

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

This is what makes networked markets so negotiable. A lot happens in a span of a day, from changing employees to changing suppliers. Negotiations are not done through long meetings and tedious talks and everything is done in a few emails. The market knows its suppliers and the suppliers are workers too. They all speak the same language and understand what is needed by both parties. Today there is no such thing as loyalty because the times have evolved today. Markets can get their suppliers from anywhere around the globe and workers can work for any market from anywhere around the globe. Unlike the companies who incorporate themselves with their downsizing initiatives, everyone who works in the network markets surely knows other connections. The market is consisted of the same people who work for them. These are the people who too are in conversations and undergo the ups and downs of the market. Loyalty today is not present in the markets unlike companies who stick with one supplier. The advantage of this is that the network has more flexibility over companies. They are able to snag deals from differ suppliers since they do not commit themselves to one brand. Companies do not a fare as well as the markets are today. Their loyalty to suppliers will one day end and once that does happen the networked markets has taken over.

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

When looking for a supplier your aim is to let them know to the exact detail what you really want. If by chance your supplier does not know what they are doing then this makes the markets life a horrible one. Now markets look for suppliers who fully understand what they do and they are the best at doing what they do. This makes the relationship between market and supplier better and smoother. When there is a smooth relationship between the market and supplier then work and progress becomes more efficient. There would be less trouble and the percentage of anything going wrong would be smaller. Both the supplier and market would be left happy as they both get satisfied with their work. This is what makes the networked markets so great. There are times that these markets are suppliers within themselves. Then they supply the other markets like themselves with what they need and also know what is best for the market. These are the suppliers who know the tricks of the trade fully understand their market and have the ability to give out any details and information asked by their customers. We prefer people who know how to run their jobs and this too can be applied to the networked markets. Most of are knowledgeable people and are fully equipped in assisting the needs of their markets. These are their advantages over the companies since there are companies who do not fully understand their position in their business.

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

A company who tries to imitate humans will only lead to failure. Any normal human would be able to distinguish a real human from a fake one, perhaps a robot who mimics a human voice would be a good example. Like companies, they are seen as robots to us people, they do not give the slightest attention to what their customers or markets are, their only goal is to fulfill their mission and run tasks as smooth as butter. The looming problem for these companies is that we markets are getting smarter by the day. As new conversations go around the community every day, more and more ideas start to appear and more people are educated on what is happening to the real world. We slowly detach ourselves from these companies and start to break down the walls that hold us markets from their grasps. Then we start doing their jobs but in ways that other humans can relate to. We give importance to other humans and about their comments, suggestions and feedbacks regarding our work. Because we are comprised of humans we sincerely acknowledge what our customers write about us. Their comments are keys to further improve the quality of work and service we offer them. If companies want to compete with the networked markets of today, they too must act like the markets themselves. Unfortunately these markets are made up of conversations from the humans who speak them.

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

The community is where all the hot news happens. This is where all the new conversations and thrown into and where the current ones are being debated about. Like any other human, if there are concerns that point to our direction we must take responsibility and offer any help and assistance, but for companies, this is not the case. They must need to learn the ins and outs of the communities to be fully part of it. Once a community recognizes your presence they you know you are part of it. Once you are a part of a community you must also learn to contribute. There would not be a community at all if there were no contributions. Communities were made to help other people with same interests. These communities are made up of people who share the same views and goals. Companies should learn to be like this because virtually companies too are made up of people but are bound to the corporate walls they built around themselves. They must sincerely be there to help the community and help it grow to be a better one. Companies would be a large help to communities since they provide large information about a communities concern yet the problem is these information is mostly hidden underneath the entire company image they use. Once companies are fully aware that that need to be more human then will they realize what conversations these markets are talking about.

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

Companies must first be in a community to be able to contribute and help. Being in a community means you take a great deal in understanding the concern of others. Another is that you share the same goal and passion as what the community has. Being in a community just does not mean signing up a membership form and viola, Company ‘XYZ’ is a fully pledged member of Community “FDG”. People who are part of communities have goals and aims in them. They want their community to grow larger and prosper. Being able to share your vision with other people is a delight within itself, but letting the world know about it and inviting other people with same visions is just magical. Communities will always be there to help and serve the participants in it. This is how the markets are started and this is where the conversations simmer and brew. A lot of ideas are passed around inside communities and talks happen. Companies must be able to participate in such activities and not just be some mechanical monkey in a community handing out their mission vision and goal. This does not help out the community and sometimes becomes a hindrance to what the real goal is. Once a company has its community then it is the time when it starts to be more human like. This is only a stepping stone to companies and they have long more walks ahead of them.

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

Companies should start to find it in themselves when their corporate image should stop. They are on a journey to become more human like and their goal is to leave their corporate shell. Their first goal is set when they stop robotic and mechanical. No human possesses a robotic and mechanical brain. Now a company's goal is to become more like what their 9 am – 5 am employees think or how these networked markets run their business. By being stuck in their corporate culture they stunt their company's growth and slow down the company's progress. The goal of today is to modernize the company and be a part of the networked markets there are today. Companies are starting to realize the great advantage of being part of a networked market. These markets have all the resources handed out to them to find out the latest trends and shifts in the business. The companies slowly realize the real potential of the internet and how it can boom their business. Every market knows that the corporate culture is coming to a close end and if these companies do not start adapting then their end would be coming near. That is how the world is today, and significant changes have been made to the business world. People educated enough have seen this change and have learned to adapt. Now it is time for the companies to realize these changes and adapt for themselves too.

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

It is the community that keeps the market alive and not their specific culture. Without a community there will be no culture. Culture is a form or type of traditions by a race or nation, but it can also be applied to communities. A certain community would start building its own culture over time and its own traditions with it. If a company does not belong to a community and decides to give up or end its corporate culture then they have nothing to hang on to. There is no one to guide them how to be or participate in communities. Once they leave their corporate image behind they cannot return and they must be sure they have prepared themselves for this one giant leap. Markets are conversations and these markets are in communities. When a company does not have its community then there will be no market, and then the company would fail. This is how important a community is to a company. Sooner or later the company would be forced to adapt to the changing times, they must learn how to be more human. If they do not follow the steps and guides in doing so it can cause major problems for them in the future. Being in a community is one of them. Their corporate image must be stopped and they for a fact know this.

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

Communities are made up of humans and humans are social animals, the need to converse and share is inevitable. We all need to converse to satisfy our needs to socialize. This is how we were made and this is how we psychologically work. This is where all the conversations linger, inside human communities and this is how the networked markets capitalize. Markets are conversations as said and conversations come from speech. Speech is the main focus on human discourse and communities are made up of humans. The networked markets are part of the community this it has the advantage to every new conversation that arise inside the community. This is what the companies could not realize and why they are slowly losing the battle between the networks. Even as simple as the conversation could become a start of a community. When people talk about the same concerns and same issues more will start to participate and contribute. Everyone wants give their 2 cents about a certain topic and contribute to what they know about the talks. Some wants to express their concern regarding their problems or any troubles they have faces. This is how human speech is started and how the discourse is built upon. There will come a time when there are too many contributors and sections will divide the talks.



“The community of discourse is the market.”

Markets are conversations and conversations are made up to talks. The community of discourse refers to the community of conversations, and if conversations are the market itself then the community too becomes the market. Everything talked about the conversation becomes marketable. When people start to share their own ideas and thoughts there will be a need to act upon them. Some would want to work on their specific idea and make it come to life. This is where the market takes its place, there must be a place where these people can get the materials they need. Markets must always supply what the people need. The best way to be updated with such information is to be in the center of where all the talks happen. All the talks happen in the communities and this is where the market is placed. Communities of conversations become the ideal point of where the market is. Everything needed by the community can be found there the only thing needed is the supplier. This is what makes communities so valuable today and should become the aim of the companies. The community brings out so much potential for business. There will be lots of information that pass through community's everyday because of its members.

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

When a company is not aware of the conversations that happen around them then they will have no market. Without any market the company would not have any means of survival and soon the company would lie down and die. This is what the companies today should learn. They should not point their noses high up in the air and neglect the serious facts being slapped in their faces. They should stop believing their methods of business are still what it used to be, they soon are becoming obsolete and useless. This is how important the community of discourse is today and must not be taken lightly. When the whole world has fully adapted to the technology we have today then will the companies fully see what the conversations really mean. Soon their ivory towers will be crush and their corporate walls crumble. They are fortunate that there are guides made out for them to realize how to adapt to the new changes, it is only up to them if they decide to follow the rules. Conversations do not only limit itself to the community but to the whole world. Someday there will be conversations where everyone around the globe will participate. There will be someday a global community by the people sharing different ideas from different countries and sharing the same goals and visions.