

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.

The real face of a company is really hidden behind the false truths they show. These are the real images of the company and the networks want to talk to them. It is through this image that the company still has a fair chance of saving themselves. Companies need to realize that there is still hope for them and they should start to realize that these networks can actually help them for the better. Hucksterism is when someone uses aggressive, showy, and sometimes devious methods to promote or sell a product. Companies often do this to mislead their customers in to believing their product. But today people have the ability to search through items and information using the internet. This is what most companies do not realize, and should start soon. What we want are hard facts and not games and methods of selling in order to create profits. Being fooled or tricked has no positive sides to it and only leads to more trouble. No one likes the feeling and no one likes being tricked, companies should know this as they are people themselves.

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

There are still conversations on inside companies yet stay hidden to the open eye. No matter how hard companies try to hide or disguise them it is still there. It is the freedom of the workers that enables these conversations. No matter how big a firewall is there will always be other routes for the fire to enter. Right now the conversations are silenced into whispers yet there is still talk no matter how silent. If only networks could have the opportunity to expose these conversations then these companies could be changed for the better. They have hidden their true faces in their jokes, games and lies. Some of the best conversations might be happening behind the corporate firewalls. The networks now this and so far can't do a thing and companies do not even realize this. Once these firewalls come crashing down the conversations will become bigger and better. More people would start to participate and contribute to the community of discourse and a better community can be built upon it. If only these companies start to realize this and join the community they can reap major benefits. But in order for them to join they must give up their non-human image.

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

Being personal is what really makes those bonds that stick. No more of those ads and convincing commercials that we see on everyday media. Markets today want to talk to their people and not just through the phone and a face to face perhaps might be their choice. It makes a big difference when your client wants to talk to you personally. It shows care and means they actually consider you more than “just” a client. Smart markets do not hide from their clients but show what and who they really are. Being strangers will not reap good benefits and can lead to doubt. But being personal means there is trust involved. We know trust these days are not a luxury and must be earned through good will. This is what it means to be human. Companies need to earn the trust of their clients and not just their money for profits. We both parties trust each other communication is will be much easier. There will be issued regarding trust with companies today. Some of them do not possess the qualities needed to earn their customers trust.

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.

Everyone wants information today, no more of their fake ads and non-human statements. Information is the key today and this is the greatest weapon any company can give. Yet companies today still opt for their colorful ads and commercials, and later on would be the reason of their fall. When we are given the hard facts and statistics the company claims becomes much easier to believe. Research and truth becomes the basis on how true products are made today. When something new pops up in the market the first thing we search for today are the information that backs up these products. When companies learn how to utilize this it can become their greatest weapon. We want the truth, no more brochures on how great their product is and no more eye candy to catch our attention. This might have worked before but the days today are now different. When looking for cell phone units the first thing I always do is check the user reviews. Nothing comes better than first hand opinion from those who have used the product.

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.

Personal introductions are far better than those practiced on scripts that we usually hear from telephone ads. When there is actual face to face contact the bond and trust made is much stronger than through some speaker and phone. We create a bond even through these small introductions. Everyone wants a real feel into their confrontation. Just like sales people they talk with their customers. This shows a warm and homey feel and keeps customers comfortable. People like this feeling, no one ones to be threatened or made stupid. When dialogues are made for practice the human voice in it fades away and leave nothing but information and no voice. The difference with information and voice is that information contains nothing but simple data and text voice in the other hand contains the understanding and consideration of the human speaker. 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.

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?

Even today people still want a face to face meeting with who they're dealing with. The problem is a simple task such as setting up a meeting which can easily be a lunch or dinner has been made a complex task. People are barged with reports and studies on how this reflects their partner for who they really are. Yet this only shows what the success of the company has achieved and nothing more. In the old days, a lunch is set and two people who are needed to be introduced dine and converse. This is what we call socializing and being part of a community. 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. So I suppose it is now time to change this old habit of ours.

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

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 that can respond is ourselves. Humans respond to other humans through conversation. 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. If there are still companies that are willing to listen to the new order of how business is made today then maybe there is still a gleam of hope. Not all companies will fall, there are those who will accept their fate and try to learn from their mistakes. This is why we are writing books such as this, we want them to know that there is still a window of hope. It will make drastic measures in how they work within themselves but it will be for the best. This is how the future will start and if they do not adapt their business will die.

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

Every day people get smarter and become more aware of their surroundings. Information can be searched and found on almost anything through the internet. Everyday people discover new ways to find information and learn more. We stop listening to the ads, the commercials, and begin to find information for ourselves. We know that not every detail of information is handed out to us. When new issues pop up and major news appear we do not have to wait for the news paper to know about it. In mere seconds we all are updated with the latest news, gossip, and technology. When converse, socialize and keep up with others takes only a few clicks and press a few buttons to reach almost anyone around the globe. This will be the main reason why the new businesses will soon take over the corporate world inch by inch. Every day people get smarter and become more aware of their surroundings. Information can be searched and found on almost anything through the internet. This would be the main reason why this occurs numerous times. We always do what we think would be best for everyone.



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

When something is posted online, in a matter of seconds thousand and even millions have the opportunity to view its content. So when a company positions themselves they better be sure they can handle the heat. That is why they should start sticking to what is humanly possible for them. We know what is possible and impossible and companies that give bogus statements are companies not worth the trust. . If we are all easily connected and there are no relationship barriers to stop us communication with each other the world will definitely become a better place. This is what the problem is most of the time, we cannot relate to one another. This makes it easier for their market to realize what they are doing. If a market knows that you sell and stand for technology then most of your consumers could recommend you and for your reputation. You can't position yourself in one area and talk differently. You can just make the market believe that you took a position yet actually done nothing at all. If a company can project their goals in ways we people can understand they it is easier for us to believe them. It is them who have to adapt to us and not we who have to adapt to them.

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

Companies tend to stick to what they know best and force people to follow their beliefs. The problem today is that these are the new times not the old and everything is in motion continuously. If they do not adapt the modern age time, they get left. Gone are the days where companies get what they want. I suppose this becomes the most difficult realization for companies. Everyone knows how hard it is to change from a routine learned, memorize and done for years. They are made to look good for the markets and entice them to continue working with these companies. They want a good yet fake image to present to the markets, they want these markets assured that they do not fail and they make successful projects. But the real truth is that take away all these marketing programs and shenanigans you will find a company in all its destructive glory. Proposals are delayed, planning stages and phases lack information, time schedule never followed, deadlines never met and all the other puzzle pieces lost in mayhem.

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.

Markets today know where the stand. Corporations think they still know what consist of their market. These are the companies that have not adapted to the new times. The market today is different from what it was before. People have become smarter and more agile to the wile and wits of the corporations. Corporations still think they know how to project the market but the reality is they do not. They cannot accept that the times have moved faster than them and they are on a stand still. It is their time to catch up with the new technology and development. . It will make drastic measures in how they work within themselves but it will be for the best. This is how the future will start and if they do not adapt their business will die. By becoming a smart company and participating in conversations they are able to help out others who are in dire need of help too. This will happen on a global scale where slowly each of the companies that we see today will fall into the ground. Smart companies would want this, let the workers feel the freedom that they really deserve. It is like a revolution but with less death and war. Everyone wants to help those who are in need of help. This is what basic human instinct should be. When we see someone in need and we know we have the ability to help we should do so.

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

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. . Yet companies today still opt for their colorful ads and commercials, and later on would be the reason of their fall. When we are given the hard facts and statistics the company claims becomes much easier to believe. Research and truth becomes the basis on how true products are made today. 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. This is what most companies do not realize, and should start soon. What we want are hard facts and not games and methods of selling in order to create profits.

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!

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. 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. . 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. Because most companies today they that they are far above than their markets, if they want to talk to them they better get ready to be down and dirty.

We are immune to advertising. Just forget it.

We search for options, look for replacements and backups for the items. All us tries to make sure we buy what is the best and what is the maximum quality our budget can bring us. No more of the mindless shopping television commercials show us. We do not get anything from impulsive buying and this throws our money down the drain. No more of their big flashy advertisements that only a few receive. If companies really want to reach the root of the market they should start penetrating the network market we participate in, but in a human way. If they try to enter the network with all their corporate beliefs then their efforts would be useless. This is what modern day technology brings to us, flawless connection with each other. We should learn to use technology to further advance ourselves and in business. Sooner or later the large companies will learn to adapt to such technologies and by that time we have bested them in all ways. No one listens to the old ways of advertising these days. Everybody adheres to what is new and what is hip. Trying to stick the old ways in a world that changes every minute is not a smart thing to do. These companies keep an old track of mind. This will be the main reason why the new businesses will soon take over the corporate world inch by inch.

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

This is when the massive corporations go down and everyone and everything will be finally equal in business. Business would start 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. 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. . 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.