

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?

Markets are 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. 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. This is what the companies need, and that is laughter, joy and happiness. Nobody wants a brooding employee but a happy one. If we can keep an employee happy then the workplace also becomes happy. Efficiency and productivity would increase and even the company becomes happy. People understand what they know, that is what companies should aim for. Each individual person has his own specialty. Some people do immerse themselves in technology, while others love baking. This is the facts that companies should note. A good example would be what the latest talks in gadgets and technology are. If a company can be up to date with its market and information the people would think the company is too made up of techies. Companies need to know where they stand and what they stand for.

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

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. 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 actually 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. There is on one to guide them how to be or participate on 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.

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

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. A story similar to this could be compared to one of the most known books today. It talks about an evil wizard who dwells in his tower and an all seeing eye that watches the lands, the plains, and the seas. Everyone hated the wizard for treating everyone like trash, and this became the main cause of a revolt. This can happen to companies to underestimate their markets and their capabilities. We all know everyone is equal with each other, everyone is not ahead and everyone possesses the same features. 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.

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

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. 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 actually 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. 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 simples such as paying for a late book return.

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

Even if these companies are ignorant, proud and self centered markets still try their best to show them the light. Even if these companies fate are all falling down into the drain they are still worth the help. 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 fait and try to learn from their mistakes. We now look for hard facts, proof, research and information to back up their claims on how effective their product is. When there is no data for us to see we scour the internet for information. Everything can be seen on the internet today and any kind of information is now open to the public, we just need an eye to see. As said these companies demise are all inevitable. Some companies know about this knowledge yet do nothing to help them and their dark situation. They will all fall I the smart companies progress more and more. The companies can do nothing about it and even their profits will go down. Maybe they you need and IQ test to know where they actually stand.

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

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. 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. 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.

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?

Companies feel their vulnerability exposed to the markets and the markets know about it. This is the main reason companies hide in their ads and commercials. When you see in a person's point of view you can observe that the market is a very sensitive network. This is the main reason the companies want to keep their markets happy and confused. Any market that finds out this sad truth would instantly detach itself from a company for its lack of professionalism and efficiency. Any normal person in the world would always want what is best and what can bring the best quality in what they buy. Seeing a company doing a lousy job in making the products being bought by these markets would put any one off. 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 fait and try to learn from their mistakes.

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

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. 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. There is on one to guide them how to be or participate on 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.



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?

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. 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. 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.

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.

Not every stranger that wants a conversation with you has a bad intention. Kids today are slowly losing good foundations that help them learn about trust. I guess these can be the downsides of modern technology. As we advance into society today, so does the people and there are negative sides to it. Children become addicted to the internet and online games when they should be making friends and playing around. 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. 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.

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.

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. The company keeps the market's attention through their words that market could barely figure out. The company wants the market under their influence. Through this act they have the power to change anything and control what the market should want to buy or not. The companies purposely leave the market in the dark and this forces them to find information with what is given to them. When markets are held at bay the company has the opportunity to release out products of their choice and feed the market information they have approved.

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.

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. When the market is given the chance to use its power against the companies, the authority over the market will crumble. Any company would be afraid of the scenario of markets overtaking them but due to the technology given today, this scenario becomes possible. Today the market has done great advances to the companies and their business because of technology. 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. . 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. 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.

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?

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. 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 your 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 are different from favors or requests when people have the option of not doing them. Whenever someone with a position much higher than you “commands” you it is like an order. You really have no choice but to do this job ordered to you. But then “command” is paired with “control”. Everyone should have the opportunity to talk and spread their ideas as much as the next person beside him. Gone are the ranks, their achievements or their positions inside a company or whatnot. Everyone has the right to speak up and everyone also has the right to be heard.

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.

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. 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". People think when their rank is above someone else they become better than them, more important. These companies believe their authority becomes greater than what the market holds over them. This is what breaks the relationship between the market and the company.

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.

The company needs to stick to their word if they want to have loyal customers. The market always has open ears listening to any new information that goes around. Today when something new pops up on the news everybody knows about it. When something is posted online, in a matter of seconds thousand and even millions have the opportunity to view its content. . A good example would be what the latest talks in gadgets and technology are. If a company can be up to date with its market and information the people would think the company is too made up of techies. Companies need to know where they stand and what they stand for. 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. That is the power of truth and it becomes the factor of how people act towards each other. It is not that we do not want to believe the companies that tells us their motives but they way they portray it makes it unbelievable.

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.

Laughter would not destroy a company it may even help make it better. People need laughter in their life, without it life would not be as good as it is today. This is one of the emotions we share with everyone one our lives. Through laughter people get closer, know more about each other and get better. Laughter is a few signs of happiness, the more people laugh the more happiness is spread around. We don't have to look at a product and aimlessly thing of its ads and commercials and check it if proves it right. The internet gives us the answers we need, like the do's and don'ts of the product, if it works in grave temperature circumstances and such problems we face in an ever day basis. I hope companies face the new changes in the world and finally realize that their old ways are not as effective as they used to be. Still, it wouldn't be bad to have something to laugh at. We want to know what he is like, why he built his company and what are his goal. No matter how many advertisements we see on the televisions telling us what their aim is it will still be different talking to the president.



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

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. 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. When we talk we use your mouths, our bodies and our minds to send the message. Even if there are two conversations it will only lead to one. It might sound different from random sources but when you reach to the root of where these conversations started it will only lead to one. And sooner people would start to realize this and would then merge into one big conversation. Even if someone has better leadership skills among the others everyone still has the right to speak out their mind. Another addition is that people with power always tend to be on the guard from other workers who might steal their position. There will always be a sense that other people would want to steal their position. This makes them start to think of scheming or conspiring against the fellow workers.

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.

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. 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. 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. 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.

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.

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. 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. 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.

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

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. 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. 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.