is a worth buying product and their verbal way of communication would be a big help.

Practicing our communication skills would be the best way to do because from there we have the confidence to talk and transact to other people. Effective communication can be understood without doubt and your listener can better understand what you are trying to convey.

Integrative Questions:

- How do people recognize the sound pf voice?
- Why is there a need to recognize it?
- Is the recognition of voice important?

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

In the early age where technology doesn’t exist yet, promoting product was done by mass media. Mass media is the sum of the public mass distributors of news and entertainment across media and where people are gathered and from there they will promote their product. Promoting product was not that easy because they will surely need to find ways

to promote their product and exert extra effort to make sure that their target market received their advertisement.

Now with the use of the internet company have the power to advertise or promote their products. Marketing is convenient to do on the internet because now a day people were into computer and it is very easy for them to search the product they want. Using internet and having your own website can be an advantage in looking for your products by your target market. Moreover, having a very attractive but user friendly user interface can be a big asset to persuade your target customers and through internet online conversation can have and online transactions can be done.

Integrative Questions:

- What is a mass media?
- How does internet allow conversations?
- Is internet a big help to have conversation?

Thesis 7: **“Hyperlinks subvert hierarchy”**

When I’ve first Hyperlink means linking from one source to another for an easy access, subvert means threaten, weaken or sabotage and hierarchy is the arrangement of items according to its level most often from highest to lowest. Using hypertext it removes the restriction to access data. It is often used on internet in configuring to one window to another.

In the society people tend to prioritize their position in the society. People might think that the higher your rank the most popular you are in the market. But if you’re the company and you’re talking to your market you should know how to approach them and make them feel that they are welcome and there’s no need for them to be in a higher position or doesn’t require a high level of education when you talk to them.

Integrative Questions:

- What hyperlink means?
- What is the effect of it in the market?
- How do they’ve overcome it?

Thesis 8: “In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way”

Internetworked are the people outside the company who wants to have an access with in the organization for instance the customers while Intranetworked are the people inside the company who has an access to the network like the employees.

Using these two kinds of network, people can communicate in a powerful way using the internet where they can have their online conversation. If the company has its own website to visit, it will be convenient for the customer to just checked it out and leave comments, suggestions or reactions for the improvement of the product. From there, the company can now do the updates and improvement of their product. The customer can also explore the company through their website and get to know more about the company.

There are now a lot of ways to have an easy communication. We have this tool if we want to keep updated in everything that happens around us.

Integrative Questions:

- What is internetworked?
- What is intranetworked?
- How does these two ways of communication affect the conversation?

Thesis 9: “These networked conversation are enabling powerful new forms of social organization and knowledge exchange to emerge”

A lot of new forms of technologies are emerging now a day that is intended for the improvement of the market. Because of theses technologies we can now gathered a lot of information that can make the market better. We now have online transactions that can be done in internet or even better on mobile phones. This new kind of transaction makes the life of both the supplier and buyer to be more convenient

Now a day people want their lives to be more trouble-free, handy and less cost but still updated in the world's changes. Furthermore changes is the only constant thing is this world especially changes in the world of technology. Everyday, weeks and months there is a new born technology or gadget that was said to be the needs of the people.

All of us want a gadget that is very suitable to bring anywhere and still can be use in business. If we invest in these gadgets we want it to be profitable and it benefit us.

Integrative Questions:

- What are the benefits we can get from these new forms of technology?

- What are the advantages of this technology?
- What is the purpose of this technology?

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

New technology changes the lives of the people using it. With the used and help of these technologies especially computers it becomes more easy for the people to market their product. Creating your simple website is a big help for the company to introduce their product. Through the use of it, information gathered is more organized and it is being updated from time to time by the person in charge to it. It is much more organized because they designed the website according to what the customers' needs and benefits.

Engaging in this networked market makes you known or popularized in the world you are in. It changes the lives of the people; if in the past they have difficulties in marketing their product now with the used of this network it will be easy for them to have a transaction. There are now more informed because everything is in the net.

Integrative Questions:

- What are the benefits of participating in networked market?
- Why is networked market changes people fundamentally?

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

In the new means of transaction, people have found another way in gathering information and it is through online conversation. Market can get information from one another than asking from the vendors. They share same thoughts, experience, and knowledge that can be more useful in their part.

There is a big difference when a buyer asks from another buyer or if they ask directly to the company. If the buyer asks from another buyer they can have an exchange of thoughts and express freely what they know about that product, whether it is good or bad. But if a buyer talks to a person working for that product it will not be a usual conversation, there will be a sort of marketing the product to you.

Integrative Question:

- What is the difference between talking to a consumer or a person working in a company?

Thesis 12: “There are no secrets. The networked knows more than companies do about their own products. And whether the news is good or bad, they tell everyone”

In the world of market networked everyone is involved even the one who really don't care about the product. There are no secrets in the market that won't reveal. People want to be acquainted about the products they are buying and using. They want to know the benefits they can get from the product or is the product worth buying.

Not all the information about the product knows by its manufacturer. There are a lot of things about the product that only consumer knows about it because they are the one using the product and experiencing its benefit or the bad thing about the product. They can tell if the product is really useful, comply to your needs and you're be able to use it according to its purpose.

The company can't also hide anything from the consumer because there are certain department in the government that have the capability and responsibility in checking the product and its effect to the people who used it. And also with the help of media they can easily spread the news. So the company will tell everything about the product whether it is bad or good because they want to gain the trust of the people. People will think that the company is being honest about their product.

Integrative Questions:

- Why the company needs to be honest to their consumer?
- What are the reasons why the consumer knows more about the product than the company do?
- Why do the company needs to tell whether the good and the bad side of the company?

Thesis 13: “What's happening to the market is also happening among employees. A metaphysical construct called “The Company” is the only thing standing between the two”

There are a lot of things that could happen in a market that at the same time could also happen to the employees. Why is that? Because employees are the one who has the direct access to the market world. They are the one who start and ends the conversation. Because of them we are able to know what the latest are or new introduce product in the market. If something bad happen in the market they are also affected because they also benefit from that market.

A metaphysical construct called “company” is literally the company or place where the employees work. It is the wall between the employees and the market. They both benefit in the market because they might use the same product. The only difference is, they worked in that company and they also purchased the product while the consumer only buys the

product. And in addition, if there's a regression in the market both employees and buyers are affected.

Integrative Questions:

- What are the things the employees and consumer have in common?
- What do you mean by metaphysical construct company?

Thesis 14: "Corporation do not speak in the same voice as these new networked conversations. To their intended online audiences, companies seemed hallow, flat, literally inhuman"

We, as a human beings, we can easily interact and understood by other human beings like us because we used our voice or the human voice. We can determine what each other is trying to say. In a corporation or company, it's hard for them to talk to their customers they might be misunderstood what the company wants. They need to find ways on how they can effectively communicate to their customer.

Now networked conversation emerge with the new ways of communicating. From here people feels confident to talk with the company. Sometimes people find it awkward when talking to a company because they think that it would require a high level of knowledge to talk to an employee of a company. Now with the use of this network conversation people feel free to raise their questions online and won't doubt or confuse with the person they're talking to.

Integrative Questions:

- Why the company do make use of the network conversation?
- Is their decision right? Why?
- What are the implications when they use the network conversation?

Thesis 15: “In just a few 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”

Company can use different ways to reach out their target customer and that is their homogenized voice in business. They make use of the strategies to catch their customers. They also have their mission statement where it indicates ‘why the company exist?’ what is the purpose of their existence.

At this point of time, company is in the age where people are engaging in the new technologies that emerge. It was compared at the 18th century French court because some of the company might forget the real essence of existence of their business. It is the time of change where people find the enlightenment.

Integrative Questions:

- Why is the company compared to 18th century?
- What is homogenized voice?
- What is the effect of this on the business today?