

# Rude Awakening

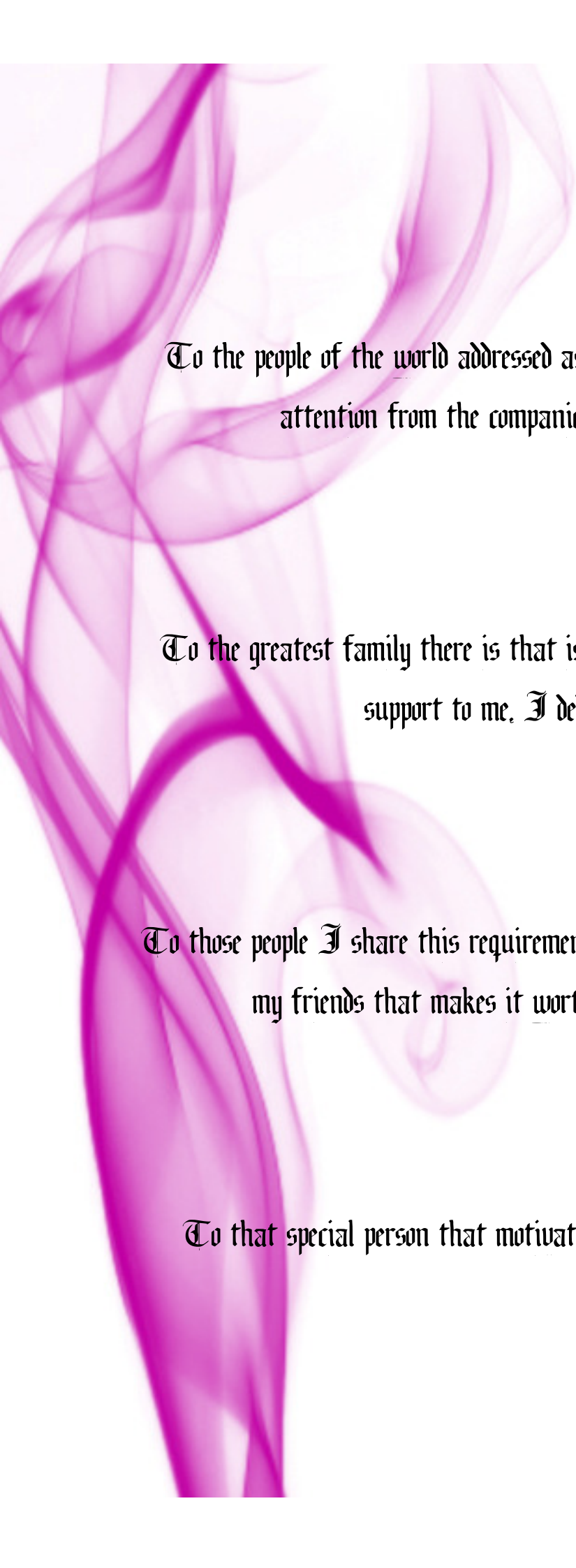
Opening the Eyes of the Market

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R i e l a   A n t o n i o



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To the people of the world addressed as “target markets” that demands attention from the companies, I dedicate this book.

To the greatest family there is that is capable of giving undying love and support to me, I dedicate this book.

To those people I share this requirement with and spend my daily life with, my friends that makes it worth it, I dedicate this book.

To that special person that motivates me, here, I dedicate this book.



# Preface

This is a compilation of book reviews and random thoughts about the market and how they, or should I say, us, deserve attention from the companies that is up high in the corporate ladder. Rude Awakening is a book that may cause an impact in the side of the companies considering the straightforward language I undeniably used. Please be guided that this is not meant for commercial use although I did slipped upon mentioning some particular companies but only to either praise them or use their names as example for the thought I am trying to emphasize.



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# Cluetrain Manifesto





## Chapter 1 – “Internet Apocalypso”

**Quotation:** “*The greatest bait there ever, was to seduce the powerless.*” – Christopher Locke

**Learning expectation:** *to be aware of the drastic change internet presented to the ever so typical process of commerce.*

### Review:

I was not aware how the term “internet” was coined nor how fast the use of this so-called “internet” spread across the world but Christopher Locke, the co-author of the business book *Cluetrain Manifesto*, made his words descriptive enough for me to realize how lucky I am to be utilizing this amazing technology today. But that is not the only thing he made clear.

Most of the time, I stopped and glanced through some websites hoping to justify what his point really is or at least, what he is trying to say because I have to admit, I’m clueless with all this history so to my surprise, along with some basic marketing analysis, internet really did unleash unquestionable benefits for both the market and the workplace. I know, I sounded like an Neanderthal seeing a wheel for the first time but I never thought that this whole chapter will make me rethink what a market really is all about, how conversations contain too much relevance to companies, what a human voice really sound like, and why internet is so “in” right now. Let’s just say, all his statement about the supposed to be boring history of internet became interesting the moment he mentioned how internet is populated by geeks and wizards, loners, misfits – I couldn’t agree more! But of course, he made it clear that those geeks and wizards, loners, misfits are the reason why internet became what it is, a means for the global market to converse and exchange knowledge.

Surfing the web is what I do best every day, just like the several millions online, but for once, because of what I read, I noticed the companies’ numerous tricks in trying to get my attention like those irritating pop ups that I just automatically close and don’t pay any mind to and those flash commercials that just come out from nowhere and won’t stop until the “close” button shows up. Man! Those two top my list of “Most Irritating Advertisements Ever!” but hey, I don’t intend to blame those companies because they are like a little kid who craves attention and wants someone to pick them up, they just want their products and services to be sold. We encounter those every minute, well actually, ever second, but observe that we never did pay much interest to it not unless it sounds like us, sounds like something we will actually want. That is what companies try to do nowadays with this oh so sweet technology, they try to get into our conversations and get the idea of what we want through it. How sneaky is that?

Locke (2001) also mentioned in the chapter the thought of internet setting a single lane for marketplace and workplace to meet, that’s how convenient it is. His explanation really got my interest in how internet brought opportunity to companies by stating funny stories of his workplace and smart complaints about companies not listening to their employees which by the way, knows better and most aware of how to approach the problem in the corporation. I

became aware of what employees should do: give ideas, spread the word through their own human ways, and save the company by stopping it from doing its natural robotic approach from the book because it gets them nowhere considering their market are human beings who can tell the difference of honesty and a script. This suggestion, rather an opening, of people that works for the company should be given the freedom to do what they think is right for the corporation is a step but may be the remedy they should take. It may be I'm just fond of people punching smart puns just to try to get to a single point but his delivery was catchy so I didn't realize that I finished most of it already.

Although we can talk and talk until our vocal chords cannot take any more of it, we still, as a human, consider what we are trying to send across. It is interesting how human beings naturally sound human yet companies approach them like a robot, a sad advertising robot. *Cluetrain Manifesto* didn't really mention that exactly, but it ought to because it is what internet changed through its functionality – voice. Here's how Locke (2001) explained the companies' reaction to internet:

*The same technology that has opened up a new kind of conversation in the marketplace has done the same within the corporation, or has the potential to do so. But many businesses, especially large ones, still refuse to acknowledge these radical shifts affecting internal workforces and external markets. They don't want to relinquish hierarchic control. They don't want to give up the tremendous economies of scale they enjoyed under the old-school broadcast-advertising alliance. It's what they know. It's how they made their fortunes. However, trying to keep things in the old familiar business-as-usual rut denies the ability of markets to respond to and interact with companies directly – and this is what the Internet has brought to the party. (Locke, 2001)*

### **What I have learned:**

- Internet and the opportunity it launched, in an unbelievable manner for both the marketplace and the workplace, are too vast yet worth discovering.
- Conversations are the source of knowledge and knowledge is the source of everything!
- Employees know more than what the company is doing. They know what to do but the company gives them little chance to do so therefore, they give little to the company in return which should be avoided by the companies if they want to gain competitive advantage.
- Markets don't want an aggressive salesperson or promoter because it's their power to participate to the indiscrete liking of corporations to generate a business strategy that counts.
- Commerce can reach a wider scale of markets than simple personal buy-and-sell because of the internet which controls both internal and external factors of the company.
- There is numerous numbers of messages hidden within each of our conversation, nevertheless, the start and the conclusion of every one is a human being.
- Whether this world we live in today is digital or electronic is not the argument because its existence is all that matters.

## Chapter 2 – “The Longing”

**Quotation:** *“Our voice is our strongest, most direct expression of who we are. Our voice is expressed in our words, our tone, our body language, our visible enthusiasms.” – David Weinberger*

**Learning expectation:** *to achieve the assurance of knowing why we long for the web and why it’s crucial to do so*

### **Review:**

Unconsciously, we long for the chance to have a voice in which David Weinberger, co-author of *Cluetrain Manifesto* whom written the whole second chapter of the book entitled “The Longing,” made pretty clear for us. Experiences, events, and people are the factors that built those walls for other to hear us, we become “limited” in such a way that most of what we do is managed, planned, we thought of. But is that really what we, as human beings, need? Is it not possible for us to be audible and at the same time, managed? That is what Web, nowadays, provides to us.

I recently noticed that a lot of various community websites are emerging rapidly like tourists in Boracay during the hot summer season. I also noticed that these websites turned out quite well to online users in such a short time. One example is Friendster.com which already made a mark particularly to the Filipinos whom 90% of the internet users are known to have Friendster accounts, based on Wikipedia.com. The reason why Friendster and other internet social network services are such hits is because of their assistance to the search of having our own individual voice. They let us do almost everything. They let us upload pictures of ourselves with friends, with family, with strangers, with inanimate objects, with makeup, without makeup, even pictures that aren’t us like celebrities whom we worship secretly in our own little disturbing altar – without judging of course. They allow us to display our likes and dislikes from food down to companionship. They give us the benefit of posting whatever we did during the day, what we think of the last movie we saw, and how we feel towards Palin’s speech. But among all these and other benefits of the website is that it lets us have our voice by having a worldwide community of people expressing themselves and listening to others without the judgement – that is the ultimate satisfaction, the satisfaction of having a voice.

Weinberger (2001) presented a brief chapter. He mostly expressed his thoughts of how our longing for Web is the outlet of our longing for voice. By stating examples, a lot of them actually, he made it easier for me to understand the flow of his idea, the point he’s trying to put in plain words. He even mentioned that web is viral, meaning, something intended to be spread. Having that comparison in mind, I came to a realization that Web is truly viral. It spread so fast that I can’t even remember the first time I used to have heard of the word “Web” or “internet”, to think I’m just nineteen; I should still have the neurological capability to remember that. Anyhow, it was also stated that Web infects everything it touches. Yes, I have to agree on that. I think my very first time to try to be online was because a friend of my sister told her she can download songs so I sneaked into her room, plugged in the computer, looked for the power button, and eventually waited to be connected online. There, if my memory serves me correctly, I sat motionless and in awe of what I saw, I saw a lot of possibilities and resources. As a kid, I definitely found a plain black and white website similar to my favourite cartoons,



only sweeter! I downloaded songs like crazy, I wasn't much familiar of the legality issues but that's not the point, the point is how vast the Web is and how many things you can do and learn with it. It is the type of virus we need, the type we long for. It opened doors and no, it didn't closed windows but it did however set our mindset and lifestyle to a whole new level – upgrade.

*The Web is viral. It infects everything it touches -- and, because it is an airborne virus, it infects some things it doesn't. (Weinberger, 2001)*

Although the benefits of Web and its wonders is the most obvious theme of this chapter, it did put clarity to the confusion of management or being managed and its connection to voice or also known as our freedom of oneself. The intricate theme, I think, of this chapter may be the decision of humanity for choosing and enabling a community of freedom because Weinberger (2001) tried to first, start with the tremendous advantages of having a managed world then he shifted to the limitations of that world, a world of safety, a world without risks. Well, personally, it is a matter of choice in terms of avoiding risks by living in that cosy place of control and stability, or facing risks and expecting higher returns, a finance concept – *higher risks, higher returns*. Because voice and Web are so intertwined in purpose and definition, accepting the fact that now, Web is spreading like crazy and there is nothing we can do to stop it because it is too massive and essential for our voice to be heard is already programmed. All we have to do is use it and appreciate what it makes us do – setting our voices free – which might be the message, this chapter is trying to send to us.

*The Longing* was written briefly and explanations were made without limit. Furthermore, the concept of the chapter is uncontrived, knowing by the looks of it, Weinberger (2001) really base it from experience nonetheless. It was well written and “message sent!” as how mobile phones say it, with pride naturally.

### **What I have learned:**

- The true essence of the Web – our freedom's medium.
- It is funny how the Web is sucking us one by one like a Black Hole but what's more funny is that how much we like it because it guarantees us the return of our voice.
- The advantages of living in a managed world:
  - Risk avoidance
  - Smoothness
  - Fairness
- The conviction in the administered world is a cloaked form of our denial of the brute approach of our lives.
- We have to be honest to ourselves that businesses cannot be managed, not without risks.
- Our voice builds and represents who we are as an individual. It conveys what we think, what we feel.
- The strongest and nonstop expression of who we really are is our voice which is demonstrated in through use of words, through different pitch and tone, through creative and most obvious body language.

### Chapter 3 – “Talk is Cheap”

**Quotation:** *“There’s an incredible amount of practice, failure, and learning that has to take place before we develop the courage and surety to trust such an internal, private muse, to ignore the contrary opinions of others and do what we know will succeed.” – Rick Levine*

**Learning expectation:** *to achieve the assurance of knowing why we long for the web*

#### **Review:**

Rick Lavine, the co-author of the book, *Cluetrain Manifesto*, written the 3<sup>rd</sup> chapter entitled *Talk is Cheap* by first telling the readers his childhood identity – a potter’s kid. Exerting his best efforts to describe what the colour of the carpet and rug is, how he spent his day watching Italian potters spin clay into forms bigger than he is, and which of his body part hurt the most the first time he thrown pounds of clay, he bridged his childhood to my imagination, in other words, he made me become the person in his shoes – how cool is that! It was obvious he is quite passionate about pottery but there one thing I noticed the most, his comparison of a pot to a form.

If I was to compare his way of expressing his thoughts to the first two authors, I would have to say “he is way too serious,” and he is and no, I don’t like it that way. Not only did he lost me the moment he shifted from pottery to Web but he also made me read some paragraphs again just to get the reason why he is saying such thing. Yes, Web is a technology, an art that provides creative freedom not only to those who use it but also to those who created it but if that’s what he meant, why didn’t he just say it? Why did he have to explain it in a way of a story when it really is not? Well, I guess I have to defend his side of the pool table.

Obviously, Lavine cracked less jokes to support his opinion of what Web is and its importance to business. From how I see it, he did this to become technical, to take the left turn from the comedic lane to the more take-it-seriously lane intrinsically trying to instil a more professional drive from the readers, from those who demands professional ideas, not some random jokes. We have to admit, Lavine did have the most number of feasible points within the discussion such as Email, Mailing list, Newsgroups, Chat, Web pages. All of which are modes of communication that allows us to converse through internet.

Lavine (2001) stated that conversations with a lot of components are really practical and I have to agree with him. Why? Because it naturally is. Take a look around us; the Web pulled the human beings, being the market, too close for comfort. The connection that is alive now is inevitably powerful that by a single click of a button, you can send a smiley and make someone’s day brighter, even irritate someone if that’s what you do best because like I said, I don’t judge. Going back to the more relevant topic, web allows us to start conversations and still when we are not online, retain what we are talking about. This so-called “conversation” is what caught my attention, as well as millions of companies hoping to learn more about their markets. On the Web, all of us are like coffee cups overflowing with caffeinated freedom. We talk as though it is our last, like we have nothing more well to do except sit around all day in front of the computer, like nobody cares yet everyone gets something from it, particularly, in

the context of Chapter 3, the companies interested in the markets' conversations. These companies are too curious to even swallow their petty disgrace of eavesdropping on anyone's discussion hoping to dig up some scoop for their own benefit. Here's a situation I encountered recently. I opened my blogging account to, of course, blog about random things like cars I want my dad to buy but too afraid of his large stature to even drop a hint, food I would never in my life try to eat, people I saw wearing that funny shutter glass desiring to look good more than see what they are walking on, disgusting videos posted online, etc. So there I was, while indulging on some Krispy Kreme, reading some reply to my post of how much I like a specific dress that uses this specific type of cloth and suddenly a bunch of bloggers, most of them are girls, said to me, "You're right... they should have those more!" that's when it came to me, what if someone from a clothing manufacturing company suddenly read my blog as well as those strong replies? The first thing that came to my head was the word "brilliant" because I became a messenger, a courier of an unbelievably random idea that is beneficial for that company. I contributed something. That is how companies use our conversations, like how Lavine (2001) explained it.

### **What I have learned:**

- Web and software development is still considered art; it still requires a true craftsman.
- There is this thirst to create a new work of art, work of art that no one has ever seen before.
- Surprises bring about delight, it's a natural fact, and applied in both profession and life.
- Everyone have an artistic identity which we cannot deny even though many already let the often cruel ways of culture and management lock it down.
- We can determine the fake to the real thing. People call it "instinct" but I call it "obvious".
- We can distinguish the difference among people, committees, and bots through listening to the voice.
- We can differentiate something that is worth reading or not with its voice.
- Web offers an opportunity to break away from the constraints forced by broadcast media.
- Description, importance, changes, and uses of:
  - *Email*
  - *Mailing list*
  - *Newsgroups*
  - *Chat*
  - *Web pages* are more like a printed material rather than conversation
- The reason behind the chapter title that is *Talk is Cheap* is that Lavine (2001) stated those methods as Web benefits, facilitate the markets conversations with less cost and less time. Basically, you get the most of something, referring to the Web, when being too cheap for its worth.

## Chapter 4 – “Markets are Conversations”

### Quotation:

*Marketing isn't going to go away. Nor should it. But it needs to evolve, rapidly and thoroughly, for markets have become networked and now know more than business, learn faster than business, are more honest than business, and are a hell of a lot more fun than business. The voices are back, and voice brings craft: work by unique individuals motivated by passion.*

*– Doc Searls and David Weinberger*

**Learning expectation:** *to know how Markets start to converse with each other*

### Review:

“Whoa, what’s with all the historic events?!” was the first sentence that I formulated the moment I started reading this chapter of the *Cluetrain Manifesto*. Obviously, I’m not such a wide reader which is probably the main reason why I had a hard time finishing this part of the book because of all its historical facts that keeps pouring out of the paragraphs. Yes, I didn’t quite enjoy this chapter as I did the first three but I have to admit, I picked up a few things along the lengthy reading.

The chapter started with a narration of a rather related situation where the authors took part in and considered to apply the concept of “Markets are conversations.” They also developed a great way to let us know how to use it. The sample situation they stated was quite intriguing because of the whole “a large but rapidly shrinking French computer company” (Searls & Weinberger, 2001) introduction for it – I know I’m not the only one curious about that. The whole story got my attention but the rest kind of disappointed me.

I expected a chapter full of situations, examples, smart puns, and bright rainbows but they blew it – well that’s just my point of view. The whole history-telling is the only thing that bummed me about the chapter; nonetheless, it taught me a lot of stuff. Reading through the chapter made me aware of how this idea of markets really talk, when to listen when they start talking, how companies try to ignore those conversations, and now, how they desperately try to listen to them. Searls and Weinberger (2001) made a pretty strong stand about it, using history and other technical facts and details about well-known companies like Intel, AT&T, Northern Telecom, AOL, Microsoft, and Lotus to back up their thoughts – quite impressive. Trying to intertwine and be elaborate about history, facts, and reality is not at all difficult because most of the time reality and facts collide in a very unsatisfying manner so those, trying to use it as a support for their concepts can go both ways for different readers. Some can get it, accepts it as it is, but some will just suddenly have the impulse punch the page of the book because they resent it so much – that’s when mental institutions come in.

There’s no other way to summarize the chapter but to say, “Although there is no demand for messages, there is a tremendous demand for good conversation,” (Searls and Weinberger, 2001). True. Messages are everywhere, anytime, even without the demand for it but the need for

that specifically beneficial conversation, which by the way goes well particularly to the needs of the companies who decided that sneaking into conversations is the new wave, is high and rapidly growing. It may not be that noticeable as of the moment due to companies' numerous approach which we unconsciously choose to ignore but nevertheless, it is the trend, it is the fact, a new way to getting into markets which as explained, enabled by the ever so powerful technology.

#### **What I have learned:**

- Markets are truly about conversations.
- Being silent for too long deflects the market by making them feel ignored thus, them ignoring the company in return even when they try to get attention by talking loudly.
- To deliver a message and expect a reaction from it, there are three things to consider: A market for your message, a market for your silence, and a market for your products and services. Without all these, you're no better than a lonely kid in the playground playing with sand under the blazing heat of the sun – depressing enough?
- Public Relations face a huge problem, they cannot sound like a human and the market knows that resulting for the markets to ignore them considering they talk like insensitive, selfish, and unnatural robots.
- In order to get into the markets conversations, you have to prompt about everything. Be accurate with what you are saying because you have to be human, you have to sound as one as well for them to let you in and allow you to be heard.

## Chapter 5 – “The Hyperlinked Organization”

### Quotation:

*Information is built to be managed; the stuff on the Web is the product of the lack of management. Information is stripped down; the content of the Web is rich in its contextuality. These two sets of contrasts go together. – David Weinberger*

### Learning expectation:

- *What a hyperlink is*
- *How it came about*
- *When to use it*
- *What it does it have to do with organizations*

### Review:

Internet opened doors not intentionally for information but for anything.

We all have these Social Networking accounts that just allows to basically do anything and I’m sure you all bookmarked few sites that contains posts, samples, definitions, even answers to your homework that your book haven’t been in relevance to, am I right? I know, it’s not our fault as lazy human beings that everything is just a click away and that sitting down in front of the computer researching on your assignment cuts our, often boring, reading time on textbooks by 80%. It’s the internet’s fault. That’s it.

We can’t do anything about the boost of technology that all sad humans have the easy access to. Few bucks and you have yourself a handy phone, but that’s not just a simple phone to hold nonsense chitchat with your friends with. That mobile phone, considering the high demand for all-in-one handheld phones, has everything like camera, radio, mp3, document editor, viewer, video playback, and much more – isn’t life extra sweet? If I’ll tell you I’d give you a hundred bucks for every house you visit with computers that has internet access in them, you’ll be a millionaire! But hey I’m not that crazy, I won’t give away money for that, however, some people or should I say “Companies” would give a few millions to get into our households and get to know what’s going on when they shouldn’t really focus on us first, they should focus on what’s going on within their building, within their employees’ heads, within their little relationship called “organization.”

David Weinberger (2001), the one who is responsible for this another lengthy chapter strongly defended the point that the hyper “links” that internet or in this case, intranet within companies promote isn’t information but plainly conversation and expression of oneself that may seem relevant to some and may seem a total waste of time to others, but nonetheless, it’s useful for both employees and organization. I do agree on this because in school, whenever we are tasked to report on a certain topic, reading a book about it doesn’t make my confidence escalate to the roof because there is something missing – someone’s point of view. We all love to debate, or at least I do. I love the rush of the conversation, the rapid exchange of ideas, the



strong words, the adrenaline, and the exchange of beliefs – that’s what I need first before reporting on anything. I want to hear from someone, someone’s side of the story, although finishing a book about the topic is helpful and always informational, I wouldn’t take it as the best thing for learning, quite frankly, I do believe that we don’t need books to learn but we need confidence, confidence to take hold of an experience and learn as much as you can without “reading between the lines.” Within organizations, even though the first few chapters of this book, *Cluetrain Manifesto*, emphasize the importance of markets’ conversations, conversations are important especially among employees. It gives them the idea of what’s going on. For example, I’m the Manager in the Finance Department and I was asked to suddenly review our company’s sales return report for only one hour, no time for coffee breaks, and deliver a brief explanation about it. If I’m not aware of the intranet or internet, I will do what I was asked – read and review – but what if I know the new cool ways to communicate and methods of allowing people to share anything? Wouldn’t I consider a short chat with the Sales Department Manager to explain to me the said report? Or should reading some of his feelings about the sales of the company so far are more relevant for me?

Weinberger (2001) said, “The Web isn’t about information,” because it’s about getting the juice out of everyone’s random ideas, stands, beliefs. He compared Web as a database holding much “information” as possible in tables and he defined it well that these tables arranges the information, it manages them in such a way for us to understand it more.

#### **What I have learned:**

- Web allows us, everyone, to talk. Talk without boundaries, talk without care in anything else but our hope to express what we feel, what we know, what we just heard or saw.
- That sense of freedom that Web continues to provide us makes us more dependent towards others’ point of view.
- What we learn now to do is not to become more collaborative but to become more dependent, more informed.
- Hyperlinks within organizations are communication that makes them one and enrich their corporate duties with managed information coming from people they work with. That’s what builds an organization – true communication and I guess, the growth of honesty among them.

## Chapter 6 – “EZ Answers”

### Quotation:

*The question is, What are we going to do about pornography on the Web? This question seems to have nothing to do with business, but in fact it goes straight to the heart of maintaining a corporate wall between employees and customers, between internal and external behavior.*

*– Christopher Locke and David Weinberger*

**Learning expectation:** *to be more in-depth with the statement “Markets are about conversations.”*

### Review:

The Net came and we embraced it along with all its opportunities but isn't such breakthrough worth questioning?

Both the authors of this chapter, Locke and Weinberger (2001), presented those questions to us without hesitations and definitely no boundaries. They questioned the ability of internet consecutively and didn't give any answer. Why? Because that's what they think is right for the humanity, question left unanswered. They want us, as human beings, to have questions running erratically inside our little pea-sided heads just for us to be curious, to search for answers, to create those answers.

That whole chapter made me doubt the limit of the Web. Being oh-so powerful, we tend to neglect the other side of it, the side which we are either too ignorant or too guilty to notice, the side that deals with perverts, law abiders, and other people who tends to use and apply internet to do their dastardly deeds. Well of course, we have to face the fact that Web is swarming with all the disgustingly unnecessary things that even a kid has access to. Sad but true. Soon, probably your eight-year old kid will ran to you and ask, “Daddy! Daddy! Why doesn't grandma have clothes in this website? Isn't she cold?” and all you can do is to swallow nothing and wish you're dead right there in that spot. What can we do? We do what most grownups do, lock their kids and throw away the keys! Just kidding! What we should really do is to inform them about it as early as possible because their ignorance will grown into a huge ball of curiosity which leads from one thing to another making this world a “filthier” place for the kids of our future to live in.

But enough about that. The authors also redirected this issue to a more corporate topic, internet as being links within companies and links of those companies to the markets. They stated this well enough but still stumbled a few times because I have to admit, there were some points that I didn't agree on maybe because they lack the further explanation needed. It was also evident that the discussion in the first chapter of markets being about conversations is again brought up to connect the whole topic so far.

Giving us questions in which we already are familiar of made this chapter more interesting. Why did I say so? Because I said, “oh yeah, that's right!” after reading it. Maybe I just like feeding my curiosity, allowing others to prove me wrong or prove me right, letting

doubts get in the way because something so big is worth the second look. They convinced me to realize that I should have a sense of “me”. The sense of myself in my own answers therefore, I should answer them myself, I should give explanations based on what I think, what I believe in, how I see it. The Net allows me that sense of myself and I’m sure it’s the same for you.

**What I have learned:**

Well, I can’t really specify what I learned from this chapter but this is what made a strong impact on me. It’s something I’ll definitely use. I’ll just quote it so pardon with the bulleted format. As what Locke and Weinberger (2001) said, “Do these things and you can’t miss.” Man! I love that part.

*The Cluetrain Hit-One-Outta-the-Park Twelve-Step*

*Program for Internet Business Success*

*1. Relax*

*2. Have a sense of humor*

*3. Find your voice and use it*

*4. Tell the truth*

*5. Don’t panic*

*6. Enjoy yourself*

*7. Be brave*

*8. Be curious*

*9. Play more*

*10. Dream always*

*11. Listen up*

*12. Rap on*

## Chapter 7 – “Post-Apocalypso”

### Quotation:

*Stereotyping is a bitch, ain't it? Clichés are so comfortable and easy. Business is fat-cat moguls meeting in posh boardrooms atop steel-and-glass towers high above the jostling masses in the street. Stereotypes usually have some basis in reality, but they're lousy tools with which to frame critical judgments. More often than not, business happens in the streets, not above them. And so do revolutions.*

– Christopher Locke

**Learning expectation:** to balance out the concept of conversation among markets and conversation among businesses.

### Review:

This chapter was more of the enlightening part of the overall concept of the book rather than another informative part of the puzzling yet rational thought of businesses being contrived and artificial. It is weird having to read this chapter because it basically concludes the whole book but at the same time, it accused us of being one of those contrived and artificial beings. Why? Because, based on the *Cluetrain Manifesto*, we are business people and we live in a world of mirror. It seemed to have worked well in the past so we mimic and we do the same thing, applying the same marketing style, talking the way they did.

It is quite weird right? Trying to put in our heads that we are human beings that have a voice of our own which we use to converse among other human beings and having that makes us powerful enough to notice that we are having a conversation with another human being, confusing? I know, but that was not their point of ending the book this way. I think this chapter is the most critical part of the book particularly because of its approach of trying to link us, the markets, to a business people. We are the markets and at the same time, we are those employees, those business people that compose businesses. Although we are well aware of what we want and how companies should suffice that, we still apply the ways, which are unnatural, of the existing businesses. We copy them and we hope it will work for us because it is obvious it did for them. I myself is not proud of that quality that each of us have – imitating something that we know works – but we have to admit, those large advertisements, catchy radio phrases, and entertaining TV commercials, even though we are aware that they just do it for their own selfish earning ways, it gets our interest going and still makes us want to buy their product. They may not sound as human beings but they can sure get our attention and they still continue to find the most irritating ways to get through our human conversations and take that as their weapon against other competition. It's a matter of more “business people” who's also within the niche of the markets to copy the olden methods of companies and them, trying to apply the new technology that we now have to incorporate with their business' mission and vision.

Obviously, I focused on this chapter's effort to connect the logic of markets and business people for it is the concept of reading the book, trying to wake up and appreciate markets'

conversations which people within companies also take part in. Having the ease of using the internet along with all its benefits, I agree that companies should focus on the markets conversations and now, I witnessed that companies continue to develop new ways to read through our chitchats and get something for them in it.

The Web is a really beautiful technology in which I cannot imagine living without because it did not only enabled me to have access to almost everything and everyone, it also allowed me to have my own voice as a human being that compose a market but also, soon, as a business person.

**What I have learned:**

- Internet works well for marketing
- Ignorance and invisibility are advantageous in whatever aspects IF applied and controlled properly
- Human beings imitate even though they know that it may not be as innovative as it sounds
- Business happens in the most unexpected place, like streets so you have to get through to those areas to truly be heard
- Moreover, we, as human beings, don't really care about business.

# 2

95 Thesis





### **"Markets are about conversations."**

We communicate all the time through the words that we speak, mobile phones that we use, and now, even online which is by the way, one of the fastest and most convenient mode of communication across the world. It may be neglected often for we do it all the time but conversation, in any means, is a necessity for delivering message with our desired meaning. Considering that we do communicate all the time, this became the target of companies seeking probable consumers by decoding the market's conversation and trying to take the lead by being or at least trying to be the first ones to provide whatever the result of their cunning "conversation-intrusion" plan be, knowing that it is what the markets need, what the markets are about.

In order for one company to be successful in the industry, going into conversations of their market will gain them the competitive advantage. They have to step in and listen to what the people talk about hoping to get the idea of what they also want, what they look for, what they are willing to purchase.

Markets, being about conversations, became the initial target of companies and they do that by using their resources, commonly known as "advertisements", to directly cause impact to the market and get instant reaction from them as well. As the conversation within the market becomes more intense, honest, frequent, and relevant, it enabled markets, as a whole, to be conscious of each sector's requests and demands giving way for businesses to do what they do best, sell.

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

Although the first thing that comes to our minds when we hear the word “market” is either a place where they sell countless commodities or classified group of people wanting and needing a specific commodity, it may be safe to say that markets consist, primarily, of human beings. It is just a basic application of math really, MARKET consists of PEOPLE, PEOPLE are HUMAN BEINGS, therefore, MARKET is HUMAN BEINGS, get it?

“It is such a big deal to earn”, that is the point of view of the companies in which they decide to achieve through aiming for the most obvious markets, markets with greater value in which they specialize in. Evidently, developing a problem in the future will eventually take part when it comes to long term investment by deciding to approach the market as a sector or subsector simply because they would not affect them individually. Ignoring the fact that markets are human beings, unique and smart in nature, they might set false ideas of what the market or human beings want – everyone is unique. And like any human, we yearn for attention and someone, the companies, to listen in order for us to be satisfied. Call me crazy but more and more people demand attention nowadays so maybe this is a business opportunity not worth missing.

Seeing the big picture maybe important but showing concern to individual human needs is essential if getting their interest and loyalty to your company are your main objectives.

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

Once you are a living breathing human, you cannot hide it to anyone, similar to the idea that you cannot act and seem as though you are a human when you are not. This is the concept of companies, along with their resources, entering the markets' conversations with anything they can pull out their little magic hat just to entertain and inform the market in which often times end in failure because human connection, from a human being's point of view, takes a lot more than an incredible sound effect, fancy set presentation, memorable catch phrase, and famous celebrity endorsing a product because trying to convince a human being requires you to sound one too.

It may be logic or probably just something we know since birth that we cannot understand something that sounds foreign to us. We find it extremely hard to know what a dog is actually saying whenever they bark because naturally, we do not bark. We know how to imitate the sound but we do not fully comprehend the meaning of a single bark and the difference of that bark to another, just like companies trying to enter markets' conversations then. They try to send numerous types of ads just to notice a month or a year response to it -- that my friend is not at all profitable. Good thing companies became more realistic and more practical in terms of getting the target market's attention. I can safely say that some companies already learned to sound like a human, hence, enabling them to enter a human-to-human conversation with ease and with results. It made receiving and sending meanings much easier compared then because back then, they only wanted to deliver and display their goods for the world to see not taking regards to the fact that they might be sounding alien-like to human beings.

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

Whenever we are talking to people we are most comfortable with or just to some random person we suddenly started a chat with, we never plan our response. It just flows as the conversation goes deeper or even funnier. We never take the time to write down all our reply to a lame joke, to a smart debate, or to a simple hello before going to bed because two things: One, it is absolutely weird and Two, there is no point in doing it.

Our brain delivers signals all over our body in response to a stimulus -- something that causes a physical response in an organism based from Encarta Dictionary: English (North America). Once the signals are delivered, we, as a human being, react by moving some parts of our body like swatting a mosquito when you felt bitten, scratching your arm once it itches, sneezing when you sniffed pepper, pushing a button with a “Click Here” label, and a lot more response our complex yet amazing human composition automatically does for us, hence, completely preparing a script over night for our conversation the next day is utterly useless. Human beings converse with a human, meaning, with a natural tone. We can never fiddle how we sound and what we say, although some can cheat their way through conversations, there will come a time when they will get tired of it and eventually, the open, natural, and unarranged human voice will show because it is something instilled in us, something we ought to not use but release.

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

People are well aware they are conversing with human beings, like them, obviously because of their similar medium of expression – the voice.

When we are going through some cool new websites, we read and try to understand the theme. We try to see the developer’s point of doing this. It is not as though we are overly critical because actually, we are not. It is because we want information; we want those unnecessary yet very intriguing things online that we have access to. That sense of knowing and conversing is our sense of us. It is the sense that we long for, and that was given to us. It is a natural thing. It is instinct that is why we know when to talk, how to talk, where to talk, and who to talk with because we know it is real when it is natural. They cannot deceive us nor can they hide their robotic ways from us because we have the ability to know and determine whether that person is telling the truth or just reading out of a script. Having the intrinsic ability to identify the person’s real voice is what we human beings have. It is something that we recognize instantly so whenever we are watching TV and suddenly saw an infomercial about “the best knife ever created!”, we doubt it and worst, we laugh at it and if you are like me, make insulting jokes about the manufacturers and the endorsers. So the bottom-line is that we, as human beings, knows the sound of us, we know it instantly without hesitation.

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

I cannot agree more. Internet came and conquered our homes faster than you can say “pizza pizza come here baby dragon” – makes no sense right? But that is not the point; the point is that internet dominated and kicked the other communication mediums’ butts out of the lawn. It became the number one easily because of its countless abilities. With the internet: you can talk to people from Spain, India, or Iceland; you can get information about your favourite book, movies, author, genius, and cows; you can post questions about your life as a teen, employee, boss, mom, dad, or a professor; you can ask about everything and not get shy about it because the people who will read it doesn’t even know you, they doesn’t even know if it is you; and the most important contribution of the Net now for us is that it became our canvas of identity, of voice.

The Internet is a global system of interconnected computer networks. These computers do not work all by themselves nor do they post blogs, upload pictures, and watch videos alone. It is us, humans that make computers work; therefore, it is us, humans that are made connected by these networks. The Internet made new road completely original type of social communication, and activities. Thanks to its amazing abilities such as extensive usability and accessibility. The Internet made it possible for us to talk unlike any other media because we can say whatever we want without being judged. That connection we have access to is now the best thing since the discovery of a mobile phone because it travels across miles, to places that signals couldn’t go to.



### **“Hyperlinks subvert hierarchy.”**

Hyperlinks are reference so why in the world would it threaten hierarchy? The answer lies between that thick line of desperation that companies has in terms of power, in terms of level of access. It may be the time to consider how hyperlinks obviously state hierarchy.

I know we are familiar with hyperlinks being just there, posted, redirecting us to another website that may or not bring similar content to the current page we are at but it does not stop there. It links us. That's all you have to think about. Hyperlinks are there to links everyone by being informative and essential. It has embedded links that provides more that what we need in a site, it then subverts hierarchy – through removing distinction among the ladder.

Whenever we see hyperlinks, what do we do? Don't we just love clicking those highlighted words that links us to another page? We always wish that the next page is more relevant, more informative. That line of authority became head to head with business authority. Those links you see in every page are made by us to connect our ideas and that is why businesses are threatened. They are afraid of the connectivity that this “hyperlinks” give to us. Hyperlinks expose human beings to businesses. It allows that abrupt association to everyone and anything else without the comfort of having authority, having hierarchy. Having no other choice but to have their guards down, companies become more liberated BUT vulnerable as well. They are now threatened by the fact that this link that connects them to people makes them be seen as there are – what they really are.

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

I always believed that internet is an amazing work of technology, the father of all means of communication. As one of the market, I feel the impact of internet as far as exchange and accessibility to knowledge is concerned and I'm quite convinced that same goes for the employees inside any company. Internet or intranet, both still is made for the same thing – communication. It only depends on how we utilize it.

We, as markets, use it to seek honesty among everything else. “How?” you might ask? It is because before we buy anything out in the market, we want to know first its features, how much does it cost, where can it be purchased, is there a warranty, and other stuff you might be concerned about. That need to get to the product's true capability is our way of being safe because we do not want companies to get a run with our money. We cannot bare the feeling of being fooled by those selfish corporate people so as much as possible, we inform others by speaking up and telling the truth, how we experienced the product, how it works, etc. We share countless of information that may be relevant to some and total waste of time to others but we still post it right? We still want to get heard or at least we want those people who have or want to have that product to be informed especially if it is a total rip off.

As for the employees, they use intranet in the same way we use internet, the only difference is that they do chitchats and read posts during breaks or whenever the boss is not around and we do it every time we can.

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

Whenever we communicate, we expect something in return – knowledge about life, work, fiends, co-workers, evil bosses, and more. We never want gibberish talks and small chats. Try asking a girl what she wants in a man and I’m a 100% sure that around 80-90% of them will include “great conversation” as one of their man’s trait. It’s a fact that we have to accept. We, as human beings, cannot spend our time with anything so boring and nonsense that is why now, we spend too much of our precious time going through the Web checking mails, searching for celebrity photos, reading news article, blogging about how beautiful the sun is, even watching videos of animals making sweet love. Come to think of it, it is not that bad – having the access to everything online. It is much like a gift, a gift from the gods of technology given to us petty human beings to have a voice because they must have felt that we’ve been lacking it or rather, neglecting it. See? Even those technology gods that Star Wars fans worship noticed our natural need – a voice. I may not know much about the whole history of the internet, how it came about, and who discovered its greatness but one thing I’m sure of is that I benefit from it. I gained knowledge from it like how people from the other side of the world celebrate Hanukah, why we should pity Yao Ming, how much Carbon is there really, and much more. Thanks to this baby, we can now get easy access to the vast and deep pool of knowledge within a user-friendly environment.

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

The Internet gives everyone an idea and access to what everyone thinks, knows, and experience – that is why now it is necessary. Our new generation finds it necessary that internet is around, every single second if possible, but this need for the Net is not such a bad thing. We learn and we listen, is it not the point of living?

This global connectivity is a threat, not to us but to companies who want to hypnotize people using their repetitive and gradually robotic advertisements because this link among all of us that is existent is honest, honest about everything under the sun, so, there cannot be a single secret existing in the internet, so much for company ads. But that does not stop there. One person’s post can lead to more comments and more comments mean conversation – pure, honest, blunt conversation. We already developed that unity among our belief in proper usage of the Net. We know, even without reading a textbook that the Web gives us our own little world. It is a clean, white, and a huge canvas for us but we are happy about it. Actually, we are thankful because finally, we have what we are looking for, our means of expression, our medium for creativity, our voice. Now we know we can be heard by anyone, anywhere, anytime. We also acknowledge the fact that they don’t have to see us just to believe what we are saying. All they have to do is read, that’s it.

**“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.”**

We are all aware that corporations are built to profit and that is what they tend to do – all the time. Having the hunger for success and being the number one made them useless for us at least through their way of conversing. We feel that they lie and they do but how did we know that? The answer is quite simple, we know because we don't understand them. We only get some parts of what they are saying but still, it lacks the human voice. Companies sound inhuman, too contrived, and robotic even for us. They give us information or say words that we want to hear and not what is true. They give us the good juice and not the bad. They present beauty not what's unattractive. Trying to please the market would not do because they did that, thousands of years already. What they should do is listen to conversations that markets carry out anywhere and anytime.

I know companies, even lacking the ability to converse with us, still dominate and earn from the markets but their way of doing it back then is way too different now because now, the generation is much more informed. They'll post what they want when they want and companies can't do anything about it. They are nonetheless, paralyzed to the markets' continuous exchange in ideas. Therefore, companies encounter less and less customers asking their personal opinion because they tend to tell lies, or at least that is what markets think.

**“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.”**

Whenever we buy something new and shiny and cool to boast to everyone we know we ask the people we know who has it already whether it's the greatest out there or it's not or we simply google it, correct? We depend on what is reliable. We seek comfort in them because we are much aware that they have it in their hand or at home and know the real deal. But why is that? Because we know companies are like college boys that will do whatever you want just to get some, so they just lie and lie and lie some more just to make us purchase their product. The companies want markets' eyes and ears so bad that they do the craziest things but even though they try so hard, they always fail 50% of the time because very little take advertisements seriously, markets see them as companies boasting their products without showing them real and valid facts.

That is the main reason why markets run to their friends and relatives, and computer shops just to go online most of the time to see the reviews on the latest gadgets. They trust the Web because it is made by people like them and information is from people who speaks human, something that they can understand and relate to. Some even have friends in the same thread answering their questions. Those questions and answers given by the market can be the positive side of having that new gadget or the down side of it which is what the market wants to hear – pure honesty.



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

Markets are about conversations, same goes with employees who are all about and seek for the same thing – the freedom sharing one's ideas, expressing to the world what they want, telling them what they hate or like, and connecting to almost anyone possible using their own voice. Employees are human beings which, with many, compose an entity that is created by law called a "corporation." That corporation is just something they work for, something they chose to live with to sustain life and satisfy their professional needs but it doesn't mean they have to take in its unnatural ways. Having said that, you can obviously see the direct connection between employees and markets -- their similarity as a human being, their need of voice, and everything else.

This, for me and for the corporation, is a perfect chance to change a little in their way of connecting to the market. They should now see that their man power is their most essential resource for conversing with human beings that they want to serve. The market knows the companies just talk like how they should – endorse here and there just to earn without considering their market's feelings – that is why the companies should let the employees do all the talking – more employees and less them. Ok, I'm not saying that companies should stop funding their marketing department and just assign employees to go door-to-door and chitchat with single grandparents left at home, what I'm saying is that they should LISTEN to their employees because they do knows best.

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

If they were not, how can they stay stable enough to last in our eyes? Yes and No: Yes, I do resent this idea or thesis so they called and No, that one I did not get from the book Cluetrain Manifesto. They may not talk as human beings, like their markets, as often as possible but we have to admit, sometimes they do and they do it quite well. We can't be blind and deaf at the same time because if you are, then that's just plain sad. We have the ability to grasp what others speak that is why we talk, we converse, we share whatever we want. Corporations does that too, not as effective, not as natural as it should be but they still have that voice, that distinct identity that we notice every once in a while. I know they sound similar to the beep of a robot, but come on! I know that since the first ever diaper commercial I saw. In those not so funny diaper commercials, there's another thing I recognized among all commercials -- us. They try to become us to send their message, isn't that smart? Even though they know they can't. I guess internet just let's them do that in a whole new way now. Now they don't have to try as hard because they can just force their employees to build up and commercialize their new products on threads and forums. It is basically allowing employees do their real job – endorsing their company.

**"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."**

Unfortunately for those business ventures, they do not necessarily have to wait for a few years just for people to get tired of their brochures, fliers, or their voice and start noticing that it is contrived and artificial because this generation is already aware of that – quite well actually. Now, companies do not have anywhere else to turn to when it comes to trying to communicate with us as though they are human beings because all the knowledge, all the information, all the voice of different people from all over the world that is collected together by the internet is making us more attentive to the scripted voice of the companies. It is actually a good thing because now, companies are more challenged when it comes to trying to send us a message. They had to be because if they don't, we can just turn our backs on them and literally, bring them down. See how powerful we, as markets, are? I know we often think too much of ourselves but we have to admit that we are the most important thing to please for companies because they always want to cater our needs, to cater our requests, to cater our wants, and to be the first at it. Their collective homogenized approach of talking to us, human beings, are continuously becoming more and more obvious because of this voice we have now. This voice that allows us to talk to markets, to human beings enabled us to not be ignorant about those companies.

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

As the markets become more aware of how companies converse with them, companies tend to become more relentless with sending their message, in promoting themselves, but all that talk is not getting them anywhere. Their method of trying to communicate with their intended markets fades in the background because people ignore them. Human beings ignore those pesky companies that keep on calling their homes and asking if they are interested in buying a new credit card, sticking hundreds of flyers in benches and electric posts, showing obviously scripted television commercial, and lighting those billboards that gets too much attention resulting to traffic and more annoyance – that is how bad it is. Covering our ears is really not our own choice, they made us do it with all their crap about their products and how their company is the number one blah blah blah. Human beings are all about natural approach and being natural itself to others. We know when they are lying because now we can just search it online. We know when they are overly exaggerating their products’ abilities because now we can just search it online. And finally, we know that they are failing to communicate with us because now internet let us know all that. It allows us to recognize the truth and the lies about something, specifically, about those company ads. Well, I guess that how powerful Web is. It opened the gates for truth and falsity even though so many despise that power, it still helped them.

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

True, companies that assume online markets are the same markets that used to watch their ads on television ARE kidding themselves. Why? Two reasons: Reality and Accessibility.

The reality is internet dominated every household, meaning everyone knows everyone because of the voice they now have and the others’ voice that they can now understand. It may be quite disappointing for others to really get to know the internet because of all the facts they can have basis on but it is still the reality. Technology grows so fast that some people cannot even last a day without it. It is now becoming a necessity, not just a trend. It is the necessity for information, information that comes from everyone, anytime, anywhere. This is now a threat to companies because they cannot lie. They now have LESS control over our actions and our beliefs because people spoke and we listen.

Accessibility provided online is amazing. That skill or mobility gave companies a wider target area for clean up. They now have to consider a wider range of market because the Web already reached those markets and they have to clean their mess. It is the mess that they never thought they will have to encounter and clean because they only tried to talk to us at home, inside that fancy box called television. They are now convinced that internet is way more accessible to everyone’s point of view against or of their product. That accessibility lets the markets become aware and a little bit harder to encourage promoting their products.

**“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 internet enabled so many possibilities and opportunities for people, as well as to companies or any business. It may be the best thing that will ever happen to those business ventures and entrepreneurs because not only can they take hold to their markets more closely but they can also have the chance to converse with them directly. The whole system of internet and the benefits of it to mankind is truly puzzling because of all the possibilities it permits but its use and opportunities are clear and if those are not noticed early on or at least, now, by those companies trying to seek more fame and glory over one night, they are in deep trouble because the Web has access to anyone anywhere. It will give them that absolute advantage of communicating with their customer and at the same time, it will give them the chance to listen to the conversation of their markets and provide whatever it is they request. It basically is a very large marketplace with noisy people chatting away in broad daylight. Same thing with internet, the only difference is people talk but not too loud meaning, what they are saying now has meaning. It is not just any other conversation they are having inside the mall or with friends because it is informative, meaningful to them, and directly affects them one way or the other which they continue to hope to affect others who are online too. That huge opportunity is not something companies should miss out. They should, by now, figured out a new way to create a voice more natural and less contrived in order for their online markets to listen and allow their words to sink in.

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

The only way for companies to last in their industry is to find a way to converse and get enough marketing attention with their promotional activities. It may be tough for some companies to do so and stay as long as they like but we have to admit, it is hard to profit on something we try to control so hard but in reality, we cannot. It is a matter of communicating to the markets as easily as possible to make way for their company to run across and send them flyers and brochures. That way to the market is not easy to overcome, heck! It is not even easy to open specially for businesses that are just starting out. They have to figure out a method for them to communicate with their prospective markets directly because once they blow that only chance for conversation, they will be burned and left penniless. It is a matter of convincing, relating, and conversing. If they cannot do all those effectively, they are doomed to eternal hatred among the market because they have to convince their markets that they are the one to choose among hundreds of other companies, they have to relate their mission and vision to their own markets' expectations, and lastly, they have to converse with them effectively and efficiently in order for them to send their message of promotion properly and clearly without a doubt for their markets to think otherwise because it is all about who can talk to them the most.

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

In an effort to try and send an impression to their markets, companies often fail because they try too hard – most of the time.

There are a lot of ways for a business to get in touch directly with their prospective markets. Ways that we must have been encountered during class, while drinking coffee, or even over dinner. There are countless methods we can try, new ideas we can apply when it comes to communicating with our markets but are those effective? And if they are, are we not making a fool out of ourselves? Questions companies face everyday but I have no idea why they can't seem to answer. I guess it all lies between human being naturally smart and human beings naturally expressive. We love to express ourselves which is why the Web is the new paradise to us. We may not know it yet but it is. The Web allowed us to express ourselves, our innermost personality that even our friends may not have heard of. It gave us courage to become someone we always wanted to be because we know, people would not judge us, and we know people would even find it entertaining but that does not go the same way as for companies. They know they have to please us extra hard with extra content because we will express what we feel once we are disappointed or happy towards their newly launched product or newly hired employee. We will express it by posting a blog or posting comments in numerous forums which became a threat to business owners because they know people are now talking way too loud and at the same time, fast.



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

The sense of humor being talked here must have been about something g human beings have – natural voice. It is really not hard to think otherwise primarily because of companies’ voice to seem contrived and unnatural which is both true in larger context. Though companies have their own corporate voice which we find stuck up, they still need to develop a sense of humor, that distinct characteristic that will make them more humanly, more approachable, more us.

It may be safe for me to say that companies just do things their own method but now they have another problem aside from facing the fact that their corporate ways might be going the opposite way, they now have the challenge presented by the widespread growth of internet among households, they have to mix with the crowd and be able to get our consciousness online which is a very dangerous place to do so because of our brutally honest environment. Online, we talk as though freedom of everyone runs in the balance so we take the best of it. We talk and talk about anything and say whatever we want without any concern about the other’s point of view or feelings – true – for us that is like paradise but for business ventures, that is like sitting in a room with one chair with a pin light on while being interrogated without hesitation. It is torture to them. So like how guilty convicts react and answer questions, in order for them to be believed by the markets, they have to “sound” normal, they have be natural.

**“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.”**

Similar to what I stated earlier, sense of humor is not just jokes or smart puns, it is the natural and normal voice which corporations should instill in their enclosed system. Trying to get the attention and at the same time, money of the markets is not really that hard. They just have to do a little of this and that but what is “this and that”? It is the voice; it is always the human voice.

We converse with anyone every day. It is something inevitable for one man to live in this cruel yet beautiful world. Communicating allows us to be aware, share information, get information, and create relationships. Now that’s what corporations should do. They should start by creating their system a little bit looser. They should throw away their stiff guidelines and start building a more customer or client relationship environment. Doing that will make them like us, it will seem as though they are one of us – and soon they will be. It is a process really that might take weeks, months, even years but I swear it will be worth the wait because once the markets are satisfied by the products and the relationship they share with the company, they will come back for more and better, they will promote and endorse those products themselves. It is a two-way street that both companies and markets meet but that incident does not mean they will get along, one has to give an effort to approach one first before a relationship can actually grow into loyalty.

**“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.”**

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

Prior to any production of a new innovative product for the market, the companies should think about what the market really wants, what the market wants them to produce for consumption. It may not sound hard but if you try and analyze it, it is way harder than you think. It does involve intense research, information gathering, and brainstorming; however, some companies still do it the wrong way. They research, gather information, and brainstorm with very minimum interaction with their markets.

Without intense interaction with their markets, they will lose it because it is tough creating something for someone without truly knowing what he/she really wants. It is similar to a guy pursuing a girl, the guy wants to give the girl a gift hoping to be her boyfriend soon enough and the guy makes a move and decided to give her a baseball bat which he THINKS the girl will like, but he's wrong. The girl did not like it at all and what's a girl to do? Run off and tell her friends that the guy is a complete joke giving her something he likes. See, that did not go well and it is because the guy presumed the girl would want a baseball bat well in fact she just want a piece of flower. Same goes to any corporation that focus on manufacturing, they have to get to know the market first if they really want to position themselves as the markets' eye for purchasing. They create a relationship first to really have the ideas they need.

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

Never ever tell someone something you are not – said the first time buyer. Why does she often approach clerks from the numerous stalls flaming red and disappointed? Because most companies assume that they are in a certain position already without the real facts aiding them for support. This happens all the time. Me, myself experienced that already.

I hear a lot of this while I’m just surfing the Web, listening to my radio inside the car, watching television, or even walking down the street, companies declare they are something they are not like the number one radio station, and most watched Television Company, man! That is so irritating because they boost your excitement and make you want to watch out for them then you get disappointed. You always get upset because they lie to you and that alone is never what a market wants a company to do because once that was done. The companies will be left regretting their boasted glory without having it yet.

Boasting and boasting some more is not what need and definitely not what we asked for companies to do, they should try to be as humane as possible, as humble as possible, as honest as possible, and as approachable as possible because that will make them one of us. Markets will learn love them and be able to share facts with them, converse with them, enabling more possibilities among company customer relationships. This relationship will become the foundation for something huge. It will open doors to the trust of the markets and allow the companies who made them feel most comfortable and honest among all of them will be able to enter conversations, analyze it, and used in their benefit – what are friends for right?

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

Companies have to create a relationship with us, human beings, in order for them to earn a profit – which is absolutely true – but that relationship will not be attained as easy as possible. It has to start with them, with companies. They should start communicating with us with a human voice so we won't turn them down easily. They have to at least try to become one of us so that we can be open with each other, tell those funny and often unrelated stories, share things like what we like and what we don't like, and inform them with whatever we know for them to survive. That is basically the customer relationship build up that they need.

Going down of their so-called “Ivory Towers” means going down the companies' hierarchical standing in the society to get INTO society itself. Getting into society itself is not rocket science nor is it as easy as coloring a coloring book, it is actually challenging because companies already got used to the idea that they are superior, with all the power and all, providing the needs and the wants of the community but what they don't know is that the community they are serving laughs at them because of their continuous mistakes and costly approach to get to society. Talking to the people or their markets is simple but challenging for companies because it involves swallowing their corporate prides and actually relating with the human beings, people they ought to only serve, not converse with.

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

There are bunch of billboards, advertisements, and television commercials I see every day that just points to a producer. They expect those things really get to us and make us want to buy their product. They don't know that we don't follow that because most of it doesn't relate to us. Even though they pay millions of dollars for hiring great and well-known public relations officers, they fail in terms of actually relating themselves with us. Why is that you say? It is because they are “relating” but they are “spying” on us. Approaching our own business and trying to know what we are, who we are, where we are is never relating, it is a mere undercover work.

“It is a world of undercover work”, said the companies – is it? Because last time I checked, snooping around is bad or rather, an invasion of one's privacy. They wouldn't want us checking their accounts and research works every once in a while right? It all boils down to HOW they should relate to their markets because they kept on doing it the wrong way, or their public relations officers are messing up their own jobs. There is a very strong reason why they call it “Public Relations” because it is the study of relating to the public. They should never be afraid of what they might find out and definitely should not be afraid of what the markets might think because they are just doing it for their markets, given that reason, markets will allow anything that involves lightening up their load every day allowing companies to discover new ways of satisfying their public.

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

If companies are afraid of their markets and what they will find out, markets reciprocate that feeling. They avoid companies' conversations with them because it is an absolute lame moment for them. They feel as though talking with the companies is like talking to a piece of rotten tomato, just lying there, doing nothing. Markets are well aware that companies only want to hear specific things like how their products are rocking their world or how their new released mp3 player is the latest trend right now and that fact is irritating to markets because markets want a decent and a natural conversation, a conversation that can never be given to them by the companies hoping to relate to them. Being silent and avoiding the companies becomes the best alternative way of remaining in this hierarchy that they are present in. Markets expect something real with the companies which the companies fail to show to the markets. We have to admit that whenever we want to talk to someone that we just met, we want them to seem more approachable and friendly so it would not be hard for us to start a conversation, same goes with companies and their markets, if they want to start a conversation, the companies should start sounding like them in order for their markets to see the real them and be able to share and talk information with them. It is not easy but it is effective because a market that sees the company as stiff and as arrogant won't be encouraged or motivated to talk to that company.



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

Two things: I don't think so and I don't agree.

Marketing programs are not based on fear that the market might see what's really going on inside the company primarily because it does not involve the interior processes within the company. It is a mere method of approaching the market and getting their attention – that's it. It is neither a scam nor a disguise that companies had to put up front because those programs would not threaten anyone or at least it is not intended to do so. Marketing programs are there to spread the companies' words, capabilities, mission, and even vision through intense marketing strategies such as online promotions, website advertising, and television commercials to increase the ranking of a company within the industry. Although there are conflicts within the market and the company because of the voice that they both use differently, it still does not make any sense that a simple marketing program would show the deeper side of the company. It is a way of telling people that a company exists and that company does well and seeks to serve the people with utmost priority, not unveil the deep dark secrets of that company.

It might be too much for me to say but no, I really don't agree to this thesis about the marketing program because the fear of the company is never the basis of one marketing program, it is the intention to spread the news across the world that there is such company.

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

That is absolutely true. Like any relationship we have, we know that having suspicions will kill it. It will start with a simple hunch then people will start confirming whether it is true or not. It is like a disease that will continue to spread because people like dirt – we do.

I had a friend that has this suitor we met in my friend's party – a long and exhausting story. Anyway, they got along well at first. They bonded like two sticks of Popsicle stuck together with glue but suddenly, my friend's old classmate met and talked in awhile. The topic got more interesting when her classmate mentioned that her suitor was her suitor as well for a year. Of course, my friend was furious about it but did not confront the guy so what she did, she investigated his background and forgot about him – literally. Why the long story? I'm just trying to relate this with what the relationship of the market with the companies. Once suspicions come about and conversation become more and more impossible because of the fact that they fail to hear each other well, it will get dirty and ruin the beautiful relationship. Relationships are tough to start and maintain. It involves both side's participation and effort for it to actually work. Markets-to-companies relationship might be different with human to human but it still has the complicated twists and turns of it because if only one fail, both collapse. Now, if ever suspicions hit the tracks, it will get ugly and will start issues without even a proof.

**“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.”**

Companies feel safe and comfortable whenever their market appreciates and becomes loyal to them. It is like their purpose – to make the market stay with them for as long as they are producing goods. It is somewhat similar to a commitment we usually call marriage. Their belief is that once their market chose them and decided to stick with them for the rest of their lives, then it is not such a bad thing, it is actually the best thing that will happen because it is the reason why they promote, for their market to recognize them and to buy their products. But here is the reality, the world is changing and this world is changing widely. This change enabled us, the market, to be aware of all the possibilities there is in networking. All the information coming from other human beings aiding our decision making with the market helped us to go through with it as easily as possible. We are now more independent and less helpless when it comes to choosing the right product for us, for our needs. The Web networked each and every one of us together and made us help each other out as much as we can with a touch of the keyboard and a few reviews that will get the people going. This network made us smarter as shoppers and smarter when choosing companies for our needs because we can now hear what the others are thinking, what they are experiencing. Whenever we want to know something about a product, we can just search some reviews online and viola! There’s a review right there stating what they think of the product which is a huge help in buying something.

**“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?"**

Now that network changed how people, us human beings, think and react to companies' approach to entice our senses, it is now impossible to believe in the word “loyalty” because all companies have faults and we are not made for a single company alone, we are here as markets to venture whatever is available and what is good, what is appropriate. The idea that loyalty is now impossible to exist is true because as a part of that market, I find it tough myself to only choose one company and stay there because I constantly hear about another great product from another great company which came from nowhere. It is the cycle of the Web, we hear something that we like and we suddenly know it is available here so we'll buy it, with no other questions asked. This is because we already heard about this product. We already read this massive review about it by thousands of other buyers who were obviously satisfied so we want to experience that as well. You can even compare it to the word jealous because once we hear something good and almost half of the population already are running for it, we suddenly run after it as well without even letting it sink in. We want the products that the others want. We want something that everyone has because it is the safe choice; it is something that we won't regret considering the others already bought it themselves. We have that feeling of security knowing that we are not alone.

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

We want to talk to someone who makes sense, someone who we can truly understand. As human beings, we seek those who we understand because it is the only option we know we have. We know that if we can comprehend what the company is saying, then we will know something relevant about it and we will be able to listen and get a sense of what they really are, why they are here. It is the question of sincerity that we try to answer in every web browser we open. We want to prove that the product out there has a sincere supplier because if they do, then the product is acceptable. Knowing that the supplier is comprehensible, we can know research about it and really figure out if our trust is worth giving to them, at least in one product, especially if they are the leading supplier out there. Once we know that they are worthy of the trust we are so resistant to just give away, they now have our full trust and what is more great about suppliers satisfying the market is that the market will eventually turn into their own promotional spokesperson and what is the best promotion out there? It is the “word of mouth” coming from the mouth of satisfied consumers ever so reluctant to accept defeat when it comes to promoting. They always want people to believe them because they know they are true, they are sincere, and they are never to lie about those things considering they experienced it themselves.

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

Companies, having now the knowledge that markets want and seek those who they can understand through their own voice, try everything within their magic hats to approach us, the market and get their point out there. What they think is that their marketing approach should be humanly to get the connection going but it is not. It is as simple as their V-O-I-C-E. They thought is it that hard but all they have to do is not only think like us or hire someone who can stand in behalf of human beings, but they only need to speak our language. They have to be simply themselves, without any disguise, plain old company. They have to speak their language to converse with us in order for us to understand them because now that we are smarter markets, smarter than we were before, we now find it hard to believe all the things they say to us.

The discretion of the market should seem important to the companies because right now, all we see is their interest to earn, their evil schemes to get our money, that's it. Their failure to communicate became our main reason to forget that they exist, that they are there because they want us to see them, to hear them, to promote them, but that is not what we want and definitely not something they can make us do without fully having the power to understand what they are saying and what they believe in. It is easy yet they often fail to do so.

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

See, this is my point earlier. If I may, I would show you again something that I stated in the prior thesis statement. Here's my point: "They have to speak our language to converse with us in order for us to understand them because now that we are smarter markets, smarter than we were before, we now find it hard to believe all the things they say to us. The discretion of the market should seem important to the companies because right now, all we see is their interest to earn, their evil schemes to get our money, that's it." Their failure to communicate became our main reason to forget that they exist, that they are there because they want us to see them, to hear them, to promote them, but that is not what we want and definitely not something they can make us do without fully having the power to understand what they are saying and what they believe in. It is easy yet they often fail to do so. All the companies out there have to do is speak in the same way we do in order for them to truly understand what is going on around us and be able to apply that to their idea in serving the needs of the market which we collaboratively compose. The human voice becomes the primary and only medium for companies to really comprehend our thoughts, our ideas, our feelings towards them and their products and services that is why they have to learn to speak it soon.

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

They can try and try again but failing is inevitable. I am talking about the corporations' concept of just making demands and not trying to reach out and be one of us, the markets.

Knowing what the market wants, what the market, needs, what the market asks for is not all they need to know to give it what they request for, being able to be in the market, listen to their conversation like how many pieces of this certain donut flavour should be there in order for them to have enough for their party, how much should the new camera phone really be, what type of cloth wouldn't give them the itch, or when can we release the latest innovation out there without being broke before it, the answers to those questions are not enough. It is about being able to reach the market personally through the use of their natural voice, not the contrived, robotic voice that companies, as always, have, but the natural, human voice which will make the market comfortable to communicate and share to the company.

The challenge of becoming in the community is a true obstacle to the companies because it is not in their nature, it is not them. However, that opposed position and hierarchy that the markets and companies have is a good thing because it enables bridges to be forcedly made by either both side or just the most needy one, in this case, the companies. They'll literally die once they fail to communicate and reach out to the people because we pay for them, we give them life, and without it, they are as good as done.



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

Companies have corporate cultures and with time, it became a mark for a true company to be one. It is not something markets can be proud of but surprisingly, companies still pursue the idea of having to remain in the industry. This culture led companies to go the different way, lie about their product, barely listen to their market, that's not how the marketplace should work. It involves cooperation from both sides but that will never be achieved once one thinks it's too big to talk to the people. It is all about communication the corporations tend to forget considering they hired people to do such work themselves. Trying to destroy that barrier companies made themselves that made the market hesitant to even approach is the only option they have. They have to show their barriers are down and they are as approachable as ever because the Web enabled too many possibilities not for those elite companies but for those who recently came from the market themselves and discovered all the possibilities out there waiting for them. The corporate culture should be thrown out the window because it is what makes them think way over their heads. With this corporate culture, they try people with their pride and often fail or merely make people buy their products, not become loyal to the company. It is tough to achieve this but it is not impossible, especially now, now that people are too open for communication, to prepare for what's out there.

**"If their cultures end before the community begins, they will have no market."**

Once companies realize that they have to change their corporate cultures right away and will decide to truly act on it, they better consider when the community start. This awareness on the side of the company is necessary for them to analyze the communities' true sense when it comes to the marketplace. They better let the community to grow first before they change because if they do, it is a good as nothing, and I mean nothing. It is not about selling the most units of products for the community, it is about which company communicates to them, which one listens, which one gives them what they want, and which one they understand. Companies should allow the communities to develop themselves as a strong threshold for companies to enter with their most prepared selves. It is primarily a preparation for what the people would want them to give and how the people want for them to talk. Allowing the community to develop first is not a shallow approach; actually, it is the only choice companies have because if they don't, they will eventually have troubles with dealing with a segregated market completely disunited with loss of communication among them.

Market wants a real non-robotic company that is established for their needs, not the company's, which is why the market, as human beings, waits for the companies to approach them, talk to them in a very natural way in order for them to truly understand each other. Sooner or later, the trust of the market will be gained and the company will have their markets loyalty.

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

We all by now that market are truly about conversations. It is the conversation build to be accessible to everyone not only by telephones, telegraph, or pagers but also by the newly discovered or at least utilized technology, the Internet and Intranet. Having the notion that markets are about conversations, we also have to comprehend that communities are based on discourse or discussion among its members. This certain discussion may be about anything, with no particular subject of choice, just anything under the sun. It might be their overall discussion about the newest gadget launched, scientifically known healing colors for sick people, the most expensive piece of accessory being sold in the market, it is about anything and everything at the same time.

People loves to talk in order for them to get ideas, know what's going on in the world right now, chitchat about their friends and families, that conversations, as a whole, became the communities way of discussing whatever there is to be discussed. They tried to evaluate everything that concerns them and such realization is like a free target to companies. The conversations among markets are just about their own concerns, suggestions, ideas and not about companies. People only look at what the company can bring, what they need to launch and not look at the company itself because they know they will have a tough time understanding each other and whenever they try, both sides always end up realizing that they live separately even though they are in the same niche.

**"The community of discourse is the market."**

It does not mean that when the community is conversing is that it's different from the conversation that goes on between markets, it only means that people still view the term "market" different from "community".

The discourse of both given terms is absolutely powerful; well actually, it defines a lot of these crazy items we have now. Community and markets, for me that is, are both the same. I think of the two terms synonymous to each whenever it is being used. I guess the only difference of both is the scope of their definition. Markets are specific compared to community which literally covers the majority when it comes to its definition. It describes anything within a specific area in a geographical area which is composed of people, human beings, which are you recall, the same thing that compose a market, human beings. We are all human beings who loves to talk and talk until we're too tired to of the day and just wants to go to sleep - true - because to prove this, I observed a few friends of mine and look through on how they spend their day, what they usually do without much conscious of, and yes, the answer is talking. People spend almost 99% of their lives awake talking; maybe not face to face but with the technology, talking is possible with any methods there is. It is our natural way of interacting, conversing. It is not really a big deal considering that "no man is an island" so being a community as a whole who discuss is what we are, what markets and communities have alike.

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

By being within the community that knows how to converse with other human beings within it, the company becomes something or someone more accustomed to how what they can do and be patronized for it; However, trying to belong to such natural environment or niche within the community is not easy, it is not really something that can be done overnight unless that company who desires that particular position within the community makes the right move and the right choices. It might be a dream to other companies but to some who already achieved it, they see it is purely bliss because they discovered how big it is to be within the community that discuss about anything and everything without hesitations. They did not look at the market's discussion about them as something harmful or threatening, but rather, they view it as the greatest research and technology resource they can actually get their hands on or at least their companies hear. They never found those chitchats annoying nor were they too much for a company to handle because it enables them to be better in what they do. All the information contained by those numerous and meaningful conversations made them more inclined to change and became more as one with the community by being the ones to produce what it needs, what it demands, what it said to be willing to pay for so it works both ways. The people get what they want and the companies get paid for it, see, that wasn't so bad isn't it?

**“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.”**

It is their way of trying to protect themselves from the harm that the community they are in might cause to them. Ok, here's the thing, belonging to a community that is very critical and observant is an achievement, something huge for any company because its discourse will become their own weapon for them to be known, for them to have that marketing competence they need but that belongingness also brings harm to companies because of the discourse honestly, its blunt honesty. This honesty often hurts the company's standing in the community because it always involves them and their negative impact in the market with their products. Any criticism, good or bad, can either be a positive resource for the company or a negative one which often results to them trying harder and becoming better for the market to love their products as well as the company and we all know what that means, it means a long term relationship that leads to a better place for companies in a community.

Although companies may seem to avoid their competitors most of the time, what is not seen is that they avoid their markets' point of view more than they do their competitors. Strange, I know but that is not shocking at all taking into account that the markets are the ones who pay them, who be condescending their products, telling people about it, and eventually, creating a company's niche around it because the markets are their main target, it is their salvation in this tough and very competitive community.

**“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.**

Belonging in a community that is composed of human beings, markets that is open to change also means that the company itself is composed of human beings, human beings whom discourse in order to belong, in order to become one with the other members of the community. Having that in mind, it also means those people within the company are talking a lot about what the markets wants and what the company can do about it. It is a huge place for people to talk and very influential of that because they are within the company, inside the company which gives them the power to directly create change and directly think of a way to apply what they heard the markets are talking about to bring alive inside the company. What they hear and what they talk about both within the company and outside the company is their key to salvation within the community because it will let them apply that information to actual products or services which they wish the markets to patronize.

Allowing conversation within the company is not really tough to explain because hello, they are human beings and they are not deprived of such freedom so they can talk whenever and wherever they want as long as they want to because in the first place, those conversations are the only thing they need to keep the company alive and kicking inside a community that allows markets to change discourse about almost anything. Companies are composed of human beings too which is why we can connect to them directly and with less effort it's just that companies, most of the time, don't see that as an opportunity at all.

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

Nowadays, it is happening. Companies and their employees are talking and there's nothing to stop them especially now that the Web evolved to something that allows us converse in any way. The evolution of the Web is basically the answer to most of our prayers because it allows us not only to change and share points of views but it also let us are our selves whom made us want it more and more. We talk all the time and that became our purpose to share information both as markets and as sellers because whenever we hear someone talk and we found that the idea is there and it is achievable, we start to realize that we can pull some strings and do it, produce it because that's what the people are talking about, meaning, it is something they want, something they want others to know. It is basically a do it or not do it type of thing that markets are keeping in mind whenever they exchange idea. The companies then hear these conversations which are never something negative considering that those conversations will get them the sell, get them the money they worked for.

Although companies have discussions as frequent and as similar as how their markets do it, they also do it when the conditions are right, when the timing is right because for them, timing is everything. If they start talking about something which is only their idea, a drawing and nothing concrete in any way, people who are listening to them will start expecting that it will push through especially if that certain topic is about something markets have been requesting for years.



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

I am not saying that I agree to this but it does make sense that companies will install intranets top-down to distribute their human resource's policies and other corporate information that workers are doing their best to ignore because whenever employees talk to each other, share what they think about anything, especially if it is about their company, they have a tendency to go way out of line and just say anything they want without regard who is listening and how it may affect them. Employees, once given absolute freedom, will act on anything without care in what might happen after that is why companies try to prevent such thing to happen, particularly with their employees' conversations because those conversations might lead to something else and might affect how their markets will look at the company. It is not that employees just talk about negative nonsense about their companies, it is just that employees knows what's really going on within the company which makes the corporation more unsafe and exposed because remember, employees are people or human beings and human beings compose a market so their point of view in anything counts, in this case, their point of view towards their company. It is a matter of getting deeper to what's the true reason why companies install their intranets this way. Are they afraid? It is intriguing but we have to think like them to answer this, we have to become a person who invests most of his money into something who is afraid of losing it someday, gosh, isn't that worth securing your company in a certain way?

**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.**

Intranets are not meant to do anyone harm nor is it developed to cause people stress, but rather, it is there for one very important reason which deals with corporate norms, it is made for conversation – of people within companies. We all get bored all the time. Kids get bored even with all the imagination but what about employees? They old enough and capable, why would they get tired and bored of what they do? Isn't that what they invested in by getting education for years? No, being bored with what you are doing is not a sign that you indeed have a job, but it means there is something wrong with the decision you made in life or the company or the place you are working at is just plain boring. Companies want cooperation from all their employees. They want cooperation for their company to be the best there is because remember, HR or Human Resource is the most valuable asset any business has and they should be given the treatment they want. Allowing intranet to take toll and change how employees converse with one another inside the company is a convenient way of giving them both freedom and collaboration which benefit both the company and the employees because for companies, giving their people ability to communicate with one another means more information being transferred and processed enabling collaboration among workers, departments and even branches, and for employees, having the ability to communicate means they can be themselves and save them the boredom because they can hear about anything that's been going on in the company, the latest scoop, even sitting down.

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

Here is what I mentioned earlier that applies to this thesis, "Allowing intranet to take toll and change how employees converse with one another inside the company is a convenient way of giving them both freedom and collaboration which benefit both the company and the employees because for companies, giving their people ability to communicate with one another means more information being transferred and processed enabling collaboration among workers, departments and even branches, and for employees, having the ability to communicate means they can be themselves and save them the boredom because they can hear about anything that's been going on in the company, the latest scoop, even sitting down." I guess aside from giving them expression or communication and collaboration, it organizes the company's information. How you say? I know whenever we talk, ideas are just scrambled and tangled in webs and in hopes of decoding what the other person really wants to say, we try to listen well, same goes with conversations through intranets, it will hold a lot of information from across the company but the diligence of employees to truly comprehend what the information is organizes both the information and the process. Once organization among employees because of their vast understanding of information within the company is made, a strong bond will be created for them which is referring to the thesis, "more radical than the agenda of any union." Their bond will turn into relationships and comparing that to unions which are just there to become express, similar to intranets, it is nothing because unlike unions, the relationship made through this mode makes sense and doesn't stop their working process.

**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.**

Companies should just let go and let the intranet do its work. They should not control it nor should they try to because once they did, it will not be intranet, it will be an extension of a strict and scary supervisor. I stumbled upon a meaning of intranet based from Wikipedia, "An intranet is a private computer network that uses Internet protocols and network connectivity to securely share any part of an organization's information or operational systems with its employees. Sometimes the term refers only to the organization's internal website, but often it is a more extensive part of the organization's computer infrastructure and private websites are an important component and focal point of internal communication and collaboration." Intranet is a computer network which networks authorized employees within the company to gain access to information across the other part of the company and like my point before, it promotes communication and collaboration both at the same time which benefits both the company and the employees. It was said that intranet is an important component that is also the focal point for employees to be networked and start a conversation. That is why companies should just back out and throw away any proposal that has to do with straining and ruling their intranets because this will give the employees an impression that the company is trying to control them too much to the point the they don't allow them to talk freely which will eventually result to unsatisfied employees and soon, increasing stacks of employee resignation letters.

**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.**

Studies show that those people that are being pressured or tortured could hardly think or do anything the right way and associated with these, is stress. Stress is an adaptive mechanism of a person's well being, when challenged or threatened. This slows down the person, making it hard for him to show or discuss the ideas he is trying to describe. Stressors such as fear and legalistic rules would just hold back companies to converse the said things. Eliminating such stressors would make the conversation lighten up, hence, giving the idea a vast range of connection. Furthermore, having this kind of conversation would open up known ideas for the good, not only of the company, but the industry it was inclined to work with. A conversation that is not constrained by fear and legalistic rules is similar to a conversation of markets because the conversations that's been going on for some time now between markets is never constrained nor is it surrounded by fear and rules because people have the freedom of expression which should be present within the corporation as well. Giving the employees freedom of unconstrained communication will benefit the company because now, their employees will feel unthreatened by the company and by that, giving them the chance to truly become comfortable in their position.

Communication should never be ruled over by fear or threat because if it is, people will lose the interest of actually conversing and soon, totally closing out the idea that conversations should happen because they feel that it doesn't seem to serve anyone purpose – said company.

**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.**

A typical management would really have their orders from the top, handing them down to the last person in the lowest level in the hierarchy. This is because those appointed on the higher position knows more than those below them. But what's wrong with it is that your only spoon feeding those below you, thus hindering them to "grow" for the company. Detailed work orders would only make your subordinates look like vending machines, waiting for your coin to in order to work, but letting them join the discussion and not just giving them that specific task would, I think, be the best way or best step for the company or the management towards a greater work efficiency. With this kind of working environment, all persons connected to the org chart would not just 'grow' for the company, but for themselves as well. Having knowledge about the entire plan would make the employees at the lower position work better because they can better comprehend with what they are doing.

An organizational chart is not only made to pin down who is on the top but also, how information will be passed "up" and how orders will be passed "down." See the opposite purpose of having an org chart? When it is information or the processed data, employees from the lower part of the hierarchy send it upwards and giving it to those who does all the decision making and when it comes to orders or directions, the employees just receive it form the higher level of the hierarchy because employees must follow them, that's why they were hired in the first place.

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

The organization we have now, unlike then where corporations are into their power, are hyperlinked not hierarchical. It does not represent an illustration of superiority that we used to know then because now it's not about the power; it's plainly about authority and who reports to whom.

This was discussed in our information resource course yesterday and with our collaborative points of view about what an org chart is and what it is supposed to depict now, we were able to conclude that not all people still see an org chart as a simple chart with names of people arranged in terms of their power but it is a chart that illustrates how an organization work and who is accountable for it. I think people's notion of what an organizational chart is changed through time because of the adversity when it comes to ideas, variety of information, and options in opinions. It is all aligned to what we want it to be and what we believe it should be. Like mentioned in mementos we all encounter in life like books and practiced well by everyone, we are free people and that freedom allows us to evolve into something that will eventually cross out discrimination and uncertainty in the future particularly to the companies because they thought they have to be powerful and that power that they have should be displayed in anything they have within the company which only seem as though they are boasting what they have now and not what they can do – and that's not favourable for consumers.

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

Once we hear the term “command-and-control”, we always think of either a video game that is out now or had been out for some time now and the military. The definition of command-and-control in Answers.com is that within the scope of the military, “the term command and control (C2) means a process (not the systems, as often thought) that commanders, including command organizations, use to plan, direct, coordinate, and control their own and friendly forces and assets to ensure mission accomplishment. Command and control of U.S. armed forces today is the result of a long historical evolution.” C2, based on the definition, is actually a process of planning, directing, coordinating, and controlling. Does it sound familiar? Yes, it is the process of managing a company or managing any business at all. Add the evaluation in the end of the process and it will truly be the principle of management, therefore, the term command-and-control is not only applied to the military because it is actually being practiced within a company. It is taking the words literally from the term. It is giving commands to achieve specific goals of a company and controlling the people who were given the commands in order for them to contribute to the process of goal achievement. Controlling means coordinating or facilitating the people directly involved in order for them to be unified and have their efforts all together and commanding happens before the controlling phase, it is done prior to monitoring the employees because it is giving or distributing commands that will enable the company to reach its goals.



**Paranoia kills conversation. That's its point. But lack of open conversation kills companies.**

This is actually a funny thesis statement because paranoia does kill conversation (believe me, I have a friend who is always paranoid and conversation stops whenever he speaks) and open conversation does kill companies.

I already mentioned in the earlier thesis that companies back then are afraid to open up with us, human beings because they have this notion that they, at all times, have to have a wall between them and the consumers if they want their corporate secrets out of public eye but now I think companies are more inclined to opening up a conversation with its market because of all the information available now. The markets nowadays already have options on how they can get advice on whether to buy this or that like reading reviews. I remember I wanted to buy a new phone last month and I want this new Samsung phone so bad but I'm afraid to not be satisfied once I bought it. so I asked a close friend of mine what she thinks about the phone which is the same phone I want to buy and she just told me it depends on the user so she referred me to this website that generally gather information, reviews, and reactions about all type of mobile phones available around the world. I was shocked with all the comments I read because some are just hurtfully true for the companies but then it's there, it's just there open for the world to read. That made me realize that Web is already interactive and true for both the market and the companies that's why I don't blame the companies if they often feel ambushed.

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

Companies have options because we have to remember that they are composed of human beings as well, just like the markets. It is a give and take relationship that both sides have to realize that for them to benefit one another, they have to communicate. There are two types of conversations within the context. One is conversations inside the company. These are conversations that happen between employees and employers. This can be about a new technology their company wants to implement, this report about sales and marketing which they have to submit and present in front of the board, an interesting applicant who deserves to get the job, etc. the other type of conversation is with the market. This only means that company let down their guard and actually converse with its market through either their employees or technology such as websites and blogs. There are numerous ways to communicate but you should think about what to say, when to say it, and how to say it because people have different ways of understanding things. Both conversation are different but they do benefit both the company and the market because we all know that conversation is always the key to understanding and in this case, it is the key for the company to know what its market wants and demands for them to provide and it is a way for the market to tell the company what they want and what they demand for them to do and even tell them what they need to know about their product because the customer is always right.

**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.**

If I live ten years from now then I'll agree that neither conversation is going well but I don't and I know the Web technology enabled conversation between companies and markets work well like glue. Many emerging companies nowadays have ways of handling their market. They are already open to the idea that people are talking and they have to listen unless they want their company down the drain. I see hear companies just come and go back then but now, it shocked me that they actually stay but with different style, different approach, and different purpose. It is as though they evolved through time to become more open to the market. They forget about their take on control especially if the company is already well-known and they also allow the market to give them commands. Now that for me is true change.

Allowing the markets to be a part of the companies' production phase is the best direction that companies should prefer because the realization that the market is the one paying them is big enough to know exactly that they should please them, not the company. Pleasing the market may be hard most of the time but it is the cure to the company's problem of knowing what to give the people and when to give it because the communication now is so broad, it gives everyone power and that power should never be wasted or not be known of because that creates a relationship that companies and markets highly benefit from.

**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.**

Command and control is one of the critical actions of companies because companies have different methods in handling their employees as well as handling their corporation. Personally, i believe that once a company mastered the true and indestructible art of command and control, that company will grow and will be able to sustain that growth and reach further heights. It is not something I just thought of but it is something I witnessed lacking in our business. I watched our business rise and fall through those first three years and I always end up with only one reason why aside for marketing issues, it is the mistake of lacking command and control. Once you don't have or you don't practice command and control within the business, your employees will start thinking less of what you can do because in their minds all they are saying is "How can they handle the business if we can just push them around?" – So true. How can anyone handle a business without showing strength and certainty with what they do? My parents thought that they had to become less of a push over especially now that the business is growing and required to produce more than the usual units. They started with generating a plan for the right approach when it comes to giving orders because they know that they still need work on their "motivational" skill. Then they did what they thought they should do, which is actually the right thing to do – they started setting things straight to their employees. They told them, in a polite way, that they have no option but to follow and be happy about it because as managers, they are fair with compensation and benefits and that they can always leave once they don't feel well taken care of. It is control and command in a more subtle way.

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

The two types of conversations that have been happening between companies and markets are both done separately which I suppose is the downturn of this whole conversation issue. It is a matter of time that companies will start completely open up to their market for the world to see and criticise. I know that companies are open to conversation right now but I also know that there is still a little hesitance on their part because they know if they open up to the public, they will be criticised and will be judged by many which might ruin the reputation of the company and tore down the company profile they have been establishing for years now. It is not about trust for companies because they know from the start that their trust is not in the line considering that they are talking to their market but it is the fear of the result of the conversation that scares them the most and pulls them away to the idea that they have to be totally themselves when it comes to conversations.

Companies are made of human beings who wish to serve the public and they are human beings who are accountable to feel different emotions and express different reactions. I guess we all just have to wait for the day that every company will feel the need to be open to the market and realize that it is the openness in their conversation that will make the communication process between both parties understandable and easy.

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

Companies are always afraid of what might happen to them soon which is why they surround themselves with too much protection that even create blockage for their markets to actually communicate to them and making them more smart only means one thing – paranoia. For you guys to have a clear idea of why I associated the word paranoia with smart companies, i research the meaning of what paranoia means in Wikipedia and here is what it said to mean. Paranoia is a disturbed thought process characterized by excessive anxiety or fear, often to the point of irrationality and delusion. Paranoid thinking typically includes persecutory beliefs concerning a perceived threat towards you. Historically, this characterization was used to describe any delusional state. Sometimes in common usage, the term paranoia is misused to describe a phobia. For example, a person may not want to fly out of fear the plane may crash.

This does not in itself indicate paranoia, but rather a phobia. The lack of blame in this case usually points to the latter. An example of paranoia, however, would be fear that the pilot is an alcoholic with no evidence to suggest such, and would crash the plane as a result of this. The comparison of the fear of the pilot's possibility of giving you or causing you pain is what paranoia is which can directly explain why smart companies run away just before something inevitable happens. I didn't put it under the category of fear because they still have the courage to pursue what they do; it's just that they are too scared of what might happen.

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

As their instant reaction to something inevitable to happen, smart or at least they think so, companies purely gorged by paranoia explains their actions as something brave or rather the smartest action they might commit to which is escaping. I cannot really blame those companies who take their paranoia of the inevitable as an excuse because we have to admit, losing everything you just owned is the scariest thing that might happen. It is quite funny that companies think that their being afraid is similar to being smart because now, in this new technology generation, fleeing is not as attractive as it looks. People now don't just stand there and wait, they want something to happen and I don't think anything will happen if companies will just run away and forever leave where they should start building anyway. As human beings who compose the market, we want the companies to listen to us and converse in order for us to let them know what we want to let them say what they think about it and once agreement is reached, manufacturing what we want or providing for the market's consumption is the only thing to do which is something companies are too scared to face – that it is too easy to get a magnificent idea. They always had to pay thousands and even millions just to get a crack at the new cool idea that people are so addicted about but what they don't realize is that all they have to do is face the truth that they need to face the market and face whatever might happen once they talk.

**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.**

People are so in-depth with all the possibilities brought by technology such as the highest benefit of all – communication. Communication across the world is the best thing that can be offered and those interactive user interface and effective back-end applications just comes with it which is why companies are so reluctant to enabling people to communicate with them. Some still makes the right choice by allowing the market to be a part of their development team but others are just too stubborn to accept the fact that communication is broad especially with them and their markets. Avoiding the talking market is just sad for other companies because it makes the market think that those companies “as little more than quaint legal fictions that are actively preventing these conversations from intersecting.” Being one of those people who want to build communication and an actual relationship with companies, I am a walking testament of the idea that they are afraid and that they prevent a real relationship to push through because it isn’t about us, the market, but it is about them, the companies.

I learned from an experience that once we knew something so long and just suddenly, it changed, is the toughest thing to let it go which may be the stand of companies that once they get too close and build a foundation with their market, they might fail them and realize that the company is just another company and that’s it. I understand that people revolve around money and power nowadays but I also understand that money and power fades away a quick as your footprint in the sand near the shore. It is pretty while it lasts but it will kill you, referring to the company, once it didn’t.



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

There is only one reason I can think of as a one of the markets as to why markets are so determined to communicate with the companies and it is because I, as a market, want to be heard. It is all about communication and being able to get the message out there and told to the people involved because there is this feeling of freedom once everything is just out there you knows. It is something necessary for us markets to want attention from the companies because people want to build a relationship and wanting that relationship means that we will have foundation for the future. If I may associate it with the simplest example I can think of, I would compare it with love. We all have no idea whatsoever of what love truly is but we want it in order for us to avoid the horrible feeling of being alone. We want someone to listen, someone to talk to, someone to be with which is similar to the relationship we want with companies. We want companies to talk to talk to us so we can understand them more and once we do, we want them to listen to what we have to say because we feel as though we know what they should do that the companies and lastly, we want the companies to be with us because being with us means loyalty, a relationship that is give and take. I know it is a poor correlation of love and conversation between markets and companies but you have to admit, I made sense.

**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.**

Because of company's paranoia of conversing with their markets, they try so hard to run away which often times becomes too obvious and makes the people laugh harder at those poorly running companies. Their laughter is too loud to the point where in they just had to cover up their ears and hide under the bed because they know they will not get away with it especially when the people already tried so hard to talk and the companies tried so hard to avoid them. like I said, it is a give and take relationship that both sides should try and resolve but some relationships just fail. But their reluctant now became the question of people, the market. They now started asking "Why?" and people now keep noticing that all the companies do to bring a front to them is present them with this person who sells something aggressively which makes it more hard to get past it and overcome the obstacles of talking with companies. Companies front hucksters because they thought this will block people's questions about them and about what the company can do without thinking that people are getting more and more curious of what they are truly hiding behind those fancy suited gentlemen that sells them toasters that are not even working or those highly enthusiastic sales person to the point of being obnoxious just to sell us this portable sewing machine that still does not work. Gosh, companies do so many stupid things sometimes and what's sad about it is that whenever they don't the market can't even tell.

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

This basically means we don't want some random guy giving us our food in the restaurant. We want someone from within the restaurant to serve it.

Having someone get paid just to talk to us is just plain insulting. Who would want someone paid just to do that? To listen to our whims? This is the reason why I find it hard to accept the concept of going to a psychiatrist or having a psychiatrist but that is not the topic I have to explain. We all want to be heard and in order for us to be heard, we have to seek someone within the company to talk to but I find the idea of the companies having us to have no choice than talk to flacks and hucksters fair or rather humane because we don't want someone to be forced to listen to us. we want someone who actually sees us as someone important and given that, conversing with us is an actual pleasure and not an expense. It is more likely of us human beings to talk to people who wants us, who is actually interested because once the chemistry and the interest is just not there, then it is as good as nothing. Companies have their hucksters to protect their backs, well, their fronts in that matter just for us to be satisfied but what they don't know is that we feel more and more unsatisfied because we spend all this time talking to someone who barely knows the company's mission and vision.

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

Understanding that markets are human beings who seeks company upon anyone is the simplest thing companies have to realize. It is not the question of who will make the move first but it is the question of what should we start talking about.

Figuring out that the markets wants the companies to speak up is easy to realize but companies often fail in actions, in the decisions they make. Allowing their guards down is the first step. Having the people to step inside their corporate barrier will allow the market to have a feel of how the company works. The second step to market-company relationship is once they are inside, sit for a while and let the market talk. Taking some time to have an actual conversation with the people will open the company's ears to all the ideas the market might have for them. You will never know, that simple conversation might be the only thing missing for your formulation of the greatest breakthrough. The third and last thing companies should do is that they should talk back. We don't want a dummy to talk to. We don't want someone who just nods all day and agrees to what we are saying because that means that the person is not listening or he's not a person but rather, a robot constructed to answer our whims. Companies talking back, in a polite way, will make the market have an idea of how the company thinks and how it reacts to what they say which proves the ultimate point of not being robotic, they reply in a human voice.

**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.**

It's true. As market, we always want to know more about the company, not just their products and services. We want to make sure that what they are doing are of good intentions and proper organization. Allowing the people to stand in front of the corporations and ask their own little questions will not really make things better, it will just make their markets understand why they are doing it and what are they doing it with. It is common sense that is being instilled in the values of corporations nowadays compared to the highly competitive thinking they have a few years back and this is why this generation is the best time to stop for a while and just open up to the people. It is the best time to share what really the companies do, where they do it, why they do it, and how they do it. it is the best time for companies to stand in front of the demanding crowd they call consumers and speak of what they are, what they truly are. Like I said, it won't really make things better for the companies but it sure will pull the markets' attention and loyalty once their "corporate" honestly is out there in the open. There is nothing more well appreciated by the many than honesty and vulnerability because that my friend, is the start of a new relationship that in both companies' and markets' side are beneficial and essential if they really want things to work out and products to be sold.

**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.**

We do not want a robot speaking in front of us, trying to sell this great new shampoo which will eliminate your dandruff right? it is both weird and nonsense because if we know we barely understand them and we know, whatever that robot is saying is just encoded within his neck or something which makes his statements about the dandruff remover absolutely falsified. Workers know that too – that for people to get a buy in for their company's products, they have to be more approachable, more human, more like us. Once they become more like human beings, they will learn that it is not that hard to actually build a relationship between a company and its markets because it is all about truth and the reality of voice. Our voice is a tool we use to express ourselves as human beings and workers being human beings as well, they already have the idea on how to use it and on how to deal with it once the customer is not satisfied. This is why I believe in the power of a charismatic sales person. As long as you know how to talk your way into people, you will definitely get by in this world full dirt and disgrace. It is a dog-eat-dog world we live in right now. Workers know how to converse with the market better because they are also a part of the market in which case, they have to send a message to both represent themselves as a worker and as a market.

**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?**

This is the reason why the Web is so much better than television. The Web has everything without being necessarily normal or typical unlike television which is just a screen with colors and sounds. The Web only speaks of truth or at least that is what people like us think. Especially now with Web 2.0, almost everything online is created by another user. It can be your friend from high school, it can be your long lost friend from childhood, and it can be your only friend – yea, how sad is that? But that is not the point. The point is, now, everything in the Web is created by people like you with only more of specialized specialty to choose from which means nowadays, you can be a part of the marketing industry without necessarily finishing a marketing degree in the highest paid marketing school in the Philippines. Everything now is something made by other users. Some maybe amateurs, but some are definitely top on their field which is very helpful for us in this generation where truth is what we all want. We want people to tell us that this cheese burger smells like feet, that music player is lame, that charger will not last more than one charge session, and much more because it is all about honesty. Honesty is not the best policy, it is something made present by the Web and is now being utilized by millions of people which makes it more powerful – the great power of integration and truth.

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

Like mentioned in the earlier statements, workers are part of the markets because they are human beings, the only difference and the advantage is that they work directly to companies which can either be a good thing for companies or a bad thing for them as well. Once conversation seems to not happen at all, the gap between the markets and companies will eventually grow and will create actual boundaries for both to even start communicating which is why companies should take care and should appreciate their markets well enough, realize why is it so important to have a conversation with them, and what can be done to help the relationship work. I often compare the market-to-company relationship to a real relationship because you need to talk, compromise, be sensitive, and use both head and heart. It is a complicated cycle of communication but companies should stop looking at why communication can happen, they should look at what can conversation do to us. I am not really a fan of those who talk too much because one, they end up not knowing anything at all and two, they just talk too much which seems very arrogant at times. That arrogance, in some companies, exceeds their suits which are why those companies should start talking to everyone, start loving everyone, and start opening up to everyone. I know companies will just look at me and say "what?!" if I told them that all they need is to talk like humans and you will surely increase your sales by 20% next year, but telling them that is not so bad because once they build that relationship with their market, they'll sure win their markets loyalty.



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

Well, the way I see it, this thesis statement about markets and companies is quite demanding and sets off a negative connotation of what a market it. true, market can demand for pretty much whatever they can think about but companies are still living beings made alive by law which can still have individual motives and actions. Being one of the markets being catered by millions of companies worldwide, I am familiar of the how companies put a front for us markets and honestly, I often find those conferences similar to a boring speech of the political candidate, both time consuming and has totally nothing to do with us. We all know life is short so we demand for whatever we want whenever we want it and that is a sad fact that companies have to realize and plan for. They have to approach us as human beings who want to be satisfied. They have to be honest, sound human, say things as though they care. I am not even saying now that they have to care. They just have to at least sound like they do and sound like they are talking about us and how much they are willing to sacrifice just for us. That is something to consider when having a press or just a simple conference, companies have to seem as though they care for the markets to actually listen and be amazed of their corporate literature. It is not hard, it will just change how companies look at themselves.

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

The question of how companies do it, how do they continuously impress these set of highly intellectual and financially capable investors into giving them the money for the company to grow and become known for, is the question that has been going through my head after reading about how much money investors are willing to give out. I am not really sure if investors just want to give charity to random structures given life by law but they should consider the company they are planning to give money to because not all companies want good for the market, some companies just want good to happen within their hierarchical understanding in their workforce. I guess it does not really mean that once some people gives money to companies that they aim to do only good and to use that investment for the greater good of both the company and the community of discourse. In my personal opinion, markets are way more important than investors because they are the highest investors there is. They are a package. They both give you investment and they advertise for you especially if the product they purchased is more than satisfaction for them – that my friend is the ultimate testimonial for your product yet. It is not only that you get tangible support from your most valuable investors, but you also experience support and loyalty which intangible and more beneficial in nature than tangible ones. It is not about how much you sell or how many people you sell it to but it is how you sell and how you get remembered from it that should count.

**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.**

Knowing that companies fail in terms of communication and commitment with its markets, we often question those who actually invest in them. Isn't it weird that even though companies are obviously stumbling in disgrace whenever they try to talk to us, the human beings who compose the community of discourse, the still get millions of investments from investors? Now, I am not really sure what they tell those investors but they sure can tell them something.

I'm not going to presently relate the problem of companies "stumbling in disgrace" in front of their markets nowadays because of the massive communication means the Web had given us but I will point out that not all companies incorporate internet well enough or at least not with the right purpose. All I'm trying to say is that there are still some companies who choose to not be a part of this massive communication opportunity that we fondly fiddle on online not because they are not inclined to using a computer but because they might be too bare for their markets. They might accidentally display what they truly are as a company to their prospective buyers and what's worse is that they try so hard that they become too obvious and they tend to be noticed by the majority – and that is not the way you want to be noticed. I know building a reputable company is hard, let alone, growth itself but it is a fact that they have to consider the market which is the biggest investor there is.

**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.**

Yes, we are often times emotional and that is what we are quite good at. We are human, that's why. We like to see things differently and become appreciated with it. Having companies overlook us is not something we would really waste our time on because honestly, if you think your attention, care and time is continually being wasted, then leave it because it is not worth it to wait for it to suddenly appreciate you. Trying to see why companies just look at us as their target or profit is not really helping because we tend to get tired of it or at least, we will get tired of it eventually. Companies should now realize that they should see us as their market that we care, that we want to talk, and we want them to listen for if they don't, they will find us gone sooner than they can say their company's name. The companies should be aware that they exist because of use and having said that, they should also be aware that they should be running after us, not us running after them. It is the basic circle of life that they should understand. I know it is a bit biased on my part but hey, it is how it is supposed to be and they should know it well. It is really not something I created myself because for one, I am just a customer, a customer who is willing to purchase anything once it met my standards of buying and that should be motivating enough for the companies to consider us as markets.

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

This new marketplace that was mentioned is the new marketplace that we created. It is a marketplace of conversation, a lot of it. This conversation enables us to become more aware of what the companies are giving to us in return of our information. I noticed a huge shift because of the power of the Web. Our normal neighbourhood-scaled marketplace became worldwide. It made us become more informed because even before a product get launched in our country, we can already hear about it and know what the others, who already bought this new product, think about it and how they find the product. Is it great? Is it a flop? A waste of money? A sad invention that someone who doesn't have anything better to do did? The market now is really more informed and more intelligent because of the communication barrier broken by the Web. I am totally in it for the Web because it made me, as a market, has an idea of something I never even seen. An example of which is the new Mac book. Yeah I know it's the prettiest thing out there so far and I know the moment I heard about it and read about it as well, I wanted to buy it right there and then but of course, the price isn't really a joke so I checked out some forums and read some articles about it. it's Apple so it garnered quite a lot of good reviews but still, some commented that it is pretty and that's it.

**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!**

Like I was saying, I was about to buy the new Mac book already because its gorgeousness got me (hahaha!) but I decided to read more and spend more time thinking about it considering the price and all I know about it is that it's all pretty. So there I was, reading through some more articles and I bumped into this person who already bought the Mac book and he said, "The new Mac book isn't really that much of a difference. The external is new but the rest is the same old thing." Ok, who would not be motivated to think twice now? That is how cool the Web is. It made us possible to talk with anyone, anywhere and get to know what they are thinking with spending almost nothing. Knowing someone out there knows about something you want to have an idea about is what really makes it more interesting which I think made the companies become more secured with themselves. It is as though they became more protective of themselves having the idea that the Web let us markets talk – too much in some cases. Maybe they are afraid, maybe they are hesitant, maybe they just went out to buy some dinner but the bottom line is, why hold your pants so high? Why not loosen it up a little bit and talk to us. We are approachable you know and absolutely safe to talk to. We listen if you listen and we will definitely buy if you decide to give.

**We are immune to advertising. Just forget it.**

If advertising is all the companies are thinking about as their “greatest plan ever to get the people to look at us and think we’re all pretty” then it is “an absolute waste of time” because we are already used to people smiling in front of the camera and lying about a soup that is supposed to taste good which is exactly the opposite. I am not saying that advertising is a waste of time; it is just a total waste of large investment. I don’t know but I speak as a market, not as a company who thinks that advertising will get me somewhere far. Honestly, I am not totally against advertising because I benefit from it as well. I just think companies should not really spend too much on it if all they expect is a huge return. I know the benefits of advertising so no need to discuss that to the market. We know already that it is supposed to make us aware of what the company has or what the company is but how can we know what the company truly is if they are dancing and singing in their advertisements? Because I think that is a huge distraction. I can’t laugh and be serious at the same time you know. If companies want to be serious, just sit down and talk with us. We are your markets so don’t be afraid. We are supposed to talk and we are supposed to talk directly, with interaction, with brutal honesty.

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

We will talk once you get serious. Yes, that is what I think we, the market, should be saying to the companies because companies approach us in a very funny manner. They think bright colors and ridiculous musicals will get our attention, no, it won't because we want interaction, we want an actual relationship. I think it is the relationship full of honesty and sincerity is what the companies are afraid of because they know once that is achieved, the market will be aware of what they really are, what they really think, and what they are really doing. It is the vulnerability that they are afraid to show. It is not really my issue with companies but it is something that is noticeable even for me. Whenever companies try to approach us and try to talk just for the sake of becoming honest and true like what humans are truly are, they always mess it up by creating an impression even before they speak. Companies stumble on words because it is their first time ever to try but as a part of the market, I know they are trying but not hard enough.

It is like life came in without a warning for them. They realize something that wasn't really going to happen that made them rethink things. It made them nervous because they know there is a huge chance that they will lose the market that they tried to please and cherish for years with a lot of their time, money, ideas, and other investments.



**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?**

It is obvious that what I am putting off as an idea for the companies is conversation – an honest and human conversation. I just want the companies to realize that what they should be doing is not spending millions for people to approach their markets but they should be investing their time with their markets in order for them to be reached, to be listened to because once that is not achieved soon, they will start losing their markets one by one without any given warning. As I would always point out, we are the market. We are approachable. We won't bite. We will listen but only if you listen, and we want to talk to someone with something, not just nonsense. We want our time to be taken by someone who is worth the time, someone who is ready to give out much time to listen to us as well. It is what we want and if the companies are now ready to listen, just come and sit with us for awhile. Listen to us. Speak as humans not as robots which they are fond of showing so much.

I think if anyone wants to talk and wants to be themselves, this generation is the best time for it because one, the communication is so wide right now and two, everyone is curious with everything. It is only a matter of time until companies will start realizing that they are what they are and remaining that way can kill their existence right at this moment because what they are is not what their market asks for them to be.

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

I actually experienced this already. You know those websites that are made to entertain customer questions? I had an experience of them not replying for weeks! I went into this site that I expected to entertain my questions primarily because that is what they said in their website. I sent an email and waited for a week and another week and another week but they replied after a month! Who wouldn't be shocked with that? It is not as though they have like millions of emails or if they do, they should hire people to do the reading for them and to do the replying for them because after that incident, I totally rejected the idea of buying something from them again knowing that they don't even entertain their customer's questions. If companies are not prepared to answer a whole lot of questions from their customers, let alone read comments and suggestions, why should we waste our time with someone that would not even consider listening or sparing some time to know what we are thinking? It is not like we are dumping someone off the edge, well we are but not literally, we are just dumping them off our consideration because we do not want to be disappointed again. We don't want to spend time thinking that someone is listening when in reality, they are not. I know it's weird. Having a website or asking for people to contact them when really, they don't even sit down for awhile and take time to read any of it. it is a waste of time in both the customers' side and the companies' side.

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

Why would we pay if they continue to disappoint us by not listening and not conversing with us the way we want? It is hard enough that we stand there in line hoping that we are in line to something that actually is worth the time and yet they still do not consider the fact that they need to talk with us and that they need to sit down and listen. That may be one of the biggest confusion that companies have to realize, that they can't give us, the market, what we want and expect us to pay something for what they have if they don't start talking with us because that alone is sad and unfair on our part. We would never want to stay in a place where people regret having to listen to us and become a more sensitive piece of art in a wall. Having to realize that we want someone to pay attention to what we are saying is what they truly need if they want to actually benefit from us because like what I would always say, it is a two way street and it would not be fair if we continue to become patient with them if they are not even trying to be patient with us.

The real answer is just simple really. Once they realize that we will be willing to give whatever if they will become more of a listener to their market then we will pay – more if they want.

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

I know sooner or later, they will complain and ask us “how can we talk if you are like that?” and no we won’t just ignore such question because finally, they are curious. The fact that we are human beings that needs attention from someone else is critical for the knowledge of companies because it only means that they should think of a way to give that solution for that need first than giving us some weird gadget that came from ten years from now. Having the chance to drop what they are doing within their busy corporate walls is what they should do first to get to know us more. After sitting down and relaxing for awhile, they should now loosen out their belts and prepare themselves for some unpredictable talking with their market. Why unpredictable? Because every single thing about conversing with the markets is unpredictable. They will know a lot of stuff. Negative or not, they will learn their lesson. Some maybe interested in their products and some may even think that their products should not even be selling in the market because it may not make sense, it just costs a lot, it burdens people more, or just simply a waste of money and time on both parties. Either way, sitting down for a while to listen to people’s critique of what they currently have in their shelves is helpful because any critique is good critique. It makes you know more about yourself and the others with the exchange of information.

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

Making money should be the last thing in their minds – I mean for the companies. They should focus more on getting to know their target markets before even considering the fact that they have to sell this and that to the market because it would just make it useless for market to know the company if the company would not even make an effort to get to know them. Acquaint themselves first with each other then think of something big. Thinking of earning money first and not enriching the buyer seller relationship is not really the best move companies can do because earning money is really something that they should throw out in the window literally if they think that creating top of the line items and selling them in high street area in the city will get them anywhere. They have to listen first. They have to talk. They have to learn how they can build something special with their markets before they can think of something else.

Knowing what their markets want is the main thing here. It is the criteria that they should first be able to check even before thinking of getting their markets' money in return of their very latterly thought of idea of a product. Companies should realize that the answer to their earning problems is lying in front of them an staring at them in their faces – it is their market. It is enabling an actual communication with them that they have to build and nurture not only for now but for the future.

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

If a company really wants to sit down and talk with its market, the topic of money should never be the first one to come up. As much as possible, I think companies should never be too obvious with their financial and sales intention with the market because the issue or the topic of money in a conversation is really not what the markets want. It is truly not what the markets expect for their first chitchat with the companies. Finally having the guts to talk with their markets, companies should never even slip the word “money” during the start of even in the whole conversation because that will certainly pass by naturally in the latter part of the conversation. Getting an impression of being a gold digger is not what companies want especially if they are planning to start fresh and to start it well because once false use of the word “money” in their conversation will surely make the market double think about the company’s intention. Companies should just think as though they really want to just make friends with their markets even if we already know that making friends is not what they want but to get their money, they should not utter that aloud because it will ruin their reputation.

They should set a good impression. A more humanistic and caring impression of themselves with their markets so that future transactions will pull through without even considering the word money in their conversation that will definitely ruin the whole relationship thing without a mark.

**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?**

We never desire a robot to speak in front of us, trying to sell this great new shampoo which will eliminate your dandruff right? It is both weird and nonsense because if we know we barely understand them and we know, whatever that robot is saying is just encoded within his neck or something which makes his statements about the dandruff remover absolutely falsified. Workers know that too – that for people to get a buy in for their company's products, they have to be more approachable, more human, more like us. Once they become more like human beings, they will learn that it is not that hard to actually build a relationship between a company and its markets because it is all about truth and the reality of voice. Our voice is a tool we use to express ourselves as human beings and workers being human beings as well, they already have the idea on how to use it and on how to deal with it once the customer is not satisfied.

This is why I believe in the power of a charismatic sales person. As long as you know how to talk your way into people, you will definitely get by in this world full dirt and disgrace. It is a dog-eat-dog world we live in right now. Workers know how to converse with the market better because they are also a part of the market in which case, they have to send a message to both represent themselves as a worker and as a market.

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

We want to be treated like we actually serve some value to the company. If only they can treat us in a more important approach because that will definitely do them good. Making us feel important and working their way to us will help because that never failed with any relationship. They have to approach us in a sweet way. They have to let us know first that we are vital in their corporate transactions and they don't want us to not be in it because if they don't then for sure, we can find some other companies that would want to make us feel more special. It is funny how a market and company relationship is really similar to a real life commitment because in the first phase of that commitment, the expression of one's special emotion towards another person is the first thing he/she should do in order for the other person to be aware of what he/she feels. It is somewhat alike with the whole relationship that companies should build strongly with their markets.

Companies should first realize that their markets mean a lot to them because without the markets, they would not be existing in the first place. They would not be there with their head up high and their earnings too big to fit in a bank. After realizing that, they can now think of ways of saying that to their markets because there is no sweeter than someone actually making an effort to approach another person that serve purpose and importance to them.



**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?**

People remain the same. We want the same thing which is why employees and markets are the same aside from the fact that they are one in some number, they are also related in terms of wants and needs. Whenever we want something to know from companies they just literally run and hide. Come on, who experienced that when they bought this cool new shiny toaster and plugged it at home which did not really help, the manufacturer just can't be reached in some way or the other? Like whenever you needed them the most, they are not around or they find hiding places where in we cannot find them. I'm not really sure why they do that but it almost feels as though they are hiding not only from us but from their real selves. It is like they are trying to avoid the fact that they did something wrong and they would not want anything to do with it. once they sold it to you and you said you like it, they are done with it and no liabilities whatsoever which is for me, very offensive and wrong because we want security but that certain kind of security just won't be given to us by the manufacturer of that toaster we just bought which cost us hundreds.

I know some may not really find it as such a big deal but of course, I am a market, I am a buyer and this buyer wants someone from the company that sold me an item security and assurance that I can contact them whenever I need to.

**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.**

Nowadays, the boom of Web 2.0 enabled people across the world to simply communicate with a click of a few buttons but that is not all that Web 2.0 brought. It made everyone so close that it became a place for people to login and ask for literally about everything. From the right color of a party dress to the perfect name for a dog, the Web got it. The Web contains everything that anyone wants to know about which is why people are just online most of the time and asking each other questions and getting back answers in return. It is not really about getting information across the sea but it is mostly about getting information, period. Having that power to have access to information from overseas is truly amazing because now, we get to know what the others are thinking, what the others know, what the others are already familiar about, and what the others wants to know.

I just don't know why companies haven't figured that out but so far, I think that enabled power in the Web is what companies need to get a hold at. They need to loosen it up a little bit and get to know what is really important – us – their market who is always persistent in getting to know them yet often pushed away. Knowing what the markets want is what the companies always want and what they are trying to get which is made cheaper and accessible by the Web and all its cool forms.

**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 we are not busy being the target market of a company, we become just people which is not what we truly want to be or to be treated as. It is a must that companies know what we are and understand that we are not just target markets, we are human beings who deserves respect and accreditation. It is a matter of time that they will notice how people really do mean something and that I think is the greatest realization they will probably ever gone through. I know it seems impossible but companies should start taking their so called "target markets" seriously and start looking at us in how we want to be looked at, as human beings who are capable and willing to invest in an actual relationship that obviously, a threat for companies. I am not really sure what they are afraid of exactly but come to think of it, they are being like us, human beings because they are resisting which is actually a normal reaction but they should know that once they decide to continue resisting the change they should've faced years ago, they will lose us and will definitely lose spot in the industry.

They need to know that speaking to us and really allowing us to sink in their thoughts is not a bad thing but it is what they should do. They should communicate because we will listen and that is what we want for them to do as well. Websites and other advertising tools maybe some methods they use to listen to us but it doesn't really make us interact with them.

**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.**

Of course we want the companies to have what we think we need. It worked well with iPod, why not try other things? It is really about listening to the people and giving us what we want. Trying to talk their way into our lives and absorbing as much information they can is not the right approach because one, it is irritating and two, it is not how we want them to do it. if ever they will try and talk to us, they always fail by making the huge mistake of saying that they will give us discounts blah blah blah because whenever we thought we are talking with them, they start ruining it with their promotional advertising voice. That advertising voice is what we hate and the companies should understand that it is that voice that makes us look down and turn away from them.

It is their advertising voice that makes us realize that they are truly companies that just want to sell us something and profit from it and not an establishment that is made up of human beings who cares. Wishing that companies will realize the sad fact of life that they need to step down and talk to us is not the only thing we should think about because another main concern we should consider is letting them know what's going on in our lives and in that event, we need to think of a way for them to get us, to truly get what we mean, what we are saying.

**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?**

It's quite funny that us, human beings, the companies' target market, is becoming more likely to ask the question, "who really needs whom?" Cool right? Now, we are actually wiser because now, we start to doubt what companies are really capable of doing. Now, we ask questions that will literally change how the universe converse. We talk all the time. Come on! We do right? especially now that technology took its toll on each of our households to the point that we can't even live without it anymore. That may be sad for some who appreciate telegraph but for me who prefers to be heard by someone who lives in Alaska in seconds, I prefer my mobile phone or my internet connection at home. That mobility allowed us to converse and know what others are thinking, experiencing, wanting, and requesting. We get to analyze the need to truly become a real human being because now that we have a voice, we have something to throw someone in the face at – our true self. That true self my friends is not something that will be gone in a minute or so, or built otherwise it is nothing. Discovering oneself is not made possible by the internet or the Web because we have it since we are born and witness the sunlight reach our skin, it is something that was broadened by the wide range of possibilities with communication we have now.

I know it is wonderful but what I also know is that it is definitely life changing.

**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.**

With the question of who needs whom, we get to an obvious conclusion that we are definitely more powerful than the company because it is US they need, not THEM. We got the power to create a company that actually gives us what we want and gives us the relationship we expect and we also got the power to bring a company down as well which I think companies already realize but they are just afraid to visually show us because it is a downside that they know they lost. It is really what we do want and I am sure it is something they know from the start. Honestly, knowing what we are can do to companies like scare them and such is very empowering which made me draw an idea that why won't us, people, create our own company that listens to us? Is it the income? Is it the concluding a great innovative product for people to purchase? I think it is neither because there is no question – We can do it. Well, maybe that is why so many people create their own business online. So many people build a start up online, in the Web, because they got their own little space there for others to see and it enables them to have a voice. That voice made us confident of what we can do because we feel that it is something that we can be honest about, something that we can share to others and be proud of.

**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 conversation we have now is truly far more interesting than talking with manufacturers and listening to their selling scripts because now, we get to talk to people who are like us, people who bought the products already, and people who actually warn us whether to buy a product or not unlike companies that only wants us to buy their products regardless of its functionalities, specifications and aesthetics. When we are talking online, we get to hear the honesty of people like how much they liked the product, how much they hated it, how much they spent for it, how much food they are ready to eat just to have it and how many people actually shares the same desire of having it.

Cool I know and it is the primary reason why companies are slowly losing pace in this world of buyers and sellers. All they have to do is listen, is that so much to ask? They already know their products but why can't they just tell us that it is good or not? It is their high level of interest in selling us something because they look at us as a walking wallet that will give them what they want – profit. They should remove that from their heads because continue that and they will lose more and more money with people slowly becoming aware already that they are just being looked at that way. We won't take that as how we want to be seen and as how we want to be treated because we, the target market, demands attention – so give it.

**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.**

That's the sad truth about how companies approach us nowadays, they continue to ignore us which will result to us ignoring them. Come to think of it, this resulted to something good for us. We now discovered amazing new ways to get an opinion about a product which we always wanted to do with the companies but they rejected the idea. If they continue create ways that will make us turn them down more, we will get lost and look for a new place to stay where our questions are appreciated more. It's not our fault; they gave us that type of treatment and with that, we have all the reason in the world to do the same right? It's not just about give and take because it's about understanding and creating a relationship which I always point out.

Their treatment caused us to turn our backs on them and I'm sure, the future generation of target market will do the same especially now that new ways of communicating with other people who actually listens are continuously being developed. It's funny really, that now, we go online for user opinions, not the manufacturers. That maybe weird to some but now, more and more teenagers and young adults go online for product reviews and it will certainly take the part of company involvement during the selection phase of buyers. Like me, people simply type the name of the product they are interested in on the web browser and read through millions of reviews that were posted by buyers that they feel they trust right off the bat because they are sincere and answers their questions directly.



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

Why are they wasting their money in something that they know would make the matters worst? Okay, here's the thing, people, us, the target market, do not want to be treated as a burden, that's a fact, and with that, paying billions of dollars in a technology that listens to us and accommodate our needs will not work because we want the one responsible to talk to us, not a robot that will say whatever we want to hear. We want the company to step down and talk to us in order for us to catch up a little and become closer and if ever, rebuild the foundation we have back then. I know, a billion dollar proposal that promises to give billions of dollars in return is tempting but isn't building a trusting relationship with the customers supposed to be the main target of the companies because they rely on it?

Trying to build a foundation doesn't mean hiring someone to talk their way into us. someone that knows a thing or two about motivating people to buy and sell goods or someone who knows a lot about a particular product and can deliver it well because all those traits may be or should be present to a good seller but that does not mean that is what the buyer wants or asks for the company to give to them because honestly, one honesty is enough to make the people buy. It's all about the relationship people, it's all about that.

**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.**

Isn't it ironic how we, the target market, are also the employees that build a corporation that always seem to not care at all? Well, it may not be how companies pictured it because this situation we are in now makes it more vulnerable on their side knowing that someone from the outside is actually working inside. The vast world that we are in now is working its way into our lives knowing that the exchange of goods nowadays changed already. Back then, sellers still commit themselves to an actual interaction like small chats, short hellos, and frequent check of their purchase and even the status of their relationship that the buyers truly appreciate unlike now that companies became more of them and stood up without even looking down. They think they are so big that they forgot how it is to interact to well, they call, target market. Having the chance to be within the company structure will make the relationship more stable or at least that is what the people are trying to do because honestly, we don't want war, we just want them to commit to us and make us feel how we are supposed to feel – special. They need us and there is no doubt they are aware of that but their corporate pride gets their shorts tightened that made it tough for them to make a move. A little more time and the relationship they have with the people inside them will sure be the same as their relationship with the people they don't have outside.

**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.**

Due to the fast technological improvement of the world. Every one of us is already connected with one another. The internet is an example of how advance our technology is today. The internet is a one click away from seeing the whole world. Before, if you're going to research on something, you need to go to the library and search for books that may help you in your research, but now, in the internet, just type the word, and you'll have lots of results, the internet not only offers fast results in researching, it also caters fast communication to our fast paced lives, with the internet, we are connected with one another, people who are a thousand miles away from each other can now talk and send fast messages with just one click, no wonder people nowadays choose e-mails rather than snail mail, because you can receive e-mails faster than snail mails. Mobile phones are also a big part of our lives today, before, if a person has a cell phone, it's because their rich or they need it to communicate with their families, but now, almost all of us has a mobile phone.

Mobile phones are becoming a necessity now. Almost everyone has a mobile phone. Even grade 3 kids have mobile phones. The main reason why mobile phones became a necessity is because it easily connects us with one another, and aside that is its many user friendly features, now, you can even connect in the internet using your mobile phones!. How convenient and easy for all of us.

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

People are linking and talking to each other so fast that companies, I think, don't even know about it. as one of the target market, I feel as though talking with people from across the world and getting an idea of what they know, what they think, what they feel, and what they experienced already with a specific product that I am interested in purchasing is very important. I get to know whether it is worth the spending or not, if it is really something new or just something that was stolen from some dude across the street, if it is really made for comfort during the long drive or not, or if it is really made for someone like me or someone who wants to spend most of their time outdoors.

The fact that we are now talking is really a huge thing not only for the companies but for us because now, we can explore outside the boundary of what we are used to, we can go to a place where everyone is talking and ready to listen, we can now express ourselves without being judged at by those shallow and ungrateful companies that only thinks about themselves. Knowing that we have that great benefit already is triggering the companies to do something about it. Well, they should because this year, we cannot afford losing money without being fully satisfied, right? We ought to be satisfied and listened to because we are the market, the people; they need us, not them.

# 3

## Book Reviews



**Book Review:** *whole book*

**Book:** The Long Tail

**Library Reference:** *currently not available in the Learning Resource Center*

**Amazon:** <http://www.amazon.com/Endless-Choice-Creating-Unlimited-Demand/dp/1844138518/>

**Quotation:**

*The advantages are spread widely. For the entertainment industry itself, recommendations are a remarkably efficient form of marketing, allowing smaller films and less mainstream music to find an audience. For consumers, the improved signal-to-noise ratio that comes from following a good recommendation encourages exploration and can reawaken a passion for music and film, potentially creating a far larger entertainment market overall.*

*– Chris Anderson*

**Learning expectation:**

*I wish to learn the true influence of the Web to the retail industry which hopefully, expecting more from the book illustrations itself, make this less of an effort to understand with the use of the author's straightforward and factual approach on writing the book.*

**Review:**

The Long Tail, a book about retailing relating it to the concept of the long tail behaviour of the market, became somewhat of a passage to me or to someone who is intrigued with the ideology of retailing. I have to admit, I barely know anything about retailing and what approach is best to use is a specific industry resulting for me to be more interested with the "Long Tail".

Chris Anderson tried to explain the often neglected small scope retailing part of the industry with a long tail graph divided into two significant parts: The Head, the left hand part of the graph, and the Tail, the longer right part of the graph. Although divided into two, the Long Tail concept focused on the Tail of the graph pointing the idea that even though lead retailers takes MOST of the money and MOST of the attention of the markets, there is still room for those emerging producers who wishes to cater to a more specific market with a more specific products. What do I mean? Here's the trick with the long tail concept, those inside the long tail region of the industry admittedly does not earn as much compared to those leading retailers both in-store and online but they do eventually reach the Head part of the industry through providing those products that will soon be needed by the market. Those things that may seem to be unnecessary to purchase, those items that we thought no one would ever buy, those are the products that should be made available for the market to easily have access to. It may be a mop that was used in the set of your favourite 1980's celebrity, a gum chewed by the

president, the worn old shoes of a stranger, all those are weird enough to purchase, but that's the cool thing about it, someone out there is actually looking for that particularly weird item you have, it's just that you didn't know it. That is what the concept of Long Tail points out – that somewhere out there, someone wants that thing that you have and is willing to pay for it.

Reading the book and listening to a brief discussion about it of our professor made me realize why Ebay, Amazon, iTunes, and other top online retailers emerged without even me knowing why, just the benefit of them being created. They followed the amazing trend of the Long Tail. They made everything they can have their hands on available to their market signed, sealed and ready to deliver with a click of a button. It is truly an amazing thing, a concept which changed the way the market sees possibilities of purchasing. I think it is actually the greatest thing that happened online. Companies became people and made what their markets what accessible and simple enough to know about. The availability made is so drastic that it enabled too many opportunities and money-making ideas online, thus the fact that the market does not need and want the same things always that is why the Long Tail exist, it shows the response of the market to the companies providing them availability and the wide opening for companies to enter and grab the chance of emerging into something big yet constructive for everyone.

#### **What I have learned:**

- The Rules of Retailing which are:
  - Rule 1: Make everything available
  - Rule 2: Cut the price in half. Now lower it.
  - Rule 3: Help me find it.
- The concept of the "Long Tail"
- Its connection with the amazing availability of products that we experience online today.

### Chapter 3 – Retail Locations and Distribution Channels

**Book:** Retail Geography and Intelligent Network Planning

**Library Reference:** HF 5429.275 B57 2002

**Amazon:** <http://www.amazon.com/Retail-Intelligence-Network-Planning-Birkin/dp/0471498033>

**Quotation:**

*A key question is where the development takes place in the future? It is clear that many European countries still have economies dominated by small shops. However, given the tighter planning legislation across Europe, it is likely that the pace of development will slow rapidly. Indeed, some countries there is concern that there may now be too many shopping centres, which inevitably lead to closures.*

*– Birkin, M., Clarke, G., Clarke, M.*

**Learning expectation:** to analyze and compare the history and development of various retail sectors of the European economy.

**Review:**

I never knew there were so many retail stores and distribution channels out there because here in the Philippines, I only know few dominating retail locations.

This chapter basically used graphs to fully demonstrate the changing flow of demand and supply across European retail distributors. I noticed this book, overall, used loads of graphs to show numerous different variations and changes in the market. Honestly, it aided me to completely comprehend what the authors tried to explain because reading the book alone is tough considering all the terms they used that I barely understood. Well, guess they made me read more books – which is good.

I got familiar with the numerous leading distributors and basically got the idea of how they came about and how they grew out of trend. At first, I wondered what this chapter has to with the new and the old retailing methods and then I realized, it explained thoroughly, the concepts of the old and the new retailing with graphs and charts and details of the retailers' history. It covertly instigated consciousness to me and curiosity to analyze the existing retailers we have now because it is a huge thing for a market to get to know its distributors and recognize where, how, and when they came about.

It focused more on the list and backgrounds of the distributors hoping to signify something within the movement of the trend in the old and the new distribution channels we have. It is a broad scaled topic that was slimed down within this chapter to move on to the next.



**What I have learned:**

- The concepts of:
  - High street or town centre
  - Superstore and hypermarket
  - Discount store
  - Shopping center or mall
  - Retail warehouse or retail park
  - New retail locations
  - New retail formats and distribution channels
  - The old versus the new retailing

## Chapter 2 – Trends in Retailing

**Book:** Retail Geography and Intelligent Network Planning

**Library Reference:** HF 5429.275 B57 2002

**Amazon:** <http://www.amazon.com/Retail-Intelligence-Network-Planning-Birkin/dp/0471498033>

### **Quotation:**

*Poor economic and trading conditions within a domestic market (along with maturity or perceived saturation in a particular market sector) will act as push factors for retailers looking to expand beyond their domestic market place.*

*– Birkin, M., Clarke, G., Clarke, M.*

**Learning expectation:** to distinguish the difference between the old and the new retail geography and trends

### **Review:**

I went to the well-known retailer yesterday and had the chance to observe how things work. I was often bothered by the idea on how a retailer earn when it is not them that sell those pumpkins, ice creams, loaves of bread, etc. Then and there, I noticed that it is them, or at least the idea that they bring together a bunch of leading stores present in the industry right now. The convenience that this retailer provide is what makes people mention it first, not the stores inside. Cool right? You get to earn and be famous without the effort of actually producing your own product. You just have to provide a place. That's it.

Consumer mobility is a very important thing to a lot of industries but I never thought it opened opportunities to retailers as well. There I learned that the trend in the last 30 years points to the fact that consumers dramatically spend more time travelling than staying at home. What does that mean? Is it relevant? It means this is good news to accessibility and people will try and try to search for a place to go to and buy new stuff. It is relevant because it is information, any information will and can be used in time.

My friends make fun of me because I always ran off somewhere just to buy clothes or shoes. No, I don't want to waste my money, that's not the point, the point is that I am the market, I am a human being who wants and is capable of purchasing something I need, something I want. I go to this new mall in Manila after school just to relax. People often tell me that I not relaxing but just wasting my time and money – I beg to disagree. People who wants to go out and relax does not always want loud music, bright lights, hundreds of sweaty people dancing around with them, we want time for our selves. A place where we can take a look at everything, travel with just a few steps and discover artistic items present. It is a place where everything from everyone is gathered up and displayed in a cute shelf with much notion on how people might view their creativity. It is retailing. The accessibility and the ever changing

trends of the retail industry is honestly tough to follow and fulfil every single time it demands it but it is helpful and resourceful in a way. It brings people together. It becomes another place for people to hang out, each lunch or dinner with, meet up with old friends, bond with new friends, and much more.

Although the growing trend of people's need of travel and accessibility is growing through time, the retailers still consider their own income and earnings prior to providing what the market needs. They had to consider this because it defines the company as it is and it gives it life, without it, it's as good as nothing.

Along with mobility and accessibility, other trends tend to increase and change in the past few years such as age, household size, and consumer groups. It may be tough to determine how to serve this individually but the retail industry tries to suffice the continuous needs of the market by allowing collaborative distribution of leading companies goods and services available in their stores.

**What I have learned:**

- The concepts of:
  - Consumer Mobility
  - Brief knowledge on Expenditure and Income
  - Changing age profile
  - Changing household size
  - Population growth and redistribution
  - New consumer groups
  - Consolidation: concentration of market power
  - Retail internalization
  - Reduction of costs

## Chapter 1 – Max Mancini: eBay

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*As messed up as our cell phone service is in the United States, I can't imagine us in a situation where we always have connectivity – I'd love for us to get there. I don't know when it's going to happen; if you're willing to pay enough, you can get it, right? I just don't see the average person being connected continuously, with the exception of through their mobile device. In developing countries, mobile is the way most people connect to the Internet. Although there's a lot of innovation and excitement around Webs 2.0, certainly in Silicon Valley, the mobile investments are starting to pick up again. The first wave of investments may have been too early; I don't know what it was. I don't know if this next wave is going to stick, but if I were looking at where the real opportunity to reach the majority of the world is, it's not going to be in the PC in the home.*

– Max Mancini

**Learning expectation:** to know the different definitions of the term “Web 2.0”

**Review:**

What is Web 2.0? That is the question we all want to be answered but that my friend was not done in this chapter, or at least defining the term itself.

Web 2.0 is such a huge term that we use or must've heard already. To be honest, I am still in awe of using the word “Web 2.0” because I feel that it still lacks in definition even though I read and watched some videos about it. I guess it is still something we need to really get to know because I'm aware of how people incline it to new web application developments but it still doesn't make sense. I feel there is something missing, something that we all know but still not familiar of. It is a puzzle web developers are providing for us and it became a way for us to access information somewhat similar to opening opportunities for new and more advance technology.

We all know what eBay means. We all know why it is present now and what it enabled for us to do. It is a website that allows us to retail what we have through auctioning it. Although that's what we all think when we hear the word eBay, it is something more. It is a breakthrough in retailing technology that allowed retailers around the world to be accessible from miles away. It displayed items we never thought existed and ready to purchase for consumers who might be interested in it. It is the application of making things available for the public even though the item may seem unlikely to be bought because that item might be the one being searched by someone who needs it badly. For example, eBay allowed people to auction their decade old hanky with Elvis Presley's sweat. Yes, I'm not one of those who might buy that from the auctioneer considering the all the weird and alive objects present in that hanky already but someone out there is an Elvis Presley fan and is willing to pay a fortune for that. eBay gave us that opportunity in retailing because they allowed anyone to auction things they have, used or brand new, old or just bought, ugly or pretty, colourful or not, all is there. It may seem that eBay stops there but no, they now developed a said Web 2.0 inclined application, the eBay Desktop. Now, people doesn't necessarily need to open a browser every time they want to buy something from eBay because all they have to do is

simply login and search away for items they want using the application present in their desktop. It is another character of Web 2.0 which was given as an example. I know it doesn't describe it fully but it did make me realize how the flow might work and how it may progress in the future.

**What I have learned:**

- Who Max Mancini is
- Meaning of a Platform and Disruptive Innovation Team is within eBay
- What eBay really is
- Adobe AIR
- What Semantic Web is
- Software as a Service (SaaS)
- Software plus Services (S+S)
- Their perspective of Web 2.0
- Their perspective of Web 3.0
- How Web 2.0 is integrating things
- Why monetization models should evolve

## Chapter 2 – Alan Meckler: Internet.com

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*I think that a Web 2.0 property, with that revenue – when it's tied into a sideline or another companion business that does have an E-Commerce offering – can be extremely valuable. But, I think most Web 2.0 properties standing by themselves with the idea that they will be the next MySpace, YouTube, or Facebook is a pipe dream. Therefore it's the VCs and investors chasing these ideas that they can create great traffic and then sell it for hundreds of millions of dollars, and I just don't think that's going to happen. I'm even dubious, personally, about how valuable Facebook really is. It certainly has massed a lot of people, but I'm still not convinced that, by itself, it is going to be that successful dollar-wise.*

– Allan Meckler

**Learning expectation:** to know what a Web 2.0 site really is

**Review:**

Alex Meckler was all about change and the reality of it for the years to come. He was enthusiastic to the concept of positive change in technology and how people will react on it and will demand it.

I believe that the change in the Web is amazing for it benefits all through the wide access of data and information not only for students or professors but to everyone, and I mean everyone. Same goes with Web 2.0. It will continue to evolve and reach far more possibilities like cheaper or costless admission of information online and mobility which means even more range in terms of availability. It may be somewhat similar to a plain concept of Web but Web 2.0, as described by Meckler, is just a process which will continue to develop access to inexpensive access to information, data, and even entertainment which is all the rage right now.

It was a true shift from the 90s because back then, what we have now, all the technology, software developed and made available to the public, and the speed of information is something they never thought possible or it is something like a plain dream to some geeks but now, here we have it, the Web and all the possibilities it presented for us to make use of. Now, the capital investors are going crazy for this so-called Web 2.0 and willing to give and give without a sturdy business model. Can you imagine that! Investors ready to give without concrete estimates. Now that is what I call pure control. That control that Web 2.0 technologies have over capital investors will not make money, no, it won't but rather, it will prepare them to the rapid growth in technology. It will create an environment which will place their corporation into somewhere more safe, safe for companies wants to remain within the bound of their market's eyes and ears because Web 2.0 is now what people are noticing which companies wants to happen to them. Thinking that what we have now is what we will surely have after five or ten years is absolutely gotten wrong because change is coming and it is coming fast.

**What I have learned:**

- Who Alex Meckler is
- The position of Internet.com and Jupitermedia nowadays
- Meckler's definition of Web 2.0
- Why business Venture Capitalists (VCs) invest money without a business model
- How Web 2.0 is misunderstood as all about making money
- What Meckler thinks of Web 3.0 or the Semantic Web
- Linked Data and its possibilities
- The hype with voice recognition
- Software as a Service (SaaS)
- Software plus Services (S+S)
- Why buying a new software will not happen in the years to come
- Openness of the United States with new technology aside from mobile phones

### Chapter 3 – Eric Engleman: Bloglines

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*It is really about the user. It is about creating a user-controlled experience and leveraging the end user to create added value. In the O'Reilly Web 2.0 document, they talk about rich user experience and things like that. The whole AJAX thing is cool, but it is really about end users and how they can organize data and how that collective organization of data adds increased value. Kind of like tagging or monitoring to see what is popular. Another example is Facebook with the activity stream. That is where we're focused now. It is about the app as a platform and it is all about breaking down these silos of applications and content so they can be distributed very easily. Widgets can be distributed very easily. Applications can be joined together and mashed up very easily. So the things I think are interesting are the app as a platform.*

– Eric Engleman

**Learning expectation:** to have an idea how Bloglines came about and what purpose it serves

**Review:**

Eric Engleman, the General Manager of Bloglines, shared a lot of quite useful and surprising insights about what Web 2.0 really is in this particular generation. He mentioned that today's Web 2.0 is different from the Web 2.0 we had two years ago because now, the user experience that Web 2.0 have for us is truly amazing and undeniably, easier now or in more ergonomic for anyone to use. I still remember the day I first connected to the internet and hoped to search for new games. I had a really tough time then because it is my first time and I barely know how things should be done. Should I press this button? Why is that picture moving from one place to another? Is this a robot? Where are all the people that use this? I had more questions about using the Web than I have for politics.

The Web today gives a user an experience far smoother than it was before. Well it is Web 2.0's concept to bring the Desktop experience to online users and what better way to do that than giving them what they want and literally putting their desktop online and bringing desktop applications to their desktop itself. Complicated? It isn't really because Web wants the online users to be online but not feel as though they are online, that there is such difference. It is not fully achieved yet today but some companies already considered this as the best option and at the same time, implemented this not only for their consumers to benefit from but also for the company to maintain their stature in the community.

Engleman has a lot of interesting belief in what Web 2.0 is and how it is changing the way user see internet now specially in the advertising side of it. we all like something that will make us drop our jaw with its coolness like smooth slide interface, mouse trail feature, new on-click graphics, and more and that interest that we have with cool interface and design is what Web 2.0 made present to us. It changed and helped the advertising of companies because it used a lot of platforms that will develop those smooth UI. Back then, people have less control over online applications but now, it is a very different story. Now, some websites are like experiment materials where anyone can edit one thing and delete the other



whenever they want. Control is now the target of developers for end-users because they believe that information handling shouldn't be that hard, that expensive, or that stiff.

**What I have learned:**

- Who Eric Engleman is
- What Bloglines does
- Why Bloglines is developed
- Web 2.0 in Engleman's and Bloglines' point of view
- How Bloglines fit in the concept of Web 2.0
- How a simple new feature of Bloglines change the computing experience
- Web 2.0 lowered the entry ramp to industries
- AJAX, Silverlight, adobe AIR as layers only of Web 2.0
- Misconceptions with Web 2.0
- How Web 2.0 evolved and is continuing to evolve
- Semantic Web is possible but it needs time
- Academic purpose of Semantic Web

## Chapter 4 – Gina Bianchini: Ning

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*I don't think about it [Web 2.0] that much. I mean, sincerely, the thing that motivates us here at Ning, and me personally, is giving people the freedom to create. Thinking about the term Web 2.0 – and spending a lot of time on defining what it is – doesn't matter. I think it is more of a buzz word. Ultimately, what really motivates people to be involved in social networking and social media is giving people freedom, giving people choice, giving people the ability to meet and connect with people they would never otherwise meet I find that so incredibly motivating that I don't spend a lot of time thinking about what Web 2.0 means.*

– Gina Bianchini

**Learning expectation:** to know why people are so interested with joining and even creating their own social network

**Review:**

Bianchini was straightforward. She answered all the questions with answers that are simple and at the same time, defended it with enough information which made the interview more intriguing.

At first, I thought, “Wow! That’s what I call an interview.” She does not regard her corporate norms in all her answers. She never explained things in their little corporate objectives, no, all she did was answered the questions based on how she thought of it and I learned a lot from her which is inevitable considering I love a conversation with honesty, with blunt sentiments.

Her honesty for me was the best part of all the sentences present in this book. Bluntly declaring that Web 2.0 need no definition for it is just a jargon, a jargon which is made to be defined by everyone, in their own words, own points of view, own application is what really caught my attention in the chapter. It’s true. I believe that the term “Web 2.0” is a mere word to be defined by the rest of the world who uses it, who knows it. A large part of the population might have heard of it but were they able to apply it? No right? They don’t know where and when to apply it because they lack the actual experience of using it, the experience of implementing it in their own system of living so is giving a definition to it makes sense especially considering that the word is already being erased by the new term, “Web 3.0?” I guess it all lies in the industry and if they really see Web 2.0 as something worth hanging on, which it is. I agree with Bianchini, Web 2.0 does not need a definition, but rather, it needs to be introduced and formally implemented by all because it is an innovation that dictates the trend and the need of the internet users in the few years to come. This innovation and realisation of the changes to be implemented in the future is how technology works, how this integration pool is really happening now. It’s happening too fast that if we make one wrong move and take something irrelevant with us or implement it, we will be irrelevant as well which makes me see that maybe, just maybe, that is why people try too hard to define the word Web 2.0. They are stuck in the concept that once they formulated the perfect definition of what Web 2.0, they will be able to put themselves in a safe place in the future where this technology continue to empower developers and users both at the same time.

I guess defining what Web 2.0 truly means is just a safety jacket for all. They do it to feel that they defined it enough to know what might happen soon.

**What I have learned:**

- Who Gina Bianchini is
- The problem with people's need for definition
- Why Bianchini accepted that Web 2.0 is a mere term
- What Ning does
- Why Ning is developed
- Web 2.0 in Bianchini's and Ning's point of view
- How Ning fit in the concept of Web 2.0
- Web 2.0 lowered the entry ramp to industries
- AJAX, Silverlight, adobe AIR as layers only of Web 2.0
- Misconceptions with Web 2.0
- How Web 2.0 evolved and is continuing to evolve
- Semantic Web is possible but it needs time
- Academic purpose of Semantic Web

## Chapter 5 – Dorion Caroll: Technorati

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*Things seem so simple, like the ability to vote on a web site by just clicking a little star and having that little star fade out and then fade back lit up because your vote was recorded. Just something like that lightweight gesture with a very elegant user experience, where the whole page doesn't reload, makes it easy to interact. You get visual feedback because of the JavaScript components and the AJAX components that make it so easy and delightful to use. We use those kinds of things; lots of people use those things. And I'm not saying that AJAX is the thing; I'm just saying that that's no longer the blockmode-reload-the-whole-darn-page experience. All of a sudden it's this component-oriented approach. Obviously the porn sites and the advertisers figured this out a long time ago. About a year, year-and-a-half ago, the rest of the Web caught up to a lot of that. Changing the way people interact with computers, interact with each other, and interact with the Web – that is a pretty dramatic shift in the user experience. I think that's pretty cool. And again, the ability to map that to the social gestures that in so many ways, from my point of view, define the social web or define Web 2.0 – that's a pretty key one.*

– Dorion Caroll

**Learning expectation:** to difference between Google Blog Search and Tecnhorati

**Review:**

Comparing what we have now in terms of the capabilities we have on the Web to last year is like comparing a car to a toy bike. Comparing what we have now to what is predicted to happen to the Web years to come will be like comparing a car to a carton box with a rubber toy wheels. See the difference?

The Web is constantly changing and it is changing fast. The opportunities that it gives people is so powerful that it literally changed how people live, how people react, how people talk and share ideas, how people see things, and how people listens. Web 2.0 became the term for change in the Web. It became what we have now and what is believed to what we might have in the future became based on how Technorati came to be, people started asking a lot of questions and those questions became how Technorati is and Technorati answered some of them.

An interesting part of the interview which I'm certain that everybody else noticed was Caroll's sudden outburst when Technorati was compared with Google – or is it just me. Well anyway, I just noticed that he suddenly made points of how Tecnhorati is better or at least have more pride in what they do compared to Google which I found extremely funny but hey, I can't blame him, the interviewer mentioned it and of course, Caroll has to defend what his company does and why is it better. With that, I was shocked to know that they are only 30 and that 30 great people are the ones in the back-end of Technorati which is a lot of work considering all the information they are trying to manage and prepare for blog search addicts out there.

Caroll mentioned that a future change that he'll be waiting for is the fusion of usability of both television and computers. He said, "It could be one of two things. Either it's not on the Web at all and the

Web starts to move into other things, and I don't mean talking refrigerators and stuff like that, but the ability for the manufacturers and governments to finally figure out how the computer and the TV are one and the same." And I noticed that this innovation is really something but it is actually possible. He's right. Isn't buying a laptop and a television that both cost a fortune for most people a waste of money and space? Both of them have monitors, isn't there any connection? I guess I'll just have to wait for that soon.

**What I have learned:**

- The most important feature of Web 2.0 based on Carroll's view are: Open sharing of ideas and Recognition from people
- The most important feature of Web 2.0 based on Technorati are: authenticity, accountability, interaction, and this idea of the people-powered or the social web
- Who Dorion Carroll is
- What Technorati is
- Why Technorati is developed
- Web 2.0 in Carroll's point of view
- Tags being the most widespread microformat out there
- What microformat is
- What are the standards of microformat
- Worry about scale or getting customers and users first
- Why Technorati resist advertising

## Chapter 6 – Raju Vegesna: Zoho

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*The good part about wikis is that there are no formats there – everything is on the Web; everything is a web page. If you look at online word processors, they're all pretty much the same. If all of us use the same web-based word processor, then formats don't matter; it's all there on the Web. That's the concept of wiki anyway. If the concept of linking comes to the webbased word processor, then pretty much you have the same functionality as the wiki word processor. So, I see those two coming together. You should be able to create a spreadsheet inside of a wiki. The same is the case of what you can do inside of a word processor. These are all possible.*

– Raju Vegesna

**Learning expectation:** to difference between Google Blog Search and Tecnhorati

**Review:**

The users are now the content providers and that is what Web 2.0 gives us, the wisdom of becoming content providers.

Zoho is the perfect brand to be used as an example once Web 2.0 is the topic or the center of the conversation. It is an online workspace which contains web-based word processors, spreadsheets and more. It is literally allowing you to “work online” which is what AdventNet wants us, users, to have the ability to do. The cool part is that you don't need to install anything in your personal computer because all you have to do is login, think of what you should do, and just click away. It is a Work 2.0 which is told to be one of the categories of Web 2.0. It allows us to work even without downloading the installer and consuming space in our hard disk.

When Web 3.0 was brought up, Vegesna mentioned that Zoho is now creating desktop accessibility to Zoho without becoming online meaning they can have access without internet! Isn't that cool? Now, all your files in Zoho even without installing the whole Web application, you can view, edit, delete, and save your files. It is similar to the concept of Software as a Service but more inclined to be molded more in the future. I can't deny the fact that Vegesna is true when he said that once all your files are online, then you wouldn't need to depend on a specific system because you will be able to access it anytime, anywhere which is the true nature of Web 2.0 – mobility. Mobility will enable anything to be accessible and far easier for most of us. It does makes sense believing that once all your files are available online and only you can access it, you have the power of mobility or the power to gain access and retrieve your files without the hassle of bringing your laptop or worst, your personal computer wherever you go because it is accessible anywhere. All you will think of is that all your files are online therefore, you can move from one place to another without worrying if you lost it or something because it's just there, it's just online.

There was also a strong resentment of what Web 2.0 is and what people think it is. People nowadays correlate Web 2.0 as AJAX or the presence of AJAX in websites, however, AJAX is just a tool, a

tool which plays an important role in establishing a real innovative and easy user interface which spares us the time of waiting for the page to load. Vegesna made it clear that AJAX isn't a Web 2.0 and also, he mentioned that Web 2.0 is really having the characteristic of real-time collaboration and real-time communication because that is the trend, which is what the users want.

**What I have learned:**

- Who Raju Vegesna is
- Zoho as a brand of AdventNet
- AdventNet's market focus
- Vegesna's idea of what Web 2.0 is
- Zoho, allowing people to work online, is within the bracket of Web 2.0
- What is enabling web-based word processors are Real-Time Communication and Real-Time Collaboration
- Aspects of Web 2.0
  - User collaboration
  - Wisdom of the crowd
  - Read/Write Web
- AJAX, although considered as most people as Web 2.0, is not Web 2.0. It's just a technology which serves an important role in the Web technology nowadays
- Enterprise 2.0 becoming the next "hype"
- Offline access won't be a problem – Zoho is implementing it already

## Chapter 7 – Richard MacManus: Read/Write Web 2.0 Workgroup

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*Over time I definitely think that a lot of that type of software will be delivered as a service over the Web rather than being software that you install on the computer. The main benefit that has become enabled is that there is a lot more collaboration with approaches and workflows over the Web. Also, you can update software automatically over the Web; you don't have to install a new version. Definitely, Google is providing a lot of oomph in that respect at the moment. Microsoft is a little bit fearful. They came out last week with reasons to not use Google Apps. In the next three to five years, I think we'll see most Microsoft software delivered as a service over the Web. I think that will happen to a lot of other types of software as well.*

– Richard MacManus

**Learning expectation:** to have an idea how Richard MacManus think about and contribute to Web 2.0

**Review:**

MacManus believes that Web 2.0 became a marketing term already. It became something to be anticipated by users and to be implemented by companies. It is now a selling advantage.

The more I read about the interview, the more I realize that things really did change and I'm so glad it did because if it didn't, we're all stuck in this online world of doom where in we can't contribute anything, we remain as readers and not writers. We won't be able to express ourselves like make reviews for this new book we bought, post comments about how cool this mobile phone is, upload pictures of this great place we hung out earlier, or create blogs for people to read and take part of. Web 2.0 is believed to make people insane with ideas and information because now, we can contribute something and put our thoughts into a website that people actually read. People can now hear what we have to say, be warned, and even be connected with both directly and indirectly. The only problem is see now which is also mentioned by MacManus is knowing the good content within all the junk out there posted by undisciplined people who find wikis a joke or some kind of a wall to vandalize. I know that's something we really can't remedy as of the moment but hopefully, it is something to be answered by Semantic Web or Web 3.0. Having the ability for websites to filter out the good and the bad content published by the users is something I'll be anticipating for because I'm sure it will change not only the way people interact and communicate, even express themselves online but also, it will establish a new kind of "Web World".

Another interesting idea from MacManus is the wide action of mobile front in the future. Our own handheld phones will become an extension of our computers at home which adds up to accessibility and literally, not feeling the hassle of connecting. I know not everyone have DSL connections at home because there are still some areas that are not reachable of such technology but MacManus predicted that around five years, internet connection will feel like nothing at all. It will be available even offline.

There is also this trend that I noticed recently – services that are now available online. MacManus believed that soon, Microsoft will focus and produce products that are available online like Microsoft Office which is another concept of Web 2.0. I know Web 3.0 is coming closer but we have to admit, we



haven't really perfected and realized all the amazing opportunities Web 2.0 provided, provides, and will provide in the future so let us make the most out of Web 2.0 before stepping up to the idea of Semantic Web.

**What I have learned:**

- Who Richard MacManus is
- What Read/Write Web is
- How Web 2.0 became a marketing term nowadays
- Web 2.0 was formerly known as "dotcom era"
- For MacManus, Read/Write Web is the best feature of Web 2.0
- That one of the challenges facing Web 2.0 is that it cannot filter the "good" content
- That there are two trends of Web 2.0:
  - Browser based
  - Webified desktop
- Innovation with technology does not stop in the internet, it also spread in mobile phones
- MacManus believed that Semantic Web is all about being automatic in terms of:
  - Filtering of data
  - Analyzing information
  - Communication between two or more computers
  - Doing background search on people
- Web applications are now emerging
- Web 2.0 is truly an exciting time for us because of all the incredible information it allows us to have access to whether in getting information or providing information.

## Chapter 8 – TJ Kang: ThinkFree

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*To me, Web 2.0 is an application platform, and a vendor- and device neutral one at that. I think this is probably a different definition than what most other people give. From my point of view Web 2.0 revolution is the platform shift that I've been waiting for all my life. Microsoft Office has been so dominant and it has been dominant for so many years that most people don't even remember there were other office productivity solutions. In the IBM PC days it was WordPerfect and Lotus 1-2-3 that reigned supreme. If you go back even further to around the Apple II days, on the Apple II platform was actually Word Star and VisiCalc. VisiCalc was the very first spreadsheet, invented by Dan Bricklin. These two probably had more than 80 percent of the market respectively. When the IBM PC came out, it was Lotus 1-2-3 and WordPerfect. They dominated the market for seven or eight years until Windows became the major platform choice for most users.*

– TJ Kang

**Learning expectation:** to know what ThinkFree is

**Review:**

I didn't know that Software as a Service existed years before Web 2.0 was coined and TJ Kang was one of those who provided it and back then, it was called ASP (Application Service Providers). It's actually cool to know that Web 2.0 existed way back then, it's just that it was launched too early for people to really appreciate it.

We had a short discussion about AsiaPay which was lead by the general manager himself, Andrian Lee. He mentioned the issues why Filipinos don't embrace and utilize the concept of online shopping yet and it's because Filipinos find it hard to believe that such security is available through the internet thus, not earning their trust. Yes, they go online to search for products of multiple retailers out there but they don't actually shop, don't don't actually add stuff in their shopping cart and checks it out because they are afraid of the possible glitch online shopping might do with their credit cards and we all know that it is scary once security is barged. With Mr. Lee's talk, I realized that he is correct, Filipinos and other prospective online customers are still afraid of buying online because of their lack of trust in the internet security being provided to them. I can't blame them, shopping online is really scary specially for first timers because there is this feeling of being exposed knowing that it is an online transaction and we all know that once we're online, information is so accessible by everyone. That fear, I suppose, can never be totally cleared out of our system but companies can do something about it like building a strong name when it comes to online transactions. Endorse themselves to be one of the most secured store online or something like that because the only way for us to buy online is to be assured of security and once we have that, we'll be clicking away and appreciate the benefit of online shopping. That fear and lack of trust with online security is what Kang pointed out in the interview which he thinks Web 3.0 or the Semantic Web will be able to remedy in the future. It is a tough case to solve but once it's done with, online and

offline capabilities with applications will be happening soon and it will affect our way of connecting to a great extent.

Web 2.0 and Web 3.0, in my point of view, goes hand in hand because one is the first step for change and the other one is the actual change. Eventually, people will have their jobs at home because everything is accessible online and you know what's more cool about these great changes in the Web technology? It does not take any of our hard disk space! How cool is that?

**What I have learned:**

- Who TJ Kang is
- What ThinkFree is
- How TJ Kang already used Software as a Service even before the term was coined
- That people rejected the idea of creating and having their documents online back then because their main concerns are security and trust
- For Kang, Web 2.0 is a shift in platform and a vendor
- The difference and variety in definition of Web 2.0 is what makes it exciting and interesting because we seek answers, that's what we love to do
- That Semantic Web is an intelligent technology
- The "seamless support between online and offline" when it comes to documents is something to think about and will definitely serve its purpose in the future or even now
- There are a lot of issues to consider when it comes to connectivity not being a problem anymore

## Chapter 9 – Patrick Crane: LinkedIn

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*I see Web 2.0 as a course correction. The reason I don't believe that it is a fad is because it weaves the social fabric together again. It re-establishes the relationships we have in the offline world, puts them in the online world, and enables that group consumption to happen again. You now can consume and share things, and discuss them, interpret them, and ultimately get that lens on the world, and it's not just your own individual perceptions and observations anymore; it's back to the old way. That's why I see it as a course correction for the Internet and why I don't see it going away. I don't see the whole advent of social networking as something we look back on in history and say, "That was interesting." I just don't think that will happen.*

– Patrick Crane

**Learning expectation:** to know what inspired Patrick Crane to develop LinkedIn

**Review:**

It was a very interesting interview because first, Crane went a little bit off the Web 2.0 topic and second, he made some really good points about some issues on social networking.

Obviously, Patrick Crane knows a lot. He deflected some topics and went off the track when it comes to answering specific questions but still, he provided great ideas about Web 2.0. It's true that Web 2.0 "re-establishes the relationships we have in the offline world" which is why we are so fond of social networking sites today. An example of a well-known and very addictive social networking site for Filipinos is Friendster. It connects not only Filipinos but also anyone around the world to their friends, enemies, old classmates, teachers, employers, even to their favourite celebrities which is why people embraced Friendster without hesitations because it let them connect to anyone, living anywhere. Once they go online and login, they can send messages, post a comment, view pictures, write blogs and read blogs, and create a group for all their friends. It is basically a room with offline possibilities.

I was astonished with Crane's remark about LinkedIn NOT being a game but an actual professional social network for people. He made some strong comments about other existing social networking sites because he points out that networking nowadays became a game for people who have accounts. All they do now is add everyone without even knowing who the person is which is a problem being faced by LinkedIn. People started to collect connection online and took "connection collecting" as a game or some kind of competition against some of the people within their network. I even know a friend of mine that just adds and adds people he does not even heard of in his social networking account. He was motivated to collect connections because he noticed some of our friends have more friends than him so there, the start of competition which is honestly, childish and pointless because he doesn't even talk to those people he doesn't know. He just enjoys himself with the reality of having more than a thousand friends without establishing that REAL relationship between each connection.

**What I have learned:**

- Who Patrick Crane is
- What LinkedIn is
- For Crane and LinkedIn, Web 2.0 is a fundamental course direction for the internet
- That unlike other social networking sites, LinkedIn is not a game. It is not about how many friends you have or how many people are in your network, but it is about being *professionally* connected
- “Connection Collection” worried Crane because it weakens LinkedIn
- Patrick Crane does not think Web 2.0 is a new thing but rather, a new technology which is here to resolve the problem of reviving and maintaining the relationships of people that matter

## Chapter 10 – Shaun Walker: DotNetNuke

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*I also see social networking as another important part of Web 2.0, which I guess somewhat ties into user-generated content. It also ties into the association of different users to one another in the web environment. We have the big players like MySpace and Facebook, which have really pioneered this area, but there are a lot of smaller players that are also tapping into the social networking aspect to basically allow people to interact over the Web. It's becoming a new communication media, much like the telephone was one of the originals, and then it moved on to email, then IM, and now interacting through web sites. It's becoming very common.*

– Shaun Walker

**Learning expectation:** to know what inspired Shaun Walker to produce something like DNN

**Review:**

As explained by Shaun Walker, DotNetNuke is a platform, not just a website. This demonstrates the concept of DNN as a community associating Web 2.0.

Walker stated that the concept of Web 2.0 can be divided into quadrants under the context of functionality and user expectations: user-generated content, social networking, a search and syndication of contents, and the rich user interface which directly includes AJAX and the use of it in the present websites. If I'm going to compare those functionalities when it comes to popularity, social networking got it in the bag because online users love to connect themselves in a network containing their friends, their enemies, their professors, their relatives, their admirers, and much more which means the connectedness that Web 2.0 gave to us is just too vast to be limited.

The only thing I can think of in defence of social networking being the top most popular feature of Web 2.0 is that I am an online user and I own more than two social networking accounts. To some, that may be too much but to highly aware online users, that is like the loser point. The need for people to be connected always and to have a way for everyone to talk and listen is what social networking sites do. They answer the question "Where are you" and now, other social networking sites even answer "What are you doing?" which is an example of AJAX – in some websites. I still can't generate the Web as Web 2.0 because there are still some unhampered sites out there that needs innovation to be heard of or at least to be visited by some users because if user don't come and visit your website, that will break the rule of having a website in the first place. It breaks the point of being public.

But Web 2.0 doesn't stop there. Soon, people will want their online activities to be available offline which is why the concept of Web 3.0 is now a little bit in the picture but not well appreciated yet knowing that we barely have the knowledge for it yet.

**What I have learned:**

- Who Shaun Walker is
- What DotNetNuke is
- What Web 2.0 is for Walker and DNN
- For Walker, it is hard to point out ONE great feature of Web 2.0 but under the context of acceptance of Web 2.0, social networking surely took the cake
- That the term Web 2.0 is the most misunderstood thing under Web 2.0
- How DotNetNuke applies the technology of Web 2.0 and what benefits do they get from it
- That AJAX is just one of the building blocks of Web 2.0
- What issues are facing Web 2.0
- It is too early to think that Web 3.0 is actually Semantic Web
- There are a lot of cool things that's been happening during the birth of Web 2.0 such as:
  - Mainstream adoption of technology such as Facebook and MySpace
  - AJAXed search engines
  - User-driven ASP
- There are still a lot of untapped potential when it comes to scale
- There are advantages and disadvantages of using an application offline and online

## Chapter 11 – Biz Stone: Twitter

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*For me it's this big, growing realization that the Web is increasingly a social environment and that people are using it to communicate with one another, like they've always done – but now in such an open way. All of these tools that you see emerging, that you would associate with Web 2.0, like tagging, where you can easily categorize a piece of media, you do all of this in an effort to express yourself and to share your thoughts with other people – that is, communication and self-expression. I guess I would define what is being called Web 2.0 as the public acceptance of the fact that the Web is a highly social utility.*

– Biz Stone

**Learning expectation:** How Twitter represents the idea of Web 2.0

**Review:**

It is still a shocking thought that some people think that there is no such thing as Web 2.0, that it is just Web. I suppose labelling is not really what people likes doing or it's the actual search for the definition that makes people hesitant of accepting the term Web 2.0.

People really want to express themselves online – publicly. It is a fact already that more and more people sign up to Twitter and just post what they are currently doing. It is how Twitter works and that is why online users adore it so much. It is not really about being connected already, it's about being informed and informing others in your network which is why Twitter is a hit. Online users love and I mean LOVE telling people what they are doing or just sharing their current status because maybe they find excitement and honesty with that. This is the reason why Web 2.0 is such a great thing. It gives us communication anywhere and its innovation allows us to basically have an idea of everyone's business, of everyone's true self. I stumbled upon this certain person in Twitter just the other day and I realized that he was my High School friend whom I knew as the "jock who doesn't bring books or notebooks or even attend class" and you know what I saw with his status in Twitter? He said he is "currently developing a Ruby on Rails application as well as JSPs." You're right! I was so shocked because I never knew him as someone who will actually "develop" something. I know it's not right to judge but who can blame me?

I guess people feel more comfortable in the Web rather than in their own classrooms nowadays because more and more people just posts these videos of themselves dancing in their room and even teaching stuff on the Web which is very useful for us online users once we need it for something. The Web now became a means for us to share massive amount of information which we gathered all by ourselves. Our ability to connect and talk is so strong that it changed the way we perceive things, how we get information, how we know if our neighbour is doing the right thing with their lawn, or why McCain did not win. It is so vast and varied that searching for information became both fun and interesting.



**What I have learned:**

- Who Biz Stone is
- What Twitter is
- What Web 2.0 is for Stone and Twitter
- The best feature of Web 2.0 is the open factor which is “the idea that the more you can open up your platform, your idea, or your concept to invite more people build on top of it, and work within it the better.
- Stone thinks of no misconception about Web 2.0 as of the moment
- The term Web 2.0 is misunderstood
- The early development of Twitter’s API made people associate openness with Web 2.0
- People still need to catch up with Web 2.0 before even considering Web 3.0
- Everything nowadays is moving towards the idea of Software as a Service

## Chapter 12 – Seth Sternberg: Meebo

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

### Quotation:

*Oh, yeah. When people use the term “advertising” – that is a very broad statement. It is like, advertising – how targeted is it? How integrated into the product is it? Is it video? Is it text? Is it banners? The concept of advertising is so broad in the Web. I think there are a lot of people saying there has to be this advertising fatigue thing, but I don’t think that’s the case at all. Maybe there is a lot of advertising fatigue around a standard banner ad, but there’s not going to be advertising fatigue around from banner to video to product placement to integration with product. It is much deeper than that. I think there are other ways to monetize. One is clearly premium services. If you give something to your users that is above and beyond what they expect, then that is fantastic and users will love that and they may be willing to pay you for that.*

– Seth Sternberg

**Learning expectation:** How Meebo represents the idea of Web 2.0

### Review:

Sternberg’s answers in this interview made me realize a lot of opportunities on the Web but among those stood out the idea of earning from your site which is also known as advertising. I know, advertising is not really Web 2.0 but there is still a lot to thank to Web 2.0 because if it wasn’t for Web 2.0 and its growth, placing advertisements would not be as easy as one two three.

Advertising is such a well known method if you want to earn that is why so many websites has that already. I even know a friend of mine that recently placed an advertisement of Google in his site. Curious of course, I asked him why did he even bother especially that people don’t like advertisements, they don’t like banner that is undeniably irritating both visually and audibly but his answer to my question shocked me because it is so simple – he wants to earn easily. We have to admit, that is true. Web 2.0 enabled us to make money way easier than the methods we have back then. It’s not a hundred grand a click but once you have enough visitors and they start clicking on those ads, that’s when a few cents will come dropping in your account. Isn’t that too simple? That even though you’re offline or in a vacation in Bahamas, you still earn, not a lot at first but the fact that you do gives you power and knowledge. The only thing I have a problem with the massive advertising capabilities that Web 2.0 brings is the actual number of it. It will eventually be tiring and absolutely unpleasing to the eyes to always see those ads on the left, right, top, or bottom part of the site especially because people go online to be in a world where they all communicate – without noise or distractions. That I think is something Sternberg should consider because advertising is really not something we want popping up in our monitors while researching about this cool new laptop or while Twittering. As an online user, I am a walking testament to that, that I don’t want too much advertising which will definitely be a problem in the future considering that advertising is so easy right now.

**What I have learned:**

- Who Seth Sternberg is
- What Meebo is
- What Web 2.0 is for Sternberg and Meebo
- There are six million unique people who sign into Meebo every 30 days and the average person spends two and a half hours with Meebo per day which proved that it is not only for office use but also for school and home use.
- What is the term “15 million hours” all about
- Meebo’s newly installed thing is called Meebo Rooms which is an embeddable chat room that are media-rich
- From Sternberg, Web 2.0 is the interactive Web.
- There is a huge opportunity of monetizing Web 2.0 when it comes to advertising
- That putting ads in our own sites is easy
- Meebo focus more on consumers which they learn everyday
- Open Source has been really helpful for Meebo and as well as to other sites out there
- “Web 2.0 is the resurgence of innovation around the Web, which is a great thing,” said Sternberg
- That even though Meebo is one of the great example of Web 2.0, Sternberg still takes YouTube as the coolest thing on the Web right now because of two reasons:
  - They made videos available
  - The stories behind those videos

## Chapter 13 – Joshua Schachter: del.icio.us

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*We find ourselves in a world where we have unfathomable riches of which we've only scratched the surface. If computer technology stopped advancing for a few years right here, we probably wouldn't be in terrible shape. Because our technology is mostly voodoo, we throw away most of our amazing performance. But we have these fat, wide, low-latency networks that allow incredible things. Like, you have almost instantaneous video to the desktop. That will get a little bit better, but right now the limiting factor is imagination and implementation skill.*

– Joshua Schachter

**Learning expectation:** to have an idea of what Web 2.0 is to experienced “heroes”

**Review:**

I like how Schachter answered in the interview. He was honest and brief.

At first I thought Schachter seem to have no idea whatsoever with what is being asked of him because he always deflects it with “no I think...” or “I don’t believe...” which seemed a little off for me but then the second half of the interview became interesting. That is when I saw that he really has an idea; he just didn’t explain it enough unlike the others that maybe said more than five hundred words as an answer.

What I like most about Schachter is his simplicity in answers that made me understand what he is saying easily. Like when he said that Web 2.0 is a vaguely defined word which results to being used vaguely as well but that is not a problem but rather an observation just as how he defined Web 2.0. It is quite interesting now that you can have your own start up with basically lower or no cost at all. You can have your ideas launched and benefited upon by people with no cost on your side because Web 2.0 made everything available and a great example of this is Open Source. Websites that have database for open source codes are brilliant because one, I am a struggling programmer and second, if it’s already out there, why not just enhance it?

Schachter, unlike the previous interviews, didn’t believe of the word Web 2.0 or Web 3.0 being the third version of it because based on his own perspective, he thinks Web 3.0 or Semantic Web, if brought into reality, is the third version of database, not Web 2.0. This is amazing because yes, we have to admit, the Web is really a huge database and putting all our files in it for other people to take advantage of is just one man’s idea that turned out to be good for everyone. I suppose everything brilliant starts from an idea from a piece of used tissue which is enriched by other ideas that can be connected to it just like database that made to be available online for other online users.

**What I have learned:**

- Who Joshua Schachter is
- What del.icio.us is
- What Web 2.0 is for Schachter and del.icio.us
- Web 2.0 is also the ability and desire with a low barrier to entry
- AJAX is not Web 2.0 because del.icio.us is an example of a Web 2.0 and it implements very little AJAX
- For Schachter, Web 2.0 is just a term for observation, not a thing
- The problem with using the term Web 2.0 is that it is vaguely used and vaguely defined which is why we can't tell if we are using it correctly
- That Web 3.0 or the Semantic Web is similarly misunderstood like Web 2.0
- Semantic Web is more about the schema of data not the Web
- Semantic Web is not the next big thing but the availability of variety of little things on the Web that will come together to change processes
- It is not about the technology but it is about the cost of implementation and the passion for ideas being an actual experience for others to be inspired in

## Chapter 14 – Ranjith Kumaran: YouSendIt

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*Yeah, some things like wikis and the YouSendIt service have more of a grassroots adoption. The way we've been successful at getting into places that otherwise would be hesitant to try our services and other third-party services is through grassroots initiatives, which means we make it so accessible that inevitably some critical mass of people will use it inside a corporation and they'll take it to the IT department and say, "Hey, we're already using this – let's figure out a way to build it into our workflow; we're going to be using it anyway." At that point, the IT group will step in and look at the hygiene behind the service.*

– Ranjith Kumaran

**Learning expectation:** to have an idea of what Web 2.0 is to experienced “heroes”

**Review:**

I agree with Kumaran when he said, “The more people you service, the more value they get out of it.” especially now that the mass wants more from the Web and that is what they always ask for. Their need online may be the need for voice and Web 2.0 allowed that interactivity and openness for users to just create their own content online which makes the users feel empowered and important in the cycle of information transfers that happened in the Web.

Back then I remember that I just go online to search for answers in my homework and that's it. Research is the name of the game, well rather, the only game users can play online then but now, they have their own portal, and they have their own sanctuary of freedom and individuality which can be seen across the world by random people who wants random stuff. Although some people seem to not grasp the benefits of the Web, they are moving towards it because the rest of the world is. People now feel like they can share anything online from their research paper to their random dance in Britney's song, “Toxic”. It is like the Web is not about just information and data anymore. It is about the people behind it and what they are actually thinking. I am certain you already encountered videos in YouTube that shows a voter's point of view about the 2008 election in the United States and that alone is an example of enabling information WITH the people behind it to be literally seen and not under the covers like back then because back then, they haven't thought that the people itself can be shared online, all there is to share is information, but that changed now. And it changed basically everything online and how we interact in the Web as both users and content providers.

I am not really a “video uploader” but I have fun watching other people be themselves online, funny or not, awkward or not, it is still content that may be needed by someone out there. It might just take time.

**What I have learned:**

- Who Ranjith Kumaran is
- What YouSendIt is
- Web 2.0 is the ability for people to easily adopt services and thus connect to more people and start more conversations
- AJAX and other programs for enhancing the User Interface are just enablers not fundamentals
- Applications that want to enable users in their desktop is a great idea for communication and collaboration
- YouSendIt has some desktop capabilities as well which keeps it as accessible as possible
- The most misunderstood concept of Web 2.0 based from Kumaran is that people thought it happened overnight which in reality, took ten years
- People did not give up on security.
- The most obvious benefit people seem to do for YouSendIt is that they endorse the website to other people
- The issues seen by Kumaran in Web 2.0 is that people think that once you don't implement the latest thing, your company is not viable or not cool enough
- The next best thing for Web 2.0 is a lot! There are a lot of possibilities out there
- Advertising HAS to be more targeted
- Semantic Web is a good thing and it will happen

## Chapter 15 – Garrett Camp: StumbleUpon

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*As messed up as our cell phone service is in the United States, I can't imagine us in a situation where we always have connectivity – I'd love for us to get there. I don't know when it's going to happen; if you're willing to pay enough, you can get it, right? I just don't see the average person being connected continuously, with the exception of through their mobile device. In developing countries, mobile is the way most people connect to the Internet. Although there's a lot of innovation and excitement around Webs 2.0, certainly in Silicon Valley, the mobile investments are starting to pick up again. The first wave of investments may have been too early; I don't know what it was. I don't know if this next wave is going to stick, but if I were looking at where the real opportunity to reach the majority of the world is, it's not going to be in the PC in the home.*

*– Garrett Camp*

**Learning expectation:** to have an idea of what Web 2.0 is to experienced “heroes”

**Review:**

It's official, well people seem to say it too much so here it is, “Now, you can pretty try whatever you have in mind” so it is all about the idea now, the cost of implementation is cheaper especially with all the possibilities available when you are online. Pretty much everything is being offered online so you can get your tools from there and start of your own company or something.

Camp mentioned some good points with regards to this and also about privacy and enabling ideas to come alive and earn from it. Similar to what they did with StumbleUpon which I think he tries to put out there so we get more idea of what we should do with our ideas and how can you be responsible for the privacy of your probable users.

It was discussed in our class already that all we need now is a great idea and you are good to go. I guess now we have much resources to start something up unlike before where it is both costly and time consuming so who would not be interested in that? An example of a breakthrough in Web 2.0 is YouTube. It is a website that allow people to share random videos they have to everyone who wants to see it. who would have thought of that? I think that is just the smartest idea there is because people are fond of media particularly photos and videos of people we know, people we don't know, and people who wants to know us. YouTube is basically a social network not only for people but their video resources. They can share whatever and whenever that may contain subjects like robots, empty cans, underground videos, music videos, anything! Anything can be out there EXCEPT if it contains too much of an adult content. YouTube, the way I see it, still need more content protection because some videos still leaks out there. Anyhow, the idea of having an online place for people to upload their videos and let others see and comment on it is something we never expected to come about back then. Maybe now, people just feel too much of their home and of themselves whenever they are online so they will rather share their funny videos online than with their friends in the real world which means the Web truly enable everyone to be themselves.



**What I have learned:**

- Who Garrett Camp is
- What StumbleUpon is
- Web 2.0, based from Camp, is more interactive because websites nowadays have more online user participation than what they have years back
- Web 2.0 is more of a marketing term than a technology thing
- The LAMP (Linux, Apache, MySQL, PHP) platform has enabled a lot of great features for Web 2.0 at a lower or no cost at all.
- Building apps interactively is the big thing now which is why Open Source has enabled Web 2.0
- Web 2.0 is just a loosely defined term
- Personalization and social graphs are the “new wave”

## Chapter 16 – Rodrigo Madanes: Skype

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*For me, Web 2.0 is such a complex set of technologies and enablers. The best definition is that it is the resurgence of web innovation after the dotcom bust in 2002. It was in great part triggered by some technology and the critical mass of broadband users around the world. That led to the ability to have increased communication between people, watching videos, being able to have very interactive web pages, and more. Broadly speaking, it is the resurgence in web innovation.*

*– Rodrigo Madanes*

**Learning expectation:** to have an idea of what Web 2.0 from another experienced “hero”

**Review:**

“It was honest and made me feel that if I was there, I will be curious to ask questions as well.” – My insight of how Rodrigo Madanes’ interview was for me and how enriching it is as an experience. I was motivated to read the whole interview without even realizing that I finished it already because the conversation was absolutely interesting. You can see that the interviewer also wiggled out of the track of interview because his questions are quite different from what he asked the previous “heroes”. The flow of the interview was just there. By “flow” I meant chemistry. I know it’s there because it felt to me that it is. I got the idea that Madanes stated so well and I got the fact that he truly knows something that we don’t, something that will help us more in the future, something that is not limited to Skype alone.

There were a lot of good points but Madanes pointed out communication as the aspect most affected by the emergence of Web 2.0. Communication became more direct, more interactive, less boundaries, and more information. Like with Skype, video conferencing became possible without the actual cost of it. once you’re online, you can just login, click on the person you want to talk to like your parents, relatives, or friends that lives in London, Paris, United States, Puerto Rico, wherever and click on video call. Viola! You can see that person in the monitor and same goes in his/ her monitor. You can see each other, talk to each other, share small and even big talks. That my friends is the greatest benefit of Web 2.0 that Madanes pointed out; that we can now talk to people that seem physically distanced to us and still feel that they are physically near. It is not like telephone. Actually, it is absolutely different from the communication we have with telephones because we have the benefit of seeing the person we’re talking to similar to real-time conversation.

Having the great benefit of conversation empowered now by Web 2.0, there are confusion with what Web 2.0 really is. People usually respond AJAX as Web 2.0 which is not. I guess this decade have not been helpful with explaining thoroughly the concept of Web 2.0 is but it does utilize it well and enabled people to use it which is why some people still consider Web 2.0 as something deserves not to have a definition.

#### **What I have learned:**

- Who Rodrigo Madanes is
- What Skype is
- The Web 2.0, based from Madanes, is the enabling of:
  - increased communication between people,
  - watching videos,
  - being able to have very interactive web pages,
  - Voice and video calls,
  - social networking,
  - the ability to share TV and video clips,
  - music,
  - and all those kinds of rich interactions with people
- AJAX, the Air, the Flash, and other similar technology are just components that put Web 2.0 now in the map but it is still not Web 2.0
- The most important thing about Web 2.0 is the impact it caused to change this decade
- The common misconception about Web 2.0 is that it is AJAX or other similar technology
- Although the Web became way easier with Web 2.0, people still don't see the connectivity, mobility, and interactivity that it presents fully.
- The wave of innovation will probably be telecommunications.
- It will continue to develop in term of the migration of standard telecommunications to Internet technologies; a different form factor.
- From Madanes, SaaS or Software as a Service is a fact and they are enabling it already

## Chapter 17 – Rod Smith: IBM Corporation

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*Today's business folks are discovering emergent business opportunities and asking how they can harness these opportunities quickly to add new value.*

*And they look at the potential Web 2.0 offers in terms of the mash-ups, for example, where domain experts collaborate and assemble new solutions in days or weeks – especially line-of-business and IT folks – and they've realized that, as businesses, they've put up barriers toward quick innovations.*

*Businesses want to create the same kind of culture and capabilities Web 2.0 is enabling – inside their enterprises.*

– Rod Smith

**Learning expectation:** to have an idea of what Web 2.0 from another experienced “hero”

**Review:**

It is true that IBM has been around almost “forever” because I can't seem to think when I started hearing about it.

This interview didn't quite get my interest up and running but it did put out ideas that I never heard from prior interviews. I suppose the company itself planted such knowledge to be cultivated by their employees. Smith mentioned that “Web 2.0 is that intersection of social changes, economic changes, and technology changes. It's about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they've ever had before. Users want to share information, and in the past did not have a cost effective channel with which to do that” and that it offers them that and they seem to resonate quite well with it. Line-of-business people need to be involved in the decisions of publishing and making that information available. All of which is true – on the business side I mean.

Smith explained Web 2.0 benefits on the side of the business, not really on the side of consumers. It presented ideas that will make the consumers interested in starting their own business in this generation where Web 2.0 already enabled too many possibilities and will certainly continue to do so in the future which is why IBM is developing ways to enlighten their consumers to actually go for a start up and show them the level of difficulty in starting your own business in the Web 2.0 decade. Smith also explained how businesses nowadays work particularly, “pollinate”. Businesses and business people see this time as the perfect chance to cross pollinate to other similar or totally different line of business and industry because of the turn in any aspect of the market.

There will be a lot of innovations that will directly affect the business side of the industry such as, as mentioned by Smith, architecture, start-ups and technology. It is never a sure success if you incorporate technology in your process of business but it is a sure placement for your business in the world where technology almost reach the power of dictating where you stand and where your company will probably stand in the future.

**What I have learned:**

- Who Rod Smith is
- What IBM Corporation does
- Web 2.0 is the ability for people to easily
- Smith's definition of Web 2.0
- The use and the usability of remixability now
- There are always barriers. Barriers to information and barriers to information access
- Consumers are definitely more open to Web 2.0 now compared to back then because now, they actually see the change and experience it
- Consumers will be driving businesses in two ways:
  - One is that we show businesses that it doesn't take 18 months to respond to a new opportunity
  - Getting their lead customers and their people together and really cross-pollinating ideas that a business can try to turn around and harvest and harness and go to market with quickly.
- "Web 2.0 really does bring customization costs down to a level that I think makes it feasible to really innovate fast."
- People will eventually remix a lot of technology

## Chapter 18 – Tim Harris: Microsoft Corporation

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*From the business model side, there is advertising, digital distribution of games, and the ability for game publishers to sell additional content on top of the games they sell in a box model, so new business models are definitely there. And then from a social model, people have their friends list, they can voice-chat with one another, they can text chat with one another, they can meet up with their friends in these virtual spaces and play games. So I would submit that that is Web 2.0 in the sense of looking at it from the three pillars in so far as we've taken Xbox Live and integrated it with things like our web front end.*

– Tim Harris

**Learning expectation:** to have an idea of what Web 2.0 from another experienced “hero”

**Review:**

Among Harris’ ideas particularly with Microsoft’s approach to attaining its place in technology, I agree when he said that developers nowadays should be businessmen.

I am taking up Information Systems and based on what I’ve been learning so far, it is a must to know a lot, not just little, but a whole a lot about business and its concept. Our curriculum basically involves both the business side of the industry and the side where in we stay in front of our workspaces and we code – for days. I noticed that our professors don’t just ask to code, not just that, they ask us to code with value. What do I exactly mean? Coding or developing software is not something we should do because we have to, we should do it because we know it will serve purpose to other people, particularly companies because we are focusing on the corporate level programming. We are being trained to develop software that will improve the process of a company and not just produce it just to earn money. Also, they teach us how to sell it. I know I didn’t sign up for Business Administration but they make sure we, the students and developers at the same time, know what our product is, what it does, and why should they buy it. they had to make sure that once we go out there, we know how to develop something of value to other people and at the same time, we know how to present it to them well and clear.

I learned that lesson the hard way because we have to admit, once we hear the word programmer, we think someone that is just in one room, barely getting enough sunlight, facing the computer and just being a wiz about it. That was a programmer’s definition then, but now, it is different. We are made to be talkative, it’s not like we are not, but in a smart way. No, I’m not lifting my own chair here but basing it in the way we are being taught nowadays, our knowledge is not limited to programming, to coding, but we are trained to also think like businessmen, to act as one and to become one.

**What I have learned:**

- Who Tim Harris is
- What Microsoft does
- “There is everything from simple mashups with the Live platform, especially with mapping and stuff like that, all the way up to people building full-blown desktop applications that take advantage of technologies like RSS, synchronization, etc.”
- Microsoft also see its consumers to use Web 2.0 applications
- Open source, in terms of business model being available to the public, is not something Microsoft would consider but the agenda of incorporating it is still there
- Advertising is also an aspect of Web 2.0
- Again, AJAX is NOT Web 2.0
- The trouble being faced now which is hopefully trying to be fixed by developers is being connected – all the time.
- Semantic Web or Web 3.0 will definitely take time but it is hard to tell now considering that change is coming fast
- Microsoft is trying its best to adapt to the changes and demands in technology, for example, Web 2.0

## Chapter 19 – Bob Brewin & Tim Bray: Sun Microsystems

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

### Quotation:

*I think it has completely flipped around now to where the enterprise is scrambling mightily to not only serve all the needs, but to basically handle the flow of information, which is tied into what Tim was interested in here. But it is about how all this information gets into the network and then gets disseminated back to all of the people who are participating.*

– Bob Brewin

*Web 2.0 is all about information flow; whether you call it inversion of control or inversion of information flow, it all shakes down to the same thing. The things that make the Web interesting these days are the things coming in from the edges, not the things coming out from the center. If you look at any two or three canonical Web 2.0 companies – Flickr, del.icio.us, YouTube, whatever – it is all about empowering the people at the edge to contribute to the richness of the Net. It is all about a culture of contribution. These contributions impinge on Sun's business at many levels. To start with, the enterprise's traditional IT departments are our largest customers and they are in the business of building web properties. They need to think a lot about how they are going to succeed in a world where they no longer control the flow of information. They need to surf and ride on the flow of information rather than trying to fight it.*

– Tim Bray

**Learning expectation:** to have an idea of what Web 2.0 from another experienced “hero”

### Review:

True enough that this interview is really interesting because of both engineers' comments.

I guess the comment that they stated that made me think the most is when they said that whenever we think of Web 2.0, we have a notion of it being within a browser and once it is not in a browser, we think that it is not. Web 2.0 and the concept of it is honestly undefined up to now because people still either don't believe that such term should exist or if it does exist, it shouldn't be defined at all which in both cases I agree. Why? Because defining Web 2.0 is something that will make everyone chase after it. Once it is defined, we will be in a position to not have an idea about it after all because of the fact that some things are just not meant to be defined. Some are just made to live on and continually defined.

The browser label that people already accepted without a doubt is not really what we need right now in terms of Web 2.0. Now, being open and becoming people who is willing to accept change and advancement is what we should be.



**What I have learned:**

- Who Bob Brewin is
- Who Tim Bray is
- What Sun Microsystems is
- Both Tim and Bob have different views on what Web 2.0 is.
  - For Tim, Web 2.0 is all about users' contributions
  - For Bob, Web 2.0 is about being a two-way street for information
- They both have different opinions on people thinking that Web 2.0 is AJAX
  - For Bob, it is a problem with the implementation detail
  - For Tim, AJAX only improves user experience and it's not Web 2.0
- Best feature of Web 2.0:
  - For Tim, it is the reality that anyone can be a part of it.
  - For Bob, it is the beauty of being a single-entity control.
- It is people's hang over the idea of Web 2.0 that is a huge misunderstanding
- There are tons of great new benefits that Web 2.0 opened to Sun
  - For Bob, it is the client's technology which allows them to be connected almost all the time and the disk storage
  - For Tim, Web 2.0 allowed Sun to have the time to market because now, everything happens so fast
- Based from Tim, implementation with Web 2.0 is embarrassingly small but the return is quite high
- Both of them agree on one thing, Semantic Web is not something concrete and definitely not something even proven yet but it is a dream though

## Chapter 20 – Michele Turner: Adobe Systems Incorporated

**Book:** Web 2.0 Heroes: *Interview with 20 Web 2.0 Influencers*

**Library Reference:** currently not available in LRC

**Amazon:** <http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993>

**Quotation:**

*For me, Web 2.0 is such a complex set of technologies and enablers. The best definition is that it is the resurgence of web innovation after the dotcom bust in 2002. It was in great part triggered by some technology and the critical mass of broadband users around the world. That led to the ability to have increased communication between people, watching videos, being able to have very interactive web pages, and more. Broadly speaking, it is the resurgence in web innovation.*

– Michael Turner

**Learning expectation:** to have an idea of what Web 2.0 from another experienced “hero”

**Review:**

Adobe Systems is a huge name already. Everyone in the industry is sure to have heard of it and sure to have been using its products and services but if there’s one thing I am not sure was that why is it included in this interview? Isn’t adobe mostly about desktop applications? But that is where I made a mistake.

Adobe Systems focused more on enabling Web 2.0 and not primarily being Web 2.0 itself. They provided aid for it to come through and made people realize it is possible but it is not Web 2.0, it never was. They are making an effort to be one though.

Turner said that Web 2.0 is believed to give users a chance to become a part of the Web which is true. The experience that the Web gives to its online users are so open and interactive that it actually was thought to be the objective of Web 2.0 – to actually lose the distinction of using the Web and being offline with the desktop. The offline and online mentality is what Web 2.0 is believed to be all about now. Making users feel as though there is no difference between being online and offline. But how come we don’t really feel it yet? Honestly, I have zero idea but I am sure that it is coming because little by little, the developers figure out a way to make everything interactive online which is a huge step because user interface is always the one that catches the bird. The trend that Web 2.0 follows revolves around the user, the user interface, the user experience, the user content, and the user satisfaction. All about Web 2.0 is all about the online users who seek individuality, who seek their own voice, the space for it, and the ears and eyes to know about it. The patterns that they apply now in terms of architecture may still be somewhat naturally individual in nature especially to those designers, however, they all still follow a single motive – to make the online users want to use and enter their website more and more each day. It is like making a demand for those who don’t actually need it. Making a demand for communication when in fact, we already have means for communication which just takes a little bit more time and a little bit more cost. May be that is why the Web is so in demand right now, it is because it costs less money and less time. Who wouldn’t want to call a friend in Alaska when you’re in Argentina? A clear conversation that nowadays, even allow you to see the person you’re calling without the cost of recording a video, calling overseas, and printing some article about it.

**What I have learned:**

- Who Michael Turner is
- What Adobe Systems is
- How does Turner see AJAX, Adobe Air, Microsoft Silverlight, and other technologies in terms of Web 2.0
- How Adobe Flex fits in Web 2.0
- The fad itself is the most misunderstood thing in Web 2.0
- How Web 2.0 can be applied in offline devices
- The fact and fiction behind SaaS and SOA
- That Web 2.0 is here and it is happening
- The non-issue with online and offline activities
- The validity of the concept of Web 3.0 or the Semantic Web

4

## Systems Proposal



## CHAPTER 1

### Company Background



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38004 S/C de Tenerife  
Canary Islands, Spain  
Tel/Fax: 922 276330 / 922 709202 / 630033157  
Email: [kabayanbox@wanadoo.es](mailto:kabayanbox@wanadoo.es)*

KABAYANBOX S.L. is a registered company under the Gobierno de Canarias Consejeria de Economia y Hacienda with business tax identification permit number (CIF) B38788998 based in Santa Cruz de Tenerife, Canary Islands, Spain.

The company was created as a forwarding agent of personal effects, balikbayan boxes, for Migrant Filipinos working in Tenerife with plans of covering the whole of the Canary Islands.

Alongside with our regular shipments of personal effects to the Philippines, we do money remittance acting as an official agent for BPI (Bank of the Philippine Islands) Money Remittance Center based in Barcelona, Spain.

One other product is SUNSTROLLERS.COM an independent product and will work alongside KABAYANBOX as a travel company. This is to promote Tenerife and the Philippines via the internet re accommodations and local tours. A Travel Office will be created in Tenerife to address clients' needs.

The company will be known as KESP (Espania) with future business openings in Italy (KITA) and the United Kingdom (KUK).

## *Mission/Vision*

Our vision is to bridge culture and tradition.

The company's mission is to showcase the best of Philippine products and produce. By supporting the small cottage industries in the Philippines, we hope in a small way to help market and provide a means of livelihood to a small group of talented artisans' in the Philippines.

We look forward to our first import of the best handpicked products from the Philippines. As a cargo forwarder, we were able to encourage hard working migrant Filipinos, especially in Tenerife, to send gifts i.e. food and other local products to their families in the Philippines. Apart of their monthly financial help to their families.

To help further the community, we were able to tie up with a reputable bank called BPI (Bank of the Philippine Islands) the most prominent bank in the Philippines. This bank facilitates our Money Remittance service via BPI Barcelona giving the migrant workers better exchange rates and value for their money. We guarantee the cheapest service rates compared to other competitors. In return, we do our best to give back something to the community. We have allocated a certain portion of our income to help the community. We offer free shipping of personal effects for migrant workers who lost a family member. We have a larger place to encourage the community (please see photograph enclosed) to use our facilities.

We will have a Filipiniana section. This will have a small library containing reading materials on Philippines. We will be subscribing newsletters issued monthly from Filipino Communities around Europe. One project is local community integration. We will have Spanish language classes and seminars through the local government key speakers. Also, a weekly Sunday mass is what we hope to achieve.

So one way of giving back to the local government, we created SUNSTROLLERS.COM. This company will work alongside KABAYANBOX in providing service and promoting culture. Our future staffs will be highly trained customer service people. They are expected to attend Travel and Trade Shows to further their product knowledge and confidence.

KABAYANBOX S.L. is a young, bold and dynamic company who is not afraid of change within the business world in providing excellent service to all its customers and providers. It will be a multi cultural company. Our total commitment to bridge culture and tradition.

We will be a service provider with difference.

### *Background or History*

KABAYANBOX S.L. was created as a center for Migrant Filipinos in the island by providing them with the services they require such as balikbayan boxes and Money Remittance. We do regular shipments of boxes for the Filipinos to their families in the Philippines. A cultural trait for overseas Filipinos who enjoys sending gifts, clothing and other personal things regularly to their families in the Philippines. This can only be understood by someone who knows the culture itself.

The company is a partnership / co-ownership between Filipino Nationale, Johnny Tomo, and a Norwegian Nationale, Per Bakke.

Don Per Bakke has been living in the island for more than 30years. A well known figure within the Travel and Tourism Trade in the Canary Islands. One main reason why the company was created in Tenerife. He will spearhead the creation of SUNSTROLLERS.COM accommodation and travel company. Please browse through our long standing website waiting for its launching.

Johnny Tomo, a british resident for almost 15years. He will help to organize the Filipinos in the island. One of the core points why this company was created.

Our new business location in the city will further boost the Filipinos morale in the area with a larger business space to further give them the best service they need a place where they can meet and do their weekly meetings point rather than in public parks.

Our future Filipiniana section will surely promote more of Philippines to the locals. We will be selling Philippine products and produce.

This whole pilot scheme will be copied and introduced to the United Kingdom and Italy subject to the success of our pilot program in Tenerife, Spain.

*Products and Services*



*Filipiniana*

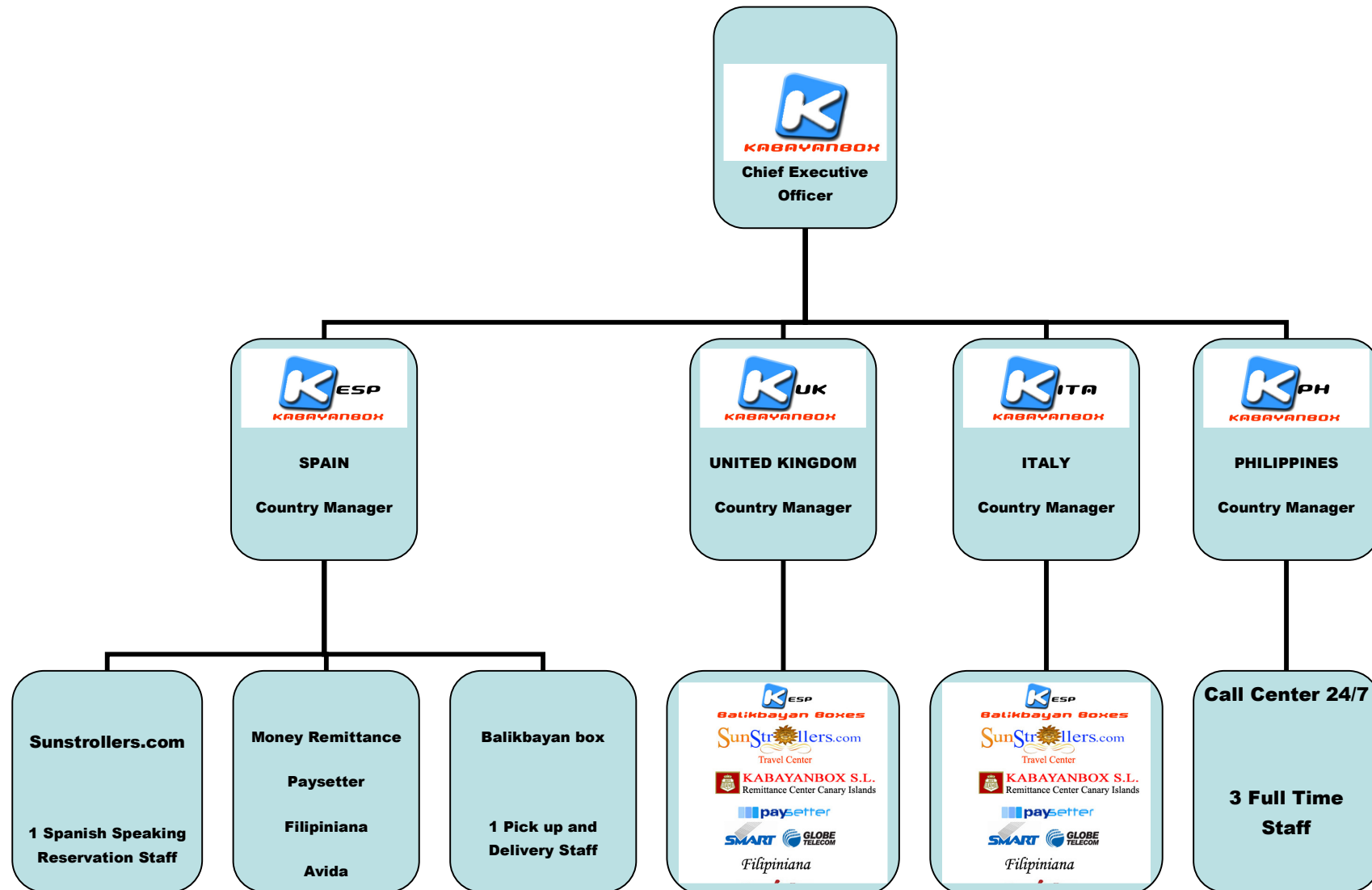


*Number of Customers:* 100+ regular customers

*Number of Transactions:* 60 to 80 OFW Customers per shipment



Organizational Chart (as of July 2007)



## Statement of the Problem

Being both a store and a package shipment company for years, the Kabayanbox mostly performs their Package Placement System under the Operations department traditionally for a more hands-on approach.

### *Processes that oppose adaptability:*

- Filing and purchasing boxes for placing a package consume much time mainly for those clients who were considerably prefer to be less active.
- Waiting for the package to be prepared and finalized by the customer also consume much time. Its instance to become more tedious makes the process even more costly for both customers and Kabayanbox.
- The need for more advertising.

### *Processes that reduce efficiency:*

- Repeating transferring, checking, and reconfirming of the customer's package by the Sales Clerk, who performs the task of maintaining all possible communication as possible with customers, to the necessary personnel increases the cycle time especially when the company is managing more placement of package than the usual. This requiring of much time determines the wait for confirmation of the client.
- Not having any file support system that will enable a computerized record to be more accessible for further updating of customer information and transaction only make the company more liable for inaccurate details.

This led the analysis team to confine the study within that department specifically on the processes of purchasing the boxes necessary for the shipment, requesting for package pick up, and storing the actual package for the shipment quota. In response to the firm's mission to serve the clients to the fullest and create an environment where the client's needs comes first, the analysis team aims to provide options for the improvement of its decelerating efficiency and adaptability.

## **Objectives of the System**

The goal of the study is to set an overview of the possible changes for the enhancement of efficiency and adaptability to the changes in the way the market wants their package to be processed. In order to achieve such goal for the benefit of the company, the analysis team intend to:

- Move from meeting basic requirement to exceeding expectations
- Adjust and adapt to changing customer needs
- Provide nonstandard activity to meet special client need
- Reduce total cycle time
- Remove unnecessary administrative tasks, approvals, and paperwork
- Minimize wait time per unit
- Eliminate or combine activities which are performed in several part of the system
- Combine similar forms
- Assure the safekeeping of the forms.

## **Significance of the Study**

Aware that the Package Placement System within the Operations Department performs a significant role in the relationship and agreement of the customers and prospective clients with the Kabayanbox in mind, a study on the Package Placement System does not only define the actual internal threats in the present processes of the company but it also identifies the aids and the barriers to the goal of slowly boosting the efficiency and adaptability of the system. Because Kabayanbox does not advertise their services nor apply any other technology, the current system is the only point where clients can inquire about them, thus opening more opportunities for the improvement of the firm and adapting with the needs of the clients. Also, once the clients apply with the new modified system, the experience of the effortless process of placing their packages and confirming to ship them in an account should guarantee the client's trust. Gaining the client's trust and serving them with preeminent satisfaction will bring the company on step closer to the vision of being the number one Filipino focused package Shipment Company in Spain.

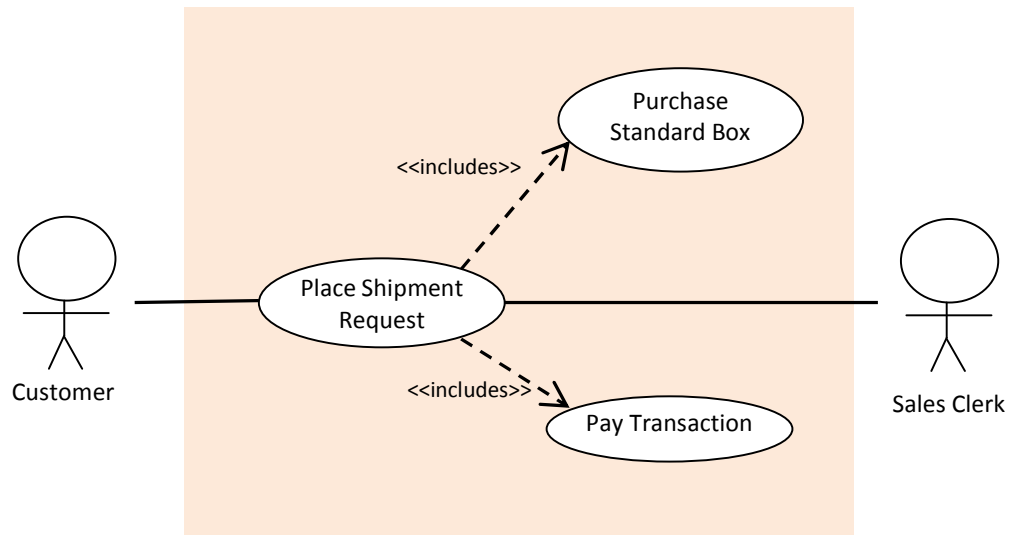
## **Scope and Limitation**

The study on the Package Placement System of the analysis team concentrated on the processes of allowing a customer in updating existing information and new clients to apply for placement of their package. Although the study included the placing of packages of customers and preparing their packages, it did not encompass the computation and the recording of all transactions and the payment of the company to the actual shipment company. Kabayanbox being only an intermediary for customers who seek to place their packages to be shipped is the only concern. The physical shipment will be liable to the shipping company contracted by KAbayanbox which ensures safety and time bound delivery of goods and services.

## CHAPTER 2

### Use Case Diagram

#### Package Placement System



#### General Description:

Package Placement System of Kabayanbox S.L. deals with manual buying and selling of standard boxes needed for shipping along with the transaction required in it.

#### Primary Actors:

##### *Customer:*

The customer is the one who will pay for the shipment request of the package.

##### *Sales Clerk:*

The Sales Clerk accommodates the customer and records all the transaction. He/she is also assigned to answer the confirmation whether the package prepared by the customer is ready for pick up. Once the package arrived in the head office, the Sales Clerk will now update the inventory.

**Use Case(s):***Place Shipment Request:*

The shipment order can be finalized with the Sales Clerk once the customer decided to ship it. The placement of shipment request will only take place once the customer paid for the transaction and purchased the standardized box available in Kabayanbox Head Office.

- *Purchase Standard Box:*

The customer has to purchase the standard box because this signifies that the package is about to be shipped by the Kabayanbox S.L. with safety of course.

- *Pay Transaction:*

Prior to any package shipping placement, the customer has to pay first and negotiate with the Sales clerk with the other details necessary for the package to be shipped.

## Process Walkthrough

The customer will personally go to the main office



The customer will purchase a box



A Package Placement  
form will then be filled  
out



The customer will  
prepare the box at  
home





Will then call the Sales Clerk to confirm pick up



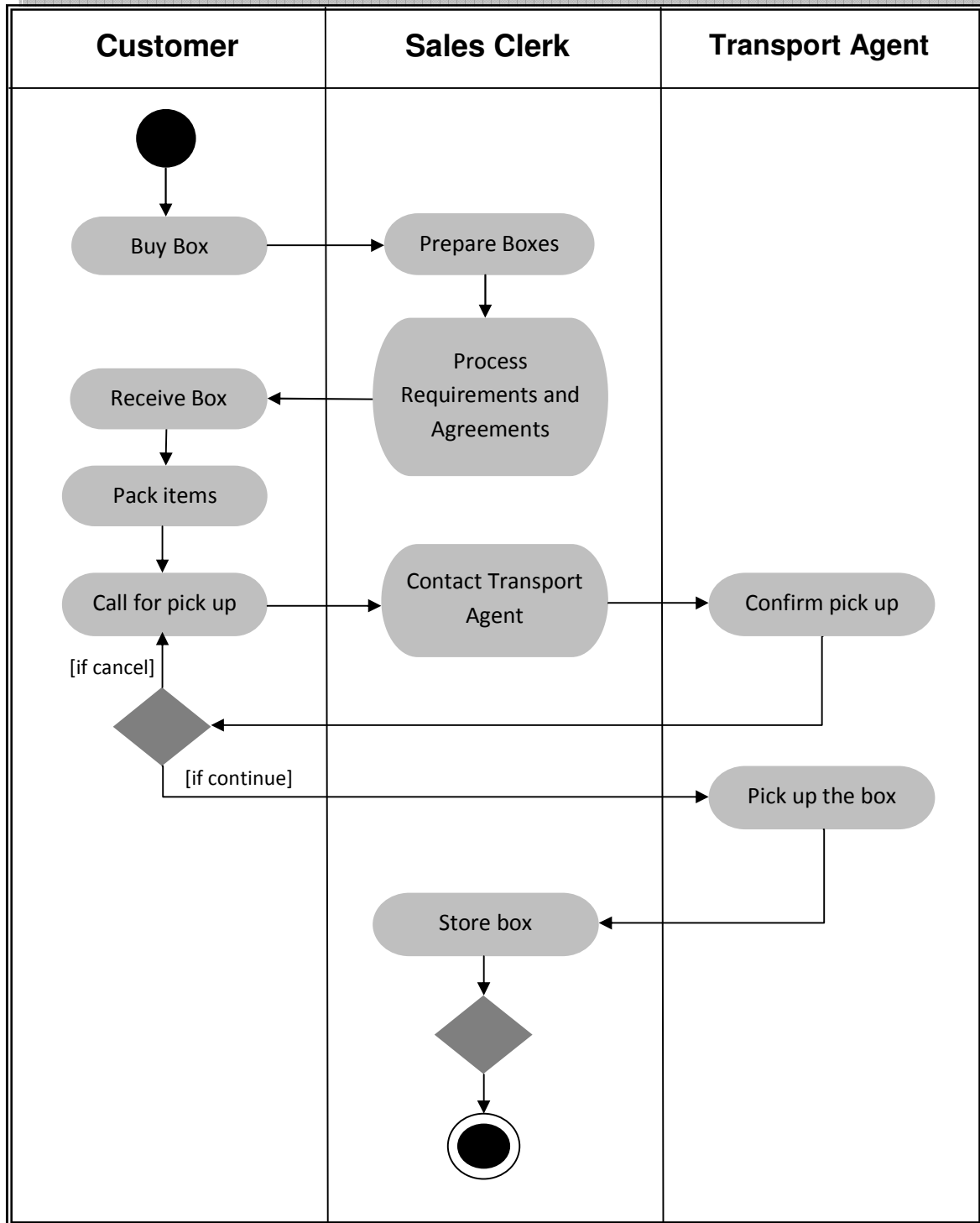
The Sales Clerk will call the hired workers to pick up the box from the customer



The package of the customer will be stored and ready to be shipped.



**Activity Diagram**  
**Package Placement System**  
**(Place Shipment Request)**



## Narrative

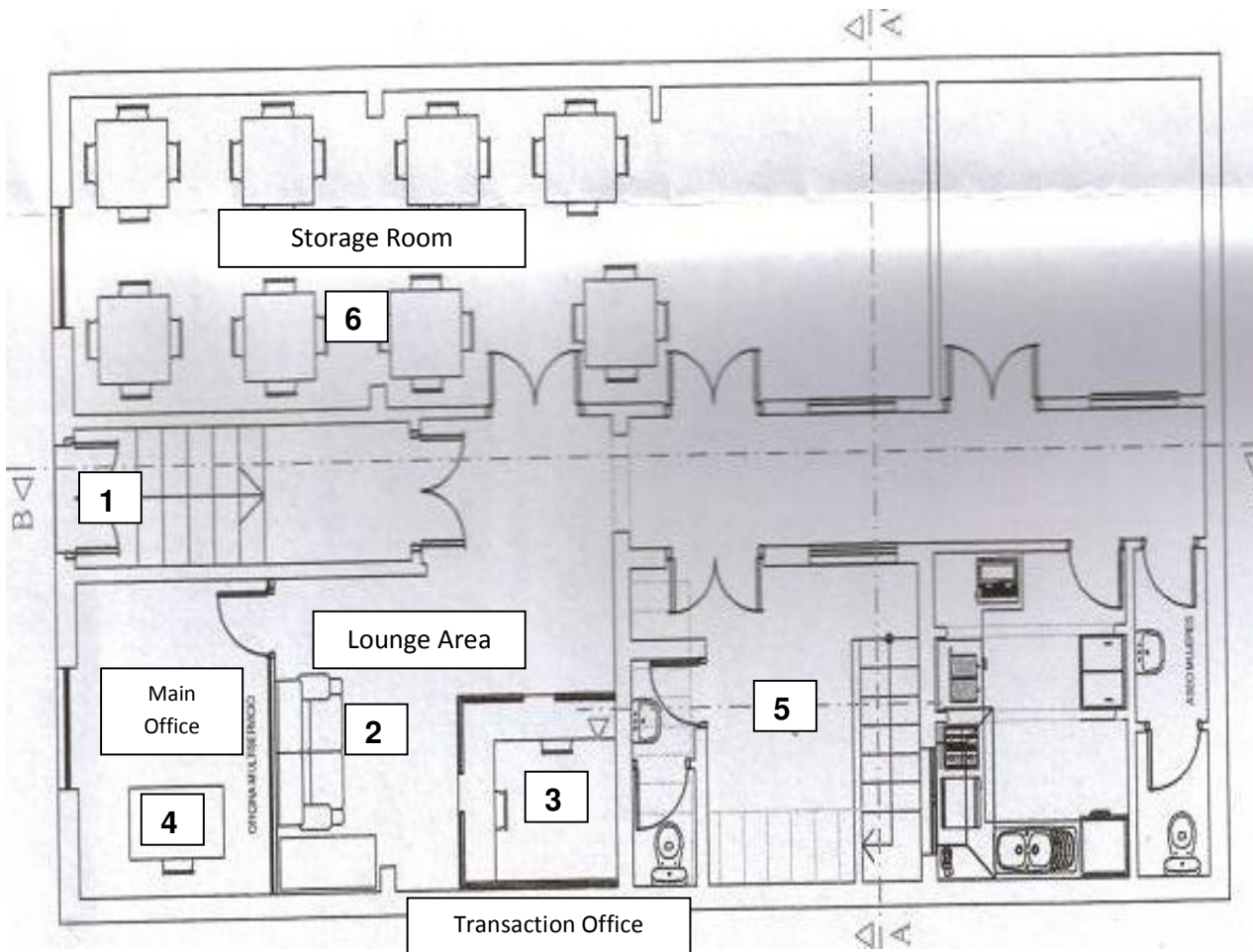
1. The **customer** will buy boxes of their choice from the main office of **Kabayanbox S.L** at Tenerife, Canary Islands. It depends on their items if they want to purchase 2 or more boxes. Regarding about the weight of the box if there will be an extra charge. Also, it is optional to buy the tape for packaging.
2. The **sales clerk** and the customer will have a transaction regarding on how many box they purchase, how much is the weight of the box. And all other requirements of the company. The customer comply all the requirements of Kabayanbox S.L for the issues of loss or damage and must also comply with the shipping company who is responsible for shipping their items.
3. Customer will pack all the items that he/she wants to deliver. When it's finished, the customer will call the main office for pick-up.
4. The assigned clerk in main office will call the **Transport Agent** or their hired people specifically to pick up and transport the package to the main office.

Note: As Kabayanbox S.L wait for the packages to reach the *quota*, they will contact the **Monark Customs Brokerage Corporation** who is responsible in forwarding or delivering the customer packages all around the Philippines. Kabayanbox S.L will confirm Monark that there will be arriving boxes.

### Process Time vs. Cycle Time

Activities	Process Time (min)	Cycle Time (min)
1. Buy box	2	3
2. Prepare box	4	5
3. Process requirements and agreements	5	6
4. Receive box	1	2
5. Pack items	20	25
6. Call for pick up	4	5
7. Contact transport agent	2	3
8. Confirm pick up	3	5
9. Pick up box	5	7
10. Store box	5	10
<b>TOTAL</b>	<b>51 min.</b>	<b>71 min.</b>

## Geographical Flowchart



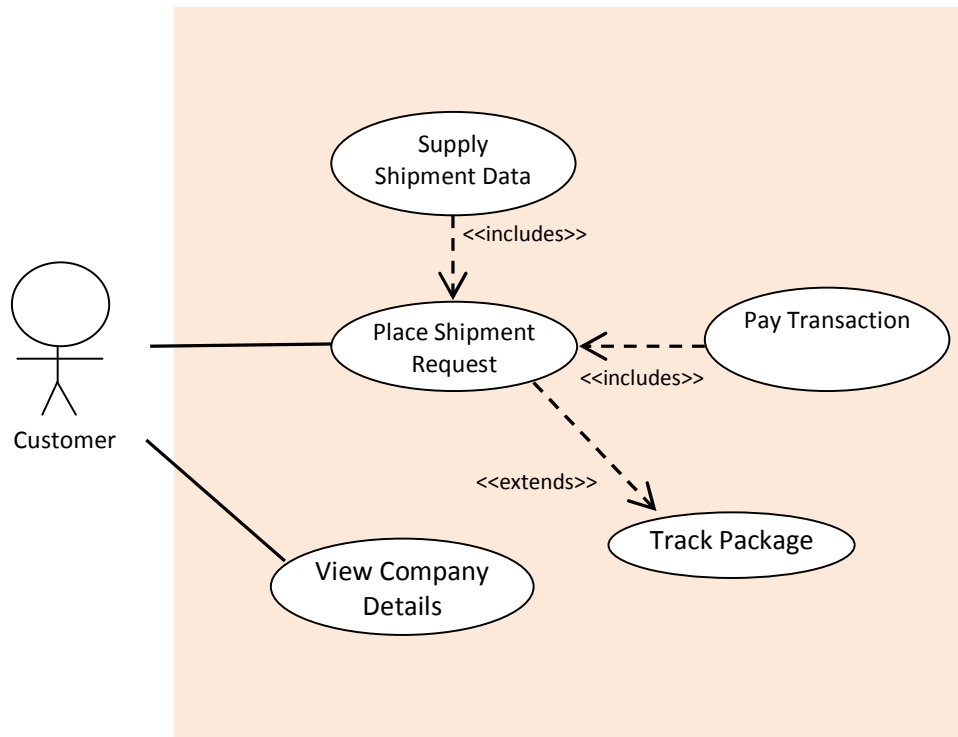
## Chapter 3

**Table of Recommendations**

Problem	Recommendation	Affected Activity
Time consuming repetitive tasks such as cuing the sales clerk for the package to be picked up and cuing the customers for confirmation.	<ul style="list-style-type: none"> <li>Kabayanbox SL's own E-Commerce Website which contains information about the company, details on how to place a package, online application for package placement, shopping cart for boxes and other materials, online payment transaction, and an interactive tracking system that will enable the clients to always keep track of their package and at the same time, have an assurance that it is on the way to its destination.</li> </ul>	It is more of an additional system on the side of the company, not reengineering nor improvement. However, it will greatly affect the existence of the following activities due to its availability online:
The need for more advertising		
Lack of a file support system that will serve as an accurate record of all transactions	<ul style="list-style-type: none"> <li>Not only that this Website will open doors to Kabayanbox in terms of marketing but it will also serve as an online Enterprise Resource Planning Solution which will be designed to coordinate all the resources, information, and activities needed to complete business processes such as order fulfillment or billing. Having it available online will make it accessible and easier for the manager to have an accurate record of all the transactions.</li> </ul>	<ul style="list-style-type: none"> <li>Buy Box</li> <li>Process Requirements and agreement</li> <li>Call for pick up</li> <li>Contact transport agent</li> <li>Confirm pick up</li> </ul>
Slow package placement process		

## Use Case Diagram

### Kabayanbox Website



#### General Description:

This is the Kabayanbox Website made to accommodate and place shipment requests via online transaction. With far more accessibility and promotional benefits that will reach out to a wider range of markets, this website will soon grow into the hearts of existing and probable customers of the Kabayanbox S.L.

The Kabayanbox Website is simple and user-friendly. All the customers interested in placing packages for shipment will just have to go online, type the Kabayanbox URL and register by clicking a single button then supplying personal details, shipment information, and confirmation. Upon the customer's confirmation of the shipment details, he/she has the option of paying it online and once it is paid, a tracking code number, which is generated automatically, will be given. This will enable them to view their package's status and stop giving them the feeling of security and control over their shipment.



**Primary Actors:***Customer:*

The customer is the interested customer initially online to view the Kabayanbox Website. The customer can be:

- A PayPal account holder for online transactions
- An existing customer who wants to track his/her package status
- A probable customer requesting a view of his/her package shipment quotation
- Anyone who heard and curious about Kabayanbox' new Website

**Use Case(s):***View Home:*

The homepage of the Kabayanbox Website contains the main information and a bird's eye view of the whole content of the website. All the features provided online are technically here and just a click away.

*View Company Profile:*

The Company Profile can be viewed by clicking on its button in the website. It contains the Mission and Vision, and the History of the Kabayanbox.

*View Company Partners:*

The logos, with direct links, of all the Company Partners of Kabayanbox are automatically displayed in the homepage.

*View Products and Services:*

The complete list and description of the Products and Services can be viewed by clicking on its button in the website. It displays the name of the products and services including a brief description and the rates of each.

### *Place Shipment Request:*

The customer has the access to Place Shipment Request online through the Kabayanbox Website. This page contains few textboxes to be filled out by the customer necessary for the package shipment to takes place.

- *Supply Shipment Data:*

Once the customer wants to request a package shipment or any of the products and services provided by the Kabayanbox, it is essential to provide all the required details for the shipment to come about such as personal, shipping, and PayPal account details.

- *Pay Transaction:*

If the customer agrees to the Terms of Services of Kabayanbox and still decided to continue with the placing of package shipment, he/she has the ability to just pay online through his/her PayPal account.

- *Track Package:*

Upon paying the transaction online, the customer will be given a generated tracking code in order to view the status of the package anytime, anywhere.

### **Detailed Narrative:**

1. Customer visits the site. He/ She will automatically be diverted to the homepage of the website. The Homepage of the website includes the following options the user may click on.
  - ✓ Brief Background of Kabayan Incorporated including the organizational chart
  - ✓ Company Partners
  - ✓ Product and Services
  - ✓ Rates
  - ✓ Zones supported

✓ Contact Details

✓ View Shipment Status

2. Then registers for the transaction. Listed are the following information prompted to be filled by the user.

- Fills out personal information of the customer. His Last Name, First Name, Contact Number, Home Address, E-mail Address. This primary information would be used to reach the sender of boxes being transacted to us.

NOTE: From now on, from time to time, there will be a cancel button present in the page asking the user if he wants to continue or not. If the cancel button is selected it will always be directed to the home page of the website.

3. If continue is selected, after the filling the personal information page, now the user will be inputting shipping information. The shipping information details are vital information which would be used by the Kabayan to inform them to whom and to where boxes being transacted will be transported. Without this relevant information Kabayan will no longer give their service to the customer since the company has no information on where to ship the boxes. The following are the questions for the shipping information:

✓ Full name who will be accepting the shipment

✓ Address of the place of delivery

✓ Relation

✓ How many boxes to be sent

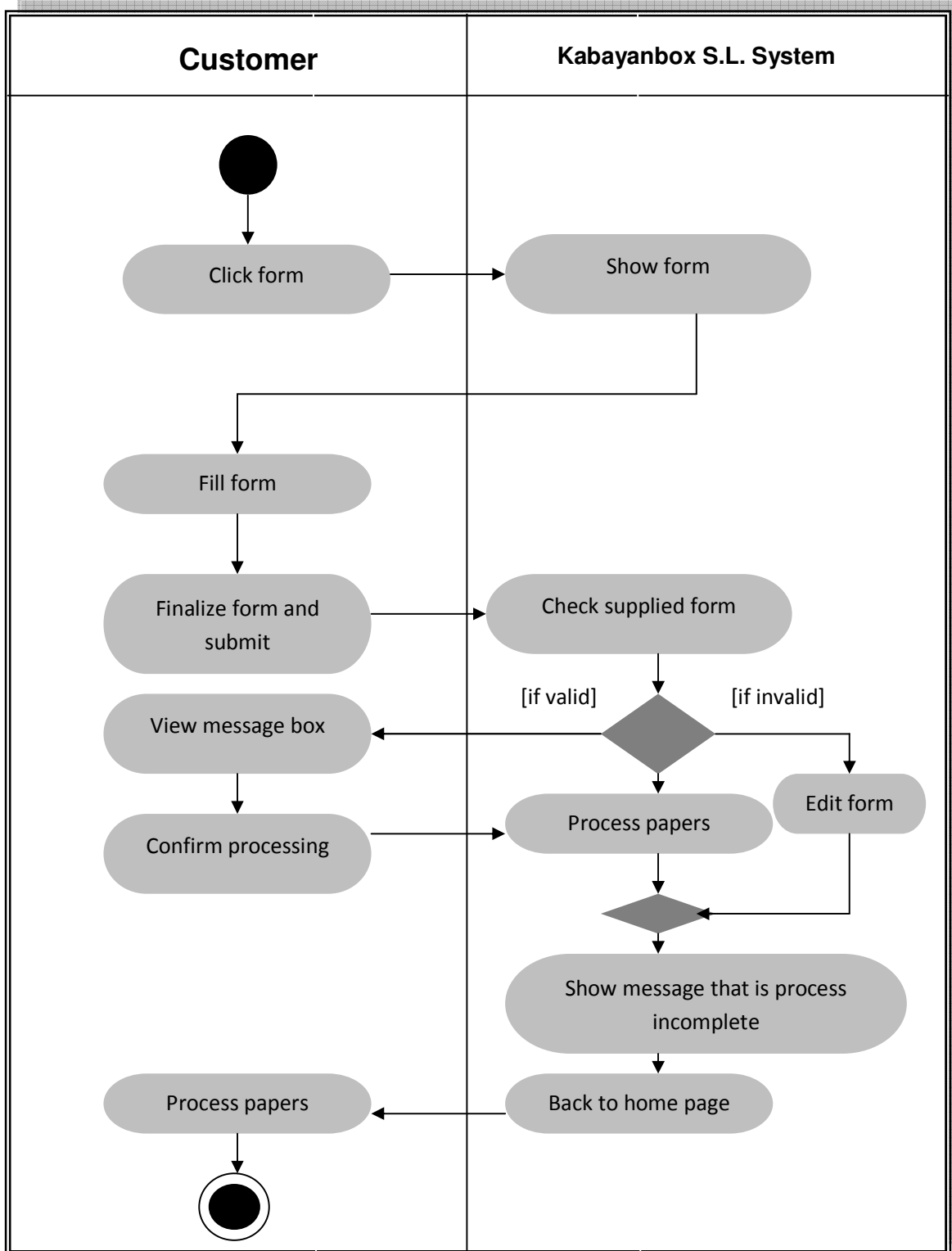
4. After having the necessary information about the shipment venue, the user would be able to view the estimated quotation on how much he would be paying for the shipment of his goods. The value would vary on how many boxes he had pointed out he would be sending.

5. If the customer agrees to the price delivered to him on the quotation, he will fill the necessary information of the payment terms. We have assumed that the customer will be paying in pay pal.

6. Once necessary information is given for the PayPal, the website connects to the PayPal and confirms the PayPal account if it is authentic and real.
7. Then, the PayPal validates the account. If it is valid, it will perform the operation. On the other hand, if the PayPal account the website will automatically go back to the page where it is asked to input information for the payment for PayPal.
8. If the PayPal transaction succeeded, the customer will be given a tracking code where he can track the status of his shipment. The tracking code will be generated by the server of Kabayan.
9. Finally, the customer will get to view his registration details. Anytime he has the right to know the status of his shipment by just going to the company's website and click on the button, "view my shipment status".

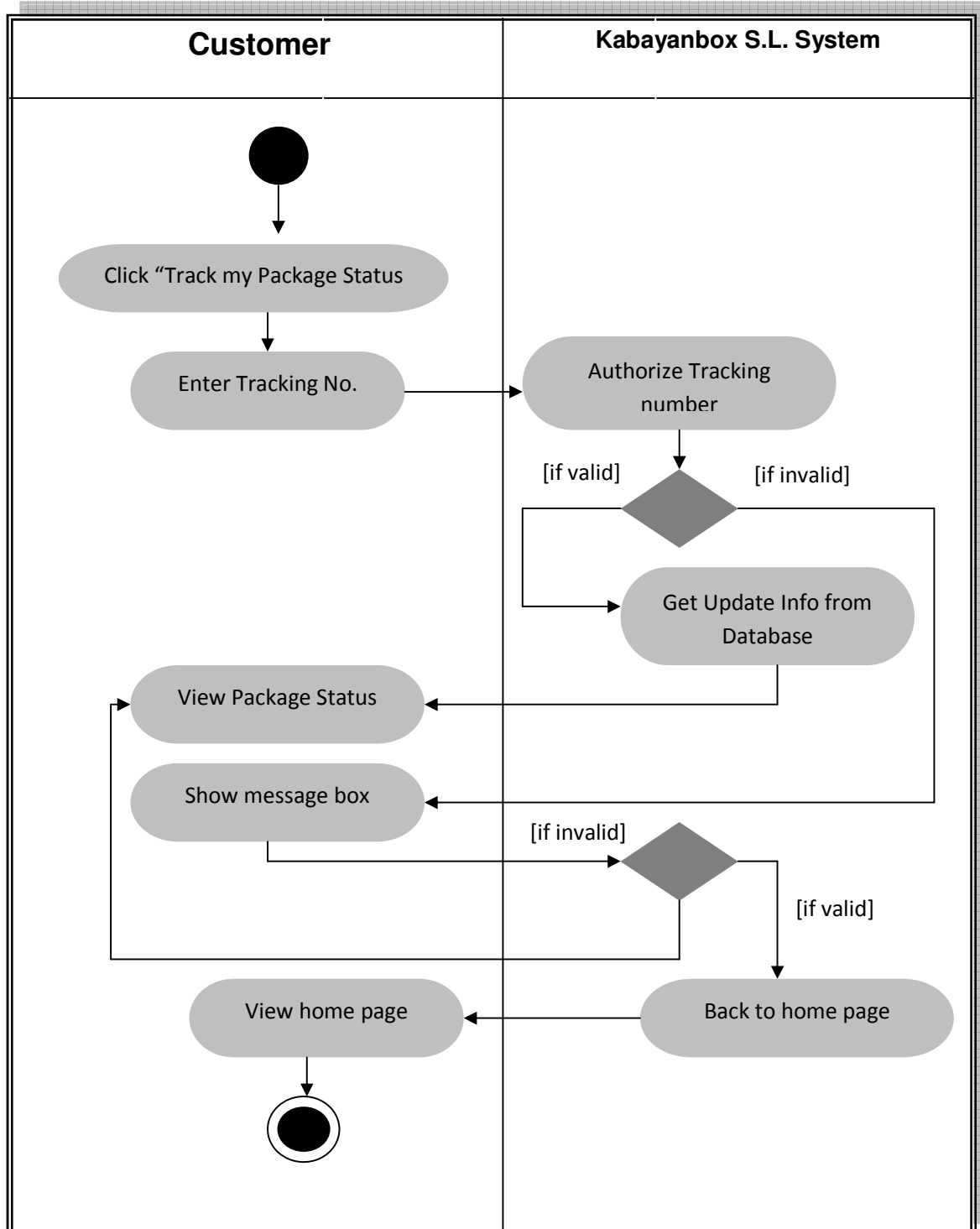
## Activity Diagram

### Kabayanbox Website (Supply Shipment Data)

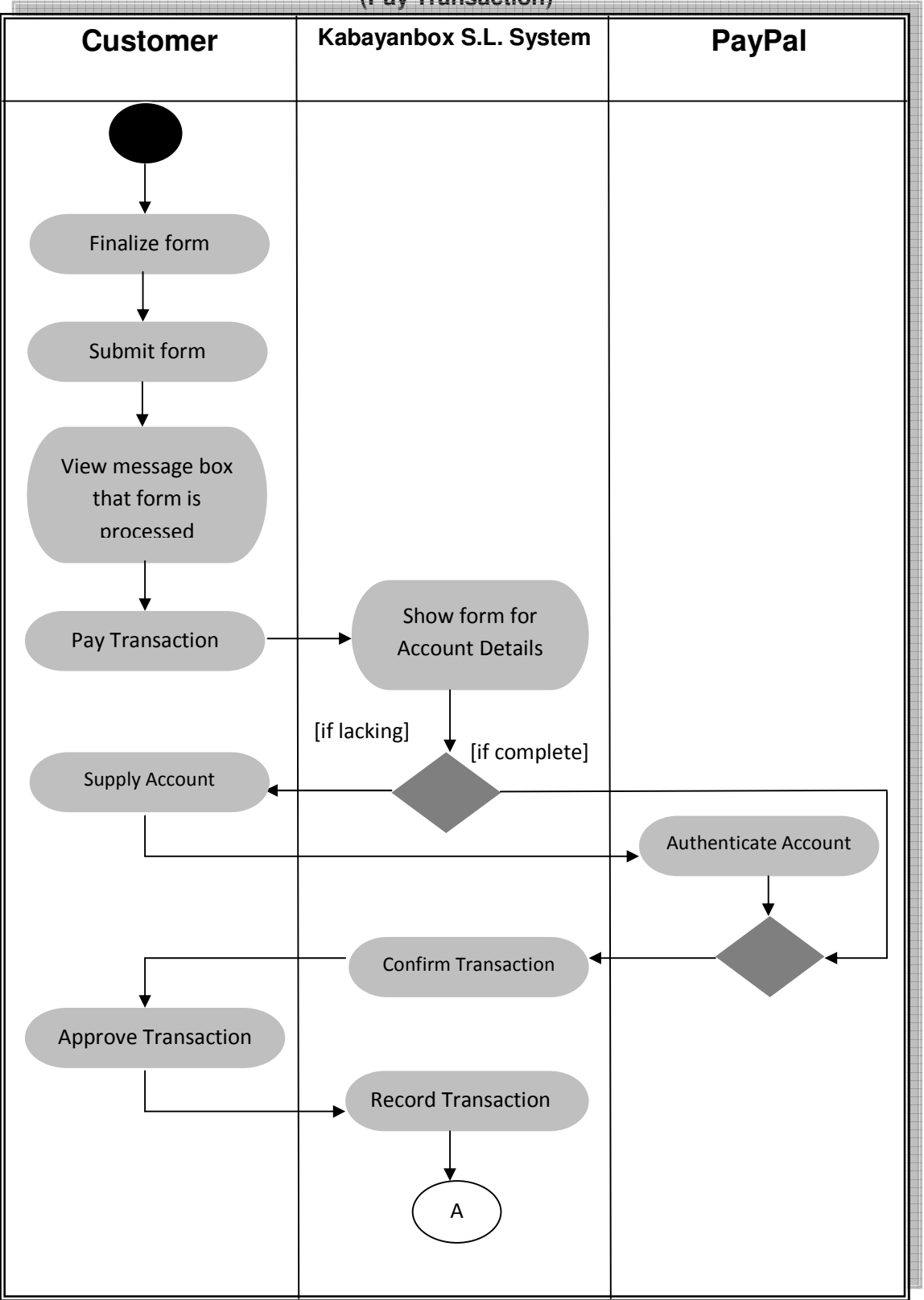


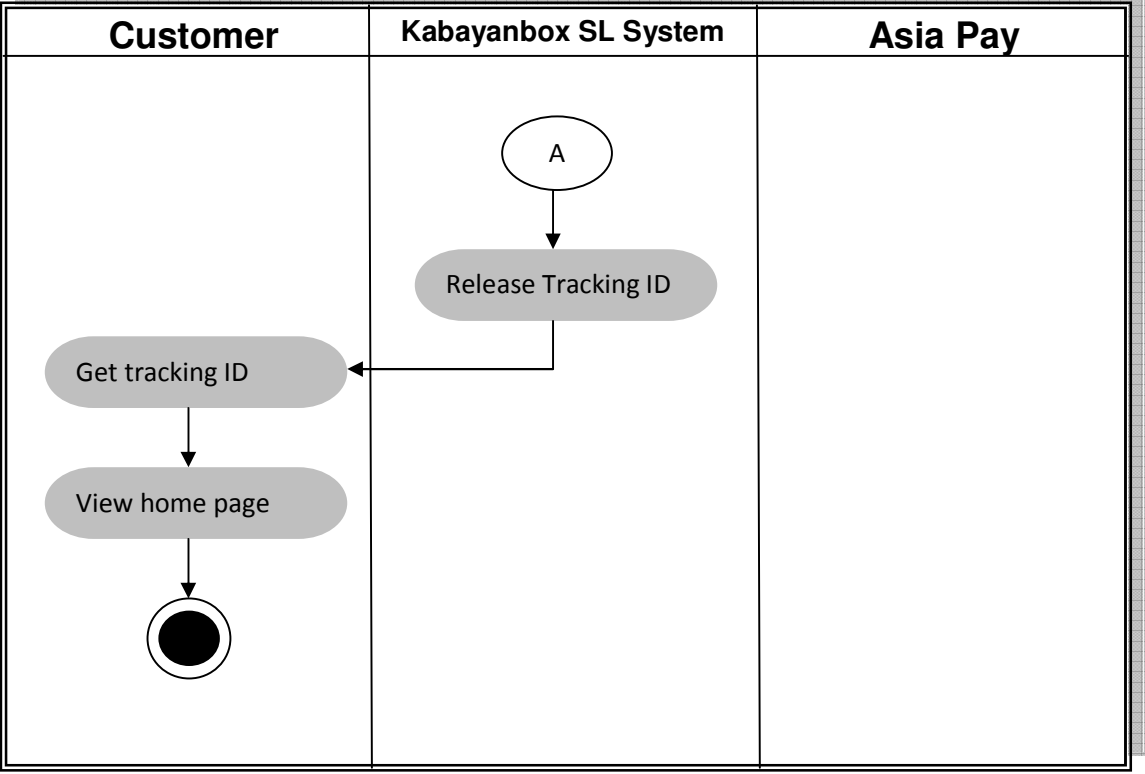
## Kabayanbox Website

### (Track Package)



Customer	Kabayanbox S.L. System	PayPal
<pre> graph TD     Start(( )) --&gt; Finalize([Finalize form])     Finalize --&gt; Submit([Submit form])     Submit --&gt; View([View message box that form is processed])     View --&gt; PayTrans([Pay Transaction])     PayTrans --&gt; SupplyAcc([Supply Account])     SupplyAcc --&gt; ApproveTrans([Approve Transaction])         </pre>	<pre> graph TD     ShowForm([Show form for Account Details]) --&gt; Decision1{ }     Decision1 -- "[if lacking]" --&gt; SupplyAcc([Supply Account])     Decision1 -- "[if complete]" --&gt; AuthAcc([Authenticate Account])     AuthAcc --&gt; Decision2{ }     Decision2 --&gt; ConfirmTrans([Confirm Transaction])     ConfirmTrans --&gt; ApproveTrans([Approve Transaction])     ApproveTrans --&gt; RecordTrans([Record Transaction])     RecordTrans --&gt; End((A))         </pre>	<pre> graph TD     AuthAcc([Authenticate Account]) --&gt; Decision2{ }     Decision2 --&gt; ConfirmTrans([Confirm Transaction])         </pre>







## Activity Diagram Narrative

### A. Supply Shipment Data

- a. The **customer** will go to the homepage of the company to view the form for application. Upon filling it up, the customer will then check and submit the form.
- b. The **system** of the company will now check if all of the required fields by the customer are supplied completely. If it is valid, the system will notify the customer, but on the other hand if it's invalid the system will ask to the customer.
- c. Upon supplying all of the necessary information the system will now process all of the paper papers.

### B. Track Package

- a. The **customer** will go to the website of the company to enter the particular Tracking number assigned to him/ her.
- b. The **system** will show the form for the tracking of package/s and will the update for the specified package from the database.
- c. The system will be able to view the package status when if his/ her tracking number is valid, otherwise if it's invalid he/ she can't view the package status.

### C. Pay Transaction

- a. The **customer** to pay a transaction should first accomplish and finalize his/ her form then submit it to the system. The customer is now ready to pay the transaction.
- b. The **system** will now ask for the Account details for verification of the customer's account.
- c. **PayPal** will now authenticate the customer's account to satisfy the next procedures.

- d. To complete the process, the system must confirm the transaction done by the customer and then the confirmation letter will be sent to the customer as well.
- e. Upon the approval of the customer, every single transaction will be recorded and have their Tracking ID.

## Benchmarking

In order to determine the standing of Kabayanbox S.L in cargo shipping industry within the territory, the analysis team presented 2 firms namely, Federal Express Corporation as for world-class comparison and Express Mail Service Postal Exprés as a local competitor. The analysis team also included the processes of each company to compare it in Kabayanbox S.L

### COMPANY A:



**FedEx** is committed to providing outstanding customer experience, to being a great place to work, a thoughtful steward of the environment and a caring citizen in the communities where we live and work. At FedEx, we are passionate about sustainable connecting people and places and improving the quality of life around the world.

In Europe, The FedEx Express hub at Roissy-Charles De Gaulle airport in Paris, France, is the primary European gateway for packages sent by FedEx customers throughout the world. The airport boasts a multi-modal logistics center with good highway linkages.

Details:

<b>Classification:</b>	INTERNATIONAL
<b>Status:</b>	Active
<b>Business Address:</b>	Europe Headquarters: Brussels, Belgium
<b>Countries and Territories Served:</b>	89
<b>Main Hubs:</b>	Paris, France; Stansted; United Kingdom; Frankfurt, Germany; Cologne, Germany
<b>Telephone No/s:</b>	902 100 871
<b>Email Address</b>	<a href="mailto:es-claims@fedex.com">es-claims@fedex.com</a> / <a href="mailto:esmaster@fedex.com">esmaster@fedex.com</a>

Source: *FedEx.com*

**COMPANY B:**



**Express Mail Service Postal Exprés**

EMS is the gateway for all packages sent by the customer within and outside the island. It is the most economical way to send articles. The addressee signs for receipt and all deliveries are covered by a fixed loss warranty. This service can be accompanied by a message confirming receipt, cash on delivery order and insurance. Another service is the priority delivery of merchandise and objects. The customer signs for receipt and all deliveries are covered by a full loss warranty.

Details:

<b>Classification:</b>	INTERNATIONAL / LOCAL
<b>Status:</b>	Active
<b>Business Address:</b>	Europe, Spain
<b>Countries and Territories Served:</b>	Rest of Europe
<b>Telephone No/s:</b>	(91) 536-0110 (Spain Post Office)
<b>Email Address</b>	<u><a href="mailto:EMS.Unit@upu.int">EMS.Unit@upu.int</a></u>

Source: <http://www.ems.coop/site/Main.php>

### Analysis

Process	FedEx	EMS Postal Expres	Kabayanbox S.L
Number of customers	3000+ (Estimated across Europe)	500+ (Within Canary)	100+ regular OFW customers
Number of transactions	Depends on the volume of transaction	Depends on the volume of transaction	60 to 80 OFW Customers sometimes it depends on the volume of transaction
Number of branches	6 (As Indicated above)	1 (Post Office)	1
Type of information system	Automated	Semi-automated	Manual
Cycle time of the client application	30 min.	25 min.	50 min.
Cycle time for client update	27 min.	15 min.	31 min.
Forms	2 forms for client	2 forms for client	3 forms for the client (depending on the condition of the box)
Computerized backup	Yes	Yes	Yes

### Description

The analysis team chose FedEx and EMS Postal Express because they are the same industry with Kabayanbox S.L. FedEx occupy almost all countries in the world and it is one of the leading shipping companies in the world while EMS is focused on local shipping services within Spain. Since Canary Island is a province of Spain and many Filipino's are working there, they need not to go to the city and look for the branch of EMS or travel to Spain just to find the branch of FedEx and to ship their items. Thanks to Kabayanbox S.L because Filipino's will just go there to buy boxes, pack items, and Kabayanbox S.L will do the shipment procedures. Although the process will take time, they can conveniently ship their items.

## **Streamlining**

### **Bureaucracy Elimination:**

- ❖ Removing of the unnecessary tasks to minimize delays and wait-time of the client
- ❖ The elimination of the following process will address the client's need for short cycle and wait time:
  - the initialling the Sales Clerk
  - the multiple check and re-checking of the Sales Clerk
  - the constant calls in order for the transaction to be finalized

### **Simplification:**

- ❖ Simplifying the application form particularly for making it available online so clients can login with their own account either at home or in the provided workspace to be made available within the main office will lessen the time necessary for the customer to fill up a form and reapply for placing their package and going for the transaction.

### **Process cycle-time reduction:**

- ❖ Instead of submitting the accomplished forms to the Sales Clerk, the client, if in the main office to personally purchase the Kabayanbox, can simply login using a workspace and submit the transaction records their which will be directed to the site's database.

### **Upgrading:**

- ❖ Educating the staff on the specific tasks to be executed to improve overall performance will generate an exact view of the workflow of the system through:
  - Task Orientations – new employees
  - Seminars particularly for the website maintenance if the owner prefers their staff to manage it.

## **Appendices**

### **Interview Transcription**

#### *1. How many people working in your company?*

The staffs are place in Spain at the moment. We hire 2 or 3 people to collect the boxes and responsible to take all boxes to the pier for loading in the container, 1 person transacts to the customer, and the owners who manage the company and provide other services. All in all, we have 5 people in all operations including the owners. When our company expands, we will hire more people and follow the organizational chart as indicated.

#### *2. What is the form of your business ownership?*

The form of ownership is a partnership. We share profit and ideas for the business.

#### *3. How many regular customers do you have?*

We have 100+ regular customers. All of them are Overseas Filipinos Workers (OFW), our target customers.

#### *4. How many transactions you receive in one shipment?*

Normally, we have 60 to 80 OFW Customers per shipment depending on the season. If the period is peak season, high number of customer will be sending their items for shipment.

#### *5. How many shipment of boxes in a year?*

Based on the shipment chart covering the year 2005 to 2008, the maximum number of shipments is 4 in year 2006 and the minimum is 1 in year 2005. It depends on the demand of the customer. (See shipment chart for details)

#### *6. How they purchase the shipment service?*

Customers calls or visit KCIF to order box and other optional items such as packaging tapes. It depends how many boxes they want to purchase. In every box they purchase, they should also purchase a tape to wrap the package/s. They have a choice what type of box they want. This is all regardless of weight. All items should be fit in the box. This is self service; therefore they are responsible for packing items in the box and they will tape it. We will ensure that each box is completely sealed. Upon purchasing the box, they should pay in full.

#### *7. How many number of boxes to be collected?*

80 or less are the minimum boxes to be collected. We will store it first to our storage room and ready for the shipment. If it exceeds to a hundred, other boxes will be placed to the next shipment.

*8. How transactions are going between KCIF and the shipping company?*

Tenerife Customs clears container and Maersk Line will issues Bill of Lading and accepts container on the first available ship according to itinerary prepared. Maersk lines assigned container for loading at CAPSA Tenerife (Container Terminal) where all boxes will get loaded in preparation for shipment

KCIF prepares all documentations for Tenerife Customs for the container to get cleared for sailing.

*9. How much time for the duration of shipment? What are the routes of the ship?*

Usually, it takes 41 days of shipping from the Port of Canary Island to the port of the Philippines. This day might exceed depending on the arrival of the ship. These are the routes:

- Tenerife, Canary Islands (Spain)
- Algeciras (Spain), main hub for all containers within Spain
- Singapore - Kaoshiung (Taiwan)
- Philippines (Port of Manila)

*9. Who will receive and distribute all of these boxes?*

Kcif meanwhile sends all documentations to its counterpart in Manila-**Monark Customs Brokerage**, to prepare in advance container clearance for immediate release on its arrival at port of Manila. Monark as a local handler for Kcif, will then unload container and double checked the correct number of declared boxes in the container.

Boxes are then being delivered by Monark to its final door to door destination and get the recipient to sign a receipt confirming that the box has been delivered.

*10. How do they confirm the delivery of boxes?*

Monark provides copies of each box delivered to Kcif as a form of receipt for the sender in Tenerife. Only on collection of box at the sender - they hand in signed Packing Lists and full shipping costs including delivery charges if box is addressed outside Metro Manila.

*11. Why is the store located in that particular area? Does it bare any significance to your market?*

Store location - business address - this is a very central location for all customers in the island. Since our target customers are Pinoy OFW's, they can easily access our main office because of our location.



*12. How many are your expected hours of operations? How many employees are needed to serve your customers? Why that number of employees?*

Hours of operation 9AM to 7PM-Monday and Tuesday close. As I said before, we have in place one driver and pick up person - 2 or 3 persons as the box can be heavy. We employ an extra person on loading the boxes to the container ready for shipment.

*13. What goods and/or services do you offer? Discuss its general level of quality.*

Goods and services

Quality: We offer balikbayan boxes to help the community of Filipino workers. It is much cheaper compared to send them by post or as extra luggage on their flight home as the box is cost not per weight but by box. Level of service is first class as we deliver the empty box and we collect them from their apartment.

*14. What basic pricing strategy do you implement?*

Pricing tactics - pricing of products and services are regulated depending on the market. Right now we increased the price by 3% as opposed to 5% by competitors.

*15. What type of store atmosphere do you have?*

Store atmosphere - we have in placed free coffee and tea on help yourself style while they wait to process all of the documents. Cold and hot water with disposable cups are given to them.

*16. Are there particular services you offer to certain customers aside from what you present in the market?*

**Customer services.** - We are proud of our customer satisfactions and handling of any complaints. Normally we act on any complaints straight away to the customer satisfaction.

*17. List down all your promotional methods and explain how you think those promotional tools will influence consumer buying process.*

Promotional methods - we are always making every effort to make our products attractive and affordable to customers.

1. Example: send now pay later. >> Customer sends a box and payment will be collected when the container arrives in Manila. Otherwise each box will incur storage and security fees until it is fully paid by the sender

2. Loyalty program - each time a customer sends a box it will incur points. Which they can redeem as free shipment, cost of a packaging tape or empty box.