

**VERTSOL Reader**  
**By**  
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## **Preface**

The construction of this reader is the accumulation of all the labor that I had gone through our course subject Vertical Marketing Solutions or just simply VERTSOL.

A hefty amount of my brain cells worked very hard to accomplish all of these things. Through thick and thin, I had plowed my way to the finish line. But with all of these work, I remained calm and collected. It helped me grow physically, mentally, and spiritually.

That is why I would like to impart what I've gone through to other people. Through this reader, some people or readers might obtain some ideas and information that they can use for themselves and for others.

December, 2008

Paul Maverick B. Ward

## **Dedication**

I would like to dedicate this reader first and foremost to God for his unending love and care for us. Without him, there is nothing.

I would then like to dedicate this reader to myself for all the hard work I've gone through to accomplish all of these things. Without me, this would all be non-existent and not possible.

I would also like to dedicate this reader to my family for their continuous support and guidance. Without them, I wouldn't be studying at all.

Finally, I would like to dedicate this reader to all of my friends, colleagues, and loved ones.

## **Acknowledgment**

I would like to acknowledge the following for their contribution to the accomplishment of this reader:

- Professor Paul A. Pajo (pageman)
- Employees of De La Salle – College of Saint Benilde
  - Other professors for BS – Information Systems
  - Ate from Computer Laboratory for some inspiration?
  - Guys from LRC-Extension for the help on some books
  - D. O. (Disciplinary Officers) for the safety within the school
- Fellow colleagues and classmates (ID 106)

## **Book Reviews**

The Cluetrain Manifesto: The end of business as Usual, Chapter 1

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Life is too short because we die."

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Learning Expectations:

Based on Chapter 1, I expect to learn how businesses can be changed by internet whether it will be a big change or just a small change. I also expect to learn how internet can change how people think in a business.

Review:

On the 1<sup>st</sup> part of Chapter 1, it was about *Premature Burial*. It is said that life is too short to waste it on office politics, for busywork and pointless paper chases, for jumping through hoops and covering our asses, for trying to please, to not to offend, and for constantly struggling to achieve some ever-receding definition of success which is true. We should always do what we want and think is right because there isn't always a second chance in life. If something passes by and we didn't do anything about it, we won't know if that thing would return again and give us another chance to accept it. That is why we shouldn't let anything we think is right and what we want just pass-by and do nothing. Life is full of chances and it up to us whether we would take that chance or just let it slip away.

But there is a factor at which people wouldn't want to take the chance and that is change. Change is something some people don't want because if they are used to something and it would change, it would be bothersome for them to adjust with the change. Also, people are afraid from changes because if something changes, they would start again on how to understand and cope up with it. Just the idea of coping-up and moving-on from a change is too troublesome for some people or it is too difficult to go with the change.

Chance and Change is somehow connected to each other besides changing the 5<sup>th</sup> letter from 'c' to 'g'. They are connected because change deters people from taking a once in a lifetime chance. It is a problem because our life is too short for us to pass chances by. It is true that in chance, it's a 50 – 50 deal. We wouldn't know if we would be on the 50% good side or in the 50% bad side which is also another factor for people to not take chances. It is too risky to take a chance due to its 50 – 50 nature.

When the internet started out, many people are very cautious about it. Some people thought that the internet will change the way people live in the future while others thought that it was just a hoax that will soon fade away. The positive thinkers about the internet was right, it has changed how people live nowadays and soon enough it will revolutionize the world in a big way. Unfortunately, there still a lot of people that are still thinking that sticking to what worked well on the past will still live on as the time goes by. Some of the traditional companies deny the implication of internet because they are used to the traditional way of handling the business. They are also somehow scared on the implication of internet to their businesses because they are not sure whether it will be effective or not. There would be a chance that the internet implication can cause a disaster or prosperity.

There is also the factor that the traditional companies doesn't want internet because it might give their employees knowledge that they don't want their employees to have. They want their employees to be on the dark for the employees to just follow what the company wants them to do. They might be worried that the employees would form a group that would say something bad to the company and might destroy the company's reputation. Majority of these companies are still rooting for the command and control handling of employees because first of all, it keeps their employees much focused on their works rather than thinking of something else due to the internet and finally, it gives the company higher profits because the employees are much focused on their jobs.

There are lots of companies that don't want any changes because they are used to the one which they have used ever since the past. They are not open for any changes that have an unclear result. These companies should reconsider because as stated before, "Life is too short". There are chances that companies don't take because of the vague future it presents to them. But they should also reconsider that the life of their company is also short. There is a chance that it will also die just like everything else in this world. Nothing is permanent and they should know this.

In general, traditional companies should reconsider and open their eyes for new possibilities of improvement through internet. They should also give their employees the freedom to gain knowledge because without their employees, they are eventually nothing. Knowledgeable employees are much greater assets compared to unknowledgeable ones because of the potential and intelligence they bring to the company. Much greater options and opportunities can arise if the employees are conversant. Employees are an essential part of a company because without them, a company is just as dead.

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#### Lessons Learned:

I have learned that whenever a chance is present, we should think carefully and have a positive output to that chance. We shouldn't worry about the changes too much because it can alter our mindset greatly. Chances are rare and our life is too short. So if ever a once in a lifetime chance occurs, we should take it.

I also learned that many companies today are still hooked up on the traditional way of handling their employees which is keeping their employees in the dark to avoid problems. They are not open for any possibilities that the internet can bring to their company. They are too bothered for the changes that might come-up if ever they take a chance.

The Cluetrain Manifesto: The end of business as Usual, Chapter 2

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Nothing is more intimately a part of who we are than our voice."

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Learning Expectations:

Based on Chapter 2, I expect to learn how to communicate to other people to learn and find out more about them. I also expect to learn how to use my own voice to show how I feel about something and how to react to it in the web.

Review:

Every person in the world has his/her own unique voice. It distinguishes us from the others and it tells us who's who. Telling people apart is necessary for people to avoid confusion and misunderstanding with each other. Our own exclusive voice, expresses our emotions and feelings by its tone or volume. It is determined that if a person articulated a loud voice, that person is assumed to be angry. While a soft or low voice is heard, it is specified that that person is shy or calm. The human voice is very unique because it is one of the greatest instruments for conversation or communication to each other.

Having a conversation with the use of our voice with other people gives us the chance to get to know them very well. With the use of communication, we can gain a lot of friends and if lucky someone special. As sang by Gerard Kenny, "We're getting to know each other, A little too well, We're starting to show our feelings, And people can tell, Every time that your eyes meet mine, I light up like a neon sign, Yes, we're getting to know each other, A little too well. ". Gerard Kenny's song was about a man who is telling his feelings to the girl he loves. It was possible because of the human voice and conversation.

However, management in a business has confined the voices within their employees. They manage their people because they want to have order within their company. They restrict them from telling what they feel to avoid difficulties and maybe some future problems. For them, an unmanaged company isn't a true company.

As stated in the book, "The Web is adopted faster than any technology since fire." It just shows how people use the web for a way to be themselves and to communicate with each other after a hard day's work. The web can give people a lot, from almost unlimited access to information, a door way to enter a community, connection to other people, and the capability to transmit ideas and data to any part of the world with just one click. The convenience and ease that the web gives to people is one of the greatest reasons why people accepted the web in just a short period of time compared to other technologies out in the world. The web revolutionized how people converse with each other and how it changed their lives in a great way. The web also gave people a way for them to be themselves and show others who they really are behind the scenes.



They can be jolly and annoying to other people and nobody will care about it but themselves. People can present themselves what they want people to think about them without any hesitations. It is free and public place where there are almost no rules to hinder them from showing their real feelings and emotions. Restrictions are limited and people do whatever they want to do. That is why people accepted the web so much easily and quickly. People feel like they are birds in the sky, flying around the clouds with so less to think of. Problems and difficulties in life are set aside are achieved when people are in the web. A place where you can be who you really are with such less care about what others think is what some people gets from the web.

People would like to hear their own voices again which has been confined in their jobs in companies. They get this relief in the web where they can forget about the toils in their jobs like the pesky managers who just order around and care less about their feelings and emotions, thinking that they are only simple labor workers, and the ample amount of work given to them as if they are robots or machines designed to do a task in a jiffy.

That is what the web is for. A way through which people can be who they are and release the strenuous labor they have in strictly managed companies. It is a relief to the people to hear their own voices again without any constraints. People don't like anything else to hear but their own voices because nothing is more intimately a part of who they are than their own voices.

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#### Lessons Learned:

I have learned that our voice is unique in such a way that it shows who we are and what we truly are. Our voice shouldn't be confined because if restrained, it will find a way to release itself, to break free.

I also learned that a great way to hear our own voice is through web. The web has so much to offer for us to communicate with each other. We can converse with each other with our true selves and think less of the rules that constraints us. It is a way to relief the pain and suffering from the plentiful work we have in a daily basis

The Cluetrain Manifesto: The end of business as Usual, Chapter 3

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Pay a little; get a lot, talk is cheap"

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Learning Expectations:

Based on Chapter 3, I expect to learn how experience of people affects their conversation with each other. I also expect to learn how wired conversations change the lifestyle of many people today and how internet revolutionized communication between people.

Review:

The way people communicate with each other nowadays has been changed a lot ever since. From one to one talk which then evolved to talking through telephone and now through chat and email. Internet has really improved the way people converse with each other. People can now talk from one side of the world to the other. For example, a man from the Philippines can now talk to someone in the United States of America cheaply and quickly. The distance of the countries are very far from each other, one coming from the East while the other from the West. Both countries divided by large and deep pools of water. But still, both people communicated with each other in just a matter of seconds. That is how revolutionized communication is nowadays and how big a factor the internet has been in terms of communication.

Electronic Mail or is widely known as simply E-Mail, has changed how people communicate publicly or privately. E-mail is used inside companies or outside of it, depends on the situation. People could say whatever they want to say to their friends with just the click of one button namely "Send". With this one button that sends the information the person wants to give to his friend, the communication with each other is strengthened even more. Friendships and camaraderie are made and reinforced with just the click of button. That is how e-mail changed the world in terms of communication. It is also a way for people to release their true selves and talk to others in a way they may wish to do.

Another feature that the internet created was the Mailing Lists. Mailing Lists are messages that are sent to a list of people for further convenience. A good example for this is if a person wants to send a Greeting Card to all of his friends and family members, he/she would just select those people he/she wanted to send the Greeting Card to and just click the "Send" button to send it. It is called the one-way list. The other type of Mailing Lists is called as webzine or e-zine or electronic magazine as stated in the book. Basically, it's a magazine on the web. These are published by people in their offices or even in their garages if they prefer. Another type of Mailing List is called the two-way list. The difference between the two is that the two-way list can receive responses from other people which let the people communicate each other greatly. An advantage of this to an e-mail is that two or more responses can be received simultaneously at the same time increasing the effectiveness of their conversation.

Newsgroups are another way for people to communicate in the internet. It has a news server to handle all the news that the people posts in the net. Different kinds of people can post different kinds of things or topics they want and other people would have the liberty to respond to the thread. This is a great way to communicate because different people with different experiences can share what they know and what they think about a certain topic. This variance can then generate a new idea that can someday change how people think of about the topic. People can help out each other regarding some things and they can flame each other just for the hang of it. There is also a chance that a person from a certain company would leak out private information about a company just to help out because of his own reasons. People can be really flexible regarding communication in the internet.

Another way for communication that has really changed people think is the Chat. Chatting can be done just like the rest but people get a different feeling seeing that the person is typing his/her reply in live. Distance is not a factor for internet because it has connected people all over the world.

Web pages are personalized site in the internet where you can know something about a person just by browsing through their web pages. People can gain information or knowledge just by looking through some pictures, blogs, and posts by some person. Just by viewing a person's pictures will give others idea on what are the things the person likes, likes to do, likes to eat, and the like. By means of blogs, people could know what the things the person thinks about a lot are and what are the things the person likes to do.

Overall, internet changed how people converse with each other. Internet disregarded distance from each other and the speed it takes for the messages to arrive. Speed and convenience are just two of the factors the internet has that lured millions of people all over the world to use internet. Internet truly changed the world in a big way. People who hadn't accepted internet should reconsider and just pay a little, get a lot, talk is cheap.

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#### Lessons Learned:

I have learned that the internet has changed the world all over a lot by means of communication. People from different sides of the world can converse and share information in just a couple of seconds. What a convenient way for people to get to know each other despite the distance.

I also learned that internet is such a great deal because we just pay a little, get a lot, talk is cheap.

The Cluetrain Manifesto: The end of business as Usual, Chapter 4

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Markets were places where people met to see and talk about each other's work."

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Learning Expectations:

Based on Chapter 4, I expect to learn how marketing should be the same as the ones in the past. I also expect to learn how conversing with the clients can give me more than profits but friendship as well.

Review:

Marketing started out to be a place where people traded items or products in exchange for other items or money. They didn't just trade products; they also traded information with each other. Conversing with each other, making friends, partners, and the like are just some of the things people did in the market in the past. Sellers did everything they could to cope up with the demands of the customers. They were people who made their products personally just because it is a hobby or for some their lifestyle. Fishermen selling fishes, Smiths selling finely crafted materials out of metal, Farmers selling vegetables, Hunters selling meat and other animal parts, Weavers selling homemade woven clothing, and the list goes on and on. People finalized their deals with a firm handshake looking eye to eye and talking personally. They converse with each other to initiate a trade and end it with a conversation. After a trade, both sellers and customers don't just leave with the things they have traded but also the information they have with each other

An endless cycle of customers wanting and needing products for their use are always supplied by sellers who constantly supply the products with their own strength and knowledge for the endless thirst of customer wants and needs. This cycle has been going ever since market has arrived and is still active until now. This is due to the endless wants and needs of people living in this planet. They just can't get enough of things and always wants to have more. Due to this behavior the way people make the products have been changed in a big way. People nowadays had made industries to cope up with the insatiable hunger for products of the consumers. These industries are basically a group of people in a huge establishment who thinks and makes way for the consumers to get what they want and need. They work fast and in huge numbers for faster production for the consumers or customers which they call mass marketing. They produce the products or goods then deliver it to some other establishments or sell them themselves to gain money faster and also huge in numbers. That is why a lot of people are drawn to this kind of marketing. Fast and mass production of products results to fast and mass gain of profits.

Unfortunately, people who are drawn into this kind of marketing have lost the ability to communicate or converse with their consumers or customers like the past people used to do. Communicating and conversing with the consumers or customers are essential because not only they gain money from trading but they also gain knowledge with all of the things happening around them. Overall wisdom is a great asset and advantage for a producer because it will give them the flexibility to move around and think of a lot of ways on how to approach their customers or consumers much effectively and efficiently than others.

The marketing today is getting more advanced as we speak. The era of the internet is posing a threat to the industrial era because the internet has something that the industries have neglected, and that is communication or conversation. A lot of things can be done through the internet not only can people buy online, they can also communicate once again to the person who they will buy the product from. Conversing to someone who you will buy to, changes your perception towards that person. Trust and respect are gained by the producers or sellers from the consumers or customers. The reputation of the marketers is gauged to the extent that the markets would easily buy the products which are sold. People can also argue, comment, suggest, and the like to other persons who are interested on the particular item or good. They can say something to the product for others to be informed about it. This knowledge and information gives other buyers the intelligence to know what to do before buying the product. They wouldn't only just buy quickly something not knowing what he can do before buying it; they can know a lot of information before buying it.

People can find a connection to others through communication in the internet. The words coming from other peoples voices gives others relief because they are knowledgeable about something. They have the upper hand over something giving them the edge towards other people. This advantage gives people the benefit they deserve towards marketing because of gaining information from others.

That is why marketing should evolve to something much different. The effectiveness of both the industries and the internet should be merging to form a much effective and efficient way of marketing. The unison of both of this ways of marketing can really change the world in whole new level.

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#### Lessons Learned:

I have learned how people on the past do their marketing which is through conversation, talking personally and settling a trade with a firm handshake. People went out of their houses and talked to others who have a lifestyle or profession and traded with each other. The market place was a place for conversation and communication between people who wanted to hear the voices of those who will they buy something from.

I also have learned that the internet changed how people converse with each other and how it changed the marketing world. People from long distances between each other is made possible to communicate and converse and through this they bought from each other and traded a lot of stuffs with the insurance that what they bought will be of quality.

The Cluetrain Manifesto: The end of business as Usual, Chapter 5

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Hyperlinks subvert hierarchy. Hyperlinks subvert Fort Business."

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Learning Expectations:

Based on Chapter 5, I expect to learn how hyperlinks threaten the functionality of hierarchies inside a fort business or inside a company. I also expect to learn how connection and communication with each other controls the effectiveness and efficiency of the workers.

Review:

Companies in the world today are building forts or establishments that lets them control everything inside it and sometimes even outside their perimeter walls. They control a lot, from the performance of their workers to the people going inside and out their fortress. They don't want any problems popping out somewhere they don't expect that is why they are preventing employees from having a conversation to people outside the walls during work time. Supervisors in a company also don't want any distractions or interruptions to their employees to become much efficient and effective like robots. The production of a company should be quick and fast and also in masses to have a lot money go back to them. They push their workers for the big increase on profits, which in a way is kind of selfish.

People inside companies or organizations had made the org chart. It is information regarding about the things that determine who's the big boss and who's to work for. It also tells the employees what to do and how to do it inside the borders of the makeshift castle. Employees within a company are arranged and managed how they will do their jobs. Their performance should be coordinated with the others to produce an effective and efficient product. This is sometimes unproductive because the true expertise of some employees aren't used to where it should be used.

The hierarchy in a company is shaped like a cone because it narrows as people go along upwards. The bottom starts as flat as possible and a lot of people reside in this area inside a company. These people are those who are new or just starting to work their way up the hierarchy. The people on the top of the hierarchy are those who control everything in the company. They are those who establish themselves as the best and claims that they are the kings or queens of the company. The hierarchy is also the way how the employees would know what they would do. It is also the way on how the employees could get information and establish their goals inside the company. The deadlines of the products or projects are the measuring stick of the integrity of the company. That is why employees work their asses off just to make the deadline and keep the reputation of the company as high as possible to avoid loss of clients. Professionalism is also looked at the employees to determine whether they are worthy to go up the ladder of hierarchy or not. Dressing in a corporate way is only one of the ways employees should do to have the right to go up the hierarchy.

There is a force that the fortress of companies is having problems with, and it is the hyperlink or connection. It is a force to be reckoned with because not only it can change how the employees think but it can also change the whole company whether it may be positive or negative. Connections of people are somehow a problem for a company because this group of people can do something to the company in a big or small way. Either of these two outcomes will make a change inside the company which is something the people from the top of the hierarchy don't want especially when the company is running stable and flat. These changes could make or break the company which is why companies don't want any changes within their make shift castles. Hyperlinks are disregarded because they are not organized. They are messy and sometimes uncontrollable. But despite of these things, employees need something to release their hard works and temper. Employees can release their displeasure through the internet and connect to other people.

The internet having the connection of people around the world is used by people mainly to converse and communicate with others to release some steam from all the works they have done inside the companies they work for all day. The connections between the people make new ideas and give people knowledge they need and want to do their job much effectively and efficiently.

Fortunately, some companies today are breaking their walls down and letting their company and employees communicate with each other and let them connect with each other. This connection is making a lot of changes within the company. Customers or clients are telling the marketers what they want and need ahead of time for the marketers to know what they should do. Even before the companies would release some new products, they are rest assured that someone will buy their products. The customers that they had talked to and gave the information they need would be the ones who would buy the products because the things that they need and want are inside the products that the marketers made for them.

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#### Lessons Learned:

I have learned that people having connections with each other can really change how people communicate with each other. They can break the walls down a company and let the employees know what they want and need.

I also have learned that hyperlinks can also disrupt the hierarchies working in a company. People in a hierarchy are afraid of changes that may be present in their company due to the connection their employees are establishing with the customers.

The Cluetrain Manifesto: The end of business as Usual, Chapter 6

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "Don't wait for someone to show you how. Learn from your spontaneous mistakes, not from safe prescriptions and cautiously analyzed procedures."

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Learning Expectations:

Based on Chapter 6, I expect to learn how the internet or web changed the way people live and how they communicate with each other across the world. I also expect to learn how mistakes can change the way people think and make solutions that will solve their problems and change the world.

Review:

Mass production has changed how people traded their items and goods nowadays. They are now producing much more things and products in a single day that people on the past could only produce for an entire week. The production of items and goods on a large scale has changed the face of marketing for the past years.

Not only they can produce lots of products they can also gain a lot of money in just a few periods of time. It is like selling items on steroids because items and products that people can make in a week could be now made in just a single day. The profits go the same way because the earnings of people for a week could also be earned for just a single day or even higher. That is why a lot of people have been seduced in entering companies which performs mass production.

The person who supervises the mass production companies has made their own rules on how to keep and preserve the effectiveness of their marketing ways. They build a huge establishment making it their make shift fortress or castle where they literally own the place and rule over it. They are the kings and queens of their kingdom and they do everything that they want as long as money keeps on piling up.

The way they handle and supervise the persons that work for them is kind of strict. Professionalism should always be present for the employees and company rules and regulations should always be followed because any disobedience from these rules and regulations could make or break the future of the employees. These restrictions in a way made the employees some kind of robots or machines that should always follow what the higher in rank wants and implies. Their freedom within the walls of the make shift fortress or castle has been taken away just like old rulers handle their slaves. So, in a way, these employees are like slaves working in a company or a castle for the rulers' happiness and comfort.



That is why a lot of people or employees had gone out to find a way to release some displeasure or temper. They had found the key to their relief and it is called the internet. The internet gave the employees a way to be themselves and be free again doing everything they want with nobody telling them that it is wrong. This freedom is one of the biggest factors that people on enclosed establishments they call company takes pleasure from. The idea of being free has made other employees come out of their shells and has gone to the internet world and be themselves to communicate to others who are having the same fate as they are. Communicating with the same people having the same fate as them gives them the courage to do something that their supervisors don't want them to do.

On the other hand, if there would be no mass production, there would also be no internet or mass media because from the mass production of products came the mass marketing and from mass marketing came the mass media. Mass media gave people a way to communicate and revolutionize marketing on a whole new level. People all over the globe are communicating and conversing with each other with just one click. New ideas are made from comments, suggestions, support, and the like from people helping out each other just for the heck of it without any exchange for. These are people being people, human beings helping out fellow human beings. The internet has made a connection far difficult to be broken for a long long time to come.

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#### Lessons Learned:

I have learned how internet created mass media and how it revolutionized how people communicate all over the world. Communication far impossible in the past has been an everyday lifestyle for others.

I have also learned how mass production created mass marketing and how mass marketing created mass media.

The Cluetrain Manifesto: The end of business as Usual, Chapter 7

Library Reference: none

Amazon Link: <http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315>

Quote: "One thing the Net is good for is organizing markets."

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Learning Expectations:

Based on Chapter 7, I expect to learn how the internet can organize the markets across the whole world with convenience and ease. I also expect to learn how people can continue the success and the life of the internet through their imagination and ingenuity.

Review:

The internet has really changed how the world goes around. A lot of things had happened through the internet and probably even more has yet to come these following years or in the near future. People used the internet for good and for other imbeciles for bad things. Those people who use the internet for good has changed the way people live across the planet.

People can buy online, read stuffs in blogs, see flashy pictures and videos, download music and other stuffs they are curious about and most importantly, the internet provided the people a way to communicate. Communication provided people a way to gain knowledge and created a link for them to converse across long distances. Connecting to people has really been a way for the internet to get popularization in just a short notice. People wanted a way to talk to their loved ones across long distances and it gave them a way to gain information and knowledge which is always a good thing.

Unfortunately, some people do bad things in the internet. The popular things are hacking and the so called virus. When people hack in the negative way, they are mostly stealing some stuff over the internet from money to personal and private information. The virus gives problem in a different way. It disrupts the way people use the internet. Some viruses destroy vital information from people and some just annoys people from their work preventing progress. Fortunately, anti-viruses can prevent these bad things from interrupting the way people use the web. The way people use the internet can also affect the success rate of the anti-viruses.

One way that people must know is that life is free. They shouldn't be constrained in the management of some corporation or company. They should know how to converse to other people to avoid this kind of things from happening. When people communicate to others, they feel something that nothing else in this world feels, the kind of feeling that people feel when talking to other human beings. This feeling is something people don't feel from talking to corporations because a corporation is just a made up entity that doesn't know how to communicate to human beings.

People are also treated as robots inside these facilities. As if they were programmed to create projects, type long documents, repair broken things inside the building, fetch coffee for the boss, sell products made by the company, and the like. These are just some of the things that people do in the corporation that makes people want to have a break. The toils they acquire from working is released through the internet and that is why internet creates a way for these workers to have a break and release some steam by communicating to others.

A great thing that the internet did is that it helped a lot of powerless and normal people rise up and be known. The internet is so easy to use that many people just logged on and studied a few things, then voila! A new way for people to live their lives is born. The convenience and ingenuity that people create in the internet is used as soon as they release it. An idea which just popped out someone's head has grown and became something that changes the world. That kind of things is the way the internet revolutionizes the world.

The imagination of an individual could be the source of something that people will use for the future. Maybe something elusive or ingenious will pop out someone's imagination or idea which will change the course of humanity. These are just some of the possibilities than can happen in the internet.

The human imagination and idea can come from nothing at all to inspirations gone wild. The human mind is still a mystery after years of studying and researches about it. That just shows how the human brain can produce something and we all know it will. It's just a matter of asking when and where. We will just have to wait and as we wait we should also expand our knowledge for possibilities to come. We ourselves can be the source of something that could change how people live their lives or even the world. It is up to people to do something for the success of the internet and also the world alike.

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#### Lessons Learned:

I have learned how people can create things up in their mind and use that idea to make things that would revolutionize and change the world we live in. The human imagination and thinking capabilities are limitless. This infinite and vast range of thinking is how the internet came to be.

I also learned how the internet changed the world by giving those normal people a chance to let other people know and see what they can do.

Retail Business Kit for Dummies by Rick Segel, Chapter 27

Library Reference: HF 5429 S44 2001

Amazon Link: [http://www.amazon.com/Retail-Business-Dummies-Rick-Segel/dp/076455381X/ref=pd\\_cp\\_b\\_0?pf\\_rd\\_p=413864201&pf\\_rd\\_s=center-41&pf\\_rd\\_t=201&pf\\_rd\\_i=B000X5ROVA&pf\\_rd\\_m=ATVPDKIKX0DER&pf\\_rd\\_r=06B81D8SDV4VFJVKHDZV](http://www.amazon.com/Retail-Business-Dummies-Rick-Segel/dp/076455381X/ref=pd_cp_b_0?pf_rd_p=413864201&pf_rd_s=center-41&pf_rd_t=201&pf_rd_i=B000X5ROVA&pf_rd_m=ATVPDKIKX0DER&pf_rd_r=06B81D8SDV4VFJVKHDZV)

Quote: "Customers go to a specialty store so that they can feel special and buy special merchandises."

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Learning Expectations:

I expect to learn how the ten reasons to shop at independent specialty stores works for a retail store and its effects on customers. I also expect to learn what are the things needed for the success of the ten reasons mentioned above.

Review:

According to the book chapter I have read, the ten reasons to shop at independent specialty stores is a way to be effective and efficient in the retail industry. It shows the readers the advantages that people can get from a small and independent specialty store. The versatility and flexibility of the undersized store gives them the ability to be agile and cope up much better with their customers.

The first topic that the chapter mentioned is that self-sufficient stores can give better service compared to others. It says so because despite being small in size they make it up by giving out much better service. The quality of their service is their lifeline and the only way for them to compete and survive the colossal competition in the retailing world. They can give out much greater quality compared to others because having a small store; they can interact and converse with their customers with ease and convenience. This conversation can give them a lot more not just better service. That is why communication plays a big role for the better service that independent retailers can have.

It is written in the second topic that small stores can provide customers the contact with the boss. Getting in touch with the boss or the owner doesn't just give the customers a great service but it gives them the thought of being important. This thought of importance can do wonders for a retail shop because if ever customers feel that they are important for the shop they can become regular customers. And as we all know, having customers is the number one priority of all shops in the world.

The third topic mentioned that knowledgeable sales staff can contribute to the image of the retail store. Having the expertise of the sales staff is one of the things customers are looking for whenever buying products. They want the merchants to be knowledgeable about the product that they will about to purchase because the familiarity of the merchant about the product will also give them information about the product that they will purchase with the use of their hard earned cash.

The fourth topic in the book mentioned that unique merchandise is an advantage for a small retail shop. It is an advantage because having exclusive and distinct products gives the customers a chance to obtain and have products that nobody can buy anywhere. The variety that the uniqueness of the merchandises has gives the customers the urge to buy more. Customers don't want anyone else to know what the prices of their gifts to their friends are or they don't want to look the same as the others. The exclusive products that the independent store has also give the customers the sense of uniqueness for their lives.

The fifth topic says that customer-friendly store design gives the customers the ease to walk around the store and find that product that they desire to purchase much easily. The small store allows the customers to have convenience of having the product that they will purchase much faster because the staff could deliver it to them much quicker due to the small size of the store. Having a compact store also gives the staff the ease to manage the merchandises and clean the store much easily compared to a big store which is difficult to manage and clean at the same time.

The sixth topic mentioned that there is no waiting at the register for an independent store. It says so because a small retail store can only hold numerous amounts of customers which are manageable. An ample amount of customers can only fit inside a small retail store which results to less customers falling in line and waiting for their turn to purchase or inquire.

The seventh topic talks about having familiar faces inside independent retail stores. Having same persons working for the same old retail store gives advantages because whenever customers get used to those persons and in time befriends them, trust will grow and regular customers will flow. Customers who trust the staff who sells in a store gives that store a regular customer resulting to regular cash flow for the owner.

The eighth topic mentions that security gives customers the confidence of going in and out of the store on a regular basis. Customers of all ages would have the assurance of safety to visit and purchase products to the retail store whatever the time maybe. Adults that purchase merchandise at night would have the reliance of having a safe time buying inside the retail store.

It is written in the ninth topic that personalized service can also give the customers the feel of importance. Whenever customers feel that they are important to a store, they would come back again and again to that store. The personalization of the merchandises or services for the customers would build up trust and respect to them.

Finally, in the tenth topic, it is said that distinctive packaging would allow customers to easily recognize the product. Customer recognition is a great advantage because whenever they see the distinctive packaging of a certain product they would build up trust and loyalty to that particular retail store. This method of packaging would attract a lot of customers and attracting customers means attracting profits too.

## Lessons Learned:

I have learned how the ten reasons to shop at independent specialty stores work for a retail store. Conversation with customers within a small store would do great wonders for an independent retail shop because of the proximity that they have with each other. Trust and loyalty would accumulate with each other making the network of people much larger than ever before.

I have also learned that using these methods wouldn't just give additional profits but it will also attract a lot of customers that have a great chance of being regular and can become a friend.

Managing Retail Consumption by Barry Davies and Philippa Ward, Chapter 1  
Library Reference: HF 5429 D38 2002  
Amazon Link: [http://www.amazon.com/Managing-Retail-Consumption-Barry-Davies/dp/0471489123/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1223899868&sr=1-1](http://www.amazon.com/Managing-Retail-Consumption-Barry-Davies/dp/0471489123/ref=sr_1_1?ie=UTF8&s=books&qid=1223899868&sr=1-1)

Quote: "Consumption is a creative and expressive act."

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Learning Expectations:

I expect to learn how to manage the consumption of products of the customers in the retailing industry. I also expect to learn how the parts of retail consumption will affect the customers that is purchasing and always looking for new and more products in the markets.

Review:

The 1<sup>st</sup> Chapter of the book 'Managing Retail Consumption' written by Barry Davies together with Philippa Ward gives ideas and information to those people who are interested and in sync with retailing. It also gives the readers a brief review on what are the things to expect from reading the book. It is discussed that the book is structured into four parts. The first part being an introduction and context gives out the history and other background information about the retailing world and industry. The second part tackles the retail arena and how to manage it. The third part talks about the wider contexts of the retail enterprising. The fourth and final part is the concluding chapter. It draws together the issues raised and offers readers some prognostications for the future.

Let us talk about the first part of the book which talks about the role and history of retail consumption. The first part consists of the second to fourth chapter of the book. The book describes the retailing history which gives insights to readers that the increasing percentage of the consumers' requirements is being met through retailing. That just shows that the retail industry is starting to be the leader of where people can get what they need. Retailing provides what the customer needs which is why it has rose to the top. It also portrays to the readers how important customers are in the retailing world. First and foremost, they are the reason and the cause of retailing. To give service and product to other people is the main objective of the people who practices retailing. Due to its effectiveness and convenience it became a symbol for consumption of products. Products also took some personality from those people who make them. The persona of the producer affects the persona of the products that they are making.

The second part of the book discusses to the readers the management of the arena of retail consumption. The second part of the book consist the fifth to twelfth chapters of the book. It tells the readers the dramaturgical view of the retail industry. It illustrates that interaction is needed in retailing because it is the main channel for people to do effective retailing. Interaction also facilitates the operational approach that explores the processes of retailing. It also shows the importance of technology to help change how the sellers and customers interact and converse with each other. The way people communicate with each other has changed through technology. It tells the readers that having personnel at retails stores are very effective because they are the ones who communicate with the customers. The aesthetics of the store or shop also affects the purchasing experience of the customers. Much beautiful and attractive visual

attract a lot of customers which will be encouraged to buy products. The range of selection and variance of products of the retail store can catch the attention of different kinds of customers or markets. Each person has his/her own specific wants and needs which the retailers should recognize. Having a huge variety of products in the store gives the customer a huge variety of products to purchase. The location of the supermarket also affects the flow of customers. The proximity of the location to the customers is a big factor because whenever people in mass recognizes a place where they can purchase the things that they need for their daily lives with convenience, they will be attracted to it and they will surely become regular customers of the particular shop.

The third part of the book talks about the retail enterprise in context. It consist chapters thirteen to sixteen. It talks about the strategies that retailers should use for the success of their store. The retail strategy is a balancing act and blending of different kinds of things that retailers should be accustomed to. The strategies in retailing cover the visible and invisible areas that the customers are relevant with. The service and product quality in a retailer's shop is one of the most important because it is the gauge for the customers to see and know what they would think about the retailer. The levels of locational context give the readers the idea on where they should put time strategizing in their shops. The image of the retailers from the customers are important and an essential part of retailing.

The fourth part of the book illustrates to the readers the future of retailing. It provides specific conclusions and prognosis for the emerging themes that rose through the book. Overall, the consumption of the customers from the products that they have from the retailers should also be studied and learned. It is vital because each part of the retailing world is important and has each its own function and specific task to perform.

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#### Lessons Learned:

I have learned how to manage the consumption of products of the customers in the retailing industry in a shallow state but despite of this, I have learned a lot. I learned that everything in the retailing world is important and nothing should be disregarded. Disregarding a tiny little part of the retailing world would in time bite back in the ass of the retailers.



The Long Tail by Chris Anderson

Library Reference: none

Amazon Link: [http://www.amazon.com/Long-Tail-Revised-Updated-Business/dp/1401309666/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1223862164&sr=1-1](http://www.amazon.com/Long-Tail-Revised-Updated-Business/dp/1401309666/ref=sr_1_1?ie=UTF8&s=books&qid=1223862164&sr=1-1)

Quote: "In the tyranny of physical space, an audience too thinly spread is the same as no audience at all."

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Learning Expectations:

I expect to learn how people can gain money from niche markets at the shallow end of the retailing world. I also expect to learn how to sell and make use of the millions of items from the back end of the retail industry and use it to my advantage.

Review:

The Long Tail teaches and imparts to the readers how to effectively make use of the things that might be called 'garbage' by other people. The way people think about these so called 'garbage' is a wrong thing because they are not opening any opportunities to come in. They have forgotten about the seemingly fallacious but in fact true saying 'Another man's trash is another man's treasure'. The garbage for a specific person is a wonderful and great treasure to others. People should open their minds and think first if they can do something about their junk rather than just throw it away. They should be open to the idea that they can sell their junk even for a couple of bucks, but at least they have earned something. As they all say 'Something is much better than nothing'.

One of the lessons that the Long Tail wants to convey to the readers is that they should take their chances and do something in the retail industry. People should not be preoccupied by thinking that they could not compete with the blockbuster hits that rules the retail charts. They should think positive and consider taking in the odds of handling the niche markets behind the best-sellers. As illustrated in the chart provided by the Long Tail called Anatomy of the Long Tail, it illustrates there that the blockbuster hits have very high but short lived sales compared to the niche market's average but long lived sales. Basically it exemplifies to the readers that being on the niche market has its benefits. Many people in the whole world aren't exactly the kinds of people who are loyal to blockbuster hits. They also find it interesting to look and watch other films rather than watching only those which are hits.

As told on the Long Tail, customers who are thinly stretched are like having no customers at all. If a product is located only at a specific spot, it would be very difficult for the product to sell too many customers because of its proximity. But when a product is located at the internet, people all over the world could access and locate it which in return would give the customers the opportunity to buy the specific product. The internet is accessible by all kinds of people all over the world which gives tons of opportunities and chances for them to see what the product can really do. People on niche markets open their doors for people to come in and look at the things people who are selling can do to please them. They are making all things available at the web to give people products which would satisfy their urge.

It is also demonstrated that few people buying the same product from different places is much productive compared to a product which sells at a specific location only. The niche market also is prolific because they offer a huge range of products contrast to others who only sells top hits and blockbusters. There are a lot of people around the world and all of them don't have the same likes and dislikes. Their specifications differ from each other giving the marketers a huge range of products to create and produce. Whatever might the producer make and create there would surely be someone to purchase the product because of the variance of customer specifications in the whole world. They might have some or even few customers but at least it is being bought rather than just being disregarded and just stored or even thrown away.

Another advantage in purchasing in niche markets is that the prices are lower compared to those who have other charges because of the packaging and stuffs they should have. Niche markets are located in the internet and stuffs purchased in the internet does not need any packaging and labels to store the product. It is much easier to deliver the products because it could be sent with just a click while some requires delivery. Lowering prices would be a great way to sell products because selling low prices compared to other sellers would attract even more customers. They are acquiring products for less compared to others. A way on how niche markets are effective is they do not evaluate their products anymore, they are just producing and releasing a lot of things and let it sell to the customers. It's a great way because many products is equal to many chances and opportunities for customers to purchase.

The other way for the niche markets' effectiveness is through recommendations. The niche markets have developed a way on how a product recommends other products related to it. This connection and link gives other products the opportunity to be bought too. Linking products together is a great way to sell because if a certain product gets bought, the recommendation of the product to others would give others a chance to be bought too which gives the chance for the marketers to sell more. Helping the customers find what they truly want is a great way to sell products because whenever customers feel the ease and helpfulness of the sellers, they could build up loyalty and might turn into regulars at the specific market.

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#### Lessons Learned:

I have learned how niche markets gain customers and earn money by being on the shallow end of the retailing industry. They are open for any chances or opportunities to come to their doors and welcome it with open arms. They are not hiding anything to their customers which in return gives their customers loyalty and trust which is a very essential part in the retailing world.

I have also learned that selling in the internet would open the prospect for sellers to sell lower prices and for customers to purchase a lot with fewer prices from the product. Recommendations between products are very good because of the opportunities it opens for the customers and sellers.

## The Retail and its Environment

### Chapter 1: An Introduction to Retailing

#### Questions

1. *Explain how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficient.*

They can make it more efficient by facilitating the distribution process. They can do this by providing points on which deliveries or merchandise are altered in their physical state and then they are made available to customers in convenient or cost-effective locations.

2. *Retailing is not just an economic activity, but also one of significant social meaning. Discuss.*

The retail industry gave people a place where to go and purchase things which is essential to their lives. It also gave people a place to converse and communicate with each other to share knowledge and information. Ever since we were little children, we were initiated to malls where we can buy in shopping stalls. When we then grew up, retail stores serves as reference points on which we learn about what is happening in the world and the opportunities it comes with.

3. *Explain what is meant by a vertical marketing system. Referring to Vignette 1.1 on Thorntons, identify the advantages and drawbacks of using vertically-integrated marketing channels. Can you think of any other retailers who have successfully used vertical integration?*

Vertical marketing system means the usefulness in depicting a more realistic view of the retail industry in much developed economies.

The advantage of using vertically-integrated marketing channels is that they can cut out the wholesaler's profit margin when they go directly to the producer. The demise of the wholesaler within the distribution channel is also a benefit for the retailers.

The drawback of using vertically-integrated marketing channels is that they have their works increasingly tenuous. All the works will also be done by the small and independent shopkeeper making it more tedious.

Yes, I can think of another retailer who successfully used vertical integration. This retailer is Mitsubishi.

4. *To what extent do you think that multi-outlet retailers have become too powerful? What are the negative aspects of a highly concentrated retail industry?*

It is to the extent when emerging markets are real opportunity for experienced retailers, especially if they are faced with high levels of retail provision. This will result to competition in their traditional markets.

The negative aspect of a highly concentrated retail industry is when important duty and quota restrictions are removed from the global economy; many retailers will view the world as their marketplace and make sourcing and outlet operation decisions on a set of criteria that are relevant across the globe.

5. *Look through some retail trade journals and find out the types of positions that retail companies are recruiting for. How do these titles compare to those given in Table 1.1?*

According to the retail trade journals I had looked through, there are some different types of positions that are being recruited by retail companies such as Assistant Manager, Cashier, Chef, Programmer Analyst and a lot more.

Compared to the titles given in Table 1.1, the types of positions that I had looked through some retail trade journals, is almost the same. Different positions are mentioned but different jobs and works are done individually.

6. *Choose three retail sectors (such as grocery, clothing and DIY) and compare the levels of concentration within these sectors.*

Based on the paper given to us, in the **grocery sector**, seven companies have a combined market share of 75 per cent while in the **clothing sector**, it is less concentrated compared to others, and finally the **food sector** would rise up and dominate in the future.

## International Retail Marketing

### Chapter 2: Retail Logistics

#### **Questions:**

1. *Discuss the key concepts and theories of SCM and their application to fashion retailing?*

The key concepts and theories of Supply Chain Management or SCM are listed as the **Value-Chain Concept**, **Resource-Based Theory (RBT) of the firm**, **Transaction Cost Economics**, and **Network Theory**.

These concepts and theories are applied by managing the chain to create value for the customer at an acceptable cost. The short-time window for changing styles added for the significance of the concepts and theories mentioned.

2. *Outline the history of ECR and discuss its implementation in the markets of different countries?*

The Efficient Consumer Response or ECR started out in the early 1990's when KSA produced another supply chain report in appeal by a US-industry sector to evaluate its efficiency in the face of growing competition to its traditional sector.

The ECR took off in Europe from the creation of a European Executive Board in 1994 with the support of European-wide associations representing different elements of the supply chain. 127 European countries focused on cost reduction from end of manufacturer's line and small proportion of category management were conducted. This has resulted to 2.3 - 3.4% percentage point of sales turnover (60% to retailers, 40% to manufacturers).

3. *Comment on the four stages of the evolution of grocery logistics in the UK, to what extent will FGP negate the collaborative efforts by suppliers and retailers in the relationship (4th) stage?*

The FGP might negate the collaborative efforts by suppliers and retailers because the desegregation of product price from transport price leads to dislocation of current prices. Many suppliers would also fear that retailers will then scrutinize the product cost demanding further price reductions.

4. *With the aid of examples show how logistics best practice/principles are being applied internationally?*

As mentioned in the (Retail Logistics; 2.9.1 Tesco in Ireland and Poland; and 2.9.2 Ahold in Europe; pages 54 and 55) When Tesco took over the Power Supermarkets in the South, They also inherited a 'push' logistics system. Tesco then initiated a 3-year plan to transfer Tesco UK 'know-how' to Tesco Ireland. This involved the consolidation of all product categories, initially through third-party contractors (except one inherited warehouse). They moved to a composite 'chilled' distribution facility by 2000. Then they used the best practice ECR principles developed in the UK to Ireland. Finally, they upgraded the systems technology to achieve it. Overall, Tesco Ireland focused on the replenishment areas of ECR in the first instance before tackling the demand side of ECR with regard to product assortments, promotion and new product launches.

Ahold also benefited from the transference of logistics practice because of its relationships in retail alliance in addition to synergies developed with its expanding web of subsidiaries.

5. *Review the advantages and disadvantages of the two main fulfillment models for grocery e-commerce and discuss some of the solutions for overcoming the 'last mile' problem?*

The fulfillment model store-based system model used by Tesco uses the existing distribution assets in that products pass through RDCs to stores and their store staff picks and distributes orders to customers who ordered. The advantage of this system is the speed of implementation and the relatively lower initial investment costs that accumulates. This system offers customers the full range of goods available in the local store but 'out of stocks' occur because the online shopper is competing with in-store customers. It also has a low start-up cost but is likely to prove more expensive in the longer term as retail outlets become more congested and service quality for both conventional and online shoppers deteriorates. The fulfillment centre model has a high initial capital and operating costs, but is likely to prove more cost effective in the longer term.

A solution for overcoming the 'last mile' problem is the use of collection points economizes on transport by sharply reducing the number of delivery locations and increasing the degree of load consolidation. Another solution is a more radical means of cutting transport costs is by delivering to local collection points rather than to the home of the person who ordered.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 1

Library Reference: none

Amazon Link:[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “The bigger the target, the more attention you get from the bad guys.”

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Learning Expectations:

I expect to learn how web 2.0 would be a factor on changing the way people live all over the whole world. The way it is being handled and used is something i want to get to know of. I also expect to learn how Max Mancini of eBay manipulated the web 2.0 to their advantage and be successful with the use of it.

Review:

The Chapter 1 of the Web 2.0 E-book talks about Max Mancini. He is the senior directory of disruptive innovation at eBay. He also runs the Platform and Disruptive Innovation Team of eBay. He explained the two parts of the team which is the Platform Innovation side and the Disruptive Innovation side. The Platform Innovation side lets them ensure that eBay is an E-commerce operating system that can be accessed by third-party developers to create applications and other innovations that accelerate commerce around eBay. While the Disruptive Innovation side lets them study trends and provides infrastructure and resources that encourage developers, internally and also externally to think and create within the boundaries of their known silos. These parts gives the end-users a rich interactive experience that will give them enjoyment and convenience when using the web. The social commerce that happens with these parts also contributes to the overall experience of the users or customers.

It is discussed that in Web 2.0, a lot of changes and developments have happened and one of this which greatly affected the world is the one they called monetization. Monetization lets people do transactions on the web which has never been even possible at some point of time. This lets people exchange products for money which gives a lot of people a way to get an income. They can sell or purchase products and services on the web with just one click making it convenient and quick at the same time. One of the parts of this success is because people are on the trend of giving out information to others and then from there, they can do business. Whenever people give out their personal information to others, it just shows how people trust each other first before doing transactions. This trust comes from the connectivity of these people with each other. It was made possible because of the innovativeness of the web that was released all over the world. It gave people a bridge or channel for them to communicate and converse with other people scattered across the globe. Distance isn't a factor anymore in communication because the internet is connected worldwide.

The so called Web 2.0 is something that people use to make life easier in the web or in the internet world. It gave people the ability to distribute information around the world in just a short notice. This circulation of information that revolves in the web gives a lot of organization and companies the advantage and the ease in handling the things that they need to handle in the marketing world. Another thing that the Web 2.0 gave to the business people around the world is the capability to work online and offline. As we all know, the web works its magic online. What other do not know is that the web can also do some damage in the offline world. There are some offline activities that the web possesses which is truly a great asset for people. These offline activities can be done through mobile phones and other gadgets that people can use without the use of online. Offline activities are a great advantage because without internet, people can still do business and transactions wherever they are. Time and location wouldn't be a factor to this people because through mobile gadgets they can do their personal businesses with ease and convenience.

Overall, the Web 2.0 gave eBay a lot of things that helped them to reach the top and stay there for a long time. One of these is the rich interactive experiences that they provide to the internet users. The Web 2.0 enables people to create new things. The atomization of the web provided also the convenience for the internet users. Monetization also played a big role for the evolution of the web. It made a lot of things capable for transactions which in return connected even more people. Big companies who love control and needs predictability also benefit from the Web 2.0.

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#### Lessons Learned:

I have learned how the Web 2.0 changed the lives of people who are doing business all over the world. It has made things which are impossible to possible because of its ingenuity. I have also learned that eBay uses a lot of things to work as a whole system. They are using monetization, transactions, and the like to be on the top of the retail and marketing world.



Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 2

Library Reference: none

Amazon Link:[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “The Internet was going to have a greater impact, perhaps, than the computer and it was going to be all-encompassing.”

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Learning Expectations:

I expect to learn how Web 2.0 affected the so called internet.com and Jupitermedia with the leadership of Alan Meckler. The processes it went through to make the changes and innovations for the marketing business and retailing world has been a hit for a lot of people. I also expect to learn how Jupitermedia and internet.com co-existed with each other and has been a hit ever since.

Review:

The 2<sup>nd</sup> Chapter of the Web 2.0 E-Book discusses about Alan Meckler who works for internet.com and Jupitermedia as the CEO in charge. He has been in the publishing business ever since 1969 and he had become one of the trademark and pioneer of the industry. He had a PhD in American History about micropublishing making him a legend in the world of publishing. He had been involved in every phase of publishing from printing letters, journals, magazines, monographs, reference books, novels, fiction, non-fiction, and all forms of business-to-business publishing and technology publishing.

With the experience that he had, he thought of something that not every normal people thinks about and that is the internet at the beginning of its phase, would become a hit in the future. That is why he capitalized in it and put everything he got for the development of internet which in time has paid off. He also considerate that what was needed at the beginning of the internet was a web site that would be specific on covering the vertical markets very well.

He discussed about the Web 2.0 and how it affected the way people communicate and do transaction on a daily basis. The Web 2.0 is an inexpensive way for a lot of people to gain information across the globe. It uses the internet to freely spread and scatter very helpful information to many people with just one click away. It gave people the chance to converse and communicate with others in just a short notice about something that interests them.

People from businesses could send data and file to other employees in a gateway that can be made publicly or privately. Private and personal files can be sent without the worries of other people knowing about it. This flexibility of sending data and files is a great advantage that the Web 2.0 has used to be effective and popular to users all over the world. The entertainment that it gives to the consumers and to the business world has also contributed to its inclination in the world. Giving people a leisurely time when doing transactions and businesses is a great way to increase its popularity.

During the days of the late 1990s and 2000, a lot of people took the Web 2.0 as a joke and didn't take it very seriously. They disregarded it and treated it as trash or waste and didn't make something out of it at all. Fortunately, a couple of people took it as an opportunity and also a challenge to make something out of the so called garbage.

With the use of technology, software, and speed, they had done the impossible. They had turned the laughing stock into something that is in demand and which everybody wants to use on a daily basis. The advancements in technology helped developed the evolution of software used all over the place and through this upgraded software; the performances of the technology increased the speed of its performance. Everything worked with each other and made something new and changed the world a lot.

What Alan Meckler wants to impart to the people is that what we have presently is something that would definitely change in the future. Nothing would be on stable and no change in the internet world would just be impossible. Every ideas and inventions of the human mind can think of will definitely change the internet world. As of now, people are having the dream and insight of having to talk to a computer to make a transaction and do business. The computer would do everything what it hears that the human being orders. The mobile phone would also be a hit and would change the world in a big way in the near future. Innovations would do wonders for the mobile world and would further increase the convenience and ease that Web 2.0 offers to the world.

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#### Lessons Learned:

I have learned how Alan Meckler used the Web 2.0 for the greatness of internet.com and Jupitermedia. It has changed how people live in the internet world and made their lives easier and much convenient. I have also learned how Web 2.0 gave people the chance to get inexpensive and sometimes free information in the web.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 3

Library Reference: none

Amazon Link:[http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "It is really about end users."

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Learning Expectations:

I expect to learn how Web 2.0 affects the Bloglines overall in its functions and processes. The way Web 2.0 lets people communicate in a whole new level gives it the advantage for use in a business. I also expect to learn how Eric Engleman properly handles and manages Bloglines on a daily basis.

Review:

On the Chapter 3 of Web 2.0 E-Book, it is about Eric Engleman and Bloglines. He is the General Manager of Bloglines and he handles the team at Ask.com. He had previously worked for some major and minor companies such as Yahoo!, Earthlink, Excite, CNN, and the like. Through all of these companies, he had a wide range of experiences regarding the web and how to properly manage it.

The Bloglines is one of the innovators of the Web 2.0 because it was used to collect the blogs of other people and connect it to a page where all of the blogs can be read easily. The convenience that Bloglines offer to the internet users and bloggers gave it a room to grow and be successful like what it is nowadays. The inventor of Bloglines is Mark Fletcher. He simply made it just for his own sake because he was having a hard time reading blogs from different pages all around the internet world. That is why; he developed an application on which all blogs would be diverted to a page where he can read the blogs without going to other websites. With the convenience of one person, this innovation and imagination has brought a lot to the world that we live in nowadays. One simple thought can change a complex world is just something very impressive to know. Inventors and innovators are really heroes who put importance to something and make it useful and effective for the whole world.

I found it interesting when the Cluetrain Manifesto was mentioned on one of the lines in the E-Book. I find it interesting because I myself has read it partially and known some things about it. When a person knows something that he can relate with to some other person, it would be interesting for that person to talk and learn some stuff to the other one. The similarity gives people the chance to converse and communicate with others. The online conversations that are mentioned on the Cluetrain Manifesto are pertaining to the companies who are in need to participate in the online conversations and communication.

It also tells the readers about how end users should be given importance to. It just shows that the transaction and business world started and will definitely end with the end users or customers. Customers and users are the main core of a business. Just think of a business where there are no customers at all. It would be nonsense because first and foremost, businesses are made for customers. Improvements and development are made for the happiness and convenience of the end-users and customers. Web developers are using AJAX, PHP, CSS, Java Scripts, and other languages for the additional excitement and convenience of the customers or end-users. The ingenuity and creativity of people will certainly give an impact on the performance of websites. With these enhancements, people who do business increase their advertising processes and make their products and services much convenient and exciting for the customers.

Overall, Eric Engleman just wants to convey to other people that they should give a lot of importance and care for their customers and end-users. Everything is made for them and are developed, enhanced, and improved just for their sake. As they all say, customers are always right. People can give additional improvements for a product or service through flashy visuals and catchy tunes. People should also know that the human imagination is limitless and infinite to think of something that would be the next trend. It is just the question of when will it happen not what. Full support and service should also be given to customers and end-users for great back-up and additional trust from the customers.

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#### Lessons Learned:

I have learned how Web 2.0 affects the functions and processes of the Bloglines. Eric Engleman uses the Web 2.0 to his advantage and uses it to give what the customers truly want and need. I have also learned that the end-users and customers are the most important thing in the world of business and marketing.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 4

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “The best, most innovative ideas, we haven’t even come close to seeing yet.”

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Learning Expectations:

I expect to learn how Gina Bianchini used the Web 2.0 to implement the Ning.com which is taking people by storm. It has given the users the flexibility and freedom to make their own specifications and preferences when making their social networking system at the web. I also expect to learn how Gina Bianchini and Ning.com blended together with the main ingredient called Web 2.0.

Review:

On the 4<sup>th</sup> Chapter of the Web 2.0 E-Book it discusses about Gina Bianchini and her impact and place in the popularly known Ning.com. Together with Marc Andreessen, they both breathed life into Ning.com which is one of the most dynamic social networks in the world. Let’s first talk about what Ning.com is really about. It is a social networking site that lets the users create their own site which they can design with their own specifications and preferences. This flexibility gives the users the freedom to do anything they would like and everything that they want to talk and discuss about. This freedom is one of the ways why Ning.com has popularized through its launch ever since. People wanted a way to make things their own and do things that they would take out from their own minds. If a girl wanted to talk about some girl stuffs, she could do a social networking site about stuffs that interests girls and make a template about it with her own likes such as pink, flowers, make-up, and the like. While if a boy wanted to talk about boy stuffs, he could make a site which talks about basketball, computer games, gadgets, pretty girls, and such. Another great feature of Ning.com is that people can also just join a current social network and would not have the difficulties on making a site for their own.

As commented by Gina Bianchini in the interview, the big, gigantic systems integration that is making its mark in the world is nearing its end. That is due to the fact that many are now in to the idea of having small but very flexible systems that copes up to the demands of the users across the globe. Being bulky and colossal is very difficult for an integration system because it is not possible for it to bend and flex to what the users and people want. It is difficult for it to move because of its size which is as we all know is not very mobile. A much leaner and smaller integration system has all the luxury to bend and flex to what the people are wanting. With the everlasting changes on what people wants and needs in this world, people who gives service should keep in mind that they should always be ready to cope up with the changes. Those who can cope with the variations of the wants and needs of the people is the one who will succeed in the future and take the crown as the most successful.

With the speed of the technology nowadays are in a rate that is difficult to cope up and be synchronized with, people who stays and spends too much time with it is due in time will be irrelevant. The layers of coordination and centralization don't apply anymore because of the speed of change in the technologies. A trend in a specific month or maybe weeks might change in just a flick of a finger or so. The way people do things and use things set the trends that are revolutionizing the world. The speed of technology is also gauged from the wants and needs of the people who are in constant revolution and change. People ever since had the nature to change everything in their mind in just a quick moment or so. They can not make up their minds and always sees to it that change is just around the corner. They can not settle for a trend for a long time because of this human nature.

All of these things are ingredients and causes for Gina Bianchini to use to implement in the Ning.com. It has also the ideology of what the Web 2.0 really is. It pertains to the speed of changes and the development in the web by the people who uses and implements it. With these things in their minds, Gina Bianchini and Marc Andreessen have developed the Ning.com for the users. They gave the users the freedom to do almost anything they want regarding something that interests them. This is how they used the Web 2.0 to their advantage and gave the people what they truly want and need.

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#### Lessons Learned:

I have learned how Gina Bianchini used the Web 2.0 to their advantage and made one of the most popular social networking sites in the world. They used the ingredients of the Web 2.0 to make something improve and help change the way people think of the trends in the world.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 5

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "One person can now communicate with a mass audience, most of whom they'll never encounter."

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Learning Expectations:

I expect to learn how Dorion Carroll used the Web 2.0 for the benefit of Technorati and how he used it to change the way it works. The Web 2.0 is the cause on how and why Dorion Carroll changed the way Technorati functions. I also expect to learn how the Web 2.0 became the cause of Technorati's success in the internet world.

Review:

The chapter 5 of the E-book Web 2.0 talks about Dorion Carroll who works as the Vice President of Engineering in Technorati. He has a lot of experience regarding the technologies making him an expert in the field. He has gained his experience from Postini, Excite@Home, Electronic Arts, and Oracle. He specializes in search, email processing, e-Commerce, CRM, ad-targeting, and number of numerous web and enterprise technologies. His broad range of experience gives him the potential to be one of those people who makes a difference in the world. True enough, he has become one of those and changed a part of the world through the web. Blogging also plays a big role on the way he changed Technorati.

Technorati establishes its conducts through the way it handles the customers. They put it first that having an interaction to the customers or to the people give them not just an advantage but also some information. This information could be used to know what the people truly wants and needs. Through Technorati, the Web 2.0 gave people the chance and opportunity to communicate and create connections with other people through the internet. People from long distances can now have a way or channel to communicate with someone who lives far away from them. They would have the chance to talk as if they are conversing personally. Distance is no longer a factor in communication because of the ingenuity of the web. This also opened up a lot of things for people to think of.

One of the things that people formulated is the so-called blogging. Blogging gives people a way to communicate even though they are not talking directly at each other. They could write some ideas or information that they are interested in and post it in the web as a blog. Blogging opens up communication from one person to another and so on. It just grows and grows as more people are interacting in the blog. Blogging also has changed a lot ever since. Pictures and videos can be posted and let the other people see what the blogger has experienced. An unforgettable experience for a blogger can be shared with just one click away from others. The convenience and ease for people to share information and experiences to others gave the blog a long time to exist.

Blogging is not just for people who want to share information; it is also for those who want to gain some. People who want to know more and gain more knowledge can access the internet or the web to look and read some blogs and reply to it if they want. Replying also opens up the conversation for others to join. They can share their own insights and ideas of what they think about the blog. Either its positive or negative, a reply is still a conversation and that is what keeps people keep coming back for more. The interaction and communication with others gave the Web 2.0 a place in the internet world and for the people to use for their convenience.

Whenever people communicate in the internet from e-mails to blogs they all still needs to be open and transparent to others. They should not tell lies or wrong things to others because it breaks the purity of the conversation. People should be free on what they do in the internet but it also has its limitations and limits. Lying is one of the cardinal sins in the internet which is strongly looked upon by the people who use the internet. Being transparent to others also gives them the idea of being transparent to others. The truth that people talks about in the internet spreads all over the world and thus extending the life of the conversation.

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Lessons Learned:

I have learned how Dorion Carroll used the blogging in the Technorati to their advantage and how he used the Web 2.0. He implemented that the Web 2.0 is about being authentic, accountable, interactive, and idea of the people-powered or social web. I have also learned that blogging is a way to communicate with other people which lets them give their own insights and reactions to the things that is posted in the blog.



Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 6

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "Security is not something that you address in a day."

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Learning Expectations:

I expect to learn how Raju Vegesna of Zoho used the Web 2.0 to help change the way people live their lives with the internet. I also expect how collaborative applications will allow users of the web to be more productive and effective at the same time.

Review:

In the 6<sup>th</sup> Chapter of the Web 2.0 E-Book, it discusses about Raju Vegesna an evangelist of Zoho who used the Web 2.0 to change the lives of people in the web. He pointed that Zoho is not a company at all but a division or a brand from the real company AdventNet. AdventNet is a private company that was founded in 1996 and has been profitable ever since. Back to Zoho, it is a brand of web-based applications which helps the users on their reports, presentations, and such things. It provides an office productivity suite from AdventNet and offers a number of tools. It includes online word processor, online spreadsheet, online presentation tool, online conferencing tool, online notebook, scheduling and planning tool, project-management software tool, mail program, CRM Tools, database application, wiki tools, and chat. These applications show the wide array of things that the Zoho can do for the people.

It is also pointed out that the Web 2.0 is a combination of wisdom of the crowd and the Read/Write Web. It shows how important are the users in the life of the web and internet. Without them there are also no web services and applications being developed. The users or the people gives the gift of life to the world of web and gives a lot of other people an opportunity to change the world itself. They offer information and also give out information to others completing the cycle of life in the web. People want information and this is where they can get it for free or cheap. The convenience and ease that the web offers to the people is a way for its popularity. People can get this information from wikis that displays a lot of information for people to have. Wikis nowadays are a great help for those who are studying and researching for things that interests them personally. But what Raju Vegesna has predicted is that the wikis that are popular now will die in the future or might merge with online word processors.

Security also plays a big role for the success of Zoho. We all know that security is very important in all aspects of life. We all get it from our homes and shelter and also from the people who we trust with our lives. Security gives people the courage to do things that they cannot do without it. It plays an important role in our lives because with security, people do things with ease. The security in the internet is very important because it regularly needs update and checking to keep in track of the things that are happening. Keeping track of the events that are happening is really vital for others because with this, their trusts are gauged upon.

Another thing is that Software as a Service will be the future of web as told by Raju Vegesna. Giving out services to other people with the use of software is truly remarkable regarding that the products being made today are being manipulated by software all over the place. The ingenuity of this idea is truly something that will change the future. The possibilities that the web offers is truly something that is very probable. Its just the question of when not how that we need to ask ourselves.

One last thing that Raju Vegesna commented is that everything and that means everything will be on the web in the near future. From files to ideas, people will use the web or internet for all things possible. They would use it to transact, purchase, trade, communicate, and the like with other people with ease and convenience. The possibilities are endless and it is up for the people to make the new trend probable.

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#### Lessons Learned:

I have learned how Raju Vegesna used the Web 2.0 in Zoho to attract more people on using the online based applications. I also learned how Web 2.0 changed the lives of the people who use the web from communication to transactions.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 7

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "Because everyone can contribute content, it is hard to focus on the best content."

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Learning Expectations:

I expect to learn from the things that Richard McManus did for the benefit of the Web 2.0 through the use of Read/WriteWeb and Web 2.0 Workgroup. He is using the technology and effectiveness of blogs to give people information about the Web 2.0 and a lot of things related to it. I also expect to learn the way blogs affect the mentality and efficiency of the people who are reading and learning from it.

Review:

Let's first talk about Read/WriteWeb; it is a collection of blogs that talks about the Web 2.0, Web technologies, and the trends that come with it. It is also like a media publication that gives out information for people who are interested about the web. It tackles the news and analysis in the web technologies to give people information about the current updates and technological advances that also comes with the changes. People who are interested in the web like it when they are being informed about the current advancements and updates about it. They are glad to be updated as soon as the advancement has been released into the world. They are somehow in a race to be the first one to know about new things that are coming out.

The blogs that people write in Read/WriteWeb all directs to web technologies. It is a collection of blogs about what people really think about Web 2.0 and other web technologies. Each people have his own idea about the Web 2.0 and this variety keeps people from coming back for more. From these information posted in the web, it has accumulated into a network. This network of blogs gives not just information but also knowledge for people to get and make use of. They are using the knowledge that they had gained for their own advantage or for them to further share it to others and help out. The blogs that talk about the technological advancements of the web and the trends that comes along with it is something that people treasure and take care of. They keep it safe and clear of problems because they want to learn from it and they do not want any malicious or wrong information to acquire.

One of the things people are waiting for about the web is the one they are calling the 'Semantic Web' or also known as the 'Web 3.0'. They are saying that it is much more advanced compared to the Web 2.0. It is much powerful and advanced because of the possibilities that it gives to the people. It is mentioned that it is much intelligent and that it takes commands from people and then processes the command and finally doing it. It basically takes all the job done by humans inside the transactions and works done inside and makes it machine powered. The machines and computers will take all the job and work and the human being would just wait for it to process. The human who uses the semantic web or Web 3.0 would just give out an order and then would let the computer do all the work. The human would just have to wait and consider the job done.

That is what the world is waiting for and they want it because of the further convenience it gives to the world. The additional advancement and ease that it provides to people is difficult to do but very exciting to think of. The developers of the semantic web have been to it for years and they are nearing to accomplishing it in the near future. People would just have to wait and be patient for it to come out and be released to the world.

Overall, it is anticipated that almost all of the leading technologies about computers would use the semantic web because of its advancement and the convenience it will give to the users and people all over the world. Leading companies would be hooked to this and they would make a lot of products that would make use of the Web 3.0 and would really change the world.

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#### Lessons Learned:

I have learned how Richard McManus used blogs on how to change the lives of people through Read/WriteWeb and Web 2.0 Workgroup. I have also learned how the semantic web would impact the world and how easy would life be for the people who would use it. It would come slowly but soon will take all people into excitement.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 8

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “These guys are not very good right now, but if they keep trying...”

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Learning Expectations:

I expect to learn how popular and important online applications are to those people who are doing their job with relation to the internet or the web. I also expect to learn the way TJ Kang used the Web 2.0 to their gain with the use of ThinkFree online applications that gave further convenience and ease to the people around the whole world.

Review:

The 8<sup>th</sup> Chapter of the Web 2.0 eBook discusses TJ Kang and his ways with the Web 2.0 through ThinkFree. He is the CEO of ThinkFree and handles the strategic direction of the whole company. When he founded the company back at 1999, he used the currently known Web 2.0 to make his site popular for the people. He started out the company back in the last years of his college in a university in Canada.

The way ThinkFree affects the job and work of people worldwide is truly tremendous. They are given the versatility to do and accomplish their works both offline and online. This variety to do work gives people a lot of chances and opportunities to do their jobs despite the occasion. A great example for this is that if a person is doing a report which is very vital and is nearing its deadline; he then is working at the office offline and then he is needed at home by his wife due to some instances, he can continue his work online while he is not in the office. The ability for him to do his work offline and online gives him the flexibility and opportunity to finish his work early and away from the deadline. These simple things are the cause for lots of people to use an application that is compatible both offline and online. The convenience and ease that these applications offer to the users and a lot of people is one of the cause for them to keep on coming back for more.

ThinkFree is one of those applications that are back then called as ASP or Application Service Provider and is now known as “Software as a Service”. These applications are made to offer people the services that they can get from other people personally. This simplicity and ease is one of the causes that keep people attracted to such applications. Unfortunately, there are reasons why online applications are being held back by other people. This reason is security. Security in the internet has been an issue ever since the start of internet. A lot of issues such as account hacking and account cracking are bringing fear and horror to all people worldwide. There is no one in this world that would want to do such strenuous tasks and then just let somebody destroy and make a mess out of the work done due to security issues. This reason is the one and only bringer of fear to all people who are thinking of taking in the world of web.

As said in the interview of TJ Kang about Microsoft, it is something that is very difficult to compete with ever since. Ever since the start of TJ Kang's ThinkFree he has been competing with Microsoft. Specifically, he is competing with Microsoft Office because his applications in ThinkFree do also the same as it. The main difference about the two is that ThinkFree mainly runs in the internet and Microsoft Office runs offline. The services that they provide to people are the same. The only choice for the users is whether they would like to do their work online or offline. One thing that helped ThinkFree cope up and battle against Microsoft is with the help of Java. This programming language gave ThinkFree a whole new level of performance that helped them be almost equal on the level of Microsoft. Java is a program that is the same as the application it is being used with. Both of them are versatile and can be used one thing or another.

A strong and powerful quote was given out by TJ Kang and it is "In the next couple of years we will see more vendors trying to convey that you could really do your work anywhere on any device, and do it without Microsoft Office". He released this quotation because he is very confident about ThinkFree and the other applications that would do the same as their application. It will provide people the flexibility and variance to do their job to their own preferences and specifications.

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#### Lessons Learned:

I have learned how online applications are turning the tides against offline applications because of the variety and flexibility it brings to the people around the world. The one thing that it also provided for the users is the freedom of the users to use and do their work to their own preference and specification. I have also learned how TJ Kang used the Web 2.0 to battle against one of the giants in the computer world, Microsoft.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 9

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "We might be able to ultimately create a better business ethic in the world."

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Learning Expectations:

I expect to learn how Patrick Crane would take advantage of the Web 2.0 and use it for their benefit in LinkedIn. I also expect to learn the effects of LinkedIn in the lives of the people who uses it to expand and extend their connection and links to other people.

Review:

According to the 9<sup>th</sup> Chapter of the Web 2.0 Heroes, Patrick Crane, the Vice President of Marketing at LinkedIn, provided a lot of people a way to extend their networks all over the world. He gained a lot of experience from all the high-tech and world-wide business experience from Yahoo! and Vodafone. He has a lot of insights to share to the public for them to know more about him personally.

Let's talk about LinkedIn and how it gave people the chance to extend their networks tremendously. LinkedIn provides not just ordinary people the opportunity to expand their networks but it also provides the chance to some professionals that connect to the web. They can use the site just like a business card. This online or web-based business card is very efficient on giving out information about the person. This is how it works; basically the person inputs some information in the website. This information can be current status, previous status, school graduated from, the company they are working for currently, the degrees and awards that they had acquired during their college or education years and a lot more. Posting this information can give people the convenience on knowing things about a specific person. They would need the information because maybe they are going to hire the specific person, or the person may be looking for a job, and the like. The possibilities that LinkedIn provides to all people are truly convenient and make their lives much easier.

LinkedIn also functions for people to know how long or short their connection are to a certain person. A good example for this is if a girl would want to know how many the degrees are from her to a certain actress. The girl would just log in and add the actress to her connections and then she would just wait for the confirmation of the actress. When the actress confirms her request, she could then see how long or short is the degree between them. This is a great feature and help to all people who uses the web and wants to know more about the people around them. They would have the opportunity to know and gain knowledge and information about a particular person and they would know how many degrees or steps are they from the person that they would want to acquire information from.

This also gives them the chance to connect and create a connection to other people. Linking to other people is a great advantage for people to have. It is advantageous because having connections to others gives them a lot of opportunities. These opportunities can be a big break for a person because it will let other people to view what are the things that they have done with their life and from there the person would know the capabilities of the person who posted the information. Letting other people know the things they can do will give them the chance to be employed without even going to a certain place in real life. All they did is just posted information about them and let other people know about them. It's that easy for them to link with others. Besides from letting everybody know they are there, the opportunity for them to get linked with someone who is a professional in a certain field will do great wonders for people who usually don't do much with linking with others. If ever a professional gets connected to a person that person would be lucky because the doors for an opportunity have been opened and things will soon enough keep coming.

Overall, LinkedIn is something that people should use to expand and widen their connections and links to other people. It is a very useful tool to use because each and every time they post something in the internet or the web, the whole world is there to look and view their posts. It will be open to public and to all people who are using the internet. People should open their doors for all the opportunities that may appear each and every time they log on to the internet.

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#### Lessons Learned:

I have learned how Web 2.0 was used by Patrick Crane and how he manipulated it with the use of LinkedIn. I also learned that people successfully extended and expanded their links and connections to other people especially to the professionals.



Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 10

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "It's becoming part of your everyday life to be connected all the time."

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Learning Expectations:

I expect to learn how Shaun Walker and the Web 2.0 worked together to launch one of the most popular web platforms to make web sites. The DotNetNuke is something that reveals the hidden talent of people in making websites and do other functional stuffs with it. I also expect to learn how the DotNetNuke rose to the top and stay there for a long time and is still looking to stay for a much longer time than before.

Review:

The 10<sup>th</sup> Chapter of the Web 2.0 Influencers E-Book discusses the interview with Shaun Walker, the President and Chief Architect of DotNetNuke Corporation. He created the DNN and released it eventually in December 24, 2002. The corporation and programs are running for 6 years and still looks to go forward. DotNetNuke is an open-source web application framework that runs on Microsoft Technologies such as SQL Server, Windows Server, .NET Framework, and the ASP.NET. The application can be used by the end-users in two ways or parts. It can be used as a web application framework for building web applications. It also comes with a fully functional content management system as a component in the package.

DotNetNuke is a versatile open-source web application framework that lets the end-users to create ideal, deployable, and manageable interactive web sites. Offering this versatility is one way for DotNetNuke to gain a lot of reputation. Being user-friendly is another thing that keeps the users coming back for more in using the application. If the users are having an easier time using the application this means that the application is user-friendly. The DotNetNuke is a powerful tool to use because it can support multiple websites from a single application installation. Being rich in features is a way for them to lure more customers. Whenever the users like the features that they are using in an application, they will use the application frequently and be fond to it.

As of now, there are millions and millions of people who are using the internet and the web all over the world every single day in a week, every single week in a month, and every single month in a year. The users of the web are limitless and all of them seem to stay for a long, long time. A part of the millions that are using the internet, some of them are using the application called the 'DotNetNuke'. This millions of people are having a great time using the application. They are those people who are creating and developing websites for their own personal thing or for a project or job in the office. The reasons for these people to use the DotNetNuke are all unique and different from each other. They are all driven into one goal and that is to make a functional web site to suit their needs.

Unfortunately, these millions that are using the web and the DotNetNuke are just mere fractions of the population in the whole world. There are still lots and lots of places and countries that don't have any kind of internet connection running. It is either their place is too remote for a connection or maybe they do not want to waste any money for an internet connection. Imagine a world where almost all people in the world are experiencing and using the power of the internet. There would be less personal and real transactions that would happen in the streets. People would no longer go to far places just to buy something. They would only click a button to purchase and do a transaction in the web and then, voila!, the item or good that they had purchased would be delivered for a short period of time in the footsteps of their doors. What a convenience it is for these things to be experienced by people all over the world.

Desktop applications would still be living for a long time as told by Shaun Walker. It will live for a long time because soon enough, people who use the internet would still grow and balloon as the time goes by. It is up to the companies and corporations to do innovative and mind boggling applications that would attract and keep the customers coming back for more. The products and services they are offering should cope up with what the customers and markets wants and needs because as we all know, the specification and preferences of the customers are endless. They always have something new to demand and it is up for the corporations and companies to supply and do something with the customers' demand.

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#### Lessons Learned:

I have learned how Shaun Walker worked with the Web 2.0 to develop and create a web application that will benefit a lot of people all over the world. I also have learned that the DotNetNuke is very handy tool in making web sites. The end-users have the freedom to make their websites from their own preferences and specifications.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 11

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "The Web is a very highly social utility. If we create more open systems, it will be even more social."

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Learning Expectations:

I expect to learn how Biz Stone used the Web 2.0 and made a lot of world changing things in the internet. Blogs are a whole new level of communication that they made possible for people to use world wide. I also expect to learn how Web 2.0 affected the way Twitter function to the people who use it everyday.

Review:

The 11<sup>th</sup> Chapter of the Web 2.0 E-Book is about Biz Stone and how he operated Twitter, one of the most popular and most used micro-blogging website in the world. He co-created Twitter to let people all over the world experience blogging. He is giving them the chance to communicate and converse with other people for themselves. They can meet new friends, long lost friends, and maybe even the one who will let their heart beat faster than a running horse. Communication leads to people linking with each other and this link will give them a lot. The link that people get from others gives them the advantage in a whole wide array of things.

Communication and conversation are both essential for people all around the world. This gives them the insurance that there are people that they can talk to and trust at the same time. Every people need to talk because people are social beings. Being socially active gives people the urge to talk and share information to others. Parting knowledge to others is also a way for people to quench their urge to have a discussion to others. Communication also links people from one another. Having a strong link to people who can be trusted can go a long way. They can get competitive advantage from others and they can also gain mutual respect and connection to others. Having all of these things are somehow essential for a human being.

One way for people to communicate in the internet or the web is through blogging. The blog is a word made up by people who are fond in the internet. It is the contraction of the words 'web' and 'log', in other words, weB + LOG = BLOG. Blogs are websites that posts what people want to say. It can be personal, corporate, and many more. The usual blogs that can be seen are personal blogs.

People share information and knowledge through blogging. They share their experiences in life to see if there are other people who share the same experiences, small world isn't it? People use blogging as a tool to let others know what they want and what they truly feel. People want to share their experiences because as we said earlier people are social beings. They want to express what they feel and what the things that are bogging their minds are.

Blogging can be done through a lot of channels. One of the most popular is through Wordpress but in terms of Micro-blogging, Twitter is the one of the best. Micro-blogging is the term used because the information shared by people is not that long compared to the traditional blog. People just share what they are thinking of for the instant or what they are planning to do in the coming moments. These are just minuscule information that people can use to form a conversation and continue it through talking.

The short messages that people post in micro-blogs are short but important information that they can use to form a conversation and keep it running as the time goes by. There are also a lot of other micro-blogging platforms that people can use other than Twitter, but Twitter is one of the most popular giving it an advantage compared to the other micro-blogging platforms. Using Twitter can help a lot of people to reconnect to their old buddies that they want to communicate and be with again. Links and relations to others are something that keeps people human.

People can also use Twitter without the internet or the web. It can be used offline too you know. People can integrate their cell phones and other mobile devices and use it to post their information in the internet. They can do micro-blogging while walking on the streets, having a break in the office, and other stuffs that people do in a daily basis.

Being open and transparent to others is also one of the reasons for the success of micro-blogging. People are opening up to others and tell them what they feel deep inside their hearts and minds. They are not holding back information to others because they have the sense of trust for the people who they are communicating with in the micro-blogs.

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#### Lessons Learned:

I have learned how Biz Stone used the Web 2.0 to help change the world with the use of Twitter. It gave people the chance to send out and post blogs for other people to reply with. I have also learned how Twitter gave a lot of people the chance to strengthen their links and relationships with other people.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 12

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "Empowering the individual voice...let[s] any given individual become a publisher."

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Learning Expectations:

I expect to learn how Seth Sternberg together with his colleagues used the power of the Web 2.0 for the benefit of a lot of people in the world. I also expect to learn how Meebo grew at a fast rate and has been used by people young and old all over the world.

Review:

On the 12<sup>th</sup> Chapter of the 20 Web 2.0 Influencers by Bradley L. Jones, it confers to the success of Seth Sternberg and his colleagues in developing one of the most used Instant Messaging in the online world, Meebo. Seth Sternberg together with Elain Wherry and Sandy Jen created the Meebo which changed the way people communicate with each other.

First of all, you might want to ask what is Instant Messaging or IM. It is a way for people to communicate in the internet in real time. If a person sends a message to another person, they will get the message instantly as if they were talking personally in reality. It has been popularized by a lot of people but the main users of Instant Messaging are the adolescents. They are the ones who are very active in talking to their friends and loved ones. They always want to stay connected with their friends and do not miss out any of the new trends. During these age bracket, people also get influenced by others.

It may come from friends want to talk with other or even peer pressure. But whatever the cause might be, people are hooked in this way of communication. The convenience it gives to the people all around the world is tremendous. People from other countries can communicate and converse with people far away from them. Family members can talk and be informed about the status of their loved ones back in other countries. People can reconnect with long lost friends and can also meet new friends. Instant Messaging offers people the opportunity to meet new people in the internet. There are chat rooms or groups that people can join in and talk with other people who have already joined. They can let loose and forget their problems for a while and converse with other people to share their feelings.

Let us talk about Meebo. Meebo is an internet application that lets people use different accounts to log in and talk to their friends. Different accounts from other IM Solutions such as AOL's AIM, Yahoo!'s IM, Google Talk, and Microsoft MSN IM can be accessed through Meebo. This easy access is a great advantage and convenience for people to achieve. The easy access that people gain from this gives them the ability to use IM Solutions almost everywhere they are and anytime. Time and place is no longer a factor in communication as long as they have a web browser and an internet connection. Being socially interactive is one of the goals of Meebo and as far as people know they are successful with it. They have brought Instant Messaging into a whole new level and into almost all the households in the world.

Adults who are professionals or not are also into social interaction and they have been using Meebo for a long time. They can use it professionally to do businesses and meetings. A conference feature is available for such things to occur. For those who are not professionals, they are using Meebo to connect and interact with their friends and loved ones. Even senior citizens are being hooked in the social interaction that is happening in Meebo and in the internet.

According to the interview made with Seth Sternberg, there are six million unique people who sign into Meebo every thirty days. This just proves that Meebo is growing in a tremendous rate and that age is not a factor in using social interactive applications in the internet. People are hooked with the idea of having a convenient and easy way to converse with other people as if they are talking personally in real life.

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#### Lessons Learned:

I have learned how Seth Sternberg and his colleagues used the Web 2.0 to change the lives of people all over the world. I have also learned that Meebo can access a lot of Instant Messaging Solutions in the internet that offers great convenience to a lot of people.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 13

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “The cost of implementation and the cost of failure are so low that we’re able to prototype and try lots and lots of things, very, very quickly.”

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Learning Expectations:

I expect to learn how Joshua Schachter and the Web 2.0 coordinated with each other on being one of the most popular social bookmarking services on the internet through del.icio.us. I also expect to learn how the Web 2.0 revolutionized the way delicious works its magic with the social bookmarking service.

Review:

The 13<sup>th</sup> Chapter of the 20 Web 2.0 Influencers is about Joshua Schachter, the founder of del.icio.us or recently known as delicious, one of the most leading online social bookmarking service. It allows users to save, manage, share, and tag web pages from a centralized source. It improves the way people on the web discover, share, and remembers things on the internet. Delicious stores the bookmarks on the web to give people the flexibility on storing bookmarks. First of all, bookmarking is a way for people to remember the web sites that interests them. They place a bookmark on a web site for the computer to remember the URL of the site rather than the person remembering the usually long URL on their minds.

The back side of this is that a person can only save their bookmarks on their own personal computers. They cannot access the bookmark that they had saved on their PC at home in computers outside their houses. They would not be able to see the web sites that interest them at other places for others to also see. Sharing would be difficult because the bookmark is stored at home and it cannot be accessed in other personal computers.

That is where Delicious comes in the picture. Delicious.com stores the bookmarks online or in the internet giving the people the chance to share and view the web site that interests them. Another feature of delicious is it gives people the ability to share and send bookmark tags to others. Sharing this bookmark tag works both for the user and the owner of the website. It works for both because on the side of the users, they gain information and knowledge about things that interests them the most. They can give other people the chance to view an interesting web site that they might also have interest in. Spreading this information is a way for people to gain knowledge in the internet. While on the side of the website owner, the website that he/she owns is getting more popular and gains a lot of visits that it is becoming one of the most visited site. All he/she needs to do is to update and make things still interesting for the users to see and visit.

You might want to ask, what is the purpose of sharing bookmarks in the web? Well basically, it gives people the opportunity to share and allocate knowledge and information to other people in the whole world. The latest trends about the internet and things about it can be shared to other people in other places. An example for this is if a person finds out a new flashy font style that works very well for him in his work or job, he can bookmark the web site URL of the web site where he found the information. After bookmarking the web site URL with the use of delicious, he can then let other people all over the world find this great discovery of his. It can also be placed in the feature of delicious where it can be categorized as popular and recently bookmarked web site. People can find interesting things in the most popular category because they might also be interested on one of the things that interest them the most.

I think that a social bookmarking service in the internet or web is a really great way for people to share and allocate information and knowledge to other people from all over the world. It is really an effective and efficient way for people to share their interests to others. With just one click away, people can go to a web site that other people endorsed or shared. This is also a way for people to meet new friends because they can start a relationship through their interest.

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#### Lessons Learned:

I have learned how Joshua Schachter and the Web 2.0 coordinated with each other to form the del.icio.us, one of the best social bookmarking services in the web. I have also learned that social bookmarking services can link people with each other through their interests and personal likes.



Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 14

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “By outsourcing a lot of the services through companies like ours, people are becoming more productive.”

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Learning Expectations:

I expect to learn about Ranjith Kumaran and Web 2.0 on their success with YouSendIt. The ability to share files and information in the internet for free is something that revolutionizes the lives of people all over the world. I also expect to learn how YouSendIt became a hit for people from business professionals to consumer space persons.

Review:

On the 14<sup>th</sup> Chapter of the Web 2.0 E-Book, it talks about the interview for Ranjith Kumaran about his work with YouSendIt with the help and use of the Web 2.0. Let's first talk about YouSendIt; it is a web application that allows the users to transfer files and information to others through the web or internet. It was founded by Ranjith Kumaran because he wanted people to have the ability to share and send files to other people. YouSendIt allows users to send, track large files, and receive information and files through the internet. It is offered to businesses and professionals but is coming to consumer places near you.

The transfer of files and information is a way for people to communicate and converse with each other. The conversation can start offline through talking personally or online with social networks. When they had agreed to send files to each other, they can do this online through YouSendIt. Why YouSendIt you might ask? Well first of all it can cater different kinds of files sizes. It has the capability to send and receive miniscule files to colossal files provided the internet connection of the users. They will then be able to receive the file in their computers and then when they had received it, they can then proceed on their work with the file that has been sent.

It offers convenience to the users because it is like 'plug and play' in terminology only of course. I said this because it is like you send the file to me and when I received it for only a while; I'll work on it immediately. How fast and quick is that? Right? That is why people are now using this kind of technology in the internet. The ease of sending files and receiving it is what people seek to gain hold of. Besides sending and receiving, people can also keep track of the files that they had sent and received. They can manage it and do anything that they want without anyone disturbing or distracting them. People would like to manage and track the files because they want to keep things organized and sorted out for further convenience.

Convenience is something that people seek out nowadays. They want to gain ease and convenience whatever it might take. They would pay cash to gain something that will make their works and lives much easier. Well, with all the things that are happening today, many people are drawn into stress and want something to relieve their turmoil. For people who do not possess the ability to pay money for services or products, they get their reliefs on OpenSource applications. Basically, web applications on OpenSource are free for all. People can just download it and use it after downloading. How easy is that? Well people who use OpenSource applications should give regards to the ones who offered it free to them.

One of the most functional OpenSource applications is YouSendIt by Ranjith Kumaran. It is free for cripes sake! Take advantage of it! Without even purchasing an fD or Flash Disk, people can now send files to their friends, colleagues, co-workers, and the like. They can send file and information for free in the web or internet and make sure that it is received at the other end. People of all categories can use this application. People from businesses, professionals, corporate, students, specific individuals, and the like can make use of this web application.

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#### Lessons Learned:

I have learned that Ranjith Kumaran and the Web 2,0 make use of the YouSendIt to give people the capability to send and receive files and information all over the globe. I have also learned that YouSendIt became a hit for all kinds of people because it is cheap and even free.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 15

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “The Web becomes a lot more of an interactive platform rather than just a way to buy or read stuff.”

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Learning Expectations:

I expect to learn how Garret Camp used StumbleUpon to impart something to the Web 2.0. The services that StumbleUpon offers to the people are something that greatly affects the Web 2.0. I also expect to learn how people stumbled upon StumbleUpon on the web.

Review:

The 20 Web 2.0 Influencers by Bradley L. Jones E-Book shares the interview of the 15<sup>th</sup> chapter and influencer, he is one of the founders and chief product officer of StumbleUpon, Garret Camp. He worked on StumbleUpon because he wanted people to share interesting sites with others. Providing this capability, people can start a conversation and communicate with each other. He might think of that people can be connected with each other through their interests and the things they put importance to. There are an invisible link connecting people from one another through their interests. People having the same likes get much comfortable with people they do not know but share the same likes and interests. They find it much easier to start a conversation with others because they know that there is something that links them together.

Starting a conversation with others who are not yet your friends is really a difficult task to do. But knowing that there is something that the other person gives importance to that you too give importance with gives you the edge on starting a conversation. An example for this is that both people can just start talking about chocolate because both of them are freakishly addicts for chocolate. They can share information such as what are their favorite type of chocolate, will it be dark, white, mint, with nuts, with coatings, or just the normal type. They can also tell each other their experiences with chocolates such as Hershey’s, Toblerone, Cadbury, KitKat, and the like. See? Knowing something that interests both people can spark a conversation in an instant. By the way, who wouldn’t love chocolate? \*smile\*

Back to business, StumbleUpon offers this service to a lot of people. It is easy to apply because all you need to do is sign up and then bask with the information that you will receive in a few moments. StumbleUpon offers people web sites that others feel important to others. They recommend web sites complete with reviews and comments just to make things authentic. It also gives people the possibility to meet new friends because StumbleUpon shows the people who are online. A boy can browse through recommended sites or he could just look at the pictures of girls who are currently online which they can use to see if a girl is pretty or not. Just Kidding.

Another feature of StumbleUpon is that it offers users a toolbar on which they can easily make use of the functions of StumbleUpon any web site they visit to. They can get interesting contents and information in web sites that they can share with others. Also there is a feature that on which they have a recommendation search engine that gives them further ease on looking for things that interest them personally. One more thing, there is also a blog for people to share experiences and information to others with further ease. All these features are something that people want to achieve because of the works and jobs that stress them.

StumbleUpon is a web application that is very popular to a lot of people all over the world. There are currently about 6,389,870 individuals all over the world that has recommended something to someone on the web. If you think about it, why not? It is free; all you need to do is sign up. It is easy to use. It is also a way to meet new friends and other people that have the same interests and likes as you have. Sharing is really changing the way people live all over the world with the help of the internet and the web.

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Lessons Learned:

I have learned how Garret Camp used StumbleUpon to pass on something to the Web 2.0 and affect it in a great way. I have also learned how people stumbled upon each other on StumbleUpon. People are using their personal interests and like to meet new people and gain information about it through StumbleUpon.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 16

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “We’ve seen a lot more benefit to consumers in this phase, and a lot more lagging response behind passing these benefits on to enterprises.”

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Learning Expectations:

I expect to learn how Rodrigo Madanes and Skype made use of the Web 2.0 to their benefit and advantage in the world of retailing and business. I also expect to learn how the Web 2.0 affected the performance of Skype for people to use it as an everyday device or tool to communicate with others.

Review:

On the 16<sup>th</sup> Chapter of the Web 2.0 E-Book, it expounds about the interview to Rodrigo Madanes, the leader of the product strategy department of Skype. He had been in the industry for 15 years, making him one of the pioneers and masters in the web. He had a PhD in the flavor of human interaction, this has given him the advantage and edge about how people use computers and how to make it friendlier to use. He is great in product design and strategy that is why he helped the Skype rose to the top.

Skype is a company that offers people free communication for people to use. They give out free download of their application to users for the users to gain access to this wonderful product and service. The download would also let the users use the Skype anytime and anywhere they are. They can be at home, in the office, or even at café using their laptop. The communication is a breeze because it uses internet connection to access other people anywhere in the world. One of the popular asset of this application is that it can be used to call cellular phones and telephones. It is a great convenience to have for people who are busy in their works. The versatility it gives to people is something that is priceless for the users to gain access to and to have. It lets them call their friends, family, or loved ones in their cellular phones whenever wanted. They can also call people at home in their telephones whenever they need or want to. It is just a matter of logging in their computer and accessing the internet to use the Skype application. People who downloaded the Skype application can also call each other through the internet just like an instant messenger. They can communicate easily just by logging in and then talk. They would be able to share the things they feel, the ideas they have in their minds and a lot more by using the Skype. Skype also offers video calls, an easy way to finding people who are also using Skype, and all the call quality are great. People who are on business can also use this application. They can use it to have a meeting about their business and works even if they are in long distances with each other. Distance and location wouldn't be a trouble anymore for them to have a great communication. The ease and convenience it offers to professionals alike is an effective way to gain profits.

One of the most basic reasons why Skype is so popular for people in the world is that everyone wants and needs to communicate. People are human beings that are socially active towards each other. It is built in to their systems that talking and communicating is an important thing to have. Everywhere people go, there would be no instance that they would not talk or communicate. They need it to satisfy their need and want to socially interact with other human beings such as their friends, family members, loved ones, and even strangers. The love to speak for people is one of the most important reasons for the success of Skype. Without communication, people would have bad breathe and the world would be silent as an empty room. The other reason for the popularity and success of Skype is that it is free. What would be much better than anything such as a free product or service for people to have? Nothing! Free is as good as it get. People wouldn't worry about bills to pay or monthly payments to burden their credit card and above all else they have unlimited access to this great application.

The versatility of the Skype helped it rose to the top as one of the most convenient tool for people to communicate worldwide. They can communicate from pc to cellular phone, pc to telephone, pc to pc, and the like. Its flexibility is tremendous in giving out convenience to people all over the world. Professionals and even non-professionals can use this application to communicate with other people. It is also free for people to use but offers payment for added service and support. This is truly something that people would quickly absorb because communication is something that is irreplaceable.

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#### Lessons Learned:

I have learned how Rodrigo Madanes and the Skype used the Web 2.0 to connect people online and gave them the ability to communicate with each other with ease. I have also learned that the Web 2.0 affected the Skype in a huge way.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 17

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "Some innovations will be successful business-wise and some will fail. And that's a good thing."

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Learning Expectations:

I expect to learn how the Web 2.0 influenced Rob Smith of IBM to do things that are truly remarkable for people to know. I also expect to learn how IBM and the Web 2.0 integrated with each other with the help of Rob Smith changed the world we know today.

Review:

The 17<sup>th</sup> Chapter of the Web 2.0 Influencers E-Book is about the interview to Rob Smith. He is the Vice President of the Emerging internet Technologies of IBM, International Business Machines or also known as the Big Blue derived from their logo color and name. He stated that the productivity applications that will be changed on how it is developed. These applications mentioned are blogs, wikis, Google Maps, Wikipedia, and many more. Their team has been through a lot of things back then. They had once helped Java grow from the language into an open middleware platform. They had been also experienced enough with Open Source such as the Apache Foundation, XML, etc. To make things short, they are very well experienced and knowledgeable about the things happening in and out the web. They are pioneers and leaders for some companies out there in terms of knowledge and intellect.

Whenever professional businesses come about, they should take some time and seek some advice from IBM. They need the counsel of the International Business Machines because from the name itself, it is something very formidable to take knowledge from. They offer a lot of information to professional businesses worldwide because they had been in the industry for a long time. They offer different kinds of solutions, services, products, and supports to people all over the globe. The solutions they offer can be of assistance to industries starting from A to Z. The solutions they provide have a big success rate making them one of the most trusted companies around the world. They also provide IT and business services to the end-users. These services are used to enhance a business to recovering something that has been lost. The services that they provide are broad and wide as far as the eyes can see. They can help people out in IT companies manage their systems and even lend a hand to other business who need their help.

They are flexible and versatile enough to help out different kinds of industries because of the experience and knowledge that they have. These experiences have accumulated through the years from high rising success to down low failures. The company also offers products to people. They offer software, hardware, workstations, systems, and many more. These products are with great quality and worth. It provides excellent experience to the end-users making them also capable to learn and gain knowledge to share to the world. They are the forefront of innovation and technology that greatly affects the world. The other great thing that IBM presents to people is their support. Each time they implement something for people to use, they do not go away like other companies do. What they do is stay and give support to those who they gave help to. They give out help and assistance to those who are having difficulties. This fact is also a factor on why they are very popular in the globe. These things put together are the main reasons of the success of IBM. Through years of experience and know-how they rose to the top and stayed there even today.

The way IBM changed the world is truly outstanding considering the fact that people are difficult to entice to new things. They improved and enhanced the way people live today compared to the years back then. The advancements and technologies that they provide to people are of quality and at the same time in quantity. They are very well experienced and knowledgeable about the things that they do bringing them to the top. The way they handle business and IT at the same time and also supporting both with excellent services, solutions, products, and additional support is very strong. They are truly one of the best on the things that they are doing.

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#### Lessons Learned:

I have learned how the Web 2.0 influenced the way Rob Smith think and used the company IBM to change the way the world goes around. I have also learned how the Web 2.0 and IBM integrated with each other and created thing that is something life changing for a lot of people today.



Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 18

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "People have a tendency to put Web 2.0 in the 'browser bucket,' and say that if it is not running in a browser it is not Web 2.0."

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Learning Expectations:

I expect to learn how Microsoft and Tim Harris implemented the Web 2.0 to put their products and services to a whole new level of experience for the users to obtain and acquire. I also expect to learn how Microsoft rose to the top with the help of the Web 2.0 on integrating their current products and services with the internet or web.

Review:

The 18<sup>th</sup> Chapter of the 20 Web 2.0 Influencers by Bradley L. Jones talks about the interview with Microsoft Corporation's Tim Harris. He is the Product Manager in the Developer & Platform Evangelism or DPE group in the Server & Tools Division. The insights that he gives in the interview are accurate enough to know what Microsoft is heading for and doing at the current work level.

Let's first talk about Microsoft. Microsoft Corporation is one of the most popular companies ever existed in the Earth. They provide different kinds of applications from Operating Systems to Gaming Consoles. The software that they provide for the users is something that is used worldwide. Almost every person in the world who has a computer surely has a Microsoft software or application installed in except for the Apple users out there. No offense, but majority of the computer users in the world is using Microsoft software applications and products. It is one of the most used software scattered all over the globe. They are popular because the quality of work that people can produce by using this software is truly remarkable.

Even people with less experience can do wonders with Microsoft software because of the ease it gives to the users. It would take too long for me to list all the software application and products that Microsoft provides. But I'll give you the ones which is the most used ones in their arsenal. Surely on the top of this list is the Microsoft Operating Systems or OS. It started being popular with Windows 95 and then XP and the newest version the Vista. Every computer shop you may go, you will surely see a Microsoft OS installed and used in their computers. The Microsoft Office is also one of the most used software produced by Microsoft. It is commonly used by students and professionals to their works. It is used by almost all age group because of the ease of its use. For software developers, the Visual Studio is the tool to use in making C# codes and other kinds of languages. The user-friendly atmosphere of the workspace is something that is easy to use personally.

The other popular thing is the Xbox 360. It harnesses one of the most spectacular graphics I've ever seen in my 18 years of life. When you see the NBA 2k9 on Xbox 360, believe me, you would ask "Is that game live?" That happened in reality when my Dad asked my brother the same question and somehow got animated to know that it is just a game. The quality of detail is truly astonishing to see. They have also placed the Xbox 360 to a higher level when they gave it the ability to connect to the internet and let the users battle out each other and share information through the Xbox 360. I can truly say that Microsoft integrated the Xbox 360 and the web or internet with each other fittingly that it gave the users a whole new level of experience.

Let's go back to the web and Microsoft. Microsoft aims to increase the user experience of the people when using their computer goods. They had truly made use of the Web 2.0 to connect to the internet and up their quality of work and changed the way users use their products and services. The level of experience of the users is truly upgraded to a whole new level of existence that many things are now emerging from it. I can safely say that Microsoft has done spectacularly in incorporating their products and services with the internet or web to produce a whole new level of experience for different kinds of people to gain. They are in fact successful with the things that they do both offline and online.

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#### Lessons Learned:

I have learned how Microsoft and Tim Harris implemented the Web 2,0 with their products and services to create something new for their customers and the different kinds of people all over the world. I have also learned that Microsoft knows what they are doing in the past, present, and future all alike. They are one of the best out there existing in the world we live in today.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 19

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: “One of the important defining characteristics of the new-style web applications is ‘time to market.’”

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Learning Expectations:

I expect to learn how Sun Microsystems together with Bob Brewin and Tim Bray would use the Web 2.0 to help make their company be one of the best out there in the real world. I also expect to learn how Web 2.0 affected the way Sun Microsystems function and do its tasks for the clients and customers.

Review:

The 19<sup>th</sup> Chapter of the Web 2.0 E-book is about Sun Microsystems and two of their distinguished engineers, Bob Brewin and Tim Bray. Let us first talk about Bob Brewin, he is the CTO (chief Technology Officer) and Vice President of Sun Software. He works with the top layer of the operating systems of Sun Microsystems. He works on how the software integrates with customers on the things they are working on. He is also much focused on the Inversion of control that pertains about the changes that are happening with them and their clients.

Tim Bray on the other hand, is the director of the web technologies. He works on ideas about dangerous new things that might come up which they can avoid or exploit to their advantage. He told in the interview about the things coming out the edges in the web are the things that are making impact not the things that comes from the center. What the source of power of the web is the contributions it gets from the users. If the users contribute information and knowledge in the web or internet, they are making vast and large quantities of information that people can really use for their works and lives. The information and knowledge that the users give out to the web is something that builds culture and makes the society rich and successful.

Sun Microsystems offers a lot of products and services to their clients. This is a large and plenty of things considering the range of their clients and customers. They offer these things mainly to students, programmers, and professionals. This assortment of customers lets them provide products and services that would be something relevant to all of them which connects and networks their customers and clients to them. From all of these things, they need to support their clients for quick help and assistance when difficulties arise.

They also offer solutions for businesses that would help the company grow and develop to something that would be effective and efficient for their customers and clients. From all of these products, services, supports, and knowledge that Sun Microsystems provides and offers to the people, the one thing that they aim for is to have a huge network of clients that works as one and is connected with each other. They also give help and knowledge to enterprises to let them know what to do to cope up with the current trends and changes that is happening in the world at the present. They should know what to do if something arises from out of nowhere.

One of the most popular thing about Sun Microsystems is their Java Programming Language. This is a very versatile tool for programmers and developers alike. It can be used to create applications and programs that would be very important and helpful to a business and companies worldwide. There are also the JavaScript, JSP (Java Server Pages), and Java Servlets that people can use in developing in the front or back end of the application. These things can be used by students and professional programmers and developers alike. Why, because we are using these things in our subjects as of now.

The way Sun Microsystems and its employees see the Web 2.0 is different and has lots of varieties. But what it focuses about is the contribution and input of the clients and customers to the web that makes it important and interesting. What the people contribute to the web is something that is unique by its nature. Each one is different from the other that makes all information interesting and fascinating to learn about. Different kinds of people can get different kinds of information and knowledge that they can use for their specific task in hand.

Programmers which are beginners or professionals alike can contribute codes and support to other programmers to help out each other. Chefs can give out recipes to other aspiring chef, cooks, and mothers that want to make something for their friends and family. All in all, people share information and knowledge to others and this information can be something that can change the culture of others. Different kinds of trends can be determined from the web based on what the people are hooked into. The information that people give out on the web can be something out of their experiences, knowledge, and familiarity in life. That makes these information unique from each other and have its own outcome in the end.

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#### Lessons Learned:

I have learned how the Sun Microsystems used the Web 2.0 to be one of the best companies out there together with the help and assistance of their designated engineers namely Bob Brewin and Tim Bray. I have also learned that the Web 2.0 changed the way Sun Microsystems handle their clients and customer by creating a culture of networks that connects each and every of their clients and customers to them.

Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers by Bradley L. Jones, Chapter 20

Library Reference: none

Amazon Link: [http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr\\_1\\_5?ie=UTF8&s=books&qid=1224483069&sr=1-5](http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=sr_1_5?ie=UTF8&s=books&qid=1224483069&sr=1-5)

Quote: "The trends in the consumer space are toward much cleaner, effective patterns and user designs that are coming out of Web 2.0."

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Learning Expectations:

I expect to learn how Michele Turner will use the Web 2.0 as a catalyst on their works on Adobe Systems Incorporated. I also expect to learn how the Web 2.0 implemented the change for all people with the use of Adobe applications.

Review:

The 20<sup>th</sup> Chapter of the Web 2.0 Influencers is about Michele Turner and she makes use of the Web 2.0 to help Adobe Systems Incorporated to stay at the top of the industry. She is the Vice President of platform product management and the developer relations for Adobe. She is also very well experienced about the web due to the fact that she had been with some companies that changed the internet and the web in a big way before being with Adobe. She also has experience from the Web 1.0 to the evolution to Web 2.0. She was on the epiphany of change when it occurred giving here a lot of knowledge and information about the two. With this knowledge and experience she is very well knowledgeable about these things. She has the right and authority to express something because she was part of the pioneers who changed the Web 1.0 to the Web 2.0.

Let's talk about the Adobe Systems Incorporated, personally, I know Adobe because of the Photoshop, Adobe Reader, PDF, Dreamweaver (I didn't experienced using this one), and Flash Player. All of these things are helpful and each one has its own purpose and job to fulfill and accomplish. Of all these applications, the PDF and Adobe Reader are the two which I only use personally. I'm not that fond with Photoshop, Dreamweaver, etc.

I use primarily the PDF and Reader for VERTSOL and PROGAP2 purposes. Our notes and the information I need comes from PDFs which is somehow a security feature for the authors of the notes because people cannot edit anything to their work avoiding other people to gain wrong information. The Photoshop is for designers and some developers. They make use of their creativity and originality to stir something up for other people's aesthetic delight. They can manipulate pictures and make something change by adjusting and controlling the properties of the pictures. It can be used for good and it can be used for bad. The Dreamweaver is the tool some programmers and developers prefer because of the ease and convenience it gives to them.

The Adobe Systems Incorporated team focuses on what the people puts in the web or internet. They focus on the user experience and make it much effective and efficient for the users. They are offering services to the customers and clients to make things better. They are centering their attention to the user-generated community support, and the ability to be flexible. They want their customers and clients to be the catalysts on what will happen on the web. They are just there to support and help them out whenever needed. They also supply the things for the customers such as the applications that they are making and creating. The inputs of the developers and programmers are becoming simpler to understand for other people to have an easier time understanding and identify the things posted and written.

The support and help for people, customers and clients alike is something that will be instrumental in the near future. Adobe is focusing on giving out support and assistance to developers, programmers, and the like to have a much easier time than ever before. They will supply this support through online and offline which is very versatile for them. This versatility and flexibility will be the catalyst of their success in the future.

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#### Lessons Learned:

I have learned how Michele Turner used the Web 2.0 to be catalyst of the success of Adobe Systems Incorporated. I also learned how the Web 2.0 together with the Adobe applications merged with each other to make the lives of their clients and customers much easier and convenient.

**Slide Reactions  
(The Cluetrain Manifesto: 95 Theses)**

## Slide 1

“Markets are conversation.”

The way I understand this quote is that people who sell things should talk to their clients or customers. Talking or conversing with the clients gives the sellers a great advantage. It gives them the advantage to know what the clients really want whether they like quality over price or price over quality and those kinds of stuffs. These are the information that the sellers need to know for them to have an idea on what to do with their products. The knowledge to have regarding the needs of the clients boosts the sellers in an advantage, increasing their sales and somehow popularity and reputation.

One great way for products to gain recognition is through the power of word of mouth. When people talk about products, they share their insights and comments regarding the products which may be positive or negative. Their insights and comments will be based on their experiences as regards the product. They might share to their friends that a particular product was great that they might buy the product as long as they live. A comment like this would have a huge impact for a specific product of a company. On the other hand, if a client would have a negative experience with a product, it will also have a great impact to the product in a bad way. That is why; it is much of an advantage to converse with the markets or clients. Conversing with them will give knowledge to the sellers to know what to do on the product based on market specifications. The information about client needs is the balance between life and death of a product or service.

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## Slide 2

“Markets consist of human beings, not demographic sectors.”

As I read the quote again and again, and read some definitions about demographic, soon enough a picture starts to come up in my brain. I had generated an idea that markets consist of human beings, simply enough, and that they are not supposed to be realized as statistics or categorized in an orderly fashion. Marketers should recognize this as soon as possible to avoid future difficulties. Markets or clients are being sorted out according to their race, age, gender, and the like. This is somehow wrong because all of the markets are human beings. They all breathe the same air and eat the same kinds of foods. They shouldn't be categorized because, not just because their race, age, gender, and some other stuff are different, it doesn't mean that they have different likes or specifications about a product. It is possible that a man from a different country has the same product specifications as an old woman from a far away country. People are different from each other and at the same time some are same with each other. So in general, marketers shouldn't categorize people based on race, age, gender, and the like because everyone is unique and has his/her own product specifications.

Marketers shouldn't categorize people based on demographic sectors because they are not certain whether or not a specific market would only purchase a specific product. It is possible that a market would like to acquire a variety of products just for himself or for his/her friends and loved ones. Marketers should think of their markets as human beings as a whole.



### Slide 3

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

I think that that the quote would like marketers to know that having a one to one talk with their markets would be more effective rather than the traditional way. On the mind set of the markets or clients, it is much of a relief to talk to someone in front of them rather than in some other place when buying a particular product. The markets would trust the marketers much quickly because they have already conversed with the one who they will buy the products from.

Talking to someone personally creates a trust between the two persons in such a short period of time. The client could evaluate the marketer base on the marketer's appearance, values, and ethics through conversation. If ever a market would quickly trust the marketer, it is a great advantage for the marketer because in just a short period of time, he/she already acquired someone who would buy products from him/her. The marketer's reputation is gauged by the market based on how they had conversed with each other. It also depends on the marketer what would the market would think about him/her. Whether it would be positive or negative, it is the marketer's strategy on how he/she will capture the market's trust and belief.

The tone or pitch of the voice of the marketers can also determine how the markets would react to their conversation. Using a low soothing calm voice will most likely attract more markets rather than a loud irritating voice which will no doubt deter any possible markets. The relationship of the marketer and the market would also determine how successful the marketer will be and how the market would be satisfied with the products or services given by the marketer.

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### Slide 4

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

The quote basically tells the readers that whatever the situation is and whatever may happen the human voice will always be an instrument for communication between people. People use their voice to communicate and converse with each other every day as long as they haven't had a sore throat. They talk about things on a daily basis and don't have a plan to stop.

There are different kinds of ways on how people send and distribute information across the world. It can be through sending a letter, texting, calling, e-mail, chat, and the like. But one of the most effective ways of communication is through talking personally because conversing personally with a client can give the marketers a chance to feel what the clients truly wants deep inside. Talking personally builds up trust to both people which in our case the marketer and the market. Through conversation markets can tell the marketers their own opinions and comments about the product. The comments and suggestions could then be used by the marketers to improve and develop their products or services to cope up with the changes of the customer demands which in return could greatly increase the marketer's profits and sales.

Personal conversation is the most effective way for marketers to gain the trust and respect of the markets. Markets experience a different feeling if they can talk to the one they are buying something to. They can sense whether the one they are buying from is a hoax because personally they can see the expressions of the sellers which is very difficult to detect if conversed through phone or e-mail. Buyers could also see the appearance of the sellers gaining additional trust and respect.

## Slide 5

“People recognize each other as such from the sound of this voice.”

When people are with each other, they feel more relaxed because of their sheer number. The more the merrier as they all say. They usually communicate with each other through talking with the use obviously with their voices. Their voices are unique to each other and it is the way they know who's who. People gain trust and respect from others through hearing their voices and conversing with them personally. A very cool and calm voice usually sets a mood for other people. If they hear a subtle voice, they tend to relax and unwind because it soothes the mind and then the body. On the other hand, a loud and irritating voice causes people to get nervous and frustrated. Talking to others with a shrill voice disrupts how people think and at the same time distracts them from concentrating.

Talking personally to others doesn't just gain people's trust and respect, it also gauges their reputation. People tend to listen if others with reputation are talking to them. They listen carefully with each word the other is telling them because of the reputation of the person talking. Sometimes if a person feels that he/she has a much higher reputation than others, they tend to not listen. But people should not judge others and not listen to them just by reputation because every person's idea is worth listening to.

Recognizing others through their voices is very common in other people. But sometimes people in companies don't recognize their employees' voices due to some instances.

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## Slide 6

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

People on the past or in the era of mass media communicated personally and through telegrams, newspapers, letters, radios, telephones, and for some desperate ones, a message in a bottle set adrift on memory bliss as sang by PM Dawn or in the sea. They had no other means of communicating back then because they haven't had the internet then.

But now the internet media has stepped in and took over the world by storm. People from all over the globe can communicate and converse with each other despite their distances. They can show others, who they are personally by making personal web pages, what they feel in message boards, express their insights and ideas on blogs, have fun in chatting, and send different kinds of messages through e-mail. That is how people communicate nowadays in this new era of internet media.

Long distances pose no threat to conversation thanks to the internet. People can talk to each other from different sides of the world. A man from the South Pole can send an e-mail to a woman in North Pole. Basically, there are almost no barriers for the internet in terms of communication. Speed is not that bad also when communicating through internet. People can talk through chat from different kinds of places and see what the other wants to say lively. E-mail also takes just a couple of minutes or sometimes hours due to internet trafficking but it's not bad at all compared to sending a letter that takes a couple of days to arrive. Webcams are also used by people to communicate and see what the others are doing personally and lively. Parents from across the globe can see the appearance of their children in just a couple of seconds. Internet has truly revolutionized how people communicate. The tie-ups of people are growing at a rapid rate and connecting people all around the planet.

## Slide 7

“Hyperlinks subvert hierarchy.”

The way I understand this thesis is that when markets or employees use internet and click around the net, they gain knowledge and information that they somehow become a threat or risk to the marketers or those people who handles the employees respectively. The markets or employees might generate the courage to stand up to the marketers or their superiors. A knowledgeable market or employee poses a great threat to marketers or superiors because they gain the guts to tell them what they know and sometimes the truth hurts for the marketers or superiors.

If ever a knowledgeable employee knows something about the company which should be kept privately, that employee becomes a liability or threat for the superiors because that particular employee might reveal the secret and scatter the information to other people that in time might cause the company its reputation or even its life. That is why there are a lot of superiors who keeps their employees in the dark so no risk might come up.

The same thing happens to some marketers who do not accept internet truly. They don't want their markets to be knowledgeable because they would want to control them and do whatever they persist to do without any hindrances. Dire marketers want to manage their markets for them to take advantage and gain more profits compared to others which is in fact awful. Selfishness has flown into their blood and in to their senses to even think about doing such things.

That is why many fine marketers and superiors nowadays would like their markets or employees to access the net or web for additional knowledge. Knowledgeable markets or employees are an advantage that others don't see. For example, an intelligent and knowledgeable employee can provide additional ideas and suggestions for the company which may affect the company in a good way. While knowledgeable markets can know what's happening in the world of marketing which will build up equality between the marketers and markets. With equality, trust and respect can go a long way for the marketers and markets that are communicating with each other.

## Slide 8

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

Communication gives a lot to people not only information about current events and such but also friendship which they can have for as long as they live. People who communicate gain knowledge about the things that they want the most which makes them knowledgeable and reliable about that particular thing because of their know-how about it. This knowledge that they possess can be used for a lot things.

In the point of view of the markets and marketers, communication is also needed for clearance about things between each other. They would know what the new trends are nowadays and having the knowledge about it gives them the advantage and the chance to cope up with changes and improve something to make something new. For the marketers, the communication to the markets would give them the advantage compared to others because the marketers that converse with the markets or clients would know what to do to cope up with what the markets demands. The improvement of the marketer's products should be constant because the markets wants and needs are always changing and through these changes people can make new products that can sometimes revolutionize how people live their lives on a daily basis. On the markets' side of view, they should communicate with the marketers to give them their comments and suggestions for the particular product to be improved and developed. This improvement and development of products would be used by the markets for their convenience.

That is why it is very important for marketers and markets to communicate because the improvements that will happen will benefit both of them. The marketers would gain much profits or money from the improvements that they did for the markets' ever changing wants and needs. While the markets would get what they want and need provided by the marketers.

## Slide 9

“These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.”

The era of the internet has changed how people communicate and converse with each other. A new way for people to get together is through social organizations. These organizations connect all people around the world and give them the opportunity to talk and know some things about each other. The social organizations gives people a place where to exchange what they know about things and share it to other people. The knowledge that they share are those which is free. They don't find any exchanges for it.

The exchange of knowledge can range from personal thoughts to group ideas which give others the chance to learn from them and make something out of it. The learning process of these people is large and free because of the help other people are giving them. A good example for this is when a person would buy something. Then that person logs on to the internet and asks other people for comments and suggestions. The comments and suggestions of those people would greatly help the one who will buy the product because other people could tell the buyer if ever a specific thing whether good or bad about the product is present. This information would give the buyer the advantage because the buyer already knows the things to expect to the product that the buyer would purchase. Another advantage is that the information and knowledge given are free of charge. They are just those people who like to help out others just for the heck of it. Some of them might be employees of the company who created the product and some might be just people who always hang around the web helping out others for pass time.

## Slide 10

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

With the arrival of the internet, it has changed how people communicate all over the world. People from one place on the earth can converse and communicate with someone who is in the other side. This has revolutionized how people see and interact across the planet.

On the view point of markets, the internet can give knowledge and information to them whenever they will buy something. They can ask for some information about the product that they will purchase. Asking for some information lets them become smarter, much informed, and much organized than others who don't use the internet. The markets would know the knick knacks of the products before he or she buys it. This poses as an advantage to the market because the market already knows what to expect to the product that he or she would be purchasing soon enough. This advantage can also let the buyer know what other options he or she could have before focusing on the certain product or buying it. Making the markets much smarter and informed about things makes them a threat to some marketers or sellers because the markets would have the ability to decline or reject any products that they think is not necessary or outdated compared to other products on the market.

That is why marketers and sellers should also use the internet to communicate to cope up with the customer's demands, wants, and needs. When marketers and sellers communicate with each other, the marketers or sellers would gain information and knowledge on what the markets or customers specifications are. With this information and knowledge, marketers and sellers can now improve their products coping up with the customer or market's wants and needs.

## Slide 11

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

People who buy products from marketers always want to get their money's worth. They want something that they feel is worthy enough to be replaced by their hard earned cash. The products that they want are something that is of good quality and at the same time something that has a reasonable price.

That is why markets or customers are finding a way on how they can get the advantage that they want to have. The information about the product that they would like to have is something they want to know for them to assess whether to stick to it or find other options or replacement for the particular product. Fortunately, the markets or customers have found a way on how to get the information that they need about the product. They found it through the use of internet. People are surfing the web and communicating with other people to get the information and knowledge that they need about the product. The comments and suggestions of other people give them the chance to think for a while and assess the situation before they purchase the particular product. The support that other people give to the markets is much reliable compared to the ones given by the marketers or vendors. Communication with each other is so vital for the markets and marketers because it gives them the advantage they need. The advantage that they acquire from the support, suggestions, and comments of other people is free of charge.

That is why every person should acquire information and knowledge first before purchasing something from a marketer or vendor. It is much better to be knowledgeable and purchase a product rather than unknowledgeable because others can take advantage.

## Slide 12

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

With the information roaming around the internet like a breeze of wind, almost every person in the world who can access the internet gains information and knowledge that they could use on their lives. Markets or customers who know what to do when purchasing a product are knowledgeable people who are very difficult for the marketers or vendors to fool around and take advantage of. This is because of the reliability of the information given by other people on the internet. These people who gives out information or knowledge are those who likes to help out others and for some a worker or employee from a particular company who needs some freedom due to the walls and regulations within their company.

Many marketers today still wants to take advantage to those people who are not yet educated by the internet. They wouldn't give out information about their products and just let the customers or markets see for themselves the results of their purchase. They take advantage to those people because they can earn a lot more money with that process.

Fortunately, people from the networked market give out information that those in the companies doesn't want to reveal. These people are sometimes those who had a bad experience with the product of the company and want to pay back and for some they are just too kind to help out others without the exchange for something. The wide range of communication in the internet is so helpful to the markets because all over the world, there is someone to help them out and give them knowledge.



## Slide 13

“What’s happening to markets is also happening to employees. A metaphysical construct called “the company” is the only thing standing between the two.”

The quote basically says that both the markets and employees are having a hindrance that keeps them from gaining information and knowledge. Both of them are blocked by a company from having the information they need to be knowledgeable and informed about the things happening in their lives. The internet that provides these knowledge and information are held back by some of the companies that doesn't want the markets and employees from gaining vital information and being informed about the current situation of the company.

In the market's side of view, they need the internet to be informed and knowledgeable about things that is happening around the marketing world. They need this information to avoid any marketers or vendors from taking advantage of some markets who is easy to take advantage of. Those markets that don't use the internet wouldn't have the chance to fend for themselves when some marketers or vendors will take advantage of them due to lack of knowledge. That is why these markets that don't use the internet should use it as soon as possible to avoid any problems in the future. They can find and acquire not just information from the internet but also some friends who will give them help and support in times of need. The comments and suggestions of these people comes from their own experiences that they gain from personal incidents to the jobs that they had from the company.

While in the employee's point of view, they are being held back from accessing the internet when inside the company to avoid any problems that might come up from employees who have bad experiences inside the company. They can post something in the internet that might affect the situation and reputation of the company in a bad way.

## Slide 14

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

The communication between the markets or customers and the marketers or vendors had changed ever since. In the past, when people are trading their goods they are conversing personally and talking in front of each other eye to eye. They finalize their purchases with a firm handshake and a gentle nod. These people on the past communicated and connected with each other.

Unfortunately, people nowadays are becoming hooked on the industrial type of marketing the kind of marketing where customer or market interaction is limited or for some not present at all. This kind of marketing is placing a barrier between the marketers and the markets which blocks their communication and connection. Without this communication and connection with each other, both of them are having a difficult time coping up with the different kinds of changes that is happening today.

Markets or customers like it when they understand something specially when trading something for their money. They want their money to be worth the risk when purchasing a product. That is why they trust those people who communicate with them personally. That marketer which communicates with them gains the advantage because they acquire the trust and respect of the markets or customers when selling items or products. On the other hand, some corporations are trying to communicate with their markets or customers. But due to some corporation rules and regulations, the markets don't feel any connection to the corporation making it somehow useless because even though they are trying to communicate, the markets or customers still doesn't trust them or respect them.

## Slide 15

“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.”

In the near future, people will no longer be able to recognize the things that are being cited by the businesses. The current missions and visions of a company and their brochures will be neglected by the people because of its untruthfulness and fraudulence. The things that the company says to the markets or people aren't being done in reality. The trust of these people and clients will deplete until no more is available or the companies or business has exhausted the people's trust to them because of the things that they are telling to the people but not doing it in reality.

Fortunately, the trust of these people will be saved through the internet. People will now have trust to those who sell in the internet because people who sell through the internet communicate to the people they sell their product for. The conversation and communication that these people achieve through the internet accumulates the trust that the buyers want and need to successfully purchase a product. Having trust and confidence from a buyer is a great asset for a seller. The trust that the buyers or customers have will be something that may hold on as long as possible compared to those who do not communicate with their customers or clients.

The internet will continue on to revolutionize the way people do their daily lives. Trust and belief will scatter all over the planet. From selling products to communicating from long distances, the internet has truly changed the revolution of the earth, figuratively of course.

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## Slide 16

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

Companies nowadays are finding a much difficult time acquiring the trust of their customers or clients because of the way they communicate or converse with them isn't that effective anymore. The way they talk and communicate with their customers or clients are different compared to others. There is an increasing communication gap between the customers and the companies because of the way they address their customers or clients.

The trust and certainty of the customers or clients are being depleted because of the less support that the companies offer to them. Companies do less for the concern about their customers because they are too shrouded to think of ways on improving their communication with them. The idea of earning much is much sought after compared to their customer or client's welfare about them. They are focusing too much about their product not knowing the things that are important for the customers or clients. They do not address the wants and needs of their customers or clients.

Fortunately, the internet has a way in talking to its customers and clients. The internet has linked everyone all over the world for them to have a conversation and to communicate with each other. The new aged marketers can now communicate with their same old markets with just a click away. They also have the chance to know what the things that the markets prefer are. The wants and the needs of the markets would be much prioritized rather than on how to gain a lot of cash. It is much effective and efficient for people to do marketing this way because of the communication between the two.

## Slide 17

“Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.”

The markets on the past are far more different to those who are in the present. The markets on the past placed their trust and belief on the ads that they are seeing all over the place. These ads are found all over the place like the television, radio, brochures, newspapers, magazines, billboards, and even on top of vehicles. Whenever people or markets on the past see an advertisement they no longer care if it would be of benefit for them. Some markets go for the product due to its flashy design and some because it's the latest fad. Companies focused on the User Interface rather than the functionality of the product which the markets absorbed in the past.

The markets nowadays are different in the way of choosing product specifications. The markets nowadays are targeting products which has great design and which has a great functionality too. People who buy today aim for these because they want their moneys to be worth the product that they purchase. Money nowadays is difficult to obtain, that is why people wants to get their money's worth. These markets had evolved to those who are much specific to the products or items that they buy or purchase compared to those in the past. People somehow are no longer hypnotized and mesmerized by the flashy advertisements that they read, see and hear on televisions, radios, papers, and billboards. The functionality that people wants to obtain is difficult for the marketers to cope up because of the never ending change of preferences of the markets. As the time goes by, things change, and so is the specifications that people want from the things or products that they buy or purchase from other people.

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## Slide 18

“Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.”

The way markets purchase and trade nowadays has changed a lot ever since. They are now getting much intelligent and knowledgeable about the things happening around them. Getting intellectual about the things regarding marketing is changing the markets as the time goes by. They are now being much specific about the things that they want from a product to the design that they prefer compared to others. The variance of selection that markets wants is getting much broader and extensive due to the information that they obtain from others through communication.

People exchange ideas and suggestions about a certain product nowadays through conversing with each other. The own preferences of a particular person can influence someone to like the same preferences also. People are now being much broader because of the information and intelligence that they acquire from conversing with other people all over the world. Ideas and thoughts of people can change in years or even in just mere seconds. It just shows that the mind of a human being is always in the verge of changing and evolving. An example for this is if ever a certain person likes red so much and then in just a couple of days that particular person changes it and likes blue now. The person's brain is unpredictable and always in random making it very difficult to cope up with. That is why people who engage in marketing should always be prepared to change and go with the flow because anytime from now, a new trend will arise and change the world even more.

## Slide 19

“Companies can now communicate with their markets directly. If they blow it, it could be their last chance.”

The marketing world today has changed a lot ever since. One great thing that contributed to this change is through the internet. Why the internet? You ask. It is the internet because the internet allowed a lot of people to communicate in a convenient and quick way. The distances don't halt any communication in the internet because the internet gave people a way to communicate across long distances. People exchanged information and knowledge to other people from the end to ends of the earth. These information and knowledge also changed the way people do marketing. The information and knowledge that people get from others is used every day to help others in their problems.

Companies that didn't accept the use of the internet in the past is now catching up. They are somehow implementing the internet to cope up with their markets or customers. Unfortunately, these companies haven't yet mastered the way on how to effectively use the internet. They have only a couple or even only one chance to communicate with their markets or customers because of the way they communicate with them. They haven't completely caught the trust and belief of the customers or clients compared to those who are already masters or experts in the use of the internet. They should also learn from the specialist in the internet on how to effectively and efficiently handle the communication with the markets or customers to be more successful. The markets or customers should be handled with care just like a piece of glass because of the fragility of their trust and expectations for the given products.

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## Slide 20

“Companies need to realize their markets are often laughing. At them.”

The markets today are looking for products that will give them the best out of their money. Products that have great quality and at the same time have great design aesthetically are those products that these markets are looking for. If they don't see any of these specifications from a particular product the sellers or marketers should already consider that product a stock and store in the warehouse because such products wouldn't be bought by any markets or customers anymore. Markets and customers don't want their money to be wasted on some lame ass product that doesn't fit with what they want and need. Such things would only irritate and anger a market or customer which in return would be a liability to the maker of the particular product.

Markets or customers might start to flame or tell bad things about the company if ever they are not happy and contented with the results that they had experienced from using the product that the particular company made. These negative remarks are dangerous and hazardous for the company because such comments from markets or customers will bring a great impact to the company's reputation. When people read the negative remarks, they might laugh at the company or begin to have a bad image towards them because of the bad statements that other people or markets are saying and spreading in the internet. As we all know, words and statements are quickly scattered and spread all over the internet in just a short period of time and if left unchanged, maybe the whole world will have the bad image towards that particular company.

## Slide 21

“Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.”

Companies who are operating in the marketing world are very serious about what they do. They do not have any time to have a leisurely break or even have the time to joke around. This kind of working process had led them to be more productive but their workers are very much exhausted from all the work they do and less break just even to rest and talk to other co-workers or co-employees.

That is why these workers or employees are finding a way for them to have a break from all the work and release some steam even for just a little while. Communication is a great way for the employees and workers to have a time to take a break and be themselves just for a short period. They like these conversation because they do not want to be treated as robots or machines that are made just to work and produce products on a fast pace. Some workers and employees do not want the idea to just sit around and work their asses off to complete a product for the company.

That is also why companies should give their employees and workers a time to have a break to be themselves and communicate with others. The workers and employees wants to have a time to communicate and converse with other people to share some ideas, share some jokes, and share information and knowledge because human beings are socially active. Being socially active means that every person needs even just a bit of time to communicate with others to quench their thirst of communication.

## Slide 22

“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.”

The quotation of having a sense of humor on a corporation doesn't mean that employees and workers should just joke around and play a lot inside. It means that people in a corporation should have humility, true to their words, and communicates direct to the point.

Being humble to other people can bring a person or employee to other heights. With humbleness, comes respect and with respect comes productivity. It basically says that whenever a boss gives respect to his/her employee, the employee would also give respect not just because of the corporate hierarchy, but for personal reasons too. This exchange of respect brings balance to a corporation and from this balance employees can focus much better and be more productive compared to those who are bothered because their bosses treat them like robots or machines that are created just to do work.

Another point that corporations should change is that whenever they talk to their clients or customers, they should be true to their words and stick to whatever they promised. Many corporations give promises to their clients or customers but at the end sometimes fail to achieve it. This is bad for the corporation because they are losing the trust that their clients or customers have for them. Without this trust, the corporation would have a difficult time getting their money back from all the work they have done.

This just shows how important communication is for a corporation. They should open up the doors for their employees and for the bosses themselves to converse with their clients personally. Through internet they can achieve all of this. They can communicate through corporate websites and a lot more. The internet is the communication channel that corporations should unlock to let improvement and development flow in from the insights and own perspectives of their clients.

## Slide 23

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

Companies should make a point about themselves that is truthful to their customers or clients. Their clients should not feel that they are being fooled on by the companies that they are trusting because the client's loyalty and attachment to the company is very important. It is very important because through trust and loyalty, companies will gain more clients or customers compared to having clients which do not trust and is not loyal to the company. As we all know, having a lot of customers would also bring in a lot of income or profits. The company will certainly earn more if their clients and customers would be loyal to them and trust them.

The markets and clients should care about what the company says especially the things that the company is promising to the markets and clients. If the markets or customers care about what the company says, their trust to that company would be firm and difficult to break.

That is why the companies should communicate and converse with their markets or clients to be much more effective and reliable. They can communicate with them with the use of a lot of different kinds of communication channels. One effective way is through the internet or the web. They can post a blog site or something else to let the markets and customers send insights, comments, suggestions, and the like to make their company much better. The improvement and development of the company is important too. But they also should not forget that they should first build a firm foundation or base from the markets and customers to be effective and efficient as the time goes by.

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## Slide 24

“Bombastic boasts—“We are positioned to become the preeminent provider of XYZ”—do not constitute a position.”

The 24<sup>th</sup> thesis means that companies should not brag about things that they are not even sure if they can even finish something. They should not make up things to somehow make their names popular to the markets or clients. Being dishonest and fraudulent to the markets or clients would only make the names of the company gain a bad image rather than a good one. Every people know that lying is something which is not tolerable to do. That is why saying false things about something should not be done by the companies to avoid being in the position where markets or clients do not trust them anymore.

Companies should only announce and proclaim things if they are sure about it and is very capable and competent to do such things. They should think properly about the things that they are about to say to their markets or customers because whatever they say to their markets or clients it will stick to the head of the customers and is very difficult to erase. Markets and clients would then expect the success of the things that the company has said. Being success about a promise would give their company the respect they truly need but if they fail to do the things they had promised, the customers would lose their trust and would have a bad image about that company.

The reputation of a company is very important and fragile. One false move and the whole company might go down with the false things they are proclaiming. They should be very careful about the things they are telling their markets or clients because it might be the last time they could proclaim things again.



## Slide 25

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

A lot of companies have too much pride that they are not considering talking or having a conversation with their clients anymore. They think that they handle what products the markets or clients would receive from them. They make their products out of their own ideas and do not take what the customers really want and need. They are disregarding the market or client's perspective about the product making it somehow useless because first of all, the products that they are making and creating are for the customers themselves. The companies would not use the products at all because they made it for the customers. They are just happy to produce stuff not knowing its uselessness to the eyes of the markets or clients.

That is why they should start to communicate with their markets, clients, and customers. Talking to their patrons would just take off some time from their busy life. But this time spent is worth it because they are receiving information from those who will use the product. The ideas and suggestions of the patrons would also improve or develop their products to be more effective and efficient. With this effectiveness and efficiency, they can produce a lot of profits and income not just for a short period of time but will last a long period if they continue to communicate and converse with their markets and clients. They should not worry about customers having no more ideas or perspectives about a product because as the time goes by people always change their minds and with these changes products should also cope up with the change.

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## Slide 26

“Public Relations does not relate to the public. Companies are deeply afraid of their markets.”

People from companies have created a position where the person assigned to this task would be the one to talk and communicate with the markets and clients. Unfortunately, these people have not been productive and effective about their jobs. Companies are still having a difficult time conversing with their clients. They are having a difficult time having the guts to ask their customers and clients what the problem is from their products. Somehow they are being afraid to ask their markets and customers.

They are afraid to ask such questions because they might not produce the things that the markets or customers are demanding from the product. They do not like the changes that might occur if ever they would follow what the customers or clients suggests or proposes. They should agree and change whenever the clients would like to see some change because the products that will be produce will be for the customers. The customers and markets know best because they are the ones who are using the product. They are the people who end up with the happy face for a great product and an angry face for a bad product. They are the ones who spend hard earned cash or money for the product that they think will make them happy.

That is why companies should start communicating with their clients because each time the expectations and hopes of the clients or customers gets broken, bad things would come up for the producer of the product. They should converse and talk to their customers to know what they truly need and wants.

## Slide 27

“By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.”

Companies have the habit of talking to customers or clients which is hard to decipher which in turns is of no use. They do not want to talk to their markets because they do not think that what the markets would say is important. They are disregarding the ideas and suggestions of the clients because they feel that they should be the one who controls what product they are producing. They are building walls between them and the customers to avoid such conversations.

This wall has prevented people from companies to talk to people outside which are the end-users. They are blocking any means of communication to prevent the alienation of their own employees. But what they do not know is that their own employees are the ones who are the ones who want to communicate to the clients for comments and suggestions for a certain product. Their employees are finding ways to communicate and converse with the customers just to help out those who are in need of assistance.

One great way that the employees have found to communicate to the outside world is through the internet. The internet gave the employees a way for them to converse with people outside the company wall and give insights and help to those who are having a difficult time in the outside world because of the product that the company has produced which is not in good condition. The internet not only gave employees a way to communicate but it also gave them a way to release some temper from all the work that the company gives them. There are a lot of things in the internet that the employees found interesting and uses it to clear their minds from all the toils happening inside the company.

## Slide 28

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

Whenever companies produce programs about marketing they are using it to hide something that might be dangerous if known in the outside world. That is why companies are building walls and blockades to avoid their markets and clients from knowing what is really happening inside. They feel very secure within their walls which they secure and protect so much. They are denying any means of communication from the clients or markets to avoid such things from leaking out of their great wall. They do not want to talk and converse with their customers and markets because they are hiding something and do not want anybody else to know about it because the truth might be something very difficult to accept.

These kinds of things are the reasons why companies do not communicate. They are lying and pretending to their markets. These false pretensions will only make them dig their own grave much deeper than ever before. An inch deep hole may grow to a one foot deep hole just by saying false information to their clients or customers.

What they do not know is that they should be true to their clients and tell them everything that they need to know relevant about the product that is being produced. Every bit of information is vital for a client or customer to know because it is they who are going to be using the product. They are the ones who will receive whatever might come with the product that has been made. That is why it is very important for companies to tell the truth and communicate with their clients and customers because the companies themselves would also be the ones who will receive the reward at the end.

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## Slide 29

“Elvis said it best: "We can't go on together with suspicious minds.””

What Elvis Presley wanted to say in Lehman's Term is that both persons cannot have a good relationship if they are having doubts and uncertainties to each other. They are not having trust and belief to the other person making them doubt the things that the other one is doing. This distrust does not only affect both persons but they might spread the information that the particular person is not worth trusting making a much greater problem. If ever the information that the particular person is uncertain in making decisions with, it will also affect all the people around that person.

This subject matter applies also both to the retailers and consumers. The trust between the two should be tight and strong for both of them to have a good relationship. Having a good relationship with the consumers is a great asset for the retailers. They will have the confidence to talk and converse with their consumers and would know what they essentially want and need out from the product that is being produced. This trust and expectations of the consumers should be used by the retailers greatly because not all retailers have great relationships with their consumers or clients. Having this relationship is a huge advantage resulting to a much greater income and having regular consumers purchasing the goods or products. Whenever the consumers are always purchasing from the same shop or the consumers are already regular customers to the shop or store means that trust and expectations are being met in that particular store or shop. This relationship is not that difficult to handle, just give what the consumers and customers truly want and need and that will keep them always coming back for more.

## Slide 30

“Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.”

The way companies treat their consumers or customers is not effective as what they seem. They are doing things which they think is alright for their consumers but what they do not know is that their consumers are thinking twice about them. The corporations are thinking that they have the trust and beliefs of the consumers but this is where they are wrong. They are not meeting the expectations that the consumers are having towards them. The consumers are having doubts about the products being produced by the corporations. An example of this is that if a particular description is telling something about a product and after the consumer or customer purchases the product, the descriptions written are not met. This in return would take away the trust and confidence of the consumers and markets from the corporations.

The corporations do not know that their consumers and customers are being smarter and more knowledgeable about marketing as the time goes by. People are making use of the internet and keep getting a lot of information from it that helps them in purchasing products made by companies or corporations. The way people get information in the internet takes just a second or two. They all have just to read and learn what are the essential things for them to know how to purchase and what to expect from the products that they are planning to purchase or buy.

This in return makes the consumers and customers think twice about purchasing products from companies or corporations. They are having doubt because the way the sellers communicate with the buyers are disregarded and has not given attention with. This makes the corporations lose some profits and much worse, consumers and clients. Without people to purchase and buy their products, they are as good as nothing at all.

## Slide 31

“Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"”

The information that consumers are gaining from the internet has made them a credible factor that they are now earning the courage to step up and tell what are the things they think about the companies or corporations. Whether it might be positive or negative, they are still letting the companies and corporations know what they think. The corporations and companies are turning out to be on the hot seat now as supposed to the consumers and customers. The internet has played a big role on this. The internet gave people the information and knowledge to be intelligent about the things happening all over them. These are things regarding the products' advantages or disadvantages, goods or bads, and the like.

Loyalty has been regarded as important ever since. People use it to know whether they can trust the person or not. Customers and consumers use it as a gauge whether they will continue purchasing a specific product to that particular company or corporation. When the expectations of the customers and consumers are not being met, they lose their trust to that company making them not loyal to it. The companies and corporations on the other side, use it to gauge the popularity and success of their products. If there are a lot of people using their products and they are getting positive reactions and comments from it, that means that the product is successful and there are many people who are loyal to them. While if their products are having bad or negative reactions, this simply means that their products are no good and the expectations of their customers are not being met.

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## Slide 32

“Smart markets will find suppliers who speak their own language.”

The internet has changed how people do business ever since. It gave the people free information and vast knowledge to gain which in time made them intelligent and wise. It has changed how they think about product specifications and what to expect properly from a specific product. Through this knowledge and information, consumers and customers gain the advantage over the companies and corporations who produce products that the consumers and customers are buying.

The intelligent consumers and customers today wants to have their money's worth the product that they will purchase from the suppliers or companies. Each time they are purchasing some products to a certain shop or store, they would want to have the best as they can possibly get. Each [art of the product is properly investigated and appropriately looked at for some potential defects that might pop out. Even the tiniest detail of a product is deeply investigated for some flaws. This is because of the growing knowledge of the consumers and customers gain of information and intelligence.

The consumers and customers have now gained the advantage over the companies and corporations because they have gained a lot of information and knowledge from the internet. This knowledge that they possess gives them the lead to which product that they will choose and eventually purchase which they will use after they buy. They have the power to select who to buy from and have the ability to reject any offers given out by the companies or corporations who are selling the products to them. They know the things to expect and will know the things that will happen if ever they continue to buy it despite the defects.

### Slide 33

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

Whenever companies talk to their customers and clients, they are talking to them with a voice which is very difficult to decipher. This voice is also called as the corporate voice. This voice is something that corporations and companies use to talk to their customers and clients. They use this kind of voice to give the customers and clients a difficult time understanding what they are saying. They want them to have a complicated time understanding what they are saying for the customers to be bothered and ignore what they are saying and just buy their products.

Speaking in the human voice is something that the companies have a difficult time to do. Unfortunately, this is the kind of thing that they need to know and understand because it is the only way for them to communicate and converse with their consumers and customers. And as we all know, communication is very important between customer and companies for them to have a great relationship with each other. This relationship will be something that the companies will need to hold for them to go longer in the retailing world. The bond and connection between the customers or clients and companies or corporations is very important. Having a link with the people who purchases products from them is a great asset for a company or retailer to hold.

On the other side, companies should have someone who will lead them who have the human voice because it would not be possible for them to gain the human voice just by going to some conference or something. They should have someone to teach them and learn from it on how to talk to a human voice.

## Slide 34

“To speak with a human voice, companies must share the concerns of their communities.”

Communication and conversations between customers and retailers are vital parts when committing trade and transaction. It is needed because the link between each other is essential for both of them to be synchronized and for both of them to feel the trust and confidence with each other. This trust will be the gauge between the both of them which will determine their future. But, to have this trust and confidence, companies should first learn how to talk in a human voice. The human voice is the only way for them to understand each other. Unfortunately, companies talk with a corporate voice which the customer does not understand.

For the companies to talk in a human voice, they should share the concerns of their customers and clients. They should feel what their customers feel, breathe what they breathe, and live how they live. In other words, they should be one with their customers. The companies should understand what are the things that their customers want and needs. They should understand the things that their customer and clients are expecting from the products that they are offering and selling to them. This is important because knowing what their customers want and need gives them the advantage and the chance to do something regarding their products. Whether it may be positive or negative, companies should do something about their products. They should do something about it because what the customers feel and thinks is one of the most essential parts of retailing. If ever the customers or clients are having a negative reaction about the product, they should improve it and develop it to be updated for the customer's sake. They should enhance their product to turn the negative into positive. On the other hand, if the reaction of the customers is positive, they should still continue to improve their product for the continuous trust of the customers.

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## Slide 35

“But first, they must belong to a community.”

If ever the company would like to change their corporate voice to a human voice, they must first blend with the community or with the people who they will converse and communicate with. They should be their own customers first to know what the things are that their customers truly feel and knows. They should understand the way their customers select and choose the products that they will exchange their money with. They should know that customers and clients wants to have their money's worth from the things that they are exchanging it for. They should realize that what the customers want is great quality out of the products that they are purchasing. They do not want anything that will disappoint their expectations from the things that they are buying from other people who sells products and goods. This is the only way for the companies and retailers to know what it feels like to be their customers and consumers.

Companies should communicate with other people outside their fortress and great wall to be able to accomplish these things. They should not limit their space from the wall that they had built to keep people away. They should break this wall and let the consumers and customers flow in to give out their ideas and suggestions. Communication will follow if they break open this wall and let other people come in. They should be one with the ones who they will sell their products to. The companies and retailers should be the community and blend with it to have the trust that people wants to have.

## Slide 36

“Companies must ask themselves where their corporate cultures end.”

The things that companies did ever since they started in the business and marketing world has not changed ever since back then. The same old traditional routines and processes are still used and maintained to run as far as it can go. They are still hooked with the idea of mass production and making their employees work as if they are robots or machines. The employees work as long as they can and they are not given the proper care that they should deserve from all the work that they are giving and doing for the company. The strict managements of some companies are constraining and constricting the employees to be themselves and have even a little bit of fun on their work. They are also separated and estranged from the real world to avoid any communication and conversation that might be negative for the company.

What the companies do not know is that they should open up a bit and let new innovations and development to flow inside their company. This will trigger a change even for a tiny change that will help their company to improve and cope-up with the new trends and things that is running wild in the world of business, marketing, and retailing. This advantages and enhancements that other companies had settled with and implemented already, gains not just improvements in processes but they also gain loyal customers because with this change, the company also open its gates for communication and conversation. That is why companies should now consider changes to be in their system because at the end, they are the ones who would benefit from it.

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## Slide 37

“If their cultures end before the community begins, they will have no market.”

The companies who still implies a strict management to their employees is still on the idea of the traditional way of handling the company. Their ancient culture should be given a thought and have an insight to be changed because people or markets are on the modern age of culture. Companies which don't want changes to be present with their company are those who are pretty much afraid to it. They would not want anything to disrupt their customs within their company. They do not want any change because it would be very troublesome for them to change anything which they are already accustomed to. Changes are not welcome due to the fact that having changes is not very accurate whether or not it will be effective or not.

But what they do not know is that within them, their employees want to have this change. They are working their asses off without any sympathy from their superiors and bosses. This disregard for employees is the ones people want to change within their workspace. They would also like to have a way to release their temper and flare from all the work that they are doing.

They should accept the changes now because if they would be late on changing their culture, their customers and markets would be gone. The markets who are much intelligent and informed about the world of retailing and business would also want the change because it would be the way for them to give out what they think and they could give out ideas and suggestions for the betterment of the company. Companies should be open for the change because it is their customers who want to talk to them. They want communication between them because through conversation, they can share information and it will be for the company's benefits.



## Slide 38

“Human communities are based on discourse—on human speech about human concerns.”

The same old traditional companies who do not apply changes within their walls are talking to their customers with gibberish which they can only understand. They would not want their customers or markets to understand what they are saying because the product or service given is not of great quality. They would just produce and make products or give out services to people without even minding the quality of their work. They are not aiming for quality because their mindset is on income, profits, and money. Cash makes the world go around for these companies. They are absorbed into the mindset to gain more and give less to their customers and markets.

What they should do is to learn how to communicate with their customers. They need this communication because it would be the gateway for them to know about the customers' thoughts and suggestions about the product and service given out. The conversation between company and customers are an integral part of the success of the business. It is vital for the company because not only they can know the thoughts and ideas of their customers but they will also gain friends from the customers who gains trust due to their communication process. The loyalty of the customers would be settled to them which will give them advantage compared to others.

If they would want this change, companies should first understand and learn human speech for them to be successful in communicating and conversing with their beloved customers. They should learn this because the speech that they know which gibberish is for the customers is no good at all.

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## Slide 39

“The community of discourse *is* the market.”

The companies should give importance to their customers because the main reason for them of having a business is to give and make the lives of the people much easier and convenient. They are producing, developing, improving, and enhancing a lot of products and services to satisfy the needs and wants of the people around them. The markets' wants and needs which are unlimited are the ones who should be given focus to. It should be given focus and should be the main cause and reason of the company's works. It is very important because the customers are the main reason for the life of their company. The retailing, marketing, and business is lifeless without customers and markets.

A lot of companies have disregarded their customers and focused mainly on their profits and income which resulted to the closing of their beloved company. They did not mind their customers and produced anything they think is important to the customers without even getting and using the ideas and the things which the customers really need which resulted to uselessness of the product and service. They are just an empty space on the marketplace because they do not communicate with the customers. They do not know what they truly wants and needs which give them not just a disadvantage but also the shortcomings of the company.

That is why companies should converse and communicate with their consumers and customers because without them they are nothing. Without people to buy and purchase the goods and services that they had produced, it would just be a waste of resources and time.

## Slide 40

“Companies that do not belong to a community of discourse will die.”

The companies who do not want to communicate and exchange information with their customers and consumers will soon enough close their company and move on to other things. What companies should really focus their attention to is the quality of the product and service that they are offering to the customers and consumers all over the world. The quality of the product and service that they offer would determine if ever they would be successful and effective in the world of exchange of money over goods and services offered. If customers keep getting what they want, the companies would also get what they want. It is just a cycle for the both of them that they should give importance to. The happiness and satisfaction that the customers get from the products and services offered and given to them would be the gauge for the company. It would also give them the information if ever they should improve, enhance, develop, or make new products and services. If they give what the markets truly needs and wants the consumers would also give them what they need and want. It is a life of give and take for the both of them. You give happiness to the other one; they would also give you happiness. While if you give sadness and anger to the other, they would also give you sadness and anger at the same time. Companies should think of it as a mirror in a sense that whatever what you do to the customers, that things that you did would also happen to you.

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## Slide 41

“Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.”

The traditional and old companies who have still with too much pride to change the face of their company provide great security that they are being too protective about almost everything that they have. They are being defensive about the information that their company is harnessing which they are focusing too much on keeping their employees from having a communication and conversation with the customers and consumers. They are not giving out much attention to their competitors but they are focusing much more on their employees and customers or markets. They are too busy to handle their competitors because the information that their employees have about their company is much important than their competitors. They are worried much more about their employees rather than their competitors and consumers. This is a disadvantage because they are focusing too much about something that they should not worry about at all. They should pay more attention to their customers rather than protecting information and lying to all of the people around them. They should focus mainly about their customers then their competitors and finally the information that employees are having about the company. First of all, they should not keep any secrets to their customers because companies should be transparent to their customers. The customers are the lifeline of business all over the world that is why it should be given the outmost importance and care. Then the competitors should be thought of because they are the ones who are in direct way of gaining the trust of the customers. Then they should not focus at all to the employees that knows something about their company.

## Slide 42

“As with networked markets, people are also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines.”

The markets who communicate with each other gain a lot of information and knowledge from each other through talking and sharing. They are connecting with each other to share information about the retailing and business world. They would use this knowledge to their advantage when doing transactions in the business world. They are the ones who is very tolerable to fakes and phony things in doing transactions with each other. The knowledge that they possess is a great advantage that they should harness and use every time they need it.

Not only are the markets the users of communication but the employees as well inside the walls of the companies. They are communicating inside the company about things which is not work related. They are talking to take some time to relax and ease some temper due to their overloaded work. This conversation and communication that they use gives them the privilege to communicate with customers to know what they truly want and need.

Unfortunately, the superiors of a company are holding back their employees from giving out information to others. They do not want other people outside their company to gain information and knowledge about them in their own world protected by great walls. These things might be positive or negative but still they are keeping information within them and their company.

Overall, the networked markets are intelligent and informative enough to know what is right and wrong when they are doing transactions and exchanging stuffs and money for a product. They should be talked to by the companies for both of them to get what they want.

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## Slide 43

“Such conversations are taking place today on corporate intranets. But only when the conditions are right.”

People from companies need to communicate with each other to be updated and informed about the things that are occurring in the company. They need to know the latest things and happenings to be able to cope up with the very fast changing and very competitive world of business and technology. They had been able to muddle through and deal with their way through thick and thin with the use of managing and organizing the channel of communication in the company. They used the technology which is simply known as the intranet. The intranet is basically a connection in the web just like the internet which lets people communicate with each other. The one main thing that distinguishes the intranet to the internet is that the intranet is only used within a company privately while the internet is used publicly for the whole wide world to see and use.

Despite using this technology to communicate, people in corporations are still missing one thing about communication in the business and technology world. That one thing is that they should communicate with the one who they are selling their products or services for. The consumers and customers should be conversed and talked to because they are the ones who will purchase and use the goods. The people from corporations should communicate and be in touch with the consumers because they will also know the things that the consumers really want to have and what they expect to get from the goods that they are purchasing. That is why through good times and bad times people from corporations should always communicate internally and externally, to their employees and especially the consumers.

## Slide 44

“Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.”

Intranets are web connections that are used by corporations to privately distribute and spread information to superiors and employees alike. This web connection is only accessed within the corporation and no one other than the people inside the corporation or company can take the information and use it. Inside the walls of the corporations people are using the intranet to distribute Human Resource Policies and Notifications to let the superiors and employees know some things that are needed for the corporation itself. Certain jobs and specified works are given to the employees for them to accomplish and finish within the time allotted. The workers and employees are given a time limit for them to finish the specified work or job or else they will receive the appropriate punishment.

One thing that people who posts things in the intranet is that those who are sending the notifications to aren't actually looking forward on receiving a message from them. They don't like having messages that tells them that they have more work to do and to rush things up to catch up with the deadline. If possible, employees would want to ignore these messages because who wants to be given additional jobs even before they had finished with the current one. It is like piling up jobs to the employees which gives them the burden and difficulties in working.

This just tells us that while the corporations are starting to use communication, they are still aren't effective in it. Their implementation is still causing mayhem and dysfunctions to the people who are using it. They still haven't clearly understood what true communication really is.

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## Slide 45

“Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.”

With the implementation of the intranet in corporations, the flow of conversation and communication within it has been smooth and useful for the employees or workers. Notifications and reports are distributed to each and every one in the corporation to be informed and updated about the things that will happen in the company both internally and externally. They will gain knowledge about the things happening around them for them to do something either positively or negatively that will change the company in a small or a big way. The flow of information for a corporation is very important because knowing stuffs that will give effect to the way they do their things is vital for them to know. Having information about these things will be beneficial because they can perform things that will make or break their corporation.

But as we all know, not all things are meant to be perfect. There are negative facts about the intranet and one of these is it gives the employees something to evade. They do not want anything that will give them work besides the ones that they are currently doing. They do not want something that will give them a headache and additional problems.

Fortunately, all things negative have something positive on the other side. There are some people that is giving effort on making the intranet something worthwhile looking into for the employees. They are organizing the intranetworked corporate conversation to give employees a different view of the intranet. They are giving them a whole new thing to look upon and have conversation with others.

## Slide 46

“A healthy intranet *organizes* workers in many meanings of the word. Its effect is more radical than the agenda of any union.”

Employees in corporations are being given information by their superiors through the intranet. The intranet is such a successful web connection because first of all, it is direct to the employees and then it is very secure. Whenever superiors send information and notifications to employees through the intranet, they are sending this information directly to the people who they want to receive it. There would be no more misdirection on the sender's part. It is secure because the sending and receiving of information is done inside the corporation. Only those who have access inside the company can get the information shared by the superiors. It will be easily an inside job if ever such bad things would occur in the corporation.

The exchange of information between the superiors and employees are being improved to give them a whole new image for the intranet. As what the technology truly is, which is a never ending change; people are finding new ways to spice it up a bit. The old way of using the intranet is very boring for the people who use it. That is why, some group of people are thinking and formulating new ways to improve the intranet for the benefit of the users. They are making it much organized and managed for their benefit. This benefit will give them the chance to make new things that would change the company on a whole new level. The new change in the intranet also helps the superiors to further handle and systematize the employees which work for them. Having a clear and polished workflow does not only provide great performance but it also gives out additional control in the corporation.

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## Slide 47

“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.”

The intranet that the corporations are using within their walls is a great asset for them to have. It is an advantage to them because it gives them the ability to have control over the whole corporation. They can manage everything inside their walls and manipulate it for their wants and needs. As told in the movie ‘Spiderman’, “great powers comes with great responsibilities”, this quotation applies also to the corporations which uses the intranet. Yes they can control everything but with this control, many people might rebel from the grips of the corporation and become a threat to the whole community of the corporation. They might give up and break down from the power that the superiors possess. The superiors might be taken in by the power that they become power hungry and just manipulate and treat their employees as machines or robots that are meant to do work for them.

Having this idea of loss of control with the employees is something that the corporations are avoiding to do. They are scared with the employees leaking out vital information to the outside becoming a great threat to the life of the corporation. The employees might spill out some privately guarded knowledge or leak out system information that the corporations uses to achieve its vital functions to others that might take advantage to the find.

The corporations should do something now because they will need the intranet whatever might happen. Intranets are the channel for them to share critical knowledge and essential information to others within the corporation. The information is the blood of the corporation and the veins that is runs through is the intranet. That is how important it is to the corporation.

## Slide 48

“When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.”

The way corporations handle the intranet within their walls is something that resembles a jail or a maximum security prison. They control everything that is happening within their corporation. They control what their employees are limited to talk about and each word that the employees say is intricately looked upon. The employees are not free to do anything that they want because of the constraint that the superiors are implementing on them. They are being threatened and stricken fear for them to avoid spilling out information that might be a part of the life of the corporation that they work for. The fear that the corporations are striking to their employees are very effective. It is effective because the superiors of the corporation are the ones who handle the future of the employees. They can do anything that they want especially the infamous “You’re Fired!” quotation. Employees are afraid of getting fired due to the information that they had spilled out.

Fortunately, there are some brave souls that are confident enough to tell the superiors what they truly feel. They express their feelings about the way the superiors are handling them. They are tired of being treated as machines or robots that are manufactured to do some strenuous works. These brave people wants the intranet to be as the same as the networked marketplace outside the walls. They do not want any secrets to be kept from them and they want the superiors to be transparent. Keeping secrets is something that the web is made to defeat. Keeping information to others is a cardinal sin in the world of web.

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## Slide 49

“Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.”

The org chart is simply a chart that describes to the viewers the hierarchy within the organization. It is illustrated as a pyramid or a ladder that shows who are on the top and who are on the bottom. The top part of the org chart is those people who owns, controls, and decides for the corporation. They are people who have been an experienced worker for the corporation for a ton of years already and for some people who are very productive and good in their work that it has pulled them up the hierarchy in just a short period of time. The pyramid and ladder illustrations both show the people that whoever is located at the top, they are given the outmost respect and admiration. They are those people who if you disrespect will give fire you in an instant with no hesitations because for some of them, there are a lot of fishes in the sea. They always have someone to replace the position of the person who do not show any sign of respect to them. The middle part of the org chart is the area which is allocated to the managers. The managers are people who manage the corporation. The coverage of their management skills is internally and externally of the corporation.

One thing that also happens in corporations which constitutes org charts is that the vital information comes from the top. It comes for the people who have the ability to plan, develop, and make decisions for the company. In simple terms, the information would need to go down the ladder or pyramid first before it gets to the people below them.

## Slide 50

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

Many of the organizations today run solely with the governance of an org chart. Organization Charts are a way for people to know who to go to and who to obey orders from inside a company or corporation. Org charts provide order and arrangement to a company to keep their employees running in a straight line. As from the name itself, organizations are made to be organized. Organizing and organization is made much effective through the use of an org chart. Org charts are illustrated by hierarchies or ladders that distinguish the specific position of a person inside a company. As usual the boss is at the top and the lower kinds are on the way down. The responsibilities of a project can be determined through the org chart. It can be determined because whoever gave permission to a team to do a project and that project let's just say did not go very well and failed, the boss of the team will be the one responsible for all the things happened.

Fortunately, org charts today somehow do not follow the hierarchal abstract authority but they are now following a hyperlinked hands-on knowledge. Those people who are an expert and knowledgeable about things related to their jobs, gains the advantage to become someone who holds the liability and control of the project. Being informed and knowledgeable is a great advantage to have against other people who vies a position to be the leader or boss of a team or group. It is advantageous because being knowledgeable is equal to being experienced and what people are looking for a great leader is experience.

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## Slide 51

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

Majority of the companies and corporations that we can see nowadays are on a management that is being held with an iron fist. This strict administration gives the superiors the time of their lives. They are in control and order everything that is inside their walls. They do everything that they want whatever it might be. They can constrict every employee or let them fly like the birds in the sky inside their company. Those superiors that want a jail-like management are the ones who are gaining complete overall control to their companies. Yes, they have complete control but their employees are strangled and many of them are surely pissed off due to this. While companies who have a loose hold to their company provides great working space for their employees. The employees working for this kind of company stays within it for a long time compared to a jail-like management because they are having the freedom of their lives. They can almost do anything they want with minor restrictions. Unfortunately, the control of the superiors would be limited. They would have a difficult time handling and controlling everything inside their company. But as we all know, nothing is perfect. Everything has its own pros and cons, advantages and disadvantages.

It is up to the company whether they would want a management with an iron fist or a management that is loose and smooth. They would just distinguish and analyze what management to use and what truly fits for them. It is up to them whether or not their employees would have a good time or not.

## Slide 52

“Paranoia kills conversation. That’s its point. But lack of open conversation kills companies.”

The companies which are having a management with an iron fist are something that people dislikes. Let me ask you one thing, who would want to be held and constricted inside the place where they work in? I think there are few that might agree with it. But majority of the people would not want to have something like that to happen or to have. It is because as a human, it is natural for people to seek for freedom. It is our human nature to seek freedom and dislike confinement. Having freedom in the workspace of the employees would give them the time and space to do their works and jobs much effective and efficient. Having space and time in working gives out the best for each people and allows them to produce an output that is successful.

Each company that has a strict and constricting policies and restrictions are the ones who bring paranoia to the employees working for them. Paranoia is something that hunts and disturbs the minds of each person in doing some works or jobs. It distracts people from thinking straight and clear because it attacks the focus and concentration that people have while doing something. Having all of these distractions also prevents people from conversing and communicating properly with others. This in turn brings mayhem and paranoia back to the whole company. The communication between consumers and companies are very important. It is vital and essential because conversing with them brings in knowledge and information from the outside into the inside. The data that is flowing in the walls of a company is very important because it also tells the company what to do with their customers.

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## Slide 53

“There are two conversations going on. One inside the company. One with the market.”

Conversations are something that touched each and every life in the whole world. A lot of people in the world converse and communicate everyday. It is normal for people to communicate and converse because it is needed by everyone everyday. Everything which has a life communicates in one way or another. Communication and conversation displays the sociality of people in the world. As we all know, people are social beings that is why people quench their thirst to communicate everyday.

Conversations inside a company show that they are having an organized management. Superiors and employees are conversing with each other to share knowledge and information internally. Employees would talk to their superiors to present a report about the things they are using which are usually projects. These projects are in a deadline that is why communication and conversation are needed inside a company. Without this, people inside a company would have mayhem and confusion all around. Their projects would be always late and in poor condition. Market wise, conversations are also important because it gives them also the chance to share and give out information and knowledge to others who are in need. They could share information about the products that they are using and the experiences that they had obtained from using the product. They can inform other people whether or not the product is useful, effective, and efficient.

Overall, both entities should converse and communicate with each other because they should integrate the information that they both have to form something that would benefit the both of them.



## Slide 54

“In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.”

Ever since back then when people started to absorb the idea of managing a company with a command and control method, they loved it ever since and has not changed it in any way. They are hooked to the idea of having full overall control to their companies and corporations. They are used to it and still think that it is still useful and effective until know. They do not want any changes to come in their companies or corporations. They do not want this change because it will take some time and effort before people in the company or corporation would accept and learn to cope up with the change. They do not want to have a change because it is too troublesome for them to have one. Each and every second is important for them because with the deadlines that trouble them everyday, they would need each second of their lives just to finish it.

The conversation that is happening between customers and companies is not always perfect. It is imperfect because the companies are sometimes still in the idea of having the command and control management. This kind of management is somehow preventing people from communicating and conversing. It is preventing them to talk to each other because there are strict policies and regulations that are implemented in the company or corporation. These strict regulations are constraining the employees to give out information and knowledge to other people outside the walls of the company. This prevention of giving and sharing of information will bring mayhem and paranoia to both of them.

## Slide 55

“As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.”

The traditional way of managing companies and corporations are also known as the Command and control management. This kind of management is becoming obsolete because of the negative feedbacks it is having from the people who are being affected by it. This policy and notions are starting to poison the minds of the people. It is making them inconsistent and not productive. It makes them useless because of the things it is bringing to the minds of the people who use it. Many people and employees are breaking this tool and habit of following the management process. They are not following any more and is starting to become rebels to the own company or corporation. This insurgencies are posing a threat to the company or corporation in a big way. It is a threat because an important or vital information and knowledge might be shared to others which may affect the whole name or process of the company or corporation.

Intranetworked workers are those people who turn against and fight the strictness of the command and control method. They are opening the minds of other people to share information and knowledge to others. The sharing of knowledge and information is not just advantageous competitively but personally to. The information and knowledge obtained from other people are used to help gauge the quality and image of the product provided and made by the companies and corporations. They want to establish the trust and security that people wants and needs to be able to use the product successfully. Having the trust of the markets is something that is priceless for the company or corporation. Without trust and security, the way markets look at the products and services would be negative.

## Slide 56

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

Conversations are something that is vital and essential for everyone who needs interaction with each other. I think that there is no business at all that requires no communication and interaction. Every business out there requires interacting with the customers to be able to confirm the transaction. Each transaction has a beginning and an end. So is communication. That just shows that transaction and communication goes well and integrates with each other comfortably. The communication is the channel for the companies and corporations to know if the markets would purchase or buy the product and services that they had made and offered to them. They need this to avoid confusion and distraction with each other and for them to be effective and efficient at the work that they are doing.

It is great to know that markets and companies are starting to talk to each other and communicate with each other very well. They would have the easier time doing the transactions that is necessary for them to know if they are being effective and efficient to the markets. They are now also beginning to speak the same language which is very good for the both of them. The confusions and distractions between the two are starting to dissipate and disappear because of the whole new level of communication that they are having with each other.

That is why, they should still continue to do this as long as they can. This integration and mержence with each other gives them a lot of benefits and advantages. Both of them will get something and no one would be left behind.

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## Slide 57

“Smart companies will get out of the way and help the inevitable to happen sooner.”

The way companies communicate with people around them is something that is vital for their survival. Conversing with the people around them supplies them insufficient knowledge about the things they should be informed with. The current events would be essential for them to know and learn from. They should be updated about the current trends and what the people wants and needs at the specific time. They should know the specifications and preferences of their customers for them to also know what should be the things that their products and services possess. If they do not know what the customer's wants and needs are, all they are doing is making products and services that people do not like. In other words, they are making wastes and trash that people disregard at the streets.

Fortunately, there are some smart and intellect companies that are opening their doors and walls to their customers and clients. They let information and knowledge flow in and at the same time let information out for the customers to be informed. The customers and clients want to be informed because they are also the ones who will purchase the products and services and use it for themselves. They want quality products and services that they can be proud of to have. They need the latest trend and up-to-date information for them to also know the important things that are hitting the people nowadays.

That is why companies should open their walls as soon as possible for them to know and gain the information that they need. The earlier they open their doors and walls, the earlier they are going to be effective and efficient in the retailing world.

## Slide 58

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

Information and knowledge is something that companies need to gain and obtain from their customers and clients all over the place. They need it because what the customers says is something that reflects to their service to them. If the customers and clients like the things that are happening to them because of the quality products and services that the companies are giving them, they are open and brave to tell what they truly feel. They do not hesitate to share what they know and experienced to others which helps scatter and spread the word and information to other people. On the other hand, if the customers and clients do not want the service given to them, they reveal it to the world. Whatever might the customers and clients experienced is something that companies and corporation should put importance to. It is important because what the customers and clients say to the world either it may be positive or negative; it could make or break their companies and corporations. The comments of the people around them is a crucial part in their lives because sometimes it brings no effect and sometimes it brings tremendous effect and change the company for good.

This just shows that there is nothing that should be disregarded in the world of retailing and marketing. Companies should wise up and take importance to what the customers are telling them. They should let information flow in and let it be a factor for them to look at. It is vital because what the customers and clients suggest might be something that will change their company in a big way.

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## Slide 59

“However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.”

The markets and end-users nowadays are different from those from the past. Everything evolved back then and they are one of those things that evolved and made the present much enhanced than ever before. People back then talked to each other personally and in reality. They wanted to see the person they are talking to in front of them for them to gain trust and belief to them. They are finding it difficult to trust others if they do not see them in person. They are having the idea that the person maybe has something bad to do to them or they will be tricked. They are in a belief that a person might be a hoax if they will do some transactions with them which is not in person. Security threat has been the issue everyone is looking at ever since. They do not trust anyone as long as they know them personally.

Fortunately, as the time goes by, people are also becoming much developed than ever before. They are now starting to trust the security in the internet world. Security issues are negated because many successful transactions are coming all over the place. People are receiving the items that they had purchased online and the money they used in the internet is not disappearing.

The companies provide some security for their customers when transacting online in retail markets. They make their customers and clients feel that they are in good hands and there is nothing that will happen bad to them. The communication between the customers and companies are now intersecting with each other and becoming more powerful than ever before.

## Slide 60

“This is suicidal. Markets *want* to talk to companies.”

Markets and customers nowadays want to know the things that is happening to the companies where they purchase their products and services from. Not that they want to snoop about the petty things, but they want to gain information and knowledge about the things they are getting from the specific company. They want to know the processes and steps on how the products and services came to be. They are curious about these things because they are the ones who will purchase and use the products and services offered to them. They want to be informed about the current updates and future things that may come up to the companies.

On the other hand, companies are restricting their walls to their own employees and workforce only. They want to keep secrets because these information might be something that will make or break them. First of all, people in the internet should avoid keeping secrets. Secrets are a taboo because the internet is made for sharing information and knowledge. The things that people want to know are things that interest them personally.

What the markets and customers are telling to the companies are things that might improve and enhance the company in a big way. These information and knowledge might be something life changing for the company because what the customers and markets are telling them are for them also. These things might be the new trends waiting to come out its shell or new wants and needs of customers in the world. People just want to share what they know to companies because the improvements and developments of the products will be reflected back to them.

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## Slide 61

“Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.”

Whenever companies talk and communicate with their customers and markets, they share information to them. These information and knowledge is essential for a company because they get updated on the things that are spreading all over the world. They are getting informed about the current events that are taking place at the current moment. Sudden changes in the markets are something that companies and corporations should not disregard. It is important because having a loose grip to the customers is something that will bring horror to a company and corporation. They would need it because they should always cope up with what the customers and markets wants and needs. The main reasons for sales and retailing are for the benefit of the customers. They are the main reason for the creation of products and services. The development and enhancement that companies provide to their products and services would be received and felt by the customers that will purchase it. People purchase products and services because they want to make their life easier.

Companies should talk to their customers and clients and do not lie to them. They should be transparent and open to their customers and clients for them to form a strong bond and trust with each other. Having this trust is very important because the trust that lives between is the one who will determine the life and future of the company. Companies and corporations aim for longevity because they want to place a mark in the world that tells other people that they are one of the bests and one of the most important thing that happened in the specific time period.

## Slide 62

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

What the markets and customers want to have is a company or corporation that would be open to them and give them what they truly wants and desires. They want to share information and knowledge to other people because they are naturally social beings. Being socially active gives people the urge to talk and communicate with others and share their experiences in life. Sharing experiences and knowledge about life is important for some people. It is important because knowing what older people know would be very beneficial for them to have. Having long and plenty of experiences not just only gives people the advantage in life but also they gain much more friends and relations to other people.

When purchasing and selling of products, all people want to gain and acquire money for them to be financial independent. This ideology brings a lot of people to the edge and takes advantage to the people who they are selling the products and services too. People are now becoming hoaxes which are threats to people who just want to purchase items for themselves and make use of it. They do not care what the customers and markets feel because they are blinded with the image of money that runs through their eyes and minds. People in markets want to have the benefit towards other people because they are competitively active and always want to win.

Customers and markets want to know the things happening in the company because some are curious enough to know something about a company. They want to talk to people inside companies because they are the ones who are making and changing the products for the customers. Having information and knowledge about such reliable people is a great benefit.

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## Slide 63

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

Companies and corporations who are being transparent and open to their customers and market are those who aim to benefit each other. Companies' needs to know their customers personally because knowing them deeply inside gives companies something that might inspire or change the way people think on a daily basis. Being personally connected to customers is a great asset for the buyers. It is vital because knowing people can gives a person a lot of things. They can get great benefits and advanced updates that they can use to upgrade and enhance their products and services that in return will sell it to the customers and markets. Letting the employees have a time to communicate with other people outside the company is also a great asset to have. Employees and customers can bond with each other easily because they can communicate and see each other quickly compared to the others who have done already.

Customers are always open to other people for them to have convenience on sharing information and knowledge. Friendships can be made through this way that shares other people some knowledge and information to others. Not only friendship but people might also see and meet the people that they will trust and share their life too forever. People might see their comments and how it affected the way the company runs its process. Customers should not be disregarded by companies because they are the lifelines of blood all over the world. Customers also want to know because they are vital for the processes of the markets.

## Slide 64

“We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.”

Customers nowadays are becoming much intelligent than ever before. They know things that people back then do not even care about. They want to learn today because as the retail and marketing world progresses they should also grow with it. Each change in the trend determines the things that will happen in the world. Even just a minor change in the trend can do a big change in the people around it. That is why people or customers nowadays wants to know the changes and wants to gain information and knowledge about the corporations or companies. They want to gain information and knowledge about the current events and maybe the processes that the corporation and company is doing for them to gauge the equality between them. The customers would also want to gain an equal ground with the corporation or company because the life today is something that is very difficult. Everything needs to be equal or else something is going to give out. “An eye for an eye, a tooth for a tooth.” That is one of the things being implemented in the minds of people today. They are very sensitive about things that are being affected by the money they are acquiring from the jobs or works that they are doing. Money is also a thing that people are taking care of and sometimes it is the one which is much larger than life itself.

That is why customers want to know the things that are happening inside the corporations and companies. They want to know almost everything and they would not settle for anything less.

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## Slide 65

“We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.”

Companies and corporations are groups of people who merged together to form a unison that aims to deliver and convey products and services to other people outside their united group. They want to make other people's lives much easier than ever before. They desire to give help and support to others for in return they would earn profits or money. The help they give out might be in terms of goods and products or services for people to benefit from. They use money to support their own processes and operations. The profits that they earn from offering beneficial things to the people circulate within their company.

That is why customers are those people who are very important for a company. They are the ones who purchase the goods and services from the companies who offer it. The money that they use to pay for the benefits are vital for the company. They are the lifeline and blood of the companies who give out products and services. Without them, there are no source of profit and income for the companies to receive from. The company will slowly but surely run out of business or simply they would just die.

That is why I think that the importance of customers to companies is so tremendous. They are instrumental for the success of the business of the companies who offers the products and services to people. Being essential for the life of the companies, customers should have the right to know the things that are happening within the companies. They need to know some information and knowledge because at the end, they are the ones who would purchase and make use of the products and services.

## Slide 66

“As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?”

The importance of customers to a company is really something that should not be disregarded easily. They are the people who would buy and purchase the products or services to the company and use it for themselves. They would be the ones who would suffer and put up with the burden if ever the products or services are terrible. They would be also the ones who would experience the bliss if the goods or service are wonderful. Let's just put it simply that they are at the receiving end of the line and would be the determinants of the future of the company. That is how important they are to the companies. Imagine that, a group of people can take a company to the ground and let stay flat for a long time. They can also uplift the company so high enough that the company would be basking in the sun and be showering with profits.

Communication between the two is critical and beneficial for each other. On the company's side of the table, they need to communicate with the customers because they would need information and knowledge about them. They would use this information and knowledge for them to improve or develop new products or services for the customers. Putting up new and improved products and services are something that customers likes to happen a lot. They like it when new things emerge from companies because they get something new and experience something innovative. While on the customers' side of the table, they need to communicate with companies for the companies to gain information about the things that they would want to have. A clear communication between the two would be equal to happiness for the both groups of people.



## Slide 67

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

The communication between customers and companies has been something that is like a balancing scale for the past few years. There are some companies are very protective about their information that they are building up walls to keep it in. There are also some that they are open to let the customers know information about them. These companies that let the customers gain internal information about them are the ones who communicates with their customers. These companies gain a lot of priceless benefits such as latest information from customers and updated knowledge that they can use to improve their products and services. Improving and developing goes a long way for the companies because customers always want new things to come out the market.

Unfortunately, there are still companies that are drawn into the traditional way of handling the company. They are still hooked with the idea of what they create is what the people get. They do not care about what their customers are telling them. They do not communicate with the customers because they think that they are the reasons for the creation of marketing. They are too much blinded with their pride in giving out internal information about their companies or corporations. It is as if they are using a different language for the customers to have a difficult time understanding the things they are saying. They do not want their customers to understand the things they are saying because they want to keep the information vague and unclear for the customers. This is something that they should not do and should change as soon as possible.

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## Slide 68

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

The relationship between the customers and companies are both vital to each other. It is vital to each other but weighs heavily on the side of the companies. It is more on the companies' side because they are the ones who are requiring having the customers. They need the customers for them to keep on going and still do the things that they want in the world. The customers are their lifelines and are the fuel to their business. It is the same as a vehicle, without fuel to pump its engine, there would be no sense at all. It would be just standing still in the middle of the road. The same goes with companies, without customers to fuel their operations and processes, they would be also in a standing still. The customers will determine the future of the companies worldwide.

The customers on the other side, needs the companies to develop and produce goods/products and services to make their lives easier compared to the past. The companies are the ones who are making the products that will soon be purchased by the customers and will use it. They need to communicate with the companies for the companies to also know the wants and needs of the customers. They should give out information about the new trends that is raging In the world. They should impart some information because in the end, they will be also the ones who will receive the end products of the companies. That is why it is very important for both to have a strong relationship with each other for them to communicate with ease.

## Slide 69

“Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.”

What the companies should know is that their customers are the ones who are the most important piece in their existence. Yes, I know that without money they would not be able to even establish a business and make a company. They would need investors and other financial supporters out there for them to even exist at the first place. But think about it, what will happen to them without customers? Yes, they have a running company that hosts to such businesses, but what will happen to their products if there is no one to purchase or buy it? These are just some of those questions that assess the importance of customers for a company. They might have established a company but would they even last long enough without customers? The importance of customers is something that should be kept in their minds as soon as possible. They should make a move now and communicate with their customers for them to gain the benefits that they deserve as a company. Their profits would sky rocket into space and even into the unknown if they gain a strong relationship with their customers. Each person is important and should be given care.

They should minimize the things they are doing to impress the world renowned Wall Street and their investors. They should limit it because at the end, the money of the customers themselves will be the factor for their impressiveness. If the companies are having lots of closely linked customers, they would also earn lots of cash or profits that would set them at the top.

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## Slide 70

“If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't *let* you talk that way.”

The source of all income for the companies mainly relies to the customers. If they impress their customers, their investors would be impressed as well. Why is that? you might ask. It is because the investors are existing for one purpose, and that is to provide money and at the same time gain something back in return which is much higher than the money they had invested in. They are giving money to the companies for the companies to have something to use for their operations in making the products or services for the customers. Just to make it simple, money is the root of all cause. What is the role of the customers? The customers are the one who provides cash and income for the products and services that they gain and obtain from the companies. If the companies have a lot of customers which are frequently purchasing something from them or in other words, they are 'suki', the cash flow for the company would be great. The more money they get, the more money their investors also get. That is how the money revolves between the companies and investors.

That is why I think that companies should as soon as possible create a bond and link which is strong with their customers. It will be truly a determinant for the success or failure of the company in the future. Without these customers, there would also be no companies to make products/goods and services. It is a mutual relationship between the two that is needed to be equally managed to avoid any difficulties and problems.

## Slide 71

“Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.”

The communication between companies and markets are an important thing for both to co-exist equally. Both should communicate with each other to provide clear information and knowledge for the benefit of the two of them. Sharing information with each other will provide advantages for the both of them to be used to other markets and companies. They need the information from the other for them to successfully provide enhancements and improvement for the both of them. On the side of the companies or corporations, they need the information and knowledge from the markets or customers for them to be able to make improvements in their products and services. They need accurate and up-to-date information for them to successfully implement the change. The miscommunication between the two would only mean one thing, and that is the failure of the products and services provided by the companies. For example, a company gained information from customers that a trend is a hit for people but what they do not know is that the trend is not anymore the hit for people. This would end up a disaster for the company when they release their latest products and services because people would no longer seek the things that they created. It would be useless and just a waste of time, effort, and money for the company resulting to the tremendous failure for the company. On the customer side, they need to communicate with companies for the companies to know the things that they want and need. It is a mutual benefit for the both of them that is why they should communicate with each other frequently. The importance of customers for the companies is a colossal thing.

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## Slide 72

“We like this new marketplace much better. In fact, we are creating it.”

The role of the customers for the companies is something that should never be disregarded. In fact, it should be the first thing companies should look at when they are creating the products and services they would like to release out in the world. They would only go through two channels or ways, first is their way. They would determine and control what the customers would get. They are their own bosses and would not get any help from the customers or any people out of their corporate walls. The second is the customer's way. They would determine what they products and services would contain based on what the customers prefer. They would accept any ideas and information from customers to help improve the things that would people have from their products and services. Both of these ways are something that they should think about but what is truly important is the customers. I would personally suggest that companies should look what their customers want and need not theirs because at the end, the customers would be the one who would purchase the goods and services. They would not buy their own products and services to survive right?

Well, the customers and markets nowadays are becoming much more intelligent and even more vital for companies. They are intelligent in the way that they are working and making things that would let them sell and buy products with each other. Customer to customer transactions is becoming much common nowadays. One of the forefronts of this is the eBay. eBay gave people the ability to sell and buy goods in the web without any help for marketers. The markets themselves are becoming the marketers of the real world through this website.

### Slide 73

“You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!”

In the world of retailing and marketing, the real boss are the customers. They are the ones who determine the future and current assessment of the companies and their products and services. They are the catalysts of whether this company would stay longer or would drop to the ground right away. They are the ones who should be courted by the companies and marketers to purchase and use their products and services. Without them, there would be no one to purchase their latest products and services. Imagine a world without customers; it would be a disaster for companies. There would be no one to buy the things they are making and their efforts will be useless and worthless.

An example for this statement is the once existed Aquafresh Toothpaste. There was a time that they are one of the popular toothpastes in the Philippines. Almost everyone knows this brand and everyone purchases it competitively with Hapee and even maybe Colgate. Unfortunately, if you would look in any kind of markets nowadays, it would be almost impossible to see any Aquafresh Toothpastes in the shelves. Well, I think that customers and the markets are not into the brand anymore that is why it is somehow phased out already.

The example I gave is something that is only on my thoughts. I wouldn't bet anything for it. It is just my idea about different brands of toothpastes. Well basically, what I want to point out is that the customers are the ones who can point out the future of a company. If the company cannot cope up with the trends of the customers, they would end up dead in the ground.

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### Slide 74

“We are immune to advertising. Just forget it.”

The way for companies to entice and attract customers is through advertisements and ads. Advertisements and ads can be of different kinds of things. It can be a huge billboard, a television ad, a radio ad, brochures, and the like. The most common of these are tremendous billboards. It can be seen from any roadside available out there. Which is in fact a hazard for the drivers because whenever they take a while to look at the billboard, they are also taking a while taking their eyes off the road which leads to accidents. Billboards show the picture of the product and service and then contain a catchy slogan for easy remembering for the people who sees it. There are at times that there is also a popular figure with the product and service for further memorization. The television ad on the other hand is almost the same as the billboard ads. The one thing that they differ from each other is that they are recorded videos to promote the products and services for the viewers to see. They usually accompany this kinds of ads with catchy tunes and slogans for the community to easily remember the product and service.

But what the companies are failing to notice is that customers nowadays are becoming less reliant to advertisements. Fewer people are being hypnotized by advertisements nowadays with the commonly used “Buy Now!”. People are now basing their preferences through the word of mouth. The effects of the power of the word are something that greatly affects the mindset of people in the community. If a bad omen is casted on a specific product or service, soon enough other people would also feel the same way about the product because the one who said the bad omen is their friend or someone they trust. The message then spreads throughout other people through gossips and such that it greatly affects the product and service overall.

## Slide 75

“If you want us to talk to you, tell us something. Make it something interesting for a change.”

For companies to gain the trust and confidence of the customers, they should be the first one to introduce themselves before the customers. They should take the initiative to talk to the customers first. In other words, the companies should be the one to court the customers. It is like courting a girl in real life. The boy should always be the first one to introduce himself first before the girl even talks to him. If the boy would not introduce himself to the girl, the girl would think of something and would not take interest to the boy. The same goes with companies and customers, if the companies do not introduce themselves, the customers would not know what they want to give or sell to them. They would have no idea whatsoever to what is the purpose of the companies. That is why companies should be the first one to make a move for the customers to know them.

Well, the customers should also be open enough to let the companies introduce themselves. They should not be snobbish, cloistered, or cliquish to the companies that want to get to know them. Once again, I would compare the customers to girls. If a girl is snobbish to a boy, the boy would somehow get distracted and lose focus on the objective because of the attitude the girl is showing. The same thing is for the customers, if the customers would not give the companies the chance for them to introduce themselves, the companies would not be able to show what they got. But maybe being snobbish for a girl is like their strategy or something. It is like if the boy really wants the girl, even if the girl shows snobbish attitude, the boy would still continue to pursuit and court her. But I really don't know about that. Girls are sometimes mysterious in their own ways.

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## Slide 76

“We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?”

The relationship between customers and companies has been stable for some and unstable for others too. What the both of them should do is to settle things down and just communicate with each other and share information and knowledge. Every bit of detail and idea is important for the both because at the end of the day, they are both the ones who will benefit from it all. The customers would benefit the accuracy of what they truly want and need. The thing that has been produced and created is up-to-date and is the latest trend in the current time. They would not worry about buying goods and services that is not the hit anymore. They would not be hesitant to purchase because what the companies did and produced is from their own ideas, suggestions, and information. The company's benefits on the other hand would be the profits and income that they get from the money that customers use to purchase the products and services. If they can communicate properly with the customers, they will surely have loyal customers who would purchase the goods and services that they produced and made. They would not worry about people not buying their products because the products and services that they created came from the ideas and suggestions of the customers themselves. That is why companies should take time listening to their customers and markets for them to be able to achieve a high profit and income return. The work and difficulties that they put through would not be a waste of time.

## Slide 77

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

Whenever the customers would want to have assistance, help, and support from the companies who produced and made the products, they should always be ready and prepared to reply as soon as possible. Companies should not take too long to reply to the inquiries and queries of the customers because what the customers need is a quick reply and an accurate one. They do not like to keep on waiting and waiting and at the end would get nothing from all the waiting that has been done. Companies should entertain the customers because they don't know what may happen. The occurrence might be positive it might be negative. We don't know, I surely don't know. That is why they should entertain the questions because in the end it might help them out for the future. They can also get ideas and suggestions from the emails sent by the customers that might change a big thing in the company. Companies should not be afraid of failures and mistakes because it is a normal thing that happens in the world. What they need to do is to learn from these mistakes and failures. Learning from all of this faults would help them in the end grow up to be something that harnesses great experiences that is beneficial to a lot of people. If the companies would ignore the emails and queries of the customers, the customers might go away and never return anymore. They might lose some of their best customers and this would mean one thing, loss of profit.

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## Slide 78

“You want us to pay? We want you to pay attention.”

Customers play a big role on the life-cycle of a company or corporation. They are the catalyst of the success and failure of the product or service produced by the company. They are also the ones to purchase and react on the things they have experienced with the products and services they have bought. The customers and markets would be the one to tell other people whether they have experienced a positive or a negative effect on the products and services. The money that they are using are the ones which is difficult to get and hard to earn. This makes the customers and markets even more particular and sensitive about the things they are purchasing on the market. They want to have their money's worth the difficulties and hardships they have encountered before buying the particular products and services.

For the customers to pay more and talk later, companies should also pay attention to the customers and markets needs and wants. They should provide what the customers truly wants and needs. They should not produce something out of their own ideas and suggestions. If they would do this, they minus well purchase the goods for themselves and use it for their own sake. The companies should talk and communicate with their customers and clients for them to gain important facts and information about the particular specifications and preferences of the customers. They should spend more time communicating rather than focusing on getting more money. Sometimes, companies are drawn into the idea to gain more money and think about the customers' reactions later. This is something that they should change for them to be effective and efficient on the things they are doing specifically producing helpful products and services to people.

## Slide 79

“We want you to drop your trip, come out of your neurotic self-involvement, join the party.”

The relationship between the customers and companies is something that should be given importance by the companies and corporations. Why? You might ask, it is because the things happening between the two determines what would happen for the both of them. The companies would need to have a great relationship with their customers because they are the ones who they need to woo and court to purchase their products and earn profit and income. The customers are the medium of whether the company's products or services would rocket sky high up in the atmosphere or would be buried down below six feet under. That is why it is very important for the companies to be kind and caring for their customers. The trust of the customers whether the company can deliver what they want and need is also an important thing. While on the customers' side of view, they would also somehow need the companies to get what they want and need. They would need to communicate also with the companies for the companies and producers to know exactly and specifically the things they want.

That is why the customers are inviting and encouraging the companies to speak to them and communicate. The relationship and trust between them are essential and vital for the both of them but weighs heavily on the companies' side. The companies would not survive for long without the presence and cash flow of the customers flowing inside their business. It is a mutual relationship between the two that is why they should both communicate with each other to have a stable trust and belief with each other.

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## Slide 80

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

The role of the customers for the companies who produce products and services is very important. It is needed by the companies because it is the main source of income for their business. Majority of the cash flow entering their business comes from the customers who purchases and uses their products and services. The stability of their income and profit is on the hands of the customers. The customers can uplift the company overall to new heights or they can also bury them deep in the bowels of the ground. The customers can predict the life of the companies together with their businesses. Without the customers to purchase and use their products and services, there would also be no flow of cash occurring inside their company. The companies would have a very difficult time surviving and staying alive with the competition or even the life of the business overall.

That is why as long as the companies are looking for the customers for their source of income, they should act as soon as possible to communicate with them and converse with each other. They should open their corporate walls and let information and their customers inside to somehow tweak something for the benefit of the company. They should forget about who is the boss and just be humble and somehow let the customers' ideas and suggestions be a factor for their business. If they would not do this as soon as possible, they might want to take in mind to sell their products and services to other companies who do not want customer information to flow also. They can just exchange goods and services for the money of the other companies.

## Slide 81

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

Companies are brought to the world because of the business that they have organized and planned to make. Businesses are focused mainly to gain profit and earn a lot of money for the people behind it. Money is the only thing they are focused to gain and nothing else. As long as the cash flow of money in their company is smooth and abundant, they would do nothing to change it. Any ideas and suggestions of change would be quickly scrapped and thrown away in the trash. They don't like changes and ideas of other people because they are proud of themselves and the things they had created so far. They want nothing at all but money. Money is the universal language for them and they couldn't understand what other people are saying because of this. They do not want anything in the world but money and there is almost no one to stop them.

What companies should do right away is to communicate and do something to create a strong relationship with their customers. They need this as soon as possible because they would need loyal customers to give them the ability to stay and survive longer than the others. The longevity of the company would determine the time they would be present on the world of business. If they have established the relationship with their customers, they should then talk about different kinds of stuffs and not just about money. They should converse and be transparent to their customers for the customers to fully trust them. The trust is very important for them to be able to accomplish the things they want to.

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## Slide 82

“Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?”

The main purpose of the life of the customers is to purchase and use the products and services of the companies who made it. They are there to buy something that would make their lives easier than ever before. They want the convenience and ease to make their works and jobs much simpler and convenient. The convenience that the products and services provide and offers to the customers are the ones which keep them coming back for more. On the other hand, they just want some variety of the products and services. They might just want to have a new color or new design of the products rather than changing the whole thing. They also just might want to make something much functional rather than aesthetical. The mind of the customers is something that is vague and abstract. No one can expect and accurately predict the things that would be most likely the new trend to come out. Each and every one of the customers has his/her own specifications and preferences. This creates the variety of products that companies are making for them.

Companies should not hide if the products and services that they have provided is a failure for some customers. They should face the fact and receive it as an improvement for the things they are producing. To avoid this from happening, they should produce products and services of quality rather than quantity. They should be transparent and open to their customers for queries and questions that are coming to them. They should not hide anything from their customers for them to gain loyalty and trust.



### Slide 83

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

There are a lot of companies nowadays that are focusing much more on the reporters from *The Wall Street Journal* rather than on their customers. They pay more attention to what the reporters would say about them. They just want to be known as one of the most popular companies that have existed in the world. They want to be known for the income that they are accumulating in a year or so. All they want is to be famous because of the success they have gained from the businesses that they have done. What they forgot about is giving back to the customers. Why the customers? It is because the customers are the ones who paid money for their products and services. Without the money and cash of these customers, they are also nothing and would not be able to be known worldwide.

They should give importance to their customers rather than focusing all in all on the reporters. They should minimize the time and effort for reporters because the reporters only take down stories and information to be published on a magazine or so. But the customers would be the ones who can bring them to the top and stay there as long as they are providing quality products and services to them. The role of the customers is much more important than the role of the reporters. The cash of a single reporter wouldn't even be on the half of the cash from 50 million customers. This just shows the great importance and vital role of the customers for the success and survivability of the company.

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### Slide 84

“We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?”

Some companies are known for their strict implementation of rules and regulations to their employees and staff. They have such rules that avert their employees and staffs to communicate with internal information to the outer world such as the customers and other people not in the organization or company. The superiors do not want any internal information to flow out of the company because it might be something very private and important to the company or maybe they are hiding something from the customers such as the truth of something about the products and services. Whichever this may be, we do not know, but all we know is that it is very important and private for them. With this strict implementation of rules, some people inside the company such as the employees are hooking with the internet or the web to somehow give out the truth that customers and people outside the company need to know. They are those people who want to help out and give assistance without the knowledge of their superiors. These employees are those who are somehow want to impart something outside the company walls. They want to share knowledge and information for the sake of the company itself. Sometimes the superiors are blinded by too much political issues and money that they are forgetting about the customers. The customers on the other hand want to meet other employees inside the company to share some knowledge and information with them. They want additional knowledge about the things happening inside the company for them to also know what things to do in the future.

## Slide 85

“When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.”

The communication between companies and customers is very imperative for the stability of the products and services that the companies' are producing and making for the people. The companies should do something to create a bridge for them to have a relationship or link to the ones they are selling the products and services for. They need this because without it, they would also flatter in the ground and fail. That is why there are a lot of employees that are looking for ways to somehow create a connection to the customers. The employees themselves are the ones who want to do something for the company they are working for. Makes sense because if the company would fail, the employees themselves would not have a place to have a job. They taking the initiative to link the company they are working for to the customers that they are targeting.

Truly enough, these employees had found a way to communicate and link with their customers. They used the ways of the web to do their bidding for their company. The web or internet gave the employees the ability to support and give assistance to their customers. They have the ability to talk and converse with the customers or clients during their break times or so. Unfortunately, when the superiors found out about this, they began to ban the influx of information to go out their corporate walls. Somehow, the superiors found a way how the employees can leak out vital information to the people outside. That is why the superiors somehow banned and restrained their employees from conversing with the customers.

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## Slide 86

“When we're not busy being your "target market," many of us *are* your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.”

The role at which the customers play in the life of a business for a company is really appropriate. They are those people who purchases and makes use of the products and services that they are making and producing. The stability of the products and services that companies provide for the people relies heavily on the customers. If the customers like what they are experiencing from a product or service, the feedback to it would also be positive. On the other hand, if the customers don't like what they are seeing, the feedback to it would be negative. These feedbacks would weigh heavily on the company's performance on the marketing and business world.

Companies didn't completely forget about these things. They have web sites and some marketing section that focuses on the customers. They are showing to the customers that somehow in a little way, they can see them. Unfortunately, these attempts to link with customers are in a way useless. They are not completely supporting and assisting their customers. They are not answering and replying quickly enough to the queries of the customers about their products and services. They are too slow to react about the changes of what the customers are wanting. They just think that as long as they have a web site and a marketing sector, it is sufficient. But this is where they are wrong. They should back their customers throughout the whole process. They should never disregard their questions and queries about the products and services that they are offering and providing.

## Slide 87

“We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.”

The scenes behind the transactions between the customers and the companies are something that is somehow ignored by the companies. They are not paying much attention to the things that the customers have in mind. They are thinking that it is irrelevant and is frequently taken no notice of. They feel that they do not need this information because what they think is that they are makers giving them the authority. They would create what they want and the customers would purchase it in some way.

The companies should reconsider and take notice of this information. It would benefit them because they can get a lot of information and knowledge that they can use to improve and develop their products and services to be offered. It is a great advantage for them to know the latest and up-to-date trends that people are into. They would know if a particular product or service is still a fad or it may be obsolete. An outdated product and service will cause loss of profit and effort for the company if they are not careful enough. Lots of fortune was used to make the products and services and just a change in trends can disrupt it in a quick instance.

They should also get these information from the customers themselves. They should open up and converse with the people for accurate information. A great way for them to communicate is through the web or internet. Forums and other kinds of communication gateways can be used to perform these actions. Once they open up in the web, they also open up into the world.

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## Slide 88

“We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?”

The role of customers for the companies is very important and powerful. This is something that companies should look at and do things about. They should do something about their customers because the customers are the ones who will buy the products and services that they are producing and making. The customers have the luxury to move around and change things that they want. They have this opulence because the things that are being produced and created are for them particularly. The companies are the ones who need to cope up with them. Companies should do this because the products and services that they are producing should fit the trend on the customers. This is a sensitive part that changes relentlessly and on a daily basis. If a company produces a good that aims to target a certain trend and then that trend dramatically changed in an instant, the goods that are being produced would no longer be effective. It is not fit because the trend has gone already.

That is why companies should hook up to the internet or web and communicate with their customers and clients. Time is an important part of trend which is why companies should not lollygag around. They should always be up-to-date with the trends that the customers are into. Through the internet, they can gain information from their customers which are up-to-date. They would not worry about what if the customers don't like the product or service anymore. They should also answer queries and questions from the customers quickly because it shows that they care about them which is important for the customers.

## Slide 89

“We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.”

People from companies should give importance to their customers as much as their reputation and issues happening all over. They should think that customers are sensitive creatures that should be taken care of and given what they desire as soon as possible. These creatures should not wait because they can shift their attention to others and would give their trust to others. Losing this trust would result to loss, both in profits and customers which are vital for their survival. This sensitivity is very fragile for the companies. One false move and its to the dump for these guys.

A great thing for companies to do is login to the internet or web and then do something to strengthen their links with their customers and other people outside their corporate walls. Why the internet? It is because the internet or web hosts a lot of different ways for people to communicate with each other and this is what companies need to have between their customers. Communication is a vital part of their lives because it lets them gauge their relationship with their customers and clients. If they can develop a strong relationship with them, they can be guaranteed that there would be people to purchase and use their products and services. With this guarantee, they will have no problems about their inventory and other stuffs they need to worry about. All they need to do is to produce and create and let the money or profits flow in. The key for their success is the customers and clients that stands by them all the way.

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## Slide 90

“Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.”

Whenever the customers wants to communicate with people from companies that produces products and services, they login to the internet or web and find a way to communicate with them. They can usually get through this from forums, blogs, micro-blogs, instant messaging, emails, and many more. The web hosts a lot of different ways for people to communicate with each other. That is why the customers and clients of companies are hooking in the web to have a way to communicate with them. They want to talk to them because they want to gain answers about their queries and questions that are bothering them. Pretty much, they also want to have these answers as soon as possible. They want answers quickly because customers and clients are normal people who need things. They also have other things to do rather than to sit around and wait for some replies and answers from them. They are busy too just like the people within the companies who produce products and services. That is why if they don't get their answers quickly, they look for some other alternative or way. These alternatives might be new ways to get answers or even worse for the companies, other rival competitors to purchase products and services from. This would greatly impact the company because they are losing out profits and customers. What's worse is that people are now spreading bad information about the company all over the place. This in time affects the reputation of the company itself. Bad feedbacks are equal to bad reputation. This will surely pull them to the deep depths of the Earth.

## Slide 91

“Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.”

The customers and clients of companies are becoming much more advanced and knowledgeable about the world ever since the web and internet came to life. It gave them information that they can use to be intelligent and not be pushovers in the world of business and marketing. What's interesting about this is that they had formed their own community. This community is bounded by one cause and that is the companies with their products and services. With all of the different products and services being launched and produced all over the world, people want to have some part with it. They don't want to be left out with the things happening all over the place. Customers together with their allegiance targets to gain information from the companies that produce different kinds of products and services. They want to know something about them because they are interested the things happening behind the scenes. They want to have an idea who's working on what. They want to gain access to the things that are related to the products and services that they are purchasing. Besides, they have the right to know what the things are being putted into the things that they are purchasing and using.

The companies should not be inquisitive about the communication that they are having with their customers. All they need to know is that they are being true to the people who are always buying their products and services. They just need to be open and transparent and let the ideas and suggestions come in for the improvement of their company as a whole.

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## Slide 92

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

There are a lot of companies nowadays that are focusing almost all of their attention for themselves. All they think about is how they will grow and be one of the best across all the nation. They just want to develop their products and services from their own ideas and knowledge to give to the customers and clients that they have. They are not thinking about what their customers and clients would say after receiving the products. To make things short, they are disregarding their customers and focusing more on themselves. What they do for a living is for their own sake and they would not care about others. Many companies impart a lot of money to things such as political issues and other things but they are not giving much attention on their marketing sector. They should improve their marketing sectors by purchasing upgrades for their web services. Their web services would be one of the keys for them to be much connected with their customers and clients. This is the way for them to properly communicate and converse with them on a daily basis and keep things tight with each other. They need to strengthen and patch up their bond with each other for the people to grow and earn respect for them. Through this respect, the loyalty sprouts out and becomes a key for their strong relationship. They should think about this because this is something that will impact them greatly on the near future. They should act now before they are too late to make a move.

## Slide 93

“We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down.”

Whenever the customers get the need to communicate with someone inside the company, they hook up into the internet and login to communicate and converse with the employees or staffs of the specific company. They are using the web or internet because it is a much easier and faster way than any other means of communication for the both of them. This is also the only way for employees and staffs to communicate to people outside the corporate walls while working or having a break. Through the web, people can communicate through blogs, forums, and other different kinds of ways. Majority of these things happen through forums where employees give assistance and support to different kinds of people with different kinds of difficulties that they are having with the products and services from the company. This communication is happening with a wall between the employees and customers. This corporate wall is somehow maintained by superiors who don't want to leak out information to customers.

Fortunately, there are some companies nowadays that are allowing the communication between their employees and customers. They are smart enough to figure it out that what they need to have is a strong bond or relationship with their customers and clients. They have broken down their corporate walls for customers to gain internal information from them and make things much better. These companies are transparent and open to share anything that the customers and clients want to know. They are open for ideas and suggestions that they can use to help them somehow to improve or develop their company.

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## Slide 94

“To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.”

Customers and clients nowadays are becoming much more intelligent and knowledgeable with each passing day. They are absorbing different kinds of information through the web and using it to be able to know what are the right things and the wrong things. They can now stand up against the companies that they are purchasing the products and services from. They now have the confidence to reject any offer by the companies and let the companies do the work for them. The authority that they have is something that many companies are very sensitive to notice. Companies don't want to make their customers and clients to be frustrated because they have the ability to not purchase the products and services that the companies are offering and this would bring a negative blow to them. Companies would lose tons of money and effort if there are no customers to purchase and use their products and services. That is why they should give importance to their customers and they should now start to communicate with them. Customers on the other hand, with the knowledge that they obtain, can determine what will the company would do for them. They will be the catalyst for the future of the company. The customers are organizing much information and with speed at the same time compared to the companies. People share insights and feedbacks about the experience that they had acquired from the products and services that they have bought from the companies. These reactions from the customers would be very vital for the survival of the company.

## Slide 95

“We are waking up and linking to each other. We are watching. But we are not waiting.”

The power of the customers is now very authoritative towards the companies that serves and offers different kinds of products and services. Customers are now linked to each other through the web or internet and it looks like it wouldn't change for a very long time. This link would get stronger and stronger as the number of people is now connecting to the web. Each people who connect to the web have a very big chance to gain a lot of information about the things they are interested about. They can communicate and converse with other people who share their interests and likes. They can share feedbacks and experiences about a certain thing that would help them be more informed and knowledgeable. The information and knowledge that people can gain from the internet is limitless and unlimited. They are aware of the things happening all around them and this awareness makes them stronger compared to others. This is one of the reasons why companies are afraid of their customers. Their customers can defend themselves and knows what is right compared to the past. The strength of the people integrated with the web or internet is really a force to be reckoned with. The companies would no longer be able to make fool out of their customers and clients by selling them things that are maybe not in quality. Customers can now determine what is right and what is wrong about a certain product or service through the feedbacks and experiences of other people which is shared through forums and such in the web.

## **Project**



Benguet Lumber Inc.

A study on the Sales System of Benguet Lumber Inc.

**Submitted By:**

Babiera, Jann Michael V.

Dee, Morgan Jay T.

Semilla, Christopher R.

Ward, Paul Maverick B.

Submitted in Partial Fulfillment of the Requirements  
Of the Course, Vertical Solutions  
De La Salle – College of Saint Benilde

## Company Profile

**Company name:**

Benguet Lumber Inc.

**Address:**

457 Magsaysay Avenue Baguio City

**Nature of business:**

Retailing

**Established:**

1935

**History:**

Benguet Lumber Inc. was founded by Tan Eng Lay in 1935. As being one of the few hardware stores in Baguio City, it has easily earned profit. The profit that they have earned has expanded their business to different locations in Baguio. With the help of their Vision & Mission statements their business is still going strong even if there is already an increasing competition of hardware stores in Baguio City.

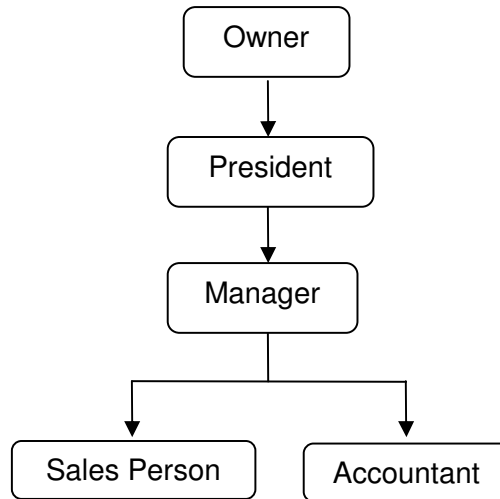
**Vision:**

To be known nationwide with our good quality products.

**Mission:**

To provide good quality products to people/customers that they will never regret on the things they bought from us and provide all the needs of the customers in construction materials.

## Organizational Chart:



## Products:

- › Paint
- › Lumber
- › Screw
- › Nails
- › Paint brush
- › Deform bar
- › Gravel
- › Sanitary pipes
- › Sanitary fittings
- › GI wire
- › GI sheet
- › Cement
- › Electrical wiring

## Services:

Delivery of construction materials to customers

## **Objectives of the System:**

The proposed system that would be implemented aims to:

- make the system of the company automated
- provide accurate information
- avoid losing important files due to human error

## **Significance of the study:**

- **Significance of the study to the company**

This study would help the company increase their sales by changing their current system. This study would also give the company the opportunity to improve the way they are handling their management. The improvements and enhancements that would take place would help them be much effective and efficient in their management of the business.

- **Significance of the study to the group**

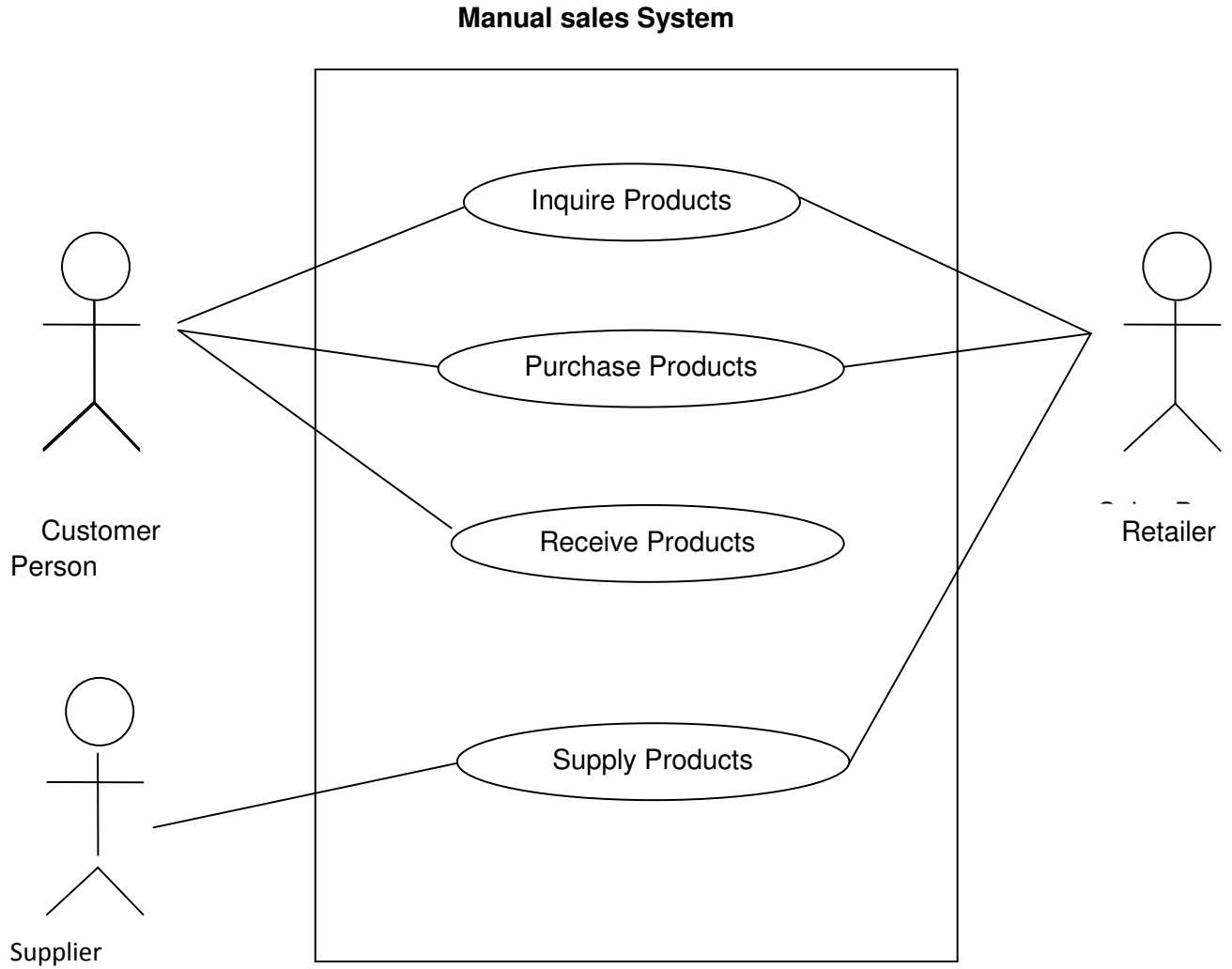
This VERTSOL proposal project lets us use the things we have learned in vertical market solutions like the blogs, the book reviews and many more. It also makes us think and decide about the things we will implement and we also feel that we are already in the vertical market. This project for us is really challenging.

## **Scope and limitation:**

Our study will encompass all process involving sales. Our study will not include any processes or systems involving inventory, marketing, finance and accounting, and human resource.

**Use Case Diagram (Existing System)**

Manual System



## **Use case narratives of the existing system:**

**Title:** Inquire products

**Summary:** This allows the customer to ask the sales person if they have that particular product they wish to buy.

**Actors:** Customer, Salesperson

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Dee, Morgan Jay T.

**Flow of events:**

**Preconditions:** When the store opens at 8 am and the sales person are available

**Main success scenario:**

- 1.) The customer will ask the salesperson if they have that particular product.
- 2.) The salesperson will get examples or list of the things that the customer is looking for.

**Alternative sequence:** The customer might just ask for details

**Error sequence:** When all of the salesperson are busy.

**Post-conditions:** The customer inquires successfully and the customer knows what to buy with the help of the salesperson.

**Title:** Supply Products

**Summary:** This allows the supplier to deliver products to the retailer

**Actors:** Retailer, Supplier

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Babiera, Jann Michael

**Flow of events:**

**Preconditions:** If they accumulated the minimum quantity of stock the retailer orders from the supplier

**Main success scenario:**

- 1.) The retailer will ask the supplier if they have that particular product.
- 2.) The retailer can check the items they needed from the supplier
- 3.) The supplier can deliver the right quantity to the retailer.

**Alternative sequence:** The customer might just ask for details

**Error sequence:** When all of the supplier is busy.

**Post-conditions:** When the supply arrives successfully

**Title:** Purchase products

**Summary:** This allows the customer to buy products that he/she selected.

**Actors:** Customer, Salesperson

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Ward Paul

**Flow of events:**

**Preconditions:** When they already have selected an item to buy.

**Main success scenario:**

- 1.) The customer chooses the products that he/she likes.
- 2.) If the price is okay the customer would pay for the product.
- 3.) The salesperson will issue a receipt.

**Alternative sequence:** The customer might not buy the product because of the price.

**Error sequence:** When the product they chose is out of stock.

**Post-conditions:** The customer purchases the product successfully.

**Title:** Receive products

**Summary:** When the customer finished paying the product that he/she has chosen.

**Actors:** Customer

**Creation date:** November 22, 2008

**Version:** 1.0

**Person In charge:** Semilla, Christopher

**Flow of events:**

**Preconditions:**

**Main success scenario:**

- 1.) The customer then receives the products that he/she bought.

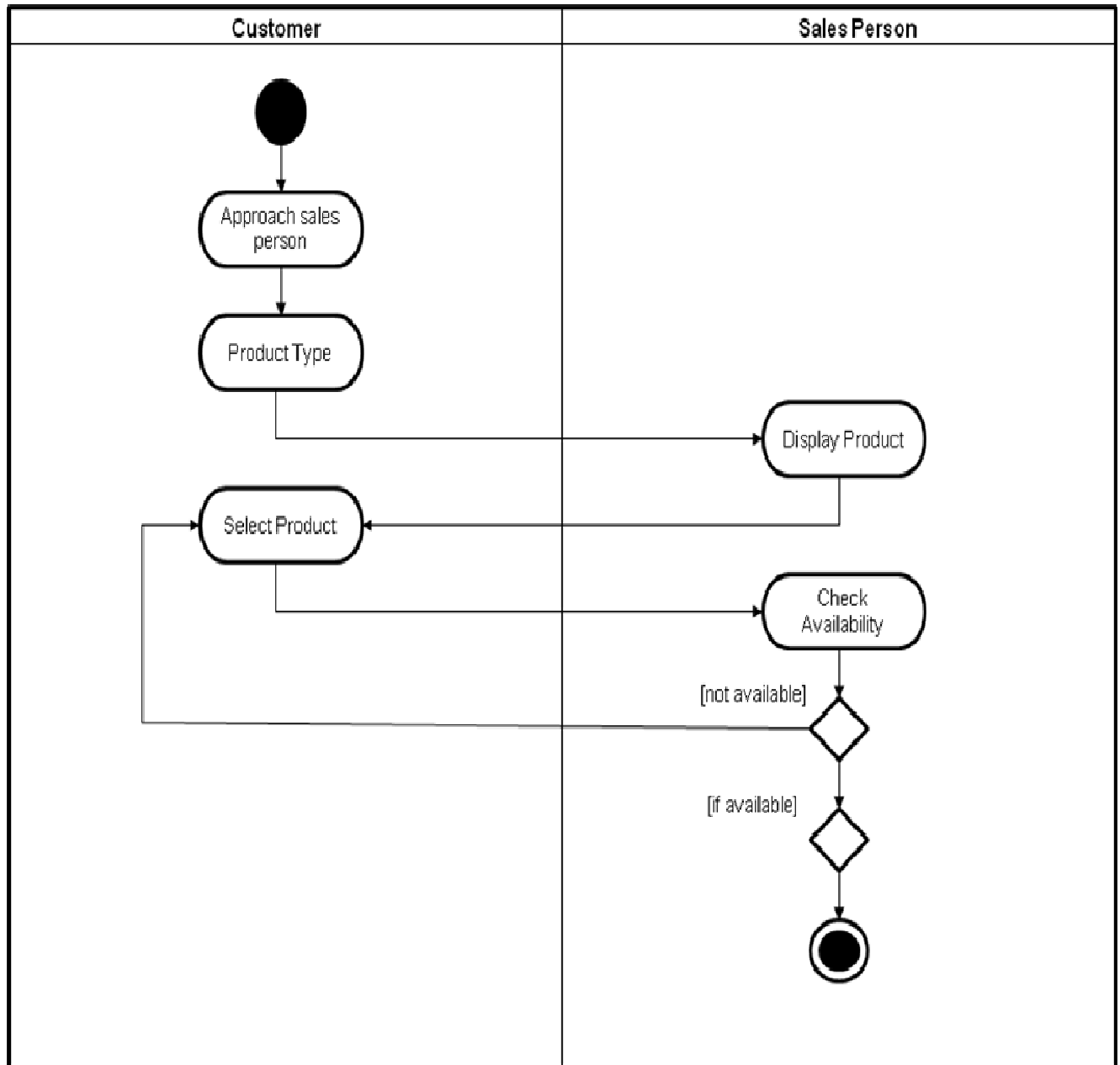
**Alternative sequence:** The customer

**Error sequence:** When the product they chose is out of stock.

**Post-conditions:** The customer receives the products successfully.

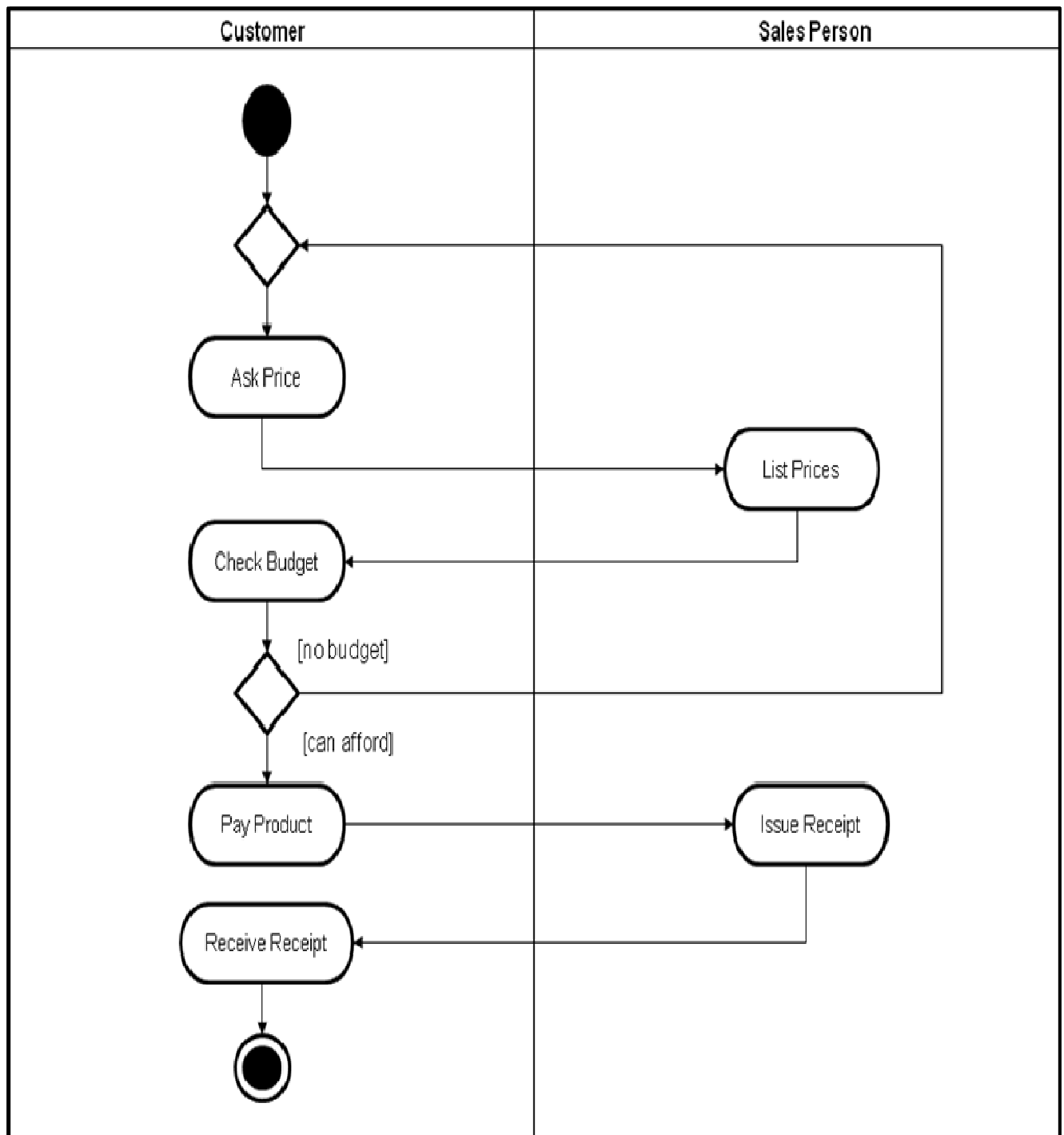
## Activity Diagrams (Existing System):

### Inquire products

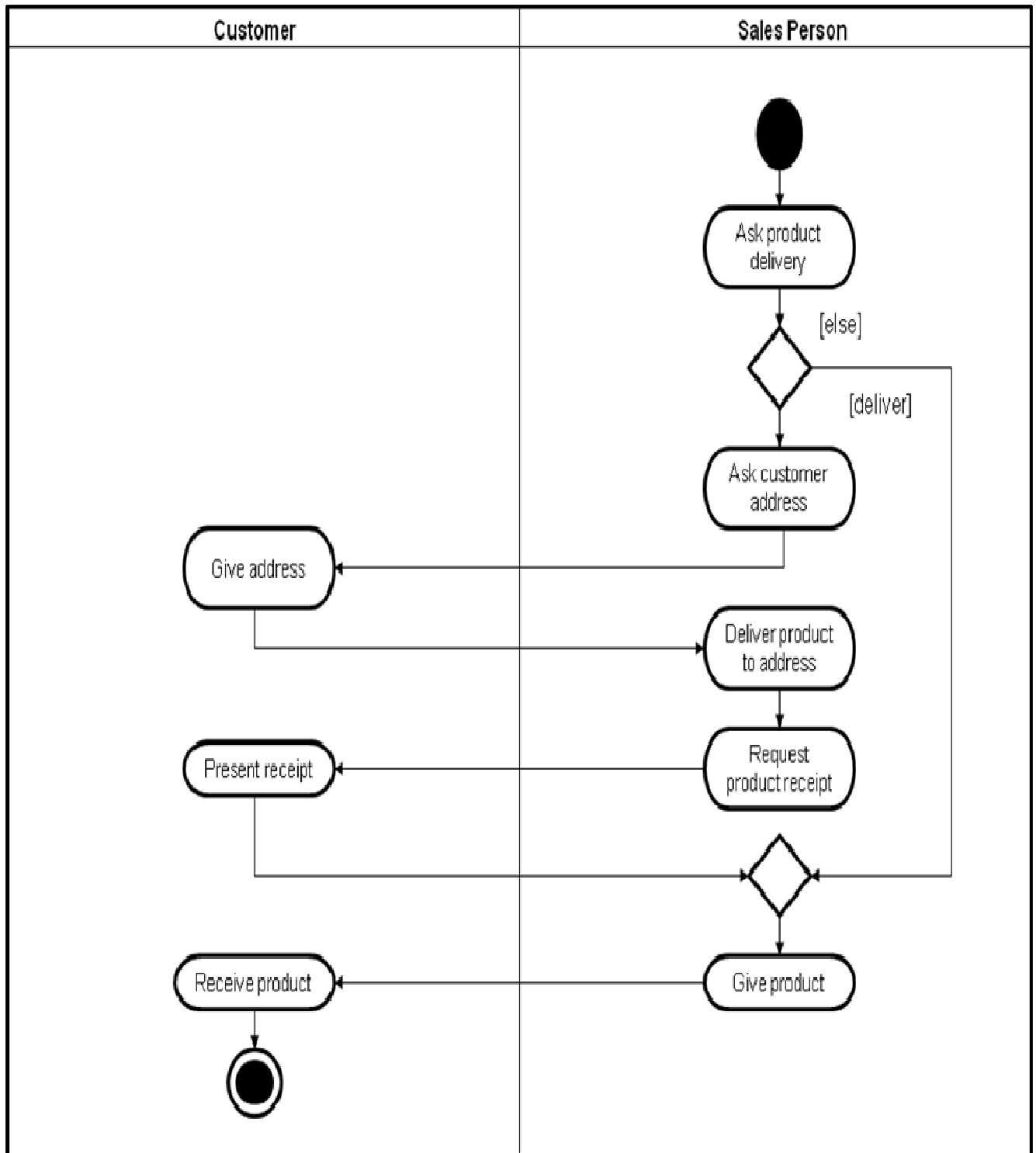




## Purchase products



## Receive products



## **Statement of the Problem (Existing System):**

Our study concentrates on the manual system of the company. The problem of the company is their sales.

- **Difficulty in tracking and managing the files**

The Company manually writes down the order of the customer's in a receipt. It is usually being misplaced by the employees especially when there are many people buying. It is very hard to find the receipt files especially when the customer wants another copy of their duplicate.

- **Time consuming processes**

The salesperson waits for the manager to say what the discounted price the customer is asking for. The products that the customers return will be double checked whether they are not destroyed and are complete.

## **Table of Recommendations:**

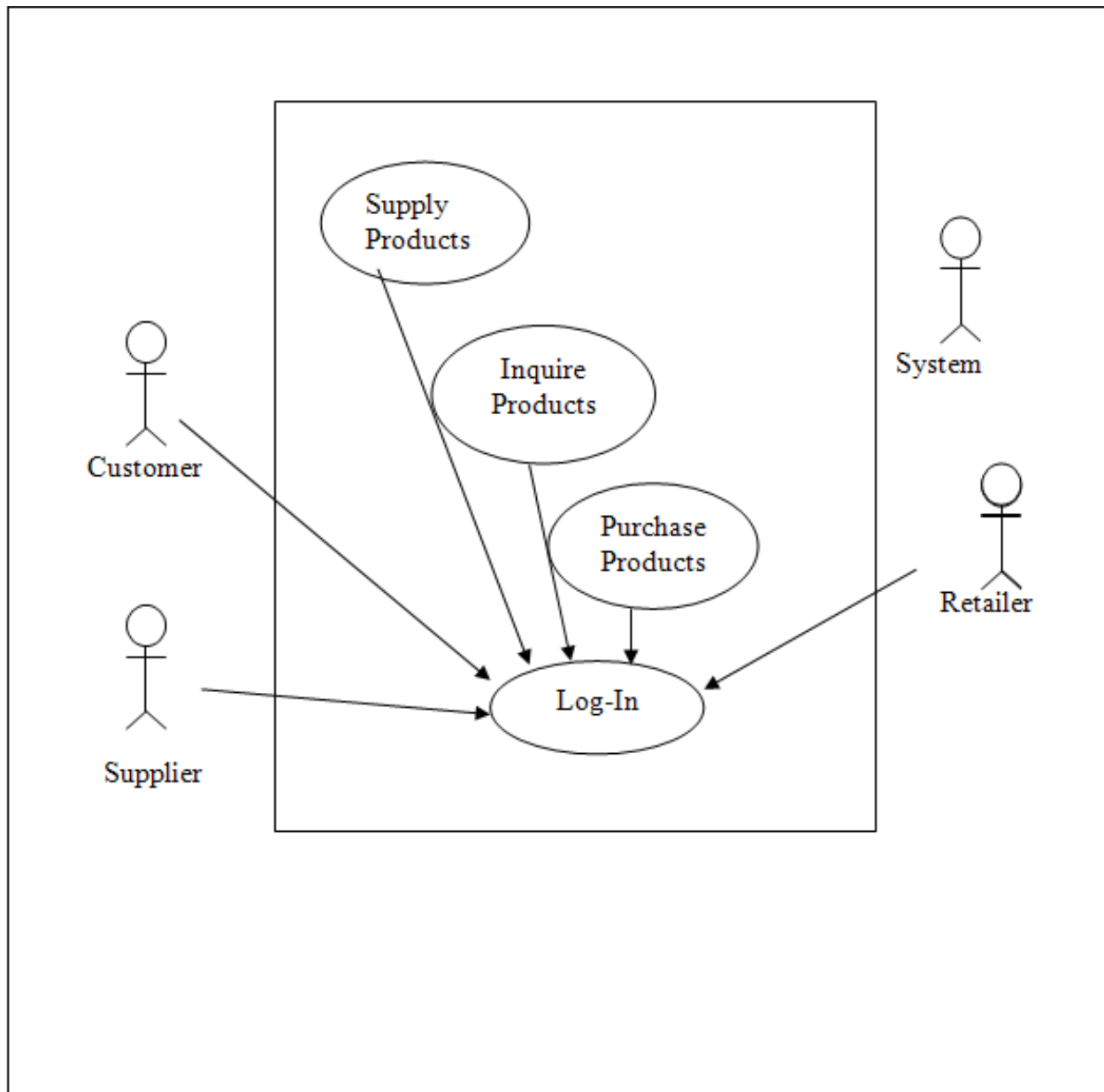
### **Problem:**

The Company is having a problem on listing down the orders of the customers because they just write it down on a piece of paper. This results to employees misplacing the paper and it is time consuming.

### **Recommendation:**

We recommend them to train their employees so that they can contribute better to the company. If they have the ability to purchase equipments, machines and computers then they should buy it to make the work easier and faster.

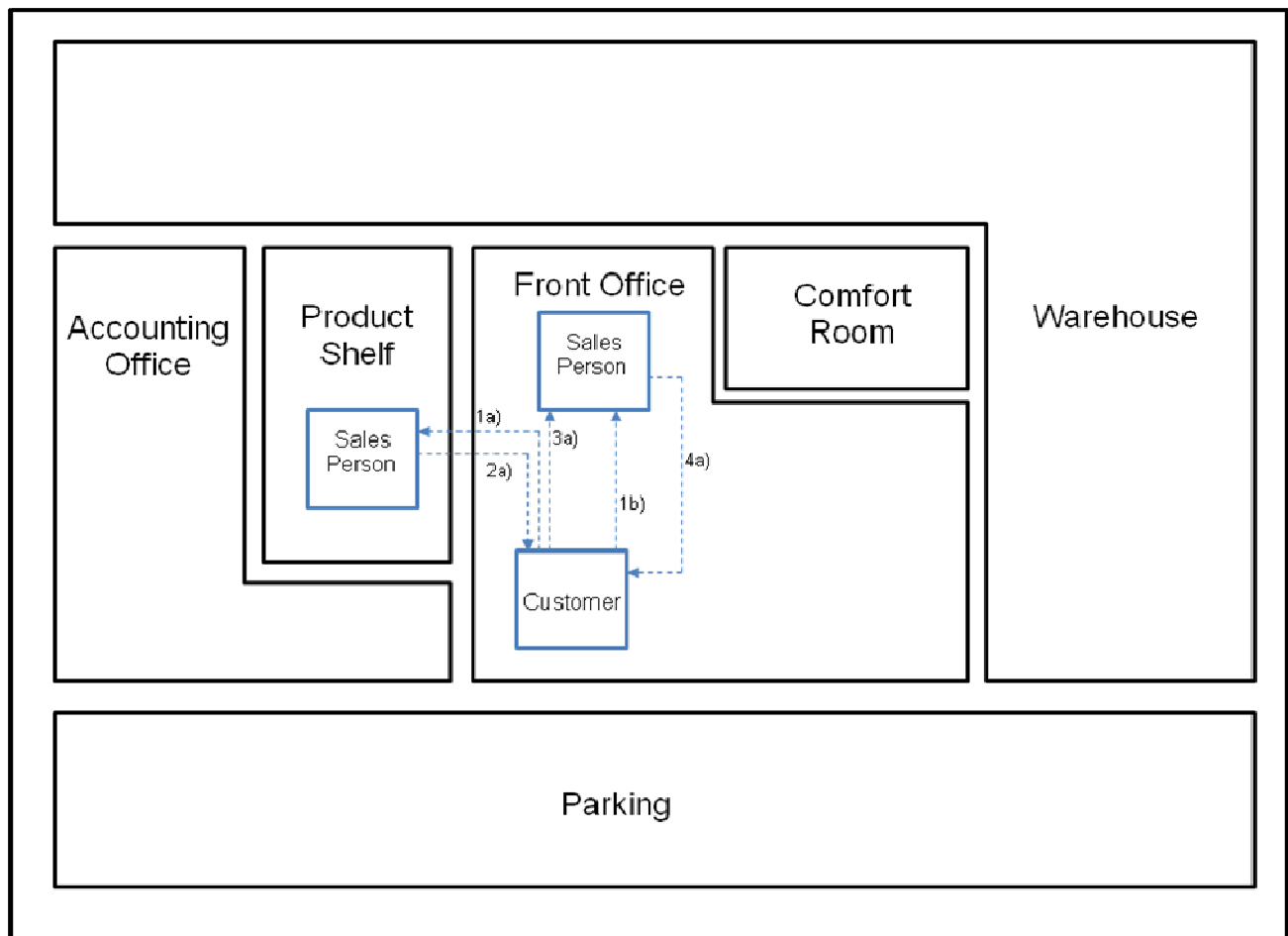
### Use Case Diagram (Proposed System):



### Benefits of the Proposed System:

- Decreasing proposal turnaround time by 20 to 50%
- Reducing costs by more effectively deploying resources
- Growing revenues by increasing win rate and participation

## Geographic Flowchart:



The following legend explains the manual processes in the use case:

- 1a) The Customer would **inquire products** to the Salesperson in the Product Shelf to know what the products the customer needs to purchase. (This implies to the customers who don't know what products to purchase.)
- 1b) The Customer would go directly to the Salesperson in the Front Office to purchase the products that the customer needs to purchase. (This implies to the customers who already know what products to purchase.)
- 2a) The Salesperson would look at the Product shelf to see if the products are available for the customer and if available, would give the products to the customer to pay for it in the Front Office.
- 3a) The Customer would then **purchase the products** by paying in the Front Office.
- 4a) The Salesperson in the Front Office would then record the transaction. When the purchasing is completed, the customer can then **receive the products**.

### Actual time vs. Target time:

#### Inquire Products

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Answer questions	8 mins.	5 mins.
Recommend alternate products	5 mins.	3 mins.
Ask for specific details	5 mins.	2 mins.
Tell the most sellable products	5 mins.	3 mins.
Explain products	10 mins.	5 mins.
<b>Total:</b>	<b>33 mins.</b>	<b>15 mins.</b>

#### Purchase Products

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Give list of prices	5 mins.	3 mins.
Show sample of products	5 mins.	5 mins.
Issue receipt	10 mins.	5 mins.
<b>Total:</b>	<b>20 mins.</b>	<b>13 mins.</b>

#### Receive Products

<b>Activities</b>	<b>Actual time</b>	<b>Target time</b>
Double check the products	8 mins.	4 mins.
Put products into package	10 mins.	6 mins.
Give change	5 mins.	3 mins.
<b>Total:</b>	<b>23 mins.</b>	<b>13 mins.</b>

Based on the target time and actual time information we can see that there are things that can be removed because it makes the process to long.

## Benchmarking

<b>Metrics</b>	Apco hardware	Benguet Lumber
	(Competitor)	(Company)
<b>Number of transactions:</b>		
a. week	200	300
b. month	800	1200
<b>Number of branches</b>	1	2
<b>Equipments use</b>	3	5
	trucks	forklift
<b>Number of products &amp; services</b>	10	13
<b>Type of clients</b>	anyone	anyone
<b>Annual Premium income</b>	Php. 700,000	Php.1,000,000

## **Streamlining**

### **Upgrading:**

This tool allows the company to upgrade all their existing equipments. The company will now then have to replace the equipments that do not contribute a lot to the sales of the company. The company should look for heavy equipments that would help them increase their sales and maximize profit. It will ensure that the company can provide large amount of orders from their customers.

### **Simple Language:**

Having different language in the store can make process slower. It is due because employees use different languages. They should apply a standard language which everybody can understand. In this way, if all of them can communicate with each other including the customers then they can have faster transactions. Their time will be consumed efficiently and the employees can entertain more customers



## **Appendices**

## References:

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