

Cluetrain Manifesto

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9/21/2009

The files seen in this document are the first 15 theses of the Cluetrain Manifesto. Written are our opinions, ideas and outputs concerning the matter about e-business.

“Markets are Conversations.”

I never would have dived into the meaning of this statement until it was explained to me. It might seem plane, stale and simple but a lot is hidden underneath its cover. At first we ask ourselves, why a market and what does conversations have to do with it. My mind too was boggled when I asked myself until you figure out that these are the basics in markets. If we look back during our childhood, one of the greatest trends was those colored plastic lunchbox sets that came with cartoon designs. Almost every kid wanted one, including myself. I can still remember which lunchbox my mother bought me. It was a red lunchbox with my favorite cartoon hero on it, “Captain Planet”. Though saving the earth has no connection with our topic, it’s the kids “WANT” that does. I believe that markets start from trends, and trends come from people. The main core in this is that people create conversations and these conversations start the market. If one shares an idea with another that is considered a conversation no matter how non sense it is. If a kid brags or talks about his new toy, this sparks new conversations and as we know kids, they too would want what’s new in the toy world. If a lot of kids want a particular item a trend is formed. Thus a marketable opportunity arises and a market is created. We all know this can apply for everything, not just kids and their cute little toys. There are a lot of people who always want wants new, or what’s in these days. I guess we need to learn the basics before we dive ourselves into a sea called business. It’s not all suits, ties and corporate attires, but it’s the people who keep your business alive.

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

The market does not represent sectors but the people. This is what the real market symbolizes, not the specific division created for the market. It is the people who know what they want and not the business. The business cannot create trends, or needs for the people but the people themselves. Humans should be the target goal in markets. They provide feedback, output and advertising for free. Humans as we are express ourselves through thoughts and emotions. If a business keeps its market happy, i.e. people, thus people create happy thoughts or emotions. Businesses generalize markets into divisions. If businesses carry on with such actions this defers them from hearing human feedback or contact. Each individual speaks from himself and not for another, which means each as his own individual ideas. This is where focus must be strongest on. Through words and actions the consumers can advertise the product itself, still the outcome could present itself to be negative or positive. It still boils down to people who are satisfied with the product or not. This justifies that companies cannot present what people need or what they should want. A good example would be McDonalds, if you compare each country's McDonalds there is a great difference among all of them. Each country's McDonalds have its own native specialty. McDonalds listen to what the consumer want and they answer back by offering what these wants are. In some McDonalds like ours, rice burgers were once served, and in Korea, McDonalds offer Kimchi. They diversify themselves into each country, serving what the people want and not what the business can only offer.

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

I guess the message trying in this is that people talk to people in a human manner no matter what form of conversation it is. When we talk we use our mouths, our bodies and our minds to send the message. The problem with corporations is they send their message not to humans but to robots, in a sense. They do not seek out the emotions, the thoughts and the language. They send the message in a plain style that does not appeal to people. What we want are businesses that acknowledge us people for who we are and not because we can dish out money to buy their products. We can easily see that businesses that has adapted this way of thinking shows bigger chances of surviving than ones who don't. These are the companies who are friendlier with the customers and shows great care for their wellness. We all wanted to be treated equally and be shown importance. Customers are the life of businesses not the money, if companies concentrate more on making profits than customers, it can be their greatest downfall. I think it is better to have a community of loyal customers rather than a community of customers that constantly change. This greatly shows the importance given to the people and their opinions on the product or service. Companies should listen to what their customers say, it is them who use their products and not the company. They should uphold the hold saying, “The customer is always right”.

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

We are people, and we need to socialize. Some studies refer to us as social animals, but the great thing about it is that everything that comes from us is fresh. When we talk, it comes directly from our minds, what we think, from our own ideas. This is what makes us superior to every other living thing in the world. We can think, we can act, we have our opinions, we grow and we accept. When we speak, it is what we think, and companies still cannot recognize this. We hold the power over them, we have the knowledge to make or break a business. Everyone human has mind of his own and cannot be controlled by advertisements, offers or commercials. When we talk to each other, the only other thing than can respond is ourselves. Humans respond to other humans through conversation. A company is mostly made out of employees, and employees are humans as well. If a company can talk like how its employees can then they can converse to any market they choose. There will be no need to divide into demographic markets. The company can pinpoint the exact market it wants, because any human that takes notice of their call would recognize it and not disregard it as another corporate offer. We now live in a constantly changing world, those people who choose to become smarter actually do. The internet plays a big role in these days, it is now seen as the main source of information, conversation and business.

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

When we communicate we process, analyze and understand. But when dogs bark, birds chirp and cats purr we do not understand exactly what they are trying to say. Humans understand other humans, and we use something specific to communicate. Our voice is what carries our ideas and thoughts, through physical or electronic contact. When we express what we use is our voice and the brilliance about it is that every other human recognizes this voice. Even if not everyone receives the messages as the same the fact that they do still understand it makes it incredible. Another great addition is that everyone has their own voice. Not the sound of it or the tone, but their own actual expression. Your voice can be totally different yet be the same with another. This is what makes us unique, which makes us our own personal individual. It does not matter if it is through talk or through email our voice will still be the same. A lot of historical background is supported by the voice. Everyone who rebelled and knew they had a different choice had their own voice. All those who chose to speak his mind have a voice. This is what makes humans so powerful. When we have just one voice it means we share one goal. When we have one voice and one goal more people will start to listen, and more people would start to act. This is how we control the world, through our voice and the actions that come to follow.

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

Internet should be called the gateway of opportunities and possibilities. The internet shows overwhelming potential to create a better world. Emails, instant messages, social sites, online markets, everything today can be found online. When you ask kids these days if they can imagine a world without internet and I'm sure each and everyone would disagree. Even for us teenagers, trying to think of a world without instant messaging, Facebook, multiply and all these sites we take for granted. These days everyone is connected to each other. Because of the internet the world became one large network, the only challenge is connecting each network globally perfectly. During the old times there were pen pals, and mail would take days or even months depending on the locations. People wait for a reply, and wait for confirmation and everything came with time. Today everything is made instant through the internet. I can talk to my buddies in the states in a few clicks and I can view their pictures or even see them live through webcam. Now there can be classes held using the internet through webinars and live message boards. Still we took it one step further, today cell phones have internet or WAP services. This makes us truly connected with one another. Anywhere we go and anytime we can access, communicate, buy and share memories on the fly. Now the internet plays a big role in everyone's lives, we get to share experiences with anyone, we get to meet anyone we can even show love through it. The world is slowly changing and the internet is its core.

“Hyperlinks subvert hierarchy.”

When we talk about hierarchy the first thing that comes to mind are the ranks, soldiers, officials or the government. There is always a system when hierarchy is involved. When compared to real life hierarchy is always paired with authority. The higher the rank the more respect is given. Or when given a hierarchy the norm is to always start from the lowest point and slowly rise from the top. But then the internet came and hyperlinks slowly crumbled this system. Hyperlinks as generally described are direct links to a website. But asked how hyperlinks overthrew hierarchy, is an answer upon itself. Thinking closer, a hyperlink gives direct access to a given site. Yet each of the sites page has its individual hyperlink leading to it. The norm would be to enter the main building and navigate through its departments until the desired location is reached, thus a hierarchy is formed. You can't suddenly skip a page and the whole process but through hyperlinks you can. Hyperlinks let you access any part of the website without going through the front, or even the back. No one likes to wait in lines, and not everyone likes to follow specific orders and processes. There are times when you have to follow such a rigorous process just to avail a service so meager and simple such as paying for a late book return. The internet will always be a gateway of opportunities and new possibilities. Even something as simple as hyperlinks broke boundaries not usual in our everyday life. Even if hyperlinks are not as important as people think, it still contributes to the community and internet.

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

Now everyone has the chance to communicate with one another, no matter who you are or where you are from there is now a way. Even if the employees are secluded yet it has internet access communication is still viable. To be honest, now there is no more need to have an actual market place, everything can be set up online. The employees now have the luxury of doing work while being perfectly comfortable at home. In the new future market places could be obsolete and only a few who have not followed the trends will still put up places. The employees can now be reached anytime, given and do work at any time and any where they please. The only important aspect in these online markets is the products, prices, structure and security of money. Everyone gets what they want if we think about it, employees don't have to wake up early and slug off to the office and customers don't have to leave their homes to squeeze through crowded market areas or malls to shop. Another good addition is that rent for office space or buildings are not any more needed. Each and everyone's goal these days are to make life easier and better for everybody. With the new technology that comes up everyday nothing seems impossible anymore. Maybe in a few years they can find ways to medically help or work on patients online, no need for doctors to come at hospitals. Even if the greatest affected sector in the world are the markets, sooner or later everything else will catch up with the world.

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

Communities used to be only for cities, or villages and subdivisions. Also, communities before were considered same and simple. Today communities are not as what they were known or depicted in the days. Through the internet and networks communities have become global, diverse, unique and flexible. Online communities have built up to hundreds upon thousands and all of these people no matter what country can contribute. Now societies with one goal, like saving the animals can gather up globally through online communities to discuss exchange and brainstorm ideas. The contribution for the mission now has increased exponentially. Gone are the days where the only help you can get are from the people you see. Online communities are there to help one another and its fellow man. Teachers, doctors, athletes or from any forms of work can form their own society to discuss issues, problems, and inform one another with up to date news. Kids, teenagers and people who seek help but just can't find in themselves to ask for help from people they know can turn to these communities. People can share experiences good or bad, warn others what to do and what not to do. We can share grief, joy, pain, sorrow and happiness with everyone throughout the world. Because of communities like these we have taken a step closer to unite the world and make it a better place. We know that not all communities get along with each other but one day they will. Once that happens and everyone views each other as equal that is the time when peace can actually be felt. Some people view modernization as destruction to society but a bigger picture lies underneath it.

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

Everyone knows that the internet is called the information gateway. Everything can be found and studies through the internet. With search giants like Google and Yahoo! people can study, review and check out products they want to buy and have bought. People can now avoid scams or bad buys through internet searching. During the days when you want to buy a television the normal thing to do would be to go to the mall, enter the appliance store, grab a brochure or two and then question the staff about the television. This might seem normal, but at times the staff won't tell you everything you need to know about the product specially the negative sides. Today every bit of detail you want to find about a product can be pulled out of the internet. Not only are there information and details so are comparisons to other similar products, locations on where the prices are cheaper and weighted pros and cons of the product. This does not only apply to electronics, but to almost everything that are sold in markets or malls. Cereals have comparison charts and you can find out which malls sells cheaper shampoo. There are also online coupons you can print to avail for huge discounts from the malls. Online shopping is also the latest trend as of today. People no longer have to wait in lines, charge to the crowds and fight over the last Twinkie on the shelf. Online shops are offered to grant people convenience and better overview from their products and the internet provides the information.

“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 prefer listening to each other's experiences than reading or listening to a lecture. When you listen or read a lecture you study, retain and understand the words, topics and important points with it. You have to make sure you remember the main points and understand what is being said. Like when you read about a product you have to remember what is important. But the problem is most of the products being sold use words that most of the time does not come with the average human dictionary. Yet when we share experiences and stories with one another we seems to receive the same message from the lecture and most of the times even better. Because when we share our stories we have the chance to relate with it, feel what the person has gone through. When a person tells you not to buy a particular light bulb you know it is because he has bought the bulb and surely its box description did not deliver. Obviously the manufacturers would not place any information that low and cheap quality materials they used during the production. Another addition is that not only one must can find out and share their experiences with one another. Through the use of internet almost everyone in the world can read and know about what your thoughts, comments, experiences and opinions about any given product. This is how smart buyers are formed and how communities are created, people share a goal, and that is to inform people what are the greatest buys, the lowest prices and the best products.

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

Companies only manufacture and sell their products. Most of them don't pay attention to customer feedbacks and opinions. Their main goal is to raise profits, sell products and make loads of money. Little is made in research once the products are made, the problems that occur with it and any faulty complications in it. This is where the networked markets come in, most of the time these markets are end users within themselves. These are the people who buy the products because they have a reason to do so. They need this product for its particular purpose. This is where the knowledge is gained by the end users, they know if the product delivered or not. What's great is they are networked, which means interconnected within each other. If a particular product does not deliver, everyone in the network gets to know. This is how the cream of the crop of and the lowest of the low list of products are made. People who have experiences either good or bad are shared throughout the network. Unlike companies, if they find out a part of its product malfunctions regularly they tend to keep it as a secret and issue updated products with the part fixed. But in network markets as soon as a small hint of failure is detected everyone is notified. Everyone wants to avoid errors, mistakes and problems and if there is a way to inform everyone networking is the key. Still this does not only apply to the negative but also to the positive. People share their experiences with the best products or items they have bought.

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

The company is the only wall that divides the unity of markets and employees. A company will always have its own set of rules, boundaries and guidelines for employees to follow. The market only sees what the company wants it to see. But there is a world between markets and employees waiting to be discovered. This own world will have its own rules, guidelines and the boundary between the two will be no more. Employees are people too, they have a mind of their own and they can distinguish what is right from wrong. They know the corporate rules will not hold them down forever. These markets are made up of people and so are the employees. Everyone is a consumer in their own respective way, which means even employees know what consumers go through. In a nutshell, markets and employees are exactly the same but each has its own environment and own rules. Today what sets these two apart is the company. Companies treat their markets or consumers as robots and divide them into sectors. Employees are only seen as the worker ants that do what the companies tell them to do. But everyone knows nobody wants to be generalized and nobody wants to be told what to do. This is the goal of the theses, to make companies human, to show human understanding and be like human. If markets and employees are still treated as machines this will stir big problems in the future, especially for large companies.

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

These networked markets and conversations speak in a human voice no matter how it is seen, read or posted. We all know that the feedback and opinions came from other humans as well. They wanted to share their likes or dislike, give a piece of their mind and let other people know more about the product. But the corporations don't see it as humans and the networks do. When they advertise they don't think about the people but the market. The market and how they want to portray their product. Corporations today don't show signs of understanding the human opinion. They disregard the fact that it is the end users who have control over them and not the other way around. That is how these networked conversations were born. These consumers are fed up with the garbage companies feed them and as humans we always think up of ways to make our lives better and easier. We always know what is good and what is bad and normally we stay away from the bad. So if companies continue to produce such bad conversations to its market the higher the chance that the market will start avoid the company's attention. I guess the main advantage of these networked conversations is that it made by people, for the people and by the people. When we seek problems we don't call up the company anymore to ask for help. We now have found new ways to seek better help, and when we do an actual voice answers and not some machine that hands out instructions on what to do.

“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.”

Business will have a new face in the later years, once networked markets become the core, where online deals and buying becomes the norm of everyday life. Once this happens, everything that is business related must adapt to survive the changing trend. Since you start to coordinate with other people to the need of mission statements will be obsolete. The brochures will become websites were the amount of information can be seen overwhelms the meager knowledge that can be placed in a brochure. This is the future of business and it is called e-commerce. This is when the massive corporations go down and everyone and everything will be finally equal in business. Business would star to become friendlier and more accustomed to what humans think and their opinions. They would become flexible and would become global. This is the power of the internet where every business now has the opportunity to reach status in an international scale. Everyone is granted an opportunity to succeed, and the possibilities given are endless. We must learn to grab these opportunities and make sure we follow the trend and learn to adapt to the new look of business. As said, the only constant factor in the world is change and if we can't accept these changes we hold ourselves back. The internet and the networks has revolutionized the way we live as of today, still there is room for change. More inventions will be made and more innovations will be created. Something new will always pop up and every minute a new idea is born. This how we life as of today and we must adapt, for the better.