A Vertical Market Solutions for Retail Reader

by Abram John A. Limpin

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Preface

Greetings!

Soon as you are reading this book, you have stumbled yourself in the world of Vertical Solutions! As a partial requirement for our VERTSOL class, I have created my very first book in my entire life. For the span of three months, I have experienced sacrifices, hardships, paperwork, rough drafts, countless nights with lack of sleep, and frustrations too. Although I have experience these negative encounters, I soon realize how should I value reading, writing, and learning from this subject. Indeed, my efforts are all paid off.

This book has three (3) parts, all of which contains compilations of VERTSOL's deliverables for the entire term. The FIRST part are the collections of my book reviews from different sources, such as The Cluetrain Manifesto, e-Retailing by Charles Dennis, The Long Tail by Chris Anderson, and Web 2.0 Heroes Interviews with 20 Web 2.0 influencers. The SECOND part of the book composes compilations of my reaction papers for the 95 Theses of The Cluetrain Manifesto. After reading these theses for the entire term, it changed my perspective on how conversations are important in the real world and in the World Wide Web. Lastly, the THIRD part is our group's system proposal for our final project in our VERTSOL class. This contains how we conducted systems analysis in proposing a system on a retail store. We also applied the concepts we've learned about e-commerce, business value, and marketing.

Now, it is my privilege to share this book to all of you. I hope you would learn something from my book, not only for the sake of reading the entire 209 pages, but appreciating what I've experienced during my stay in this course. Also, may this serve as a channel, not as a map, towards your understanding about the Information Technology.

God bless you all!

Yours truly,

Abram

Acknowledgement

*"You need **someone to probe you in that direction**. It won't just happen automatically."*
- Morrie Schwartz, *Tuesdays with Morrie*

TO SIR PAJO:

Who would have thought that I, myself, can create such work like this?
We cannot do it without your guidance and your passion for teaching.
Thank you for giving us this opportunity to learn so much.

TO MY VERTSOL GROUPMATES:

Thanks for all the efforts you have shown in the group.
Also, thanks JR Galang for the patience and for the leadership.

TO SECTION O1T/O1S:

Thanks for making VERTSOL a big difference.
Your contributions are well appreciated by everyone.

TO MY LAPTOP, *Lappy:*

I couldn't finish my work without you.
Thanks for the good times and the bad times we shared.
We'll get you fixed by next year. ;)

TO MY FAMILY:

Thanks for all the love, care and support.

and

TO MY GOD*:*

I love You.
Along the way, You have not forsaken me.
Indeed, With You, all things are possible.

Part One
Book Reviews

The Cluetrain
Manifesto

Book Review – Chapter 1: Internet Apocalypso

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: *"The Internet became a place where people could talk to other people without constraint."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/apocalypso.html)

This quote strikes me a lot. I must admit, this really applied my situation right now. Through Internet, we were able to express our ideas freely. No hassles. No insecurities. No constraints. It enable us to show the real us. It allows us to break that barrier – moving outside of the box.

I know people tend to be limited because we are restricted into many ways. Nevertheless, this kind of technology, we find out that we could actually live in so-called new world – where everything is liberated. Moreover, because of this user experience, people soon adapt this technology, which later became part of every life.

Learning Expectations:

It became my habit that every time I will read somewhat interesting, or something that is necessary, I make sure that the title of that piece of writing would help me grasp more ideas eventually. The term *Apocalypso* caught up my attention. Since it was similar to the common word *apocalypse*, just like the term *revelation* from the Bible, it defines something that is so far not identified or not appreciated in the past.

With that, I was expecting that I'll be learning something that connects with the Internet – on the things which were not still recognized, or maybe the things I might not have known. However, for the fact that it (Internet) is already there, it would be some kind of a puzzle waiting to be solved.

In addition, since our professor, Sir Pajo already introduced to us the statement *"Markets are conversations"*, I was expecting to learn something about markets and how conversation was able to come up with that statement.

Review:

Funny thing that the author emphasizes in his first few paragraphs was that it was ironic that television ads never advertise or never tell you something that we people die. The author began his statement by simply explaining something that we humans die eventually. I totally agree with his idea that we live in a life that could expire in just a snap – it could end just like that. And I do believe in change – it is permanent. Everybody changes.

The author pointed out that we human beings are adaptable in a way that somehow we learn to understand the existence of ourselves. We familiarize ourselves that there would be a time that we will experience up-and-downs. And eventually, we will become more mature with those occurrences. And as we develop our maturity, we gain knowledge for that. As we gain knowledge, we share these experiences to others to not only help ourselves, but also help others.

Christopher Locke drew my attention that we, human beings, somehow were *manipulated* by companies – they used as a source of profit, an income. Sadly, but this is definitely true. Companies can't live without us human beings. And we human beings can't live without them. Similar to an old saying: "*Living to working, and working to live.*"

The Internet was introduced as a military possession. It was obviously ignored by a lot of people. Since they are only accessible for military, companies, or even organizations don't have any interest with it – because Internet was not clearly visible. Funny was that the author was able to illustrate how Internet was back then. It was like a foot ball wanted to be caught by everyone.

The author emphasized that the Internet isn't just for people who are business-minded, military-influenced, or even computer-inclined. Internet is for everyone. Soon as the Internet expands, many people, especially companies, took an interest with it. Companies see it as an advantage for them – it gives them that edge among the competing companies. Different organizations have started to invest with it.

One fault that, emphasized by the author, of the companies during that time confirmed in the chapter is that "*The fact is - people at the bottommost tiers of the organization often have far more valuable knowledge than managers and corporate control freaks.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/apocalypso.html) It only shows that being connected is vital for any company. Information must be properly circulated in a way the people affected with it will be influenced, thus, helping them to give out best solutions for their companies and give out best decision-making they could ever get. Sad fact – more companies don't do this kind of thing.

"*Unfortunately, such companies are rare exceptions. Most are hanging on for dear life to the one thing they think they can't live without: control.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 15, 2008, http://cluetrain.com/book/apocalypso.html) This is true. Because their pride and name is on the only, corporation are too risky when it comes to different situations. They tend to become frightened of sacrificing their assets, their employees. They are afraid of actually letting their employees set on loose. They are here dictate- not to be dictated by anyone. They are ones who put orders, not the other way around.

But sooner, this sad fact will definitely change. As what the author had emphasized, things will definitely be out-of-this world. There will come a time that employees will become free. Not only them, but people around the world, to express their opinions, ideas and information they wanted to share with everyone.

Finally, the chapter discussed how Internet was utilized by people. People shares ideas with other people. Soon, as the Internet progresses, the information behind it began to expand even more.

What I've learned:

Internet is starting to become clear to me as I see it. Started being just a military's possession, the Internet was eventually become the best discovery human was ever brought up.

The author was able to enlighten on how market has brought up, from past to present. The author was able to give me the view of what market was during the time that they needed

I have also learned that conversations are the best information we could ever have in a market, or even in an organization. It is something that just be stolen away or something that can be manipulated by anyone. It is beneath yourself and you, yourself, have only the access on it.

I have also learned that we, people, are the assets of the Web. Without us, Internet will not be the Internet we know right now. We are the ones making it. We are the ones who actually absorb the information.

Book Review – Chapter 2: The Longing

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: *"We don't know what the Web is for but we've adopted it faster than any technology since fire."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/apocalypso.html)

I believe in this statement. As what I've experience so far, this is one-of-a-kind influence. Not realizing, I do agree that this was definitely the faster technology I've ever experience. How amazing Web was able to affect different people on their different aspects of life.

Learning Expectations:

Since the term *Internet*, *World Wide Web* and *markets* have brought up the picture in the previous chapter, I was expecting something that maybe relevant to title itself. *The Longing.* At that time, I was thinking of the phrase *longing for.* And so, I was assuming that the chapter would be talking about how Internet, and the rest of the others, was desired, or should I say, *craved* by people.

Review:

The second chapter mainly discussed what the web is. The author stated with different analogies – *telephones are for talking with people, televisions are for watching programs, and highways are for driving*. Soon it was puzzling that we tend to ask ourselves what is the purpose why do we have this kind of technology, yet we are still unclear how it would affect our existence in this world. The author has a point. What is the web for?

With a question intertwined in this article, the author emphasize on different things. People first look at the Web not as opportunity, but something that is not visible enough to the public.

As I browse and read the article, I sooner found out how Internet and World Wide Web eventually grow – started as a military possession, and soon become a hit to everybody else.

The chapter mentioned about professionalism. People working in a company tend to be dummies – working with other so-called professionals who are actually doing the same as you do. Being professional is like a sacrifice. You surrender things that you think is correct, yet following on the standards of your company.

The author also spoke about the voice – a usual audible presence when we want to utter with anyone. Voice speaks our ideas, our emotions and our whole being. It helps us to learn, to imagine and to experience something out of it. It gives out the big picture, aesthetically. It is something that should not be kept in a prison – something that should be exposed in the public.

Voice we have in business is fake, invalid. Corporate people manage them all – and that is not the real voice that we are talking about. It only shows how people can be easily get attracted by something, which eventually change your real self, thus, being a phony individual as you can be.

Although, employees in their companies needed to comply with these so-called tasks, they must understand that they have accountability on the world they're living. Though I must agree that they should follow what the companies told them to do, they should still remember that are just human beings – who needs space for themselves.

The author also highlighted how we could accept Web. It is an instrument where companies freely express their common ideas together. According to David Weinberger, *"There are many ways to look at what's drawing us to the Web: access to information, connection to other people, entrance to communities, and the ability to broadcast ideas. None of these are wrong perspectives. But they all come back to the promise of voice and thus of authentic self."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/longing.html). Definitely true. Everything you share in this so called-Web is valid. It take us back to our authentic self because we recognize ourselves that we are Nevertheless, we must remember that in everything that we say or do, it reflects our inner self.

David Weinberger states, *"The Web's promise of a voice has now gone far beyond that. The Web is viral. It infects everything it touches -- and, because it is an airborne virus, it infects some things it doesn't. The Web has become the new corporate infrastructure, in the form of intranets, turning massive corporate hierarchical systems into collections of many small pieces loosely joining themselves unpredictably."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/longing.html). Truly, people become attached with the World Wide Web. Sooner, it became part of everybody's routine. Everybody was influenced – turning everyone *moved* by its presence.

Finally, the author spoke about how effective the Web would become. As the statement saying, *"Long live customer-support reps who are willing to get as pissed off at their own company as the angry customer is."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/longing.html), only confirms me that eventually customers or target clienteles will be demanding more. A lot. Take note: it's not just a demand – it is likely to be responded quickly by a company or an organization. With these, we could only vision a rapid, quick and changing environment. And this is how Web answers back to these so-called demands.

What I've learned:

The author gave out the big picture of what Web is really about. It is useful and functional to the working environment. The author also explains how employees able to mask their identity – on how they were so-called manipulated by companies.

I know for a fact that people were influenced and touched by the Web. It soon began part of their lives. As the Web arises, work eventually became more productive and effective. And you just can't say it is a plain work – it is something that has high standards because it was able to comply with the needs and the requirements of the people. Fast and steady. That is how information is circulated around the Web. The Web became the bridge between people who wants to be connected with others.

The good thing the author made me realize was they were able created this such book, not only focusing potential people to read this book, but eventually help us, an individual to look on how things changes, especially on the ever-changing World Wide Web.

Book Review – Chapter 3: Talk is Cheap

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: *"The Internet became a place where people could talk to other people without constraint."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/apocalypso.html)

I chose this line because as an internet user I didn't think this before. After I saw this line I realized that it is true people are having constraints communicating because of rules but in the Internet that doesn't apply. I finally know what the real essence of the Internet in our daily lives is - and that is freedom to communicate and express our selves.

Learning Expectations:

After reading the title *Talk is cheap* repeatedly, I suddenly react on something. *Why is it cheap?* Maybe that is something I should find out. Then I was thinking – the author might actually want to say that there are other ways of talking. More ways of conversing – something that is innovative and new-of-their-kind. Something that is *not just cheap*. Something that is *not lacking*.

Review:

The article started with a real-time story. An author's story, which eventually become part of his experiences. These experiences help him understand how to look into life and how he should respond on it.

At the first few paragraphs, the author spoke about his first experience in using technology. Just like a pot waiting to be created by a potter, he explains how these kinds of technology were able to develop and to improve his life, and the way he looks at it. Experience is like an art. It gives out your voice of expression which allows you to have that kind of feeling with those technologies.

Technology eventually become bigger, and bigger, and bigger. And now, it becomes better. With this kind of technology, *"Conversations are moving faster, touching more people, and bridging greater distances than we're used to."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 14, 2008, http://cluetrain.com/book/talk.html).

The author first introduces Email as one of the Web features. It allows you to exchange a few words in the Internet through electronic device, such as the computer. The good thing about Email is how productive it is – it enables to send out vital information to everyone, fast. It enables one person to response in time quickly, without even experiencing any delays.

Newsgroups were also mentioned in this article. In this feature, people around you stay connected on what are you doing. This gives us the freedom to share with other's idea without even putting a lot of effort conversing with them. In the present business, communication is less productive and less effective. People cannot interact more because they can't. And because of this feature, it help them to stay connected so that they can't be left out on what was really happening outside – in the community, and even around the world.

Chatting was also introduced in the chapter. It allows user to use utilize an application in the web to communicate with other people in a given response time. Good thing is that you could actually take action quickly by using chatting as a media. It facilitates people, especially in business, to do things hastily.

Mainly, the chapter discussed about web pages – on how people could actually express their ideas more by actually migrating different media such as pictures, text, music and other files to their so-called web pages. It gives more creativity to the person who is actually the one responsible in conveying the message. Through different media, people who will access those web pages will soon be influenced and be interested.

Web pages allow users to become interactive and participative. With these compelling user interfaces, people will appreciate more on looking out on your information because it is appealing for them. Music enables listeners to see what the person really wanted to perceive. Pictures helps people imagine things creatively – without even talking to that person directly.

However, the author emphasized a dilemma – corporations tend to speak out machine-like communication rather than to converse it in a way that is more humane. If only they have the guts to tell what they really want to convey with everyone. That is why web pages come into place. The advantage of using web pages as source of information is vital for any company. With these, companies become more connected and become more humanly when it comes to communication.

What I've learned:

Every feature affects different aspects on people's lives. How amazing it is that we humans we're able to adapt with this kind of new technology.

The author was able to point out which feature of the Web was able to affect his life. I've learned that web isn't just a machine were we could communicate with different people. It is something that we are influenced. It speaks our voice – the voice we want to express. The voice we want to be shown throughout the world.

Book Review – Chapter 4: Markets are Conversations

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "Markets are nothing more than conversations. See these magazines? They're a form of market conversation. We should already be in their stories. We are keys to the subject, but we're missing in action after working in secret for years. Our only hope is to talk. Starting now." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/markets.html)

The quote somehow talks the whole article itself. The chapter motivates us that we must initiate to talk. We must be the subject – and not just mere object. Everything should starts now and must take actions for it.

Learning Expectations:

Since I already have a little idea on how market talks, this would eventually convince me more that markets and companies should start to talk.

And based on the title "Markets Are Conversations", I am expecting that the authors will illustrate more on how markets started and how it was able to innovate nowadays.

Review:

The article started by introducing what markets were during early days. "*For thousands of years, we knew exactly what markets were: conversations between people who sought out others who shared the same interests.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/markets.html) The authors were able to distinguish the comparison between the markets they known from the past and the markets as they see right now.

This chapter also illustrated how conversations took place – from early days up to now. Industrial Age was also brought up in the picture. Technology began to arise. Sooner, "*markets were transformed into consumers.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/markets.html) A lot of people where having an interest on what technology they have discovered. People began to consume – they started to discern what they should buy and what they should not. People became wiser, more demanding.

Now, as the business knows what the web is for, and they are trying to build conversation to us even if we don't want too. They will try to talk to us and let their products know and now we have the power to tell them how much we can pay for their products. As the web continues the power of us customers are getting bigger and we are now experiencing some kind of conversation from the companies.

The World Wide Web has become a great tool for bridging the conversations between markets to markets. However, a lot of companies are still utilizing it in a wrong and inappropriate way. They were so focused making and placing advertisements that just kept customers get irritated and dismayed. They were wrong in keeping the conversations healthy. What the companies should do is to talk like real human – be as natural as they should – because they should build up a relationship to their customers that will last in the end.

There is a big completion out there. Companies were making strategies that would give them the edge from their competitors. And so, marketing schemes were flooded throughout the Web. They kept on conversing their own version of voices – not the real human voices. They fail to remember one thing – they did not listen on what the real voice is.

As a competitive industry, companies should connect on what the markets are conversing about. If they want to stay on the top of the line, they must understand that communication is a key to innovate. By conversations, companies are getting nearer and nearer to what the real 'voice' was really talking. They just can't talk or converse to themselves. They must interact. Their voices represent themselves – not just for making profits and gaining customers.

Marketing is something everyone should learn to focus. Something that needs to become an expertise for everyone who will use it. Just like the authors stated that *"Marketing needs to become a craft"* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/markets.html) As the Web arises, we learn to adapt it to marketing and later acclimatize it to our works.

Markets are conversations. If organizations will learn to converse with people around them and stay connected with them, productivity and efficiency will reflect on them. It is important that you share what you think on something. You might never know - your ideas could actually make a difference to the community. Learning to speak up your thoughts is the best way to become mature on the world you are living on.

What I've learned:

The authors in this chapter taught me a very good lesson on making 'markets talk'.

The chapter has enlightened me on how markets came to be – on how it was practiced during traditional times, on how it was develop during industrial age, and on how it change remarkably as Web arises. The conversation setting was different from what we are looking right now.

Soon as the Web influence people – and people influence the market – companies started to talk like real human voices. Corporate strategies began to change as the Internet Age pass by. More and more companies learn to talk – on how they could attach themselves to people through the Internet. As the Web is moving towards to us, companies began to develop and innovate.

Discussions are essential to capture the interest of others. They can be your peers, your community or anyone who wanted to be 'connected'. Markets are people, and people are markets. People converse with others – that makes a conversation. Sooner, different people will influence conversation. Conversation will be improved as soon as many will be drawn in.

This chapter taught me a valuable lesson: It is important that in every conversation, you interrelate with others. Once you got the opportunity to interact with them, the people engage with that conversation are getting engrossed on what you are trying to utter. Later, you could either persuade them or not. No matter what the outcome, you did your job – you unite with them.

Book Review – Chapter 5: The Hyperlinked Organization

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "The voices are heard in conversations. That's why the Web has its transforming power: it turns out the fundamental elements of our world have been products of deep conversations all along -- conversations carried on by philosophers, artists, poets, and other crafters of language. Had those conversations across the generations been different, we would not have the world we do." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html)

This quote only shows how Web was able to transform our lives better. Conversations are started – people are starting to be connected with each other. Ideas and information were began to circulate from one another. People are starting to be creative and intellectual.

Definitely, without the Web, we cannot experience this great change. Truly enough, Web is part of our lives. We might not live without it.

Learning Expectations:

I am expecting on how the World Wide Web interconnects with the community – on how they will influence organizations using different Web features.

Review:

"*Business sounds different these days*." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html). This is how Mr. Weinberger introduced the chapter. Web helped a lot in making work easier; people are starting to be on themselves, their usual self. Interaction between two human being has an edge when they meet up directly, in yet, we could do more by making use of the web – unconstrained and unbiased.

People now talk in a real human voice, as "*people are beginning to sound like themselves again".* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html). They are free to converse what they wanted to share. No one's going to stop them but themselves alone. Real emotions can be seen – as conversations started to become real as ever.

The World Wide Web was able to guide people who are attached with the technology to be connected on the real voices. "*And they expect to be able to find what they need and do what they need without any further help from people who dress better than they do."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html) People started to become wiser, more productive, and more efficient.

The author was able to explain how people were being 'connected'. Everyone was reached by the Web without a doubt. The Web was able to bring the big picture among human beings. People learn as what they see in the Web. They were influence and motivated. The author reiterates the Web isn't just a tool for gathering information, facts, marketing, or even sales. As Weinberger stated, *"It's a world in which people meet, talk, build, fight, love, and play."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html) The Web truly connected us one way or another.

The article also speaks about points on business hierarchies. Business, first, assumes. People were 'hyperlinked' in a sense that they were connected with each other. They build up connections – a relationship. "*The Web, in the form of a corporate intranet, puts everyone in touch with every piece of information and with everyone else inside the organization and beyond."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html)

Second, "*business hierarchies are power structures only because fundamentally they're based on fear".* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html) People are definitely afraid of things one way or another – and that's their imperfection. Everybody do mistakes. We have flaws and differences. We see business will run efficiently, but in truth is – we feel unconfident sometimes. Web keeps us to be confident in everything we say or do. It keeps us going and going further to achieve a certain goal or task.

"Conversations occur only between equals." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html) Only real voices can be heard in a conversation if two people were equal – that is what the Web is for – it balances two people who want to converse, so that they could both capture what was the voices really talking about.

The author explained what the character of the web is. He illustrated it by showing sever basic themes –*Hyperlinked, Decentralized, Hyper time, Open, direct access, Rich data, broken, and borderless*. (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 20, 2008, http://cluetrain.com/book/hyperorg.html From the characteristics that the author explained, he also explained how the Web was able to transform business into more productive and effective in the industry.

What I've learned:

Nowadays, Internet and the Intranet allow people converse with each other – without any given policy or control. The World Wide Web is a tool for conversation, which crafted our voices to be heard by everybody. We are connected because we are 'hyperlinked' to each other.

What the chapter confirmed me is that Internet gives equality – for everyone who will be using it. Equality in a sense that we can say everything that we wanted to say and do whatever we wanted to do. In the real world you cannot say nor do whatever you want too. Now, internet makes our relationship to all of the people in the internet equal and interconnected. The Internet connected us – it is something that cannot be replaced or be judged by someone. The Internet is a place where people could interact. However, you must take the risk if you cannot utilize the Web properly. Truly, Web is the greatest invention or discovery man has ever made for the humanity.

Book Review – Chapter 6: EZ Answers

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: *"The Web got built by people who chose to build it. The lesson is: don't wait for someone to show you how. Learn from your spontaneous mistakes, not from safe prescriptions and cautiously analyzed procedures. Don't try to keep people from going wrong by repeating the mantra of how to get it right. Getting it right isn't enough any more. There's no invention in it. There's no voice."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, http://cluetrain.com/book/ez-answers.html)

People tend to do mistakes and are afraid of doing it in another chance. But this quote was able to motivate me that we should take it as a lesson. Mistakes are something we should be aware of – it is something that we just can't avoid. As you learn, you stand on your ground. You might fall – but learn to stand up and take the challenge on. Learning to take risks make as more mature and deeper human beings. If we don't learn to explore on the hidden pieces of our life, how life could be more exciting?

Learning Expectations:

The title, "EZ Answers", wanted to show me something – it is how questions are answered easily. I am expecting that I could understand more on how the Web was able to influence markets to resolved problems or issues they were facing.

Review:

"Ideas, talk, and conversation were now encouraged among workers because they helped to deliver what organizations so desperately needed: a clue." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, http://cluetrain.com/book/ez-answers.html) This is how the article was introduced. People are starting to participate in the conversation – they started to have interest with it. People find answers, or a clue, to what they wanted to find out. And through Internet, they were able to solve the given puzzle.

The Internet allows us to become open-minded. With our conversations, the Internet wanted to keep it healthy as possible by distributing and sharing it anyone that will stay connected with it. People will started to gain interest as they will learn to listen with your voice. **"***Markets and workers are once again crafting their own conversations, and these conversations are also about craft -- things we do that we actually care about."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, http://cluetrain.com/book/ez-answers.html)

Through Intranet, the author explains that workers were already talking among themselves. And in this manner, Internet, on the other hand are also speaking among themselves. In both intranetworked employees and internetworked markets, the community is speaking to each other – making things more powerful and influential.

The author explained that "*the Web is inherently and intrinsically free.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, http://cluetrain.com/book/ez-answers.html) True enough – the Web is unlimited for everyone who wanted to be influenced by it. As for some businesses, they recognize is a blessing, and even a curse. It would only depends on how you would able to use this kind of 'freedom'. Using the Web is a commitment, a responsibility. You are on your own.

The author also explains what to be expected in The Cluetrain Manifesto. The article illustrates a "*twelve step program for internet business success – Relax, Have a sense of humor, Find your voice and use it, Tell the truth, Don't panic, Enjoy yourself , Be brave, Be curious, Play more, Dream always, Listen up, and Rap on".* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 21, 2008, http://cluetrain.com/book/ez-answers.html) The author explains that if we apply these things, we'll be successful in no time. No flaws. Just doing the right thing.

People are getting wiser, informed, and organized. Everyone started to participate, which eventually changes people – remarkably. The Internet is responsible for making us informed. It makes us smarter in everything that we wanted to represent. It makes our decision-making expanded and improved because we now have the knowledge to help us decide on things.

The articles taught a lesson – we must learn how to explore things. The author encourages us to utilize the Web – and not being afraid in doing mistakes. As we are influenced by this kind of technology, we began to innovate – creating things that could eventually grow into something that could change the Web we know used to be. Life will never be the same without the Web.

What I've learned:

The World Wide Web was able to influenced us one way or another. People think more, and people do less – they become productive and successful. True enough that the Web was able to empower us – the workers, the businesses, the markets, and the whole community.

The Internet and the Intranet is the ground for everyone to let others inform on what they wanted to express on certain things. It is also the place where everyone can acquire information which eventually be absorbed by anyone who wanted to use it – making it as a knowledge for them.

The Internet is an immense place – we must keep in mind that sometimes it's too hard for us to find what the real voices we want to hear are. We must be wiser in finding the real conversation by starting to explore on different things around that innovative technology.

This article also taught how to be strong – to stand up in every mistake that I will experience. Mistakes will make me a better person. We must believe in ourselves that we can make a difference in our lives.

Book Review – Chapter 7: Post-Apocalypso

Book: The Cluetrain Manifesto: The End of Business as Usual
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/exec/obidos/ASIN/0738204315/thesearlsgroup

Quote: "*But we aren't just goofing off. We're organizing: building and extending the Net itself, crafting tools and communities, new ways of speaking, new ways of working, new ways of having fun. And all this is happening, has happened so far, without rules and laws, without managers and managed. It's self-organizing. People by the millions are discovering how to negotiate, cooperate, collaborate -- to create, to explore, to enjoy themselves.*" (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 27, 2008, http://cluetrain.com/book/post-toasties.html)

What this quote wanted to tell us is that the Internet itself made us feels free – free to express our thoughts, free to speak our minds, free to explain things, free to imagine, and free to learn and to discover. This is Internet has to offer for us. Through Web, real conversations were heard. Markets are starting to arise – same with companies who are connected with the conversation.

Life brings back the best experience we could ever get – and that is coming from the Internet. We are all changed. This is the reality. We are the ones building our very own conversations. We are getting better and better.

Learning Expectations:

Since the title of the chapter 'Post-Apocalypso' says it all, I'm expecting on how the Internet will affect our community as a whole. The article might also be discussing something about the future of the World Wide Web and how it was able to reached millions of people.

Being the last chapter of the book, I assume that this will sum things up – making a final statement.

Review:

The author started the chapter by telling us how communication was able to influence us human beings. We are winning against the influence coming from the mass media. This is how the Internet was able to change our perspectives. The author also explains the difference between the Internet and the mass media. The difference is the state of mind we are getting from them.

Mass media were created in such a way that people would think of earning and gaining profit. Talk about advertisements done in TV commercials, radio, and such. That is how the mentality works when we are influenced by mass media. On the other hand, the World Wide Web has lot to offer. We are molded to a character in which were are influenced to converse with everyone affected by the Internet. Our mentality as a business person can be seen, as well as the capability to communicate with other people.

"It's necessary to create a parallel infrastructure controlled by people acting in cooperation for their own benefit and mutual support. One thing any such effort requires is an extraordinarily efficient means of communication. We didn't used to have one." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 27, 2008, http://cluetrain.com/book/post-toasties.html). The author wanted to explain that we human beings were able to discover and find a way to communicate with other people – using our very own conversation. We are now using Internet as a means of communication.

The chapter also explains what the Internet all about is. It is not just for advertising. It is for people who are interested to listen on the real conversations. The author also pointed out that the Internet is a key to organize markets – on how they could reach people and companies as well.

The author also pointed out that the market is still changing – for the very moment. *"We meet a lot of people in our day-to-day work. A lot of different kinds of people -- as random a sample as you could ever hope for. Unbeknownst to them, they are being used as subjects -- fodder if you will -- for our ongoing market research."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 29, 2008, http://cluetrain.com/book/post-toasties.html). We are now treated as subjects, not merely as objects. People are finding new ways to develop the market nowadays.

"Among the many casualties of this arrangement was the human spirit. And of its necessary functions, conversation was the first to go. People would talk with each other while doing craft or cottage work. But talk interfered with factory production. And of course, there was Management. Management knew everything. Workers knew nothing." (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 27, 2008, http://cluetrain.com/book/post-toasties.html). The author illustrates how employees were treated by management. They are controlled and still manipulated. Their voices cannot be heard.

At the last part, the author wanted us to learn to share what we have experience using the Internet. In this way, we share our passion with everyone else. *"Imagine a world in which the business of business was to imagine world's people might actually want to live in someday. Imagine a world created by the people, for the people not perishing from the earth forever."* (The Cluetrain Manifesto: The End of Business as Usual. Retrieved September 29, 2008, http://cluetrain.com/book/post-toasties.html). Truly, the Internet had done enough.

What I've learned:

This chapter was able to educate me on how the Internet was able to influence us in our different lives. It also helps me understand how real conversations must be part of our lives. Without real human voices, we cannot build relationships with everyone.

The author was able to clarify things on how markets came to be as of this moment. Markets are becoming intelligent. They are now what we need. As long as we stay connected with them, we will not be left out. The Internet will always be free for people who want to discover new things – new people, new environment, new knowledge, new passion.

Thanks Internet for sharing us everything.

e-Retailing
by Charles Dennis

Book Review – Chapter 1: The world of e-retailing

Book: e-Retailing
Library Reference: HF 5415.1265 D46 2004
Amazon Reference: http://www.amazon.com/e-Retailing-Charles-Dennis/dp/041531142X/

Quote: "*If people can e-shop easily, why should anyone use the high street?* (Dennis, 2004)

When I was reading the whole chapter, I notice this question posted by the author. We all know how efficient and how effective e-retailing. Less worries. Less hassles. However, the author wanted to point out is that the experience of what the customers could get from his or her merchant is definitely not the same as doing it online. It only shows how important the interaction is – no matter how innovative we are when it comes to finding ways to make life easier, we must remember that proper communication, or should I say, participation between the two is much required.

People use the high street probably because of two reasons. One, they want to get involved. And two, they want to use their senses in the product they're going to buy – directly. The best way to communicate to someone is to talk with him personally – without distractions, noises, or whatsoever.

Learning Expectations:

Since this will be my first time to read a book that actually tells something about e-retailing, I'm expecting that I can able to grasp new knowledge on how e-retailing works, how advantageous and disadvantageous it is, and how will it benefit me and the community as well.

I am also expecting that I would already have an idea on how I would apply e-retailing as a student and able to relate this to my work someday.

Review:

The first chapter started by defining what is e-retail. The author has clearly defined it as a *"sale of goods and services via Internet or other electronic channels, for personal or household user by consumers".* (Dennis, 2004) He also explains that in e-retailing, all e-commerce activities happen here, which transactions with end customers will be the outcome. (Dennis, 2004) In addition, the author give details on how the 'top eight' categories in e-retailing were emerging during the dilemma happened on 2000.

The chapter also give details on how e-retailing became a disadvantage and advantage for retailers. As a disadvantage, the author noted that those retailers may find a hard time knowing the new technology, thus, may require a lot of time and effort to understand it. Cost would also be an issue for retailers, especially when it comes to setting up and investing to the technology. The quality of service would also be minimized since less interaction between the retailer and the customer is only required. "*A further disadvantage is that e-selling is less powerful than face-to-face selling."*(Dennis, 2004) This will weaken the traditional way of selling – the experience and the feeling of buying and selling – where clients usually meet up with their sellers.

As for the advantage, retailers would be worry-less in e-retailing because location won't be a problem. You can "*sell equally well to anywhere in the country and even overseas.*" (Dennis, 2004) Because of the unlimited range of what could the Web can do, everyone can participate, whether your business is in small-scale or in bigger groups. One benefit that the retailers could get is lowering their costs because e-retailing doesn't require expenses for wages and location. And the good thing about e-retailing – the system works 24/7 – allowing the retailers to earn more than usual.

The author also illustrates that the famous 4Ps can be "*extended by the addition of three more Cs to make a more catchy retail mix: Sale the 7Cs.*" (Dennis, 2004). The (e-)retail mix are the following:

- Convenience for the customer – similar to "Place" from the 4Ps
    - *"Many customers prefer multiple-channel approach." (*Dennis, 2004)
    - Virtual location allows retailer to find websites at ease.
    - Convenience is a key – navigation, links, etc.

- Customer value and benefits – "Product"
    - Customer satisfaction + quality service
    - Product information and specifications for customers to see
    - Make use of ways to offer products to customers in a compelling manner
    - *"What the customer wants, get it."*

- Cost to the customer – "Price"
    - Realization – what real costs are?
    - Customer's thinking – prices are cheaper online than in-store

- Communication and customer relationships – "Promotion"
    - Telecommunications – e-mail, Internet, etc.
    - Advertisements never fails to get customers attention
    - Web atmospherics – the new approach?
    - Enhancements – CRM and data mining to adapt customer's individual demands

And here's the added Cs:

- Computing and category management issues
    - Knowing what the customer really wants
    - Establishing JIT or Just in Time
    - *"Cooperation between suppliers and (e-)retailers aiming to improve the efficiency of satisfying customers.*" (Dennis, 2004)

- Customer franchise
    - Long-term investment: image, trust and branding
    - Web security

- Customer care and services
    - Addressing concerns of the customers
    - User experience – more interactive and community-driven

At the end of the chapter, the author illustrates how e-retailing began to grow exponentially. *"The proportion of e-shoppers preferring to shop from e-sites run by high street retailers rather than the Internet-only is soaring."* (Dennis, 2004) E-shopping was never been the same as it is. It continues on growing and growing.

What I've learned:

I was able to acquire good information on how e-retailing helps retailers to do their usual job more easier, interesting, and enjoyable. The author was able to enlighten me especially on things I haven't understood yet, like the (e-)retail mix. In yet, it would always depend on how you will use the technology.

Changes are inevitable – I must say. It is so amazing how e-retailing was able to brought up in our age. Sooner, it began growing and growing. Truly, what we are experiencing right now is remarkable.

The author was able to point out how e-retailing changes the comfort of the retailers in a new level.

Looking forward to read the next chapters.

Book Review – Chapter 2: E-retailing in practice

Book: e-Retailing
Library Reference: HF 5415.1265 D46 2004
Amazon Reference: http://www.amazon.com/e-Retailing-Charles-Dennis/dp/041531142X/

Quote: "*The Internet store of the feature should be able to guess what the customer wants to buy before the customer knows*". (Dennis, 2004)

The statement wanted to explain that we should learn to initiate ourselves to find ways of knowing what our customer wants. That is why the statement '*Markets are conversation*' should brought up in this scenario. To know what people really want is essential, especially for businesses. By being involved to these 'conversations', the company who is participating and is interacting with people will be able to know the trends of the industry.

People, who will be utilizing the Internet to market their product and services, should learn to discover practices to ensure that they will be getting the best satisfaction they could get from their customers. It is now up to them to seek out new 'conversations' so that they could understand more about the 'sound of voice' of what their customers utter.

Learning Expectations:

I am expecting that I can able to grasp knowledge on how e-retailing works nowadays, especially for those organizations who have been successful to their respective fields. I am also looking forward for different approaches of e-retailing – on how organization do their strategies and methods in keeping up with the system.

In addition, I would like to find more what are the companies' difficulties when they experienced e-retailing for the first time. I am also looking forward for case studies that would eventually give me an idea of how a company started and how it became successful at this point in time.

Review:

At the first few paragraphs of the chapter, the author mentioned what are the main e-retail product categories. These categories are books, music, DVD movies and videos, groceries, clothing and footwear. Charles Dennis was able to highlight some contents of how these categories became widely accepted in the field of online shopping.

The chapter explains how these e-retail product categories became competitive enough to various markets and individuals. The author was able to introduce companies who are actually working with the following categories.

The following chapter examines the integration of e-retailing into organization by showing up case studies, such as Kazaa's and Apple's iPod. The author also shared some insights of what Amazon, one of the market leaders in selling online books and a highly renowned online retail store, has to offer in today's practice in retailing. This chapter illustrates the Amazon's e-retail mix, which summarizes the following:

- Convenience
  - Plays a vital role in keeping your customers – existing and new
  - Fast and sleek website – customers can easily navigate themselves to Amazon.com
  - '1-click system – Amazon's industry-leading state-of-the-art online shopping technology
  - *"The website offers secure socket-layer connection – credit card information is transmitted in encrypted format."* (Dennis, 2004)
  - Search facility – an e-comparison shopping – for recommendations, product information, etc.

- Cost
  - It "*drives customers to shop on the Web".*(Dennis, 2004)
  - Books at Amazon are reasonable and have discounted prices.
  - Consumers are always shown three prices: 'list price', 'Amazon's price' and 'how much you save'. (Dennis, 2004)
  - Amazon has acceptable delivery charges.

- Communication
  - Amazon's brand name was established through customer intimacy and customer relationship management. (Dennis, 2004)
  - Oracle database environment – aids Amazon to supervise the ordering processes of their customer
  - Personalization – "*recommending similar books according to what other customers have bought."* (Dennis, 2004)
  - Amazon's integrated marketing communications strategy – advertising, public relations, promotions, etc.

- Computing
  - Uses modern technology to monitor its warehouse and its website (Dennis, 2004)
  - XML and Oracle database technology – brings up results in their search engine – in a matter of seconds (Dennis, 2004)

- Customer Care
  - Amazon's Frequently Asked Questions (FAQs) – "*informative and explains issues such as ordering process, delivery charges and returning policy"* (Dennis, 2004)

- Customer Franchise
  - Understands customer's preferences – knowing the 'new conversation'
  - Establishes good relationship – between customers and assistants

The author also illustrates Amazon's implementation of Ansoff Matrix, "*a tool that helps businesses decide their product and market growth strategy."* It recommends attempts of businesses to grow, depending on the markets - whether new or existing products in new or existing markets can be seen**.** (Tutor2u: Ansoff's product/ market matrix.   Retrieved   on   October   13,   2008, http://www.tutor2u.net/business/strategy/ansoff_matrix.htm)

The approaches are summarized below:

- Market penetration
    - Increasing revenue – promoting products, repositioning the brand, etc.
    - Product is not altered; purpose is not to seek any new customers
    - Amazon's take: value-added service
    - *"The more services offered, the more chances there are it will lead to a sale."* (Dennis, 2004)

- Product development
    - New products are marketed to existing customers
    - Expand and innovate new product offerings to reinstate existing ones (Dennis, 2004)
    - Amazon's take: allow customers to sell used books, e-books, etc.

- Market development
    - Product remains intact, but marketed to new spectators
    - Amazon's take: "*signed deals with bricks and mortar bookshops to sell books online for them"* (Dennis, 2004)

- Diversification
    - Market new products to new customers (Dennis, 2004)
    - Two types: related and unrelated diversification
    - Amazon's take: unrelated diversification
        - *"Amazon currently now offers travel services, software, electronics, and toys."* (Dennis, 2004)
        - Amazon had no previous market experience in these areas
        - Brand naming – helped them to broaden their franchise

The author finally put in plain words on how e-retailing will be able to expand for the coming years. It is expected that more and more people will be participating markets for conversations. The author explains that he is looking forward to "*see a growth in retailing of many of the traditional high street shopping products."* (Dennis, 2004)

What I've learned:

The author was able to show how e-retailing was able to bring up in the picture to various organizations, specifically to Amazon. He was able to explain how Amazon's e-retail mix was able to help them to improve and expand their organization.

As what I see right now, people are becoming economically active. That is why more and more people wanted to be involved with e-retailing so much. As we are now living in the new age - where people became literate in using computers - they started to participate with conversations throughout the Web.

Now, I already have an idea of how should I able to practice e-retailing. The information I was able to dig up would eventually help me to familiarize myself to what is really happening in the industry right now, or better yet, this would be a way, hopefully, for the success of my future career.

The Long Tail
by Chris Anderson

Book Review – The Long Tail by Chris Anderson

Book: The Long Tail by Chris Anderson
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Long-Tail-Future-Business-Selling/dp/1401302378

Quote:
 "Unlimited selection is revealing truths about what consumers want and how they want to get it in service after service." (The Long Tail by Chris Anderson. Retrieved October 13, 2008. https://www.dallasfed.org/news/research/2004/04it_anderson.pdf)

Giving us the leeway or the freedom of choosing what we want to consume, buy, or sell is important for us. Knowing that companies find ways to keep up what their consumers really wants, unlimited selection allows them to criticize and to analyze what are their consumers' interest.

As the companies will able to track down their consumer's selection, they could recognize more to certain products that they should focus.

Learning Expectations:

Since our professor was able to enlightened us some parts of this book, I'm expecting more information on how the process of Long Tail should be implemented and where it is applicable to perform. I am also expecting to learn new ways of handling online stores since the book Long Tail focuses more on how you be more profitable, keeping the demands of your customers.

Review:

Changes are inevitable, especially for businesses who really want to improve to meet the demands of the people. More and more business are being inclined with different approaches on how they able to market their products and services to potential buyers. Businesses are starting to get involved with discussion, keeping themselves up-to-date with the conversations they are participating.

The author explained that everything is fast when it comes to people who are demanding of different things. As time changes, people also changes – on what are their interest and on what are their preferences. You must remember – "*make everything available*" (Anderson, 2004) for them.

Moreover, in this book, the Long Tail, Chris Anderson was able to describe the niche strategy of businesses, such as Amazon.com or Netflix. The author illustrate that their strategy to sell a large number of unique items, each in small quantities. (Anderson, 2004)

The Long Tail approach suggests that a market with a high freedom of choice should be considered, which would eventually make a certain degree knowing what people really want. It allows companies who will be utilizing this approach to determine the buying patterns of their customers as well. Doing the Long Tail approach means you are into demand-side and supply-side drivers. (Anderson, 2004)

Having a bigger, larger, and more accurate number of products that will be given out to your consumers is a one way against your competitors. Because of these large quantities, I must say that you already have the edge over them. It is important to give the customers what they want – and let them feel what customer experience really is.

The author illustrates how the concept of frequency distribution takes place in the Long Tail. Business' distribution and inventory costs of allows them to recognize important profit out of selling small volumes of hard-to-find items to many customers. Long Tail is the customer demographic for group of persons that buy the hard-to-find or "non-hit" items. The author explained that some companies are too focused to a certain product or service that they do not realize is not a worth – or not profitable much. This negates to the scenario wherein companies sell large volumes of a reduced number of popular items. (Anderson, 2004)

Having a lot of 'hits' will not give more profit, which is how the author wanted to explain about the book. Sadly, companies are too focused with that. They thought that if they are receiving many hits coming from the customers, they think is a sign that their products are buying in the customer's interest. Companies must learn to discover unique products, not just putting a mind set for common products.

Lowering the prize of your products will eventually speak for itself – people will be looking out for it because they were able to catch your attention. Nowadays, people got their notice especially for products that are cheap yet quality is sustained. There will come a time that your profit will grow, yet the numbers of people buying from you are still managed.

As a business, you let your consumers find out with your products and services. That is why people do take advantage using the Web as a part of their business strategy. More and more people are inclined with online businesses. Through the Web, you could able to market your products and services locally and even internationally. Moreover, keeping up to the conversation with your consumers using the Web would also allow you to be connected with them. This serves as a gear toward your success in the industry.

What I've learned:

I have learned that it is important for us to know what customers really want. The author was able to teach us some ways or some methods on keeping 'up' in the trends of the industry, especially on online business. It is important to know your role and start to plan what products and services you should offer. Understanding their needs and finding the right capacity of your products and services should be properly monitored.

The authors wanted to tell us that we should be competitive enough and stay optimistic always. We should learn to value each of our customers because we learn from them. Keeping what is necessary for the benefit of others must be recognizing as an individual. Learn to serve others before you serve yourself.

Web 2.0:

Interviews with 20 Web 2.0 Influencers

Book Review – Chapter 1 – Max Mancini: eBay

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "*You blur the lines between a desktop experience and a Web experience, and that's really where everything is headed.*" – Max Mancini

As far as I know, the technology nowadays bridges the gap between these two experiences – from a desktop experience and a web experience. This only shows how our technology grew and expands its capabilities. More and more development can be seen in various applications created by creative developers and designers. And I must say, the technology we have right now – it's priceless. User experience has becoming enriched with this kind of knowledge.

What Max Mancini wanted to point in this statement is that we should look forward for new discoveries to be unraveled. An issue has been raised on the connectivity between offline and online activities. And believe it or not, this challenge is now starting to be a reality. Expect the unexpected because we never know, we ourselves might actually experience it hand in hand.

Learning Expectations:

The first time I saw this book, I was quite excited reading its content. I was really expecting that I could learn a lot from this book, especially because it can aid me in better understanding on what technologies we have right now. In this way, I can be more aware and responsive with this kind of trend we have right nowadays.

I am expecting that I can be enlightened what is Web 2.0 and how it changes the idea of Web. I am also expecting from the book that I can able to grasp information certain features of different Web 2.0-based websites and I can able to comprehend the essential facts that the author will inform.

Review:

In the first few paragraphs, the author points something about the perception of people he inquire something about online auctions. "*Chances are the first place they would name is eBay*". (Jones, 2008) The author explained that it just happen that eBay's "*transactions are those of people selling items to buyers on an auction site that carries their name.*" (Jones, 2008) This is something the author wanted to talk about – the eBay is more than just what people think as it is.

eBay was dramatically became popular for most people in giving way a connection between them and the company. Talk about two huge companies like eBay and PayPal – they became partners ever since eBay had started handling business deals between two individuals to exchange money. (Jones, 2008) What makes eBay became more distinctive is how it offers numerous services for doing commerce – not just focusing on the company's side, but also with the buyer and seller side as well.

This first chapter also talks about an interview to Max Mancini, the senior director of eBay's Platform and Disruptive Innovation team. He shares something about his experience in the company and how he and his team was able to come up with ideas that eventually made the company, eBay, more compelling in the experience of their end-users. He explained something about their applications, widgets and other functionalities of their website – on how Web 2.0 stands in their organization.

Max Mancini also explained his standpoint when it comes to Web 2.0. He put in plain words the definition of Web 2.0 – "*it is creating a lot more openness so you can integrate things that you would have had to build from scratch before.*" (Mancini, 2008) Web 2.0 has found its way to connect with people by sharing more information – which eventually starts a conversation and participation between individuals. He also explained that Web 2.0 is something that you learn how to "*manage rights and security within that model has yet to be determined.*" (Mancini, 2008) Because of the fast-approach of the Internet nowadays, rights and security has became a factor for eBay to create applications or services that would sustain the needs of their customers.

What the author elucidates is how people, especially online users, change its demand and preferences when it comes to the Internet. They look forward to "*rich, interactive experiences*" (Jones, 2008) Web 2.0 has answered the concern with user experience, by creating "*compelling experience for the consumers.*" (Mancini, 2008) Web 2.0 has opened a way for individuals to create new things possibly. One thing that Web 2.0 has to offer is how it can "*monetize things that would have otherwise been unmonetizable.*" (Jones, 2008) The new technology has now evolved into something profitable for people who will actually connect with the Web 2.0.

In the same way, the "*atomization of the Web*" takes place. (Jones, 2008) Information is now disseminate in a way people find it available all the time. The Web has become more open when it comes to sharing valuable information to individuals. This approach enables them to create and find more ways to make the Web more precious and beneficial to anyone who will be using this technology.

The author also explained something transcribe from the interview. "*There is a lot of momentum for creating interactive experiences leveraging Web 2.0 technologies and web services.*" (Jones, 2008) People are now enriched with ideas that the experiences they will be getting from this technology will actually influence Web 2.0. Now, desktop and web browser come in a package – where everything can be experienced using any two of them.

The last few paragraphs of the chapter give details on how competitive businesses are. The author states that "*big companies love control; they need predictability.*" (Jones, 2008) He also wanted to motivate us that no matter how big the next thing would come in the company let our business defy with these experiences. This makes us better companies and better individuals as well.

What I've learned:

The interview was able to teach me something – how Web 2.0 was able to influence and help individuals to create compelling experience to those people who want to connect with it. Web 2.0 was able to bridge that gap between people from various companies.

The Web I see right now is ever changing and improving. Truly, the technology we have right now makes us individuals more responsive when it comes to the demands of the people around our community. I have seen personally on how some companies, like eBay, were able to connect and interact more on people who are actually participating with their 'conversations'.

This chapter helps me a lot on learning what Web 2.0 really is and where does it stands for. I'm looking forward for the next chapters to help me enlightened with the new technology we have right now and the new knowledge we should expect on the time being.

Book Review – Chapter 2 – Alan Meckler: Internet.com

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "*Web 2.0 as I see it is just a continuing evolution of the ability to inexpensively get information, data, and now entertainment out to the consumer and to the business world.*"
– Alan Meckler

Right now, this kind of technology, the Web 2.0, has able to leverage us into different activities of our daily lives. We could gain access to information without even paying a single penny or such. Everything comes free when it comes to the Internet. As it continually arises its domination to the world, we, as human beings, are affected with its improvements throughout the years. The Web, I should say, is becoming smarter and smarter. Not only it gives out the best information we could get by simply connecting with it, but it also allows us to explore things that are still new in our human minds.

Information become beneficial to us, and soon became profitable to some who use this kind of technology. We see the Web as pure entertainments, but most of us, it makes us more educated when it comes to dealing with different issues or concerns inside the Internet community. It helps us to grow more – be socially active in participating with some conversations that allow ourselves to think and to analyze more.

Learning Expectations:

After reading the first chapter, I am expecting a lot from author on how he could able to gather information more on the next companies who are involve and inclined with the Web 2.0. As I read this second chapter, I am expecting something Internet.com wants to boast, not literally, but to show how competitive they are in meeting the demands of their end-users. This site (Internet.com) was something new to me – or is it the reason that I never tried accessing the site before. I am looking forward on how the interviewee will able to enlighten me to their company and their standpoint when Web 2.0 will be discussed.

I am interested on how Internet.com was able to bring up in the big picture of Web 2.0. I am also expecting some challenges and opportunities that Internet.com will experience and encountered.

Review:

The author first introduced what Internet.com stands for. He makes clear that Internet.com and Jupitermedia come as one. So, the author wanted to clarify that we must understand the business process behind Jupitermedia before we could look for answers about Internet.com. And so, the author defined Jupitermedia as "*a leading provider of images and information for creative, business, and information-technology professionals.*"(Jones, 2008) It provides audio and visual resources with the use of the Internet. Not only that it "*provides information to IT professionals, developers, and creative professionals*", but it also serve as a conversation between the technology and people as well. (Jones, 2008)

The author was able to transcribe some facts about Internet.com and Alan Meckler. The second chapter talks about an interview coming from Alan Meckler, the Chief Executive Officer of Internet.com. He shared something about his role and responsibility as the leader of his company. He also shared something about their company's existence – from CD-ROM came along in the early 1980s, and to the rise of personal computer way back in 19th century.

"The Internet was going to have a greater impact, perhaps, than the computer and it was going to be all-encompassing." (Meckler, 2008) The technology we have right now is fast-paced and has quicker response. Meckler explained how Internet eventually changed into something in optimistic way: "*What was the laughingstock product in the late 1990s and 2000"* has turned into something that is now very much in demand. (Meckler, 2008)

"What was really needed was a web site that would be very, very specific or vertical that would cover a topic really well." (Meckler, 2008) That is how Internet.com came to be. They were able to address what people really need and they really want. Their company started to connect with conversations people participating on. Because of services such as Software as a Service (SaaS) and Software plus Services (S+S), Meckler was having an idea of getting services "*off the Web versus actually physically having the software, so to speak, on the computer"* (Meckler, 2008)

"More than 99 percent of all Web 2.0 properties will never make a dime", as Alan Meckler he explained that a lot of companies and firms will really put a lot of effort using this technology. Many organizations have made 'venture capitals investment' into so-called Web 2.0. What they do not realize is that they will be taking up a challenge big time.

"A Web 2.0 property can be extremely valuable if it is tied into a sideline or another companion business that does have an E-Commerce offering", as Alan Meckler explained to Jones. He was able to brought the idea that companies will probably take a hit if and only if they could create certain applications or functionalities of their site that could render services – same with the idea that *"they will be the next MySpace, YouTube, or Facebook."* (Jones, 2008) However, this scenario would actually exert a lot of time and pressure before this vision could even be a reality.

At the last part, the interviewee wanted to explain that we should be ready to new challenges, new obstacles. Meckler stated, "*Within 10 years, you'll talk to your computer or your browser or whatever service you're dealing with, and it will find the information for you."* The technology we have right now will soon emerge into something innovated that even we, individuals, will probably amaze ourselves because of how the Web can able to leverage our user experiences. Meckler also added, *"The Internet over the next 20 to 30 years is still going to be incredibly revolutionary, in terms of what's going to happen."* Therefore, we should come prepared on what will happen in the future.

What I've learned:

I've learned that being inclined with Web 2.0 doesn't mean that you'll earn a lot from it. It takes a lot of effort and patience to come with functionalities that allows your business, or online business, to profit a lot from it. What this chapter wanted to tell me is that I should take a little passion in doing things. I must learn to value each work that I have and learn from it step by step.

Another thing is that I should learn to be open – on things that may come during these experiences. I must be ready in facing this kind of situations and learn to adapt them hand in hand. I should learn being considerate to every task that I make.

Also, we must learn that what we see things today is definitely way different on things we see five or ten years from now. The author wanted us to see things creative enough that we could actually compare what is new from today and what is new after years will pass by. It helps us to think ahead what will happen next for us – and we must be ready and willing to accept these new changes and new challenges that we could probably encounter in the future.

As I see it, we have long way to become innovative. And it is something we should accept.

Book Review – Chapter 3 – Eric Engelman: Bloglines

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Web 2.0 brought the learning curve down to a really low level so you didn't need to be a computer engineer to be able to run your own blog site."* – Eric Engelman

Web 2.0 doesn't need requirements. No exceptions at all. What it needs is a creative mind – an individual where they can influence other people. People who want to make difference or to make changes is free to use this knowledge.

What this statement wanted to tell is that Web 2.0 is unbiased when it comes to picking out who are the people who wanted to be influenced with this kind of technology. You, as individual, has the right to express what you want to say or utter about. You are free with your ideas, your opinions and your perspectives as well. That is why Internet was able to render weblogs, which allows us to speak with our conversation, and later, be heard throughout the Internet.

Learning Expectations:

Just like first two chapters, I would like to hear something new about this site, especially on how the company depicts the idea of a Web 2.0 site. I am expecting on how the World Wide Web interconnects nowadays with the community – on how they will influence organizations using different Web features.

I am also expecting on how Bloglines was able to develop since blogging even started. What makes me more interesting is how Bloglines was able to reach the people when it comes to giving out 'conversations' for them to understand.

Review:

The author introduced the site Bloglines as one of the top of people lists when Web 2.0 sites will be asked to them. Bloglines ever became popular because of its site capability to create related blogs out of it. Bloglines, an application created by Mark Fletcher way back 2003, "*provides free online services, such as newsfeeds, blogs and rich content.*" (Jones, 2008) What makes Bloglines even more popular is how it can able to share services *"without requiring you to understand the underlying technology."* (Jones, 2008)

With these as part of introductory statement, the second chapter gives more details about a conversation between the author and Eric Engelman, the general manager of the popular site Bloglines. Eric Engelman shared something about his present and past experiences to other websites he was working with.

Eric Engelman shared something what Web 2.0 transpires him. He shared about *The Cluetrain Manifesto* – on how these conversations were able to enlighten him to determine what Web 2.0 stands for. What *The Cluetrain Manifesto* makes clear is defining its perspective – it talks about *"online conversations and how companies need to take part in this new conversation."* (Engelman, 2008) Engelman was able to be motivated because of this manifesto. It soon influence him in creating the site, where actual people could connect and participate with everybody else.

What makes Web 2.0 different is how technology becomes less expensive but in the same way, powerful as it can be. People are starting to become cautious in a way that they are trying to learn from these new technologies offered by companies such as Bloglines. People are starting to control the Web. *"Today, having a user controlled experience and leveraging the end user creates added value."* (Engelman, 2008) Everything is managed by people – which makes Web 2.0 way diverse than others.

Eric Engelman also points out that *"Bloglines may not be the app as a platform yet, but it is definitely web as the platform."* He also added, *"Bloglines is all about consuming data, all about consuming RSS feeds."* That is why Bloglines are data-driven, where people exchange information from one another. He also added that "*users can consume their data, or they can set their privacy setting and make their blog world public."* (Engelman, 2008)

The chapter do also talked about something in AJAX. This kind of technology has become common for Web 2.0 properties. However, Engelman wanted to point out that this does not serve as a whole package. He explained, *"The whole AJAX thing is cool, but it is really about end users and how they can organize data."* What matters the most is how people will conceive on using these knowledge; it is now up to them how they can leverage the Web 2.0

Bloglines and Eric Engelman provided a few insights on how they define Web 2.0. *"Nowadays, there is all of this technology that is available for people to leverage, and therefore they focus on solving really interesting, big problems or interesting small problems."* (Engelman, 2008) The Internet has become a sole provider for people inquiries. This is how technology affect us human nowadays – we learn to stay connected and in the same way, get ourselves be participated with these kind of conversations revolving around the Internet community.

What I've learned:

What Eric Engelman was able to share with us helps me to become motivated in dealing with different conversations. I learned that people need to talk with other people frequently, developing healthy discussions or conversations. They should converse something about their 'customer base', so that it can help them to innovate, to develop and to come up with new ideas – new discoveries to find out.

It takes a courage and passion to create changes. That is how this chapter wants to speak us. In the changing environment we are right now, especially in the tech world we are dealing, many of these new discoveries would still look difficult for an average person to comprehend. That is why they should learn – learn to use these technologies and learn to share this with other people as well. We should able to show the passion for learning and discovering new ways.

Book Review – Chapter 4 – Gina Bianchini: Ning

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound."* - Gina Bianchini

People need to have the freedom to express their ideas, thoughts and emotions using the media as a tool for communication. Even before new technologies emerge, people are hungry for this freedom.

And now, here comes the Internet Age. Everything changes – from the way we speak, hear and listen. The World Wide Web gives us the leeway to express our thoughts deeply. Because the Internet does not owned by someone, everything is never-ending. People are becoming smarter when it come to developing their interaction skills. People are getting more involved in the Internet community.

The Internet was able to influence the people – a lot. It helped people to discover and find new things. It also helps them to unravel the missing pieces of life. The Internet gives back what we deserve to have – freedom. People are becoming liberated and exposed to certain things. They are being aware and conscious with what was really happening right now. It is because they are receiving the real conversation – the deep, yet insightful conversation that is coming from a human voice.

Learning Expectations:

Since Ning is a new term for me, I'm expecting I would learn a lot from this Web 2.0 site. I'm also expecting that I can be more aware with the recent technologies people use in establishing a site influenced with Web 2.0 concepts. What I'm looking forward is how the interviewee was able to build this kind of site and how she managed it to become one of the best sites in the world of Web 2.0

Just like the other chapters, I want to learn something from the person behind Ning. It would be better if I could able to grasp her ideas on what she personally defines what Web 2.0 is all about. I also want to learn something about her thought when it comes to 'social interaction' or what we call as 'social networking'. Moreover, I want to be more interested with her knowledge about these things so that I myself might able to use them in the future.

Review:

The author started to introduce Ning by highlighting a statement that "social networking is at the core of what defines Web 2.0." (Jones, 2008) Started by Marc Andreessen and Gina Bianchini, this 'dynamic, user-driven social networking site was created in 2004. The author also explained how unique Ning is different from any other social networking sites – it creates one. Ning is a Web 2.0 site that enables user to create their very own social networking site in just minutes.

This chapter all talks about Ning and the author's interview with Gina Bianchini, cofounder of Ning. Gina presents some ideas into social networking and the world of the Web. People nowadays are contributing a lot, especially in the Internet community. Everybody does their parts to make a better and improving community. She explains that what is happening right now really puts that whole set of big, gigantic systems integration out of work. (Bianchini, 2008). She also pointed out that the technology we are experiencing right now is rapidly changing. However, she explained that it could lead to disadvantage because of irrelevancy – "*the layers of coordination and centralization just don't apply anymore.*" (Bianchini, 2008)

As what Bianchini explained her thoughts in Web 2.0, *the Internet is now going to closely reflect how people organize in the real world* (Bianchini, 2008). People we see online are becoming too conscious with things around the Web. We see more of a human conversation. On the other hand, just like any other social networking sites out there, Ning reserves the right to run advertising – which makes their site profitable. They also do have these premium services which allow users to avail incentives and benefits in a little cost to pay. This 'advertising scheme' has been an issue to most online users. But for Bianchini, "*the incredibly large numbers associated with online advertising would be a clear indication that there is a market here for free Web services that are advertising-supported.*"

Bianchini also explained that, "*The best, most innovative ideas, we haven't even come close to seeing yet.*" She believes that people do have these kinds of potentials to change what was Internet we experience right now. 'Big opportunities' come to users who will use Ning, since they have this freedom to choose what language they want, or the way they could set their privacy settings. People are starting to be innovative enough to create better and improved social interaction using the Internet as a tool for communication.

Bianchini also challenges people. As facts were stated, "*There are only less that 15 percent of the total 1.3 billion person online population who have actually been on a social network*". (Bianchini, 2008) She thinks that this figure is not yet enough. She thinks that this kind of behavior people do would make a radical change for everyone. People, who are becoming interested and becoming demanding, soon are finding ways to "*extend and expand communication that cannot be imagined today.*" (Bianchini, 2008)

What I've learned:

Social involvement, just like what Gina Bianchini and Ning were able to make, helps us to learn more what the markets have to offer. From innovation to invention. From improvement to development. It helps us be enlightened on what the markets really need.

Social interaction makes everyone a family. It gives us the freedom to exchange our ideas to everyone involve with the community. The good thing about this so-called organization is that you learn something from it. It keeps us informed from what is happening around on the community. It gives us the edge in keeping ourselves up-to-date and notified. It builds our social and interactive skills with everyone.

Book Review – Chapter 5 – Dorion Carroll: Technorati

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Web 2.0 lets people recognize each other, build communities, and create connections where they couldn't before. It's public social discourse that lets people connect, that gives an opportunity to have an open sharing of ideas. Anybody can pick up a cell phone or a digital camera and shoot some photos or video and upload it instantly, and millions of people have the opportunity to see it."* - Dorion Carroll

Web 2.0 offers the freedom humans really want – enough to share their ideas, emotions, and opinions from one another. This leeway allows to them to connect and interact with each other, no matter how big or small their contribution might be. Everyone has their opportunities to step up in that big stage found in the word of the Web.

This kind of technology has become a great tool for communication. It bridges the gap between to individuals. No one is taken for granted. Everyone is affected and somehow influenced by these experiences – from education, entertainment, business, and many more.

Learning Expectations:

The term Technorati has been common to me since our VERTSOL professor, Sir Pajo, introduced it to us. However, I'm still looking forward what and how does this Web 2.0-inspired site is really doing. I'm also expecting something on the interviewee to take hold of their valuable information so that I can able to be aware of their stand in the Internet community.

Moreover, I'm expecting something this chapter about Technorati's definition of Web 2.0. I also want to learn something on how they were able to develop into something that is now popular to most people. I want to know something about their strategies and ways they have created their site.

Review:

The author introduced the idea of how blogs are created everyday. Technorati does to the job to track these entries and able to affirm this figure - more than 175,000 new blogs are produced each day. The author interviewed Dorion Carroll, Technorati's vice president of engineering. Carroll highlighted some insights about Web 2.0 and Technorati's success as well.

Dorrioll boast off Technorati's technologies. Some of them are RSS, XML based APIs, and our XHTML web site validation. Dorrioll shared what their former chief technologist, Tantek Çelik, has to say with their APIs: *"Your web page is your API."*. Dorrioll explained that in using HTML, there could be many ways and styles to display them. And what makes HTML stand out, from a technical perspective, is that "*they can contain fully recognizable, parse-able, structured information."* (Dorrioll, 2008) That's where he added the idea of Web 2.0 – it talks about social connections. "*The openness, the democratization of ideas and the ability of others to react to it enables user"* (Dorrioll, 2008), especially in Technorati, makes a better place for them.

"People can now communicate with a mass audience, most of whom they'll never encounter, and not know who saw their stuff.", Carroll explained. Technorati makes way to intertwine blogs created in different sites – making readers to look for blogs easily and effectively. "*All of a sudden you have hundreds—if not thousands—of views about and reactions from others about these things."* (Carroll, 2008) Technorati creates a new way to enable online users to view information fast and straightforward. That is because how content management is in the idea of this site. Tags enable users to navigate them directly to what they are really interested.

Dorrioll also shared their experience during their startups. Just like everybody, every features and functions start with a scratch. "*In start-ups, you absolutely have to cut lots of corners."* (Dorrioll, 2008). During the starting phase, people should have enough skills and talent to work out with their problems. He explained, "*Those people that want to survive have to learn to make things work and learn the lesson; those that don't go under."* By facing these challenges, Technorati was able to push through into something big – something that comes from a result of perseverance, patience and eagerness.

Dorrioll agreed that talking to people is a good idea. He explained that people should be transparent and opened. He added, "It's about honestly trying to engage an audience and hear what they have to say and if it's bad, it's bad." People nowadays should learn to build healthy conversations using Internet as a medium. Dorrioll also pointed out that "*it's not 20th-century one-to-many mass marketing; it's about actually understanding the masses.*" Helping and giving Technorati a way for people to speak with 'human' conversations allow them to engage with healthy interaction and community.

"For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the people-powered or the social web." (Dorrioll, 2008) With these success factors, community relationships are established. More and more people are becoming inclined with these Web experience. He believes that that Web 2.0 has the "*potential to change the way people interact with each other and interact with web content."* (Dorrioll, 2008)

What I've learned:

I've learned that people nowadays are challenged when it comes to creating a community where people could interact, think, and shares information with other individuals.

I am now more aware of what Technorati is doing in the Internet community. They are the ones who holds, or should I say, manages blogs that allows user or readers to view them effectively, without time constraints. Starting from a scratch, Technorati has found a way to be developed by trying and 'experimenting' technologies that are proper and beneficial for their site. I've learned how eager they tried to come up with ideas that would motivate people to blog – sharing what they wanted to say.

With these kinds of technologies we are now experiencing, especially Technorati, Web 2.0 was able to influence us a lot when it comes to social interaction. Through the Internet, we're building a community where everybody stands out in their own little ways.

Book Review – Chapter 6 – Raju Vegesna: Zoho

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Enterprises have some complex work flows, and I don't think online applications…are ready to really fit into the complex workflows in enterprises yet. They'll get there someday, though"* - Raju Vegesna

Most people aren't prepared enough with the technology we have nowadays. Most firms do understand one thing, which is in traditional way. It is for the reason that a lot of firms still lacks certain information or knowledge in using this kind of 'workflows'. Little did we know, these kinds of processes have an advantage on our part, most especially if companies really want to stay on the trends.

As I see it, people are starting to create and find ways where they could reach out this information. In this Internet Age, people try to achieve a goal where they find alternative yet efficient ways to solve 'complex' situations or scenarios.

Learning Expectations:

Zoho isn't familiar to me, so I'm expecting a lot from this article. I would like to know more of this site and what is their position in the current Internet community. In addition, I would expect to learn something on how Zoho came up with this kind of approach where the site integrate a search plus a Microsoft Office feature. With that, I expect this chapter will be interesting.

Review:

This chapter talks about Zoho. Zoho is a Web 2.0-inspired site and a building online collaborative application, which "*allow users to use the Web in ways not available in the Web 1.0 world."* (Vegesna, 2008) In the first few paragraphs, the article introduced Zoho as an office productivity suite from AdventNet. It provides number of tools/applications, including:

- Zoho Writer – an online word processor
- Zoho Sheet – an online spreadsheet
- Zoho Show – an online presentations tool
- Zoho Meeting – an online conferencing tool
- Zoho Notes – an online notebook
- Zoho Planner – a scheduling and planning tool
- Zoho Project – a project management software tool, and
- Zoho Mail – a mail program that allows for a mail account

Other tools were also presented in this article. Some tools that the author mentioned are *"CRM (Customer Relationship Management) tools, a database application, wiki tools, and chat. Utilities include a web site monitoring tool, a viewer, online polls, and more."*(Jones, 2008) This kind of collaboration in productivity tools have been stepping head, most especially to top companies like Google and Microsoft.

Raju Vegesna, an evangelist of Zoho what he thinks the real definition of Web 2.0. He said, *"The grassroots movement is what I would define Web 2.0 as. Prior to this one, all the web sites you [saw] out there were like brochure ware; it's like putting your brochure on your web site and more like marketing collateral. There's no interaction. It was kind of a "read-only web" prior to this movement. But with Web 2.0, I think the movement is coming to the bottom level, and it's becoming a really great web where the interaction is two-way. Now the users are communicating with the content publishers, and the users are part of the content publishing. That, in general, is Web 2.0."* (Vegesna, 2008) Web 2.0 has come its way to 'connect' and to 'interact' with the community.

The interviewee also explained what Zoho's edge from other online sites is. *"When your work is online, there are a lot of advantages, like mobility, collaboration, and what not. We plan to take advantage of those applications, or those concepts, like mobility and collaboration, and build on top of them."* (Vegesna, 2008) The statement clearly points out one thing – if data and all applications a person need are present online, there is no reason to depend on a particular system. Online productivity tools have become more effective and more efficient, especially with Zoho's. When you speak of mobility, this kind of Software as a Service (SaaS) definitely stands out.

The chapter also mentioned about different applications Zoho has to offer. Currently, they have 16 applications that provides user needs and expectations. *We primarily focus on two divisions or markets; we have something called Zoho Personal, which has a set of apps to be used by individuals… Then we have something called Zoho Business that is for business users. There are two versions—a free version and a pay version—but those sets of tools for business users include applications like CRM project management, web conferencing, etc. So essentially again, we divide our applications into two buckets for now: Zoho Personal and Zoho Business. Eventually we plan to have other offerings such as Zoho Education for students, and then Zoho Enterprise for enterprise deployment."* (Vegesna, 2008) These functionalities were planned and were designed for the purpose of engaging with 'user interaction' and 'user experience'.

The interviewee also speaks out on the idea of Wikis and how beneficial it is for typical online users. *"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 web based word processor, then pretty much you have the same functionality as the wiki word processor."* (Vegesna, 2008) Wikis were able to extend their services for people using collaboration processes and effective system integration, making offline applications available online.

The chapter also explained how AJAX technology plays a vital role for Zoho. The interviewee do clarify the notion between AJAX and Web 2.0 - *"Many people consider that Web 2.0 is AJAX. That's not the case. AJAX is just a technology, but again, AJAX does play an important role in Web2.0. But AJAX is not Web 2.0"* (Vegesna, 2008). In addition, he also added something about 'addressing security needs' when using the Internet.

The interviewee thinks that *"security is not something that you address in a day. It's a common thing that has to be addressed regularly. Currently, it's password protection, but that is not good enough. The user has to be given options to tell where the data has to be saved. He may, or may not, save to Zoho. We need to give him the option to save the data the way he prefers. It could be on Google or Amazon, so we have to give him the option to save his data there."* (Vegesna, 2008) Security will always be a top priority for Zoho. That's why their company is taking all considerations that would allow their users be confident enough in using their services. That is how they re-envision of *"software being a model for services".*

What I've learned:

I must say, I was quite impressed of how Zoho has able to come up an idea of having online productivity tools. I learned how essential it is for online services to reach out the needs of individuals. As a student, this Web 2.0 site would definitely would ensure me that my works would be productive using their online applications. Another thing – AJAX technology is in nowadays. Not only it gives a creative way to develop certain applications, it also makes Web 2.0 a better place to stay.

Speaking of these technologies, I think we'll be expecting a lot from Zoho and the whole community of Web 2.0 as well.

Book Review – Chapter 7 – Richard MacManus: Read/WriteWeb & Web 2.0 Workgroup

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
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Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Whereas the last era of the Web was people publishing things and you went onto the Web to read it, with the current era anyone can contribute, can write content, or can launch applications on the Web." -* Richard MacManus

People are still unaware of what Web has to offer. Whereas in the last era of the Web, professionals published and people visited a site to read it, with the current era anyone can contribute and write content. New era has come – Web 2.0 starts to create an impression for online users. Everything seems tight now. You see people contribute and interact. People started to share information from one another. Conversations started to come up with new technologies are beginning to unfold. More and more people are starting to find the 'real human voices'.

As I can see, new era has successfully influence people's thinking and perception. Not only added information takes place, but the show of interest and show of passion could be seen to people who are really 'influenced' with the new knowledge. Everything is starting to become possible.

Learning Expectations:

This Web 2.0 site is new to me; of course, I'm not quite aware what difference Web 2.0 sites we have right now. That's why I'm really expecting a lot from this. It would be an honor if I could able to grasp information about their functionalities and features as well.

I expect to learn how Read/WriteWeb came up with the idea of having features such as blogging. Hopefully, upon reading all this written works, I can be more conscious with the recent technologies people use in developing and creating sites that are 'influenced' and 'inspired' with Web 2.0 concepts.

Review:

Richard MacManus, founder of Read/WriteWeb, was introduced in this chapter. Read/WriteWeb is *"a blog about Web technology and it covers news and analysis. We try to cover quality and the pulse. We have an emphasis on analysis and in explaining the latest trends around Web 2.0."* (MacManus, 2008) The interviewee also added something about their workflows. *"If we write about a product, we make sure we compare it to other products and explain a little bit about the market segments. It covers the news and latest trends of Web 2.0. It is one of the most popular blogs in the world–certainly among the top three tech blogs. It is doing really well. We are building network blogs as well. We have launched one about search engines and another one about the digital lifestyle.* (MacManus, 2008)

Read/WriteWeb, as the author defines it, is "*a popular weblog that focuses on Web technology news, reviews, and analysis. It was started in 2004 and is now ranked by Technorati as one of the Top 20 blogs in the world.*" (Jones, 2008) Richard MacManus, along with his colleagues Fred and Michael, is recognized and has been involved with Web 2.0 since before the term became mainstream."*The starting of the Web 2.0 Workgroup is just one example of their early efforts to help bring attention to the topic. The Web 2.0 Workgroup site was originally an attempt to bring focus to the key blogs discussing Web 2.0 technology.*" (Jones, 2008)

The interview clearly defined what Web 2.0 think is. For him, "*it has come to be like a marketing term. In the old days, we used to call it the dotcom era. With Time magazine making Web 2.0 the person of the year [in 2006], everyone now knows the term, or at least recognizes the term. It is very hard to technically define it.*" (MacManus, 2008) In a nutshell, Web 2.0 is defines the era of the Web we are in right now, just like dotcom was used to describe the last era. (Jones, 2008)

AJAX technology was also introduced in this chapter. "*AJAX made web sites a lot more interactive.*" (MacManus, 2008). In addition, the interview thinks that they are considering a lot of activities in search at the present time. In the next few months, they'll be expecting more applications having offline functionality. "*We'll see a lot more action on the mobile front in the next few years.*" (MacManus, 2008) People are starting to be involved with this new era. Productivity has become a success in Web 2.0.

The interviewee also explained some insights about premium services. "*Premium content is kind of a lost art on the Web.*" (MacManus, 2008) People tend to avail free services rather than premium ones, thus, wasting most of the time working with better ones. Limited people can only access these kinds of premiums. As long as cost would stay, this would still be an issue. Some 'notable observations' were also illustrated. According to the interviewee, "*In the near future, we'll see more Microsoft software delivered as a service over the Web. This will happen to a lot of other types of software as well.*" (MacManus, 2008) We will be expecting that the Web will become more intelligent in the next years to come.

What I've learned:

Social networks have become a part of our lives when we do go online. Like in this site, we could able to share and converse information that we see as valuable for ourselves and with others too. The good thing about Web 2.0 is that it gives that certain freedom to interact with the community around the world.

What Read/WriteWeb has to offer is something valuable, especially for people who are inclined with technologies nowadays. It keeps them updated and informed while on the go. As a student, this Web 2.0-inpired site would help me become more aware about recent innovations found offline and online.

With technologies like AJAX, we could expect more on how Web 2.0 could offer to us.

Book Review – Chapter 8 – TJ Kang: ThinkFree

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "Online applications are gaining popularity. More important, online applications are gaining power and functionality. ThinkFree is a prime example of how much power and functionality a little Java can bring to the Web." – TJ Kang

As what we are seeing right now, the World Wide Web became widely accepted by most people. Online users enjoy the privilege of utilizing online resources through various online tools and applications. Indeed, the new technology has embraced the Web – offline applications are now shifting to workable online environment.

Learning Expectations:

- What ThinkFree is
- Who TJ Kang is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

The article started by introducing online application – on how it is gaining popularity. ThinkFree became the best example in this article on how online application achieves its functionality on its finest.

Here are some quick features/functionalities of ThinkFree:

- An online office application space
- Compatible with Microsoft Office (lets you edit existing Microsoft Office 2007 Word documents - .docx files), Windows, Macintosh, UNIX, and Linux
- Create a number of different types of documents
    - word-processing documents
    - presentations
    - spreadsheets
- ThinkFreeDocs.com
    - Share, Upload files or documents
    - Ratings, groupings, etc.

TJ Kang, the founder of ThinkFree has been in the computer industry for many years. While his focus is online office applications, it is obvious from his experiences that he is also aware of what is happening with Web 2.0. (Jones, 2008) In the beginning of the chapter, TJ Kang reminisce when he was just starting to use a computer."*When computers came along, I figured that with the intelligence that a computer CPU can provide, that perhaps we could automate this. When I looked at this problem with some friends, we found a simple but elegant rule that can be programmed into a computer. So, back in 1982, we created the software for a demonstration on our Apple II computers. And it worked. One thing led to another and we started developing a full-fledged Korean word processor.*" (Kang, 2008)

It is amazing how Software as a Service grew years before Web 2.0 was finally discovered and established – TJ Kang was one of those people behind it. It was called ASP (Application Service Providers). *The Application Service Provider (ASP) business was becoming pretty hot. There were companies who had an IPO with the idea of providing applications as a service. We are now calling it "Software as a Service" (Saas), but back then it was called ASP.* (Kang, 2008)

TJ Kang also shared his experiences in the makings of ThinkFree. "*So I married the ASP model with the model that most of the dot coms had. I was going to offer the personal productivity software as a free service and make money by running some banner ads. When people used the word processor or spreadsheet, the ad would be shown.* (Kang, 2008) Because of his wide concept in mind, he was able to earn about 24 million dollars from the venture capitalists. In 1999, ThinkFree was born in 1999."

TJ Kang also explained some of his thoughts regard with the competition ThinkFree is dealing. "*Microsoft Office has been so dominant for so many years, that most people don't even remember there were other office productivity solutions.*" (Kang, 2008) It has been a lot of hardships for TJ Kang and his crew to compete with a large company such as Microsoft. Talk about their strategies when it comes to marketing – most people do buy products from brands that are highly influential and highly demanding such as Microsoft. That's a challenge for ThinkFree, to be able "*to convey that you could really do your work anywhere on any device, and do it without Microsoft Office.*" (Kang, 2008)

Although TJ Kang believes that there are no correct definitions about Web 2.0, there are things he wants to consider. For him, "*Web 2.0 is an application platform, and a vendor-neutral one at that.*" This is probably a different definition than what most other people give. The other aspect of Web 2.0 is that you have this idea of "wisdom of crowds." (Kang, 2008) Most of the online have this wrong notion what Web is. Web 2.0 is collaboration between the minds and the knowledge of people conversing with each other through the Internet.

This chapter also explained that there are two main issues or barriers that keep people from moving from the desktop to the Web: security and the offline issue. (Kang, 2008) Security is more an issue with people who are using applications, both offline and online. If people would be convinced and motivated to work online, productivity and convenience are much likely to be seen. In addition, TJ Kang explained the difficulty for people working "inside the browser". "*People do most of their work inside the browser, except when they have to use their office software that they run on their desktop. You, therefore, need to provide a way to cache data and the application so that they can continue use when not connected.*" (Kang, 2008) This is how ThinkFree came to be – to be able to render offline online application all at the same time.

TJ Kang also gave some of his insights about having a wide Internet connection for everyone so people could access online application such as ThinkFree. "*Yes, definitely, four to five years from now, especially in smaller countries. I've been through this before—in 1999–2000, my business model was predicated on the premise that everybody will have broadband. That took a lot longer to happen in the U.S. than in other parts of the world.*" (Kang, 2008) Not only broadband connection will be cheaper and will be stable, Internet will become the source of education for everyone.

What I've learned:

- ✓ Who TJ Kang is
- ✓ What ThinkFree is
- ✓ ThinkFree's origin predates the concept of Web 2.0
- ✓ How TJ Kang already used SaaS before
- ✓ Security issues have become a factor for people in using offline online apps
- ✓ Web 2.0 is a shift in platform and a vendor
- ✓ Web 2.0's definition varies to everyone experiencing it
- ✓ Semantic Web is an intelligent technology
- ✓ Connectivity issues

Book Review – Chapter 9 – Patrick Crane: LinkedIn

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"I see Web 2.0 as a course correction…[that] weaves the social fabric back together again…You can now 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."* - Patrick Crane

This is what The Cluetrain Manifesto wants to speak out for itself – transforming social media to a so-called social market, where everyone can participate into a community. People involve in businesses usually talk something – about their experiences, ideas, and even suggestions that will help improve their status in the industry. The Web is making a better place for markets, especially for people to utilize this effective tools and apps that could create a positive impact into their businesses.

The traditional way of business-to-market communication is finally depleted. Thanks to the Web 2.0 and the people behind its success.

Learning Expectations:

- What LinkedIn is
- Who Patrick Crane is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. In an Internet context, professional network generally refers to a professional network service, a virtual community that it is focused on professional interactions instead of social interactions. In this chapter, we will be looking on how LinkedIn was brought up in the Web 2.0 and what are its features and functionalities.

In the start of the chapter, Patrick Crane, LinkedIn Marketing & Advertising, was introduced. He introduced the idea of LinkedIn by saying, *"LinkedIn is a professional networking site. It uses many of the core technologies and capabilities of the social networks, but is exclusively for connecting professionals together, and through those connections, enabling them to accomplish tasks, get information about their market and their industry, do research, and ultimately get things done."* (Crane, 2008)

LinkedIn is likely one of the most referenced Web 2.0 sites due to its ability to connect people together and provide social interactions among them. (Jones, 2008) Here are some quick summary of its features:

- A contact network
  - Composed of 'connections'
    - direct connections
    - 2nd degree connections - connections of each of their connections
    - 3rd degree connections - connections of 2nd degree connections
  - Controls the way people can access your profile, authorizes people within your connection, etc.
- Useful for searching information such as job information, people and business opportunities, recommendations, etc.
- Useful for HR management - employers can list jobs and search for potential candidates.
- Content - job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.

The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called *connections*. Users can invite anyone, whether a site user or not, to become a connection. (Crane, 2008) That is how LinkedIn was able to develop – where "*Web 2.0 re-establishes the relationships we have in the offline world, puts them in the online world, and enables that group consumption to again happen."* (Jones, 2008)

The conversation between Patrick Crane and the author were a little off to the topic. However, Patrick Crane still shared some on his insights about Web 2.0. He considers Web 2.0 as a new technology that solves an age-old problem. He explained, "*The age-old problem is maintaining and keeping alive human relationships that matter to you."* (Crane, 2008) Keeping the conversations healthy is what LinkedIn's primary concern. As what Crane added, "*The way that you consume on the Web, and ultimately the way that you publish, promote, and post is all going to change pretty dramatically. Additionally, the way that information is distributed and shared is going to change dramatically. This will be brought about by the social and professional networks."* With these technologies they are using hand in hand, they are developing something that would create an impact to their user's experiences.

"*One of the reasons why blogging sites go crazy is that people can self-express and they don't have to just sit there and be told what to read."* (Crane, 2008) Obviously, blogging has been a hip for more years, and it keeps on growing and growing. The way it was presented to online users was accepted right away. As what Patrick Crane added some thoughts, "*The moment you do something that isn't transparent and doesn't give the user 100 percent choice, you'll get in trouble."* LinkedIn recognize how content is important, not only for viewers, but with the readers who are willing to be loyal in using their site.

The interviewee also added that sites must be "*really obvious, transparent, and front and center on the choices they give to a Web 2.0 user about what is broadcast about that user".* (Crane, 2008) LinkedIn has developed compelling layouts, designs and navigations that can motivate online users to participate with their community. Along with these tools and apps rendered in their site, pretty sure those users will be getting the satisfaction and quality of joining a community, an online community to be exact.

LinkedIn matters on how relationship is important for everyone who will be using social networking sites, such as theirs. LinkedIn's unique take on Web 2.0 and unique take on social networking is such that those relationships that are formed are a reflection of you, and you need those relationships for life. (Jones, 2008)

What I have learned:

- Who Patrick Crane is
- What LinkedIn is
- Web 2.0 and social networking is not a fad.
- Web 2.0 is a fundamental course direction for the internet
- LinkedIn is not a game – unlike other social networking sites
- LinkedIn is about connection – how people are being *professionally* connected
- For Patrick Crane, maintaining the relationships of people that matter

Book Review – Chapter 10 – Shaun Walker: DotNetNuke

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Web 2.0…was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the Internet."* – Shaun Walker

People are finding innovative ways to entice online users to join online communities such as social networking sites. Indeed, the term Web 2.0 became a buzzword to everyone. Little they don't know, Web 2.0 is not just about 'sudden shift' from Web 1.0, it is what actually they are doing in the Internet – conversing and exchanging information from peers to peers. Online users can interact to each other, thanks to the technologies that are improved, developed and widely used.

Learning Expectations:

- What DotNetNuke is
- Who Shaun Walker is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

DotNetNuke is an open source web application framework written in VB.NET for the ASP.NET framework. The application's content management system is extensible and customizable through the use of skins and modules, and it can be used to create, deploy, and manage intranet, extranet, and web sites.

Shaun Walker, founder of the DotNetNuke, has implied that the name DotNetNuke was coined by combining the term .NET with the word "nuke". In the beginning of the chapter DotNetNuke was introduced to us and the interviewee was also introduced to us and he said about himself *"I'm Shaun Walker, and I'm the president/chief architect of DotNetNuke Corporation. I was the original creator of DNN, which was released December 24, 2002; so about five years ago now. It's an Open Source web application framework that runs on the Microsoft technology stack—SQL Server, Windows Server, and the .NET Framework, ASP.NET. It's got two parts to it. You can use the web application framework for building web applications, and then it comes with a fully functional content management system as part of the package, which allows you to basically build your own web site very easily using a web browser."* (Walker, 2008)

DotNetNuke has renders pluggable modules and providers that enable additional functionality for users, which will make individuals the experience the 'look and feel' of sites that can be customized using skins. DotNetNuke has a skinning architecture which provides a clear separation between design and content, enabling a web designer to develop skins without requiring any specialist knowledge of development in ASP.NET. (Walker, 2008) This is how efficiency and portability come in.

Looking back at what the interviewee, Shaun Walker, define the Web 2.0, he explained that it can be broken down into a number of different quadrants in terms of functionality and user expectations:

1. user-generated content
2. social networking
3. search and syndication of contents, and
4. rich user interface,

As what the chapter told, in the perspective of Shaun Walker and DotNetNuke, rich user interface has been improving ever since technologies, such as AJAX technology, Flash, and Microsoft Silverlight were adopted and 'brought up' in the scene. Shaun Walker added, *"In terms of consumer acceptance of Web 2.0, social networking has the most hype behind it. From a software-developer perspective, AJAX and Flash have the most hype around them. And from a business-model perspective, search, syndication, and content management would be the leaders. They all fit together."* (Walker, 2008) It's all about the content – on how developers would able to create something that is rich and powerful for users to use.

Shaun Walker promotes community interaction. That is how DotNetNuke emerge into something that people could participate – such as user groups. The importance of a user group is not forgotten within the DotNetNuke community. DotNetNuke has grown so much in popularity and adoption that user groups have formed to assist local members the open source community in learning more about the DotNetNuke platform. About a dozen basic modules are also integrated with the core DotNetNuke distribution, and further modules can be downloaded from the DotNetNuke website, including e-commerce systems, photo galleries, blogs, forums, wiki and mailing list options.

"There are a lot of ideas around Web 2.0 that are more network oriented, human-oriented, rather than just pointing at a specific.", (Walker, 2008) as what Shaun Walker explained. He sees it as the 'next big thing' in the World Wide Web. Because of the innovations and technologies used nowadays in the Internet, he *sees the Internet becoming more and more an embedded part of people's lives so that it's basically a fundamental rather than an optional thing."* (Walker, 2008) This now became a great challenge for people involved in the Web 2.0. A lot of these 'key players' will need the best they could get from these technologies they are now handling.

What I've learned:

- What DotNetNuke is
- Who Shaun Walker is
- Open source means everything – from the user side and from the developer side
- There are still potentials in the Web that people should discover
- In terms of consumer acceptance of Web 2.0, social networking has the most hype behind it.
- *"There's going to continue to be a need for desktop applications."* (Walker, 2008)

Book Review - Chapter 11 - Biz Stone: Twitter

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"The Web is increasingly a social environment and…people are using it to communicate with one another, like they've always done—but now in such an open way."* – Biz Stone

Web 2.0 talks about openness – where community links with each other using different set of media such as the Internet. As what we are seeing, Web 2.0 is about sharing of knowledge. As more people help each other with their applications or platforms and share more information, the more applications get better and the more we benefit from it.

Indeed, the World Wide Web will never be the same. Thanks to these heroes in the Web – they are making a difference out of their 'abstractions'.

Learning Expectations:

- What Twitter is
- Who Biz Stone is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

In the beginning of the chapter Twitter was introduced to us and the author described twitter as *"Twitter is often described as a micro-blog because of its short-message format and its ability to follow what a person is doing. Regardless of how you describe Twitter, it has struck a chord with the worldwide community."* (Stone, 2008) Twitter is a free social networking and micro-blogging service, which allows its users to send and read other users' updates, known as tweets, which are text-based posts. Founded by Jack Dorsey, Biz Stone and Evan Williams, Twitter began as a research and development project inside San Francisco podcasting company Odeo in March 2006. (Stone, 2008)

This chapter explained how Biz Stone, and his two buddies, started to build Twitter. He shared his experience how Twitter became a reality for them *"Basically, Twitter was a simple idea that my friend, Jack Dorsey, had. He loved web-blogging, but he wondered if there was a very, very simple kind of stripped-down way to do that. He was kind of inspired by the concept of the status message, the instant-message application, kind of like AIM. The idea that you would say something very simple like, "I'm not feeling very well today," or, "Unavailable," or, "In a meeting," and that all your friends would know that and know that's what you are doing."* (Stone, 2008)

The chapter defines the Web 2.0, on Biz Stone's perspective. *"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."* (Stone, 2008) Online users prefer posting blogs that can be seen in public. Some media outlets are also starting to use Twitter as a source of public sentiment on issues, and are using the technology in order to deliver real-time or recent-time opinions that are not sent to them directly. That is how micro-blogging came to be. "People are increasingly okay with others knowing what they're up to and hearing what they're saying.
There seems to be a lot of value in keeping that openness." (Stone, 2008)

It is amazing how these new technologies emerged and changed the notion of people during 90's where they are not convince of the possibilities Web could offer. Now, they are highlighted as powerful tools which make work reliable, faster and better. For Biz Stone, *"If you're talking about new technologies or a new idea, especially on the Web, then it makes sense to really work on the concept, the product itself, and the reliability first."* (Stone, 2008) One thing we should do is to impose that idea that Web 2.0 isn't just the typical Web we used to use. Things are different now and online users should be able to adapt with this so-called transformation in the Internet. For most people there is no Web 2.0; there is just the Web. (Jones, 2008) Twitter goal is remove this kind of notion from people.

Web 2.0 is the next big thing – as what Biz Stone explained in this chapter. *"I guess what I just mentioned with the mobile combined with APIs and openness is also increasingly important to companies. Right now, Twitter is mobile over SMS. You never have to go to the web site. We also have an API, which means you can write an application that works over SMS (Twitter). It's possible that we may see in the future something like farmers in India interacting with an application over SMS that helps them get a better price for grain, or something like this. They wouldn't be able to do this otherwise because they wouldn't have access to a PC or a Web connection."* (Stone, 2008)

Twitter is up for the challenge – a challenge of change. Biz Stone explained that if they will *create more open systems, it will be even more social. I would guess that this openness in general is really the broadest definition."* (Stone, 2008) This is what Twitter believes, sharing and staying open for everyone who wants to connect with them.

"You have to provide an Application Programming Interface so that other developers can build on your platform." (Stone, 2008) It almost talks about being 'semantic' in the Web, where other developers would 'fork' your work and continue to develop your application or your system into different platform. *"The more you can open up your platform, your idea, or your concept to invite other people to build on top of it, and work within it, the better."* (Stone, 2008) In this way, reliability takes in. This is how openness stands for the community.

At the last few chapters, Biz Stone added some of his ideas about Software as a Service (SaaS). SaaS is just a growing awareness of, *"We can connect, we can make this software a lot more social, and we can bring a lot more value to it if we connect it to the Web and thereby connect it to other people."* (Stone, 2008) Indeed, SaaS has been widely accepted and widely used as well. I believe that the next years that will come will emerge into something people would be really looking for.

What I've learned:

- What Twitter is
- Who Biz Stone is
- How micro-blogging differs from any other blogging methods
- How Twitter implemented an SMS type of chatting in the web.
- It's just easy to say something's Web 2.0 because people can understand what you're talking about. (Stone, 2008)
- Web 2.0 is the next 'big thing'.

Book Review – Chapter 12 – Seth Sternberg: Meebo

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: ""*Everybody says, "I don't think I know what Web 2.0 is" because nobody really knows what Web 2.0 is."* (Stenberg, 2008)

The truth is, nobody can literally or technically define what Web 2.0 really is. As far as I know, a lot of 'heroes in the Web 2.0' weren't able to define the term completely, mainly because Web 2.0 is too vast to be explained. It would take a couple of researches, multiples of them, to appreciate what Web 2.0 really can do and what it is really for.

From my perspective, Web 2.0 is something that people would define it based on their 'experiences'. Definitions may differ – soon as people accept this 'technology' we are indulged with. Sooner or later, Web 2.0 will be clearly explained once everybody will be influenced by it.

Learning Expectations:

- What Meebo is
- Who Seth Sternberg is
- How Meebo was developed
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

Meebo is an AJAX- based in-browser instant messaging program which supports multiple IM services, including Yahoo! Messenger, .NET Messenger Service, Google Talk, AIM, ICQ, and Jabber. Believe it or not, Meebo is based on the free and open source library created by a group of software developers. The interviewee, Seth Sternberg, was one of them. He was the 'hero' in this chapter.

In the beginning of the chapter, Meebo was introduced to us the author described it as *"Meebo is to instant messaging what programs like Hotmail and Gmail are to email. They bring the ability to socially interact with anyone else in the world with the only requirements being a browser and an IM handle. With growth from start-up to over a million users in the matter of about a dozen months, Meebo has shown the power of Web 2.0 and the community."* (Sternberg, 2008) Meebo has seen phenomenal growth in a short period of time. While relatively new, by having over six million unique visitors monthly, it has taught its founders key lessons. These lessons include insights on Web 2.0. (Jones, 2008)

"Advertising on the Web is now very, very efficient—an efficient, liquid market." (Sternberg, 2008) Markets are utilizing the effectiveness of the Internet to showcase their products and services all over the world. Just like Meebo, its interoperability when it comes to using other services from other systems like Yahoo! And Google, people who are accessing Meebo would be more aware what these 'big companies' are and what they are doing here in the first place. Meebo become part of a so-called 'marketing campaign' so that people will be looking more on their services, thus, increasing customer loyalty and trust.

The whole goal of Meebo is that IM and the Web can be so much more than IM and software." (Sternberg, 2008) The idea the interviewee wanted to show is how Meebo takes responsibility in dealing with user experience. These outputs they are receiving from online users help them improve, and later, would give them the idea of what they should be focusing in creating interface for people. Talk about Software as a Service, Meebo renders this application they have without free of charge, yet they still earn something in return through premium services. As he noted, "*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. Another clear way to monetize is to forget the whole consumer space; there are enterprises out there that will pay you for enterprise web sites. There is a big movement right now toward bringing Web 2.0 technologies to the enterprise. I think that is another way to monetize a web site that monetizes the whole Web 2.0 application thing."* (Sternberg, 2008)

There are a lot of are people saying there has to be this advertising fatigue thing, but the interviewee thinks that is the case at all. He said, *"It is kind of funny. I was actually in a meeting where someone said they weren't doing AJAX, because they were paid on page-view thing. Here is the thing: if they don't move to AJAX then they will definitely lose their users because someone is going to do it in a way more snappy, efficient way. And the users will end up moving."* (Sternberg, 2008)

Software as service, as what Sternberg would deduce was the 'lead in'. "*If you will, to all of this stuff. And they did it a little bit before AJAX was available to make it snappy and such. Now I think people are going to take advantage of all the AJAX stuff to make it better."* (Sternberg, 2008) Markets would always buy for effective and efficient system. Through these technologies, Sternberg added, *"You are going to build a very different kind of organization if you are going after the enterprise."* (Sternberg, 2008)

The chapter also talks about how Open source is widely accepted and how beneficial it is for the developers. *"Because of Open Source you can go in and fiddle with the code to make it better."* (Sternberg, 2008) Developers could utilize and make use of these 'resources' in developing something that is highly beneficial and highly appreciated by most people. Open source is collaboration – a collaboration between the minds of people who are creative, but in the same way, technical when it comes to functionalities of an application.

The interviewee spoke something how open source was able to become handy in developing Meebo. *"Open Source has been really, really, really good for Meebo. A lot of our code base is open source. Everything from the way we access the IM network, which is based on GAIM, to our web servers, which are lighttpd—an Open Source web server. We probably spent next to nothing on software and some money on hardware. We either coded it ourselves, or it was available in Open Source. The other great thing about Open Source is that you can then go in there and fiddle with the code to make it better. That's huge. And, it is also supported by the Open Source community. Also huge. Then when we find bugs in GAIM, we contribute back. For example, when we found bugs in lighttpd, we let Jan, who is kind of the administrator of lighttpd, know. He fixes them and everybody else benefits. Huge."* (Sternberg, 2008)

The interviewee believes that there is no right or wrong answers when it comes to defining what Web 2.0 is. *"At the end of the day, the great thing about the Web is that if you have really smart people, they can do really awesome stuff."* (Sternberg, 2008) The interview believes on the potential of people to revolutionize into something that they can affect changes, especially in the Web. That should Web should look like – something that people will be looking for, even until their very old age. Internet seems to be 'immortal' in a way – it keeps changing and changing for better performance and for better results. Everybody says, "I don't think I know what Web 2.0 is". The truth is, nobody could really describe what Web 2.0 is completely. (Jones, 2008)

What I've learned:

- What Meebo is
- What Sternberg's roles in Meebo are
- How instant messaging is helpful in the Web
- Nobody know the real definition of Web 2.0
- Open source is the 'best resource' any developer could have

Book Review – Chapter 13 – Joshua Schachter: del.icio.us

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Web 2.0 is less the name of a specific phenomenon, and more of a label we put on particular observations."* - Joshua Schachter

Just like what I've discussed in the last few book reviews, Web 2.0 is so vague to comprehend. People have heard it, yet it is too complex to be explained. Many have spoken about it, yet questions are still raised along the way. Indeed, there are distinct definitions about Web 2.0. It is just that people cannot explain how peculiar it is.

As what the quote wanted to tell, sometimes, actions speaks louder than the way we could define it by words. It is through observations and experiences that only Web 2.0 can be defined by anyone.

Learning Expectations:

- What del.icio.us is
- Who Joshua Schachter is
- How del.icio.us was developed
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

del.icio.us, pronounced as "delicious", is a social bookmarking web service for storing, sharing, and discovering web bookmarks. Social bookmarking is the core of what del.icio.us is. Just as we can learn from other people's bookmarks, we can also learn from other people. (Jones, 2008) The site was founded by Joshua Schachter in 2003. It's amazing how this social bookmarking site was able to come up with more than five million users and 150 million bookmarked URLs.

Instead of spending millions of dollars on technology, people are able to build a low-end PHP/Linux sort of environment for building pretty much anything*. "As such, you are able to try out a lot of ideas, many more than previously, because there are lower transaction costs for trying things out."* (Jones, 2008) This is how del.icio.us started. He also explained why Joshua Schachter built del.icio.us. *"I built del.icio.us not because I had a business plan, not because I thought there would be money there, but because I wanted it; I had the ability to build something and the desire to see it happen."* (Schachter, 2008)

Many features have contributed to making Delicious one of the most popular social bookmarking services. These include the website's simple interface, human-readable URL scheme, a novel domain name, a simple REST-like API, and RSS feeds for web syndication. (Jones, 2008) All bookmarks posted to Delicious are publicly viewable by default, although users can mark specific bookmarks as private, and imported bookmarks are private by default. The public aspect is emphasized; the site is not focused on storing private bookmark collections. Delicious linkrolls, tagrolls, network badges, RSS feeds, and the site's daily blog posting feature can be used to display bookmarks on weblogs. (Jones, 2008)

Little we don't know that del.icio.us started in a small investment. As what the interviewee shared his experiences, *"The cost of implementation and the cost of failure are so low that we're able to prototype and try lots and lots of things, very, very quickly."* (Schachter, 2008). This shows how del.icio.us was able to develop with a little money on hand. What matters for these people is how functional it is, with fewer features required. It made me realize what 37signals also believes – fewer features mean less work.

One part of the chapter I want to highlight is how the interviewee answers to the question – what is the most important feature of Web 2.0. I was surprise when he told the interviewer that "*Like I said, I don't think it's a thing, but more the name of an observation, so that doesn't hold. I think that economically, the cost of implementation and the cost of failure are so low that we're able to prototype and try lots and lots of things, very, very quickly. Things that work include sites that have community; they're very efficient in terms of cost to produce, that kind of stuff - so I think it all fits in sort of a line. Then when you connect the dots, you get an arrow point to Web 2.0; I don't think it's the other way around."*(Schachter, 2008)

Because Web .20 is vaguely defined, it's also similarly vaguely used. This is how Schachter perceive when Web 2.0 was brought up in the interview. *"Web 2.0 is less the name of a specific phenomenon, and more of a label we put on particular observations."* (Schachter, 2008) People don't agree on terms, methodology, technology, parts, or components, and there are radically different ways that people implement and even think about problems. (Jones, 2008) There is no proof that Web 2.0 can be define by just a layman. It would take a lot of effort for an individual to comprehend how large Web 2.0's scope is.

The interviewee responded to the question about the Semantic Web. *"I think it's a way to exchange databases with foreign schemas, and harmonize schemas across these databases. The semantics are around the definition of the schema rather than the definition of the data."*(Schachter, 2008) If the Semantic Web is version three of "something," then SQL was version two of it, not the Web. (Jones, 2008) It's like we are saying that the whole Web is like an enormous library – a place where information seems to be available.

Connectivity was also part of Schachter's perspective on what he vision in the future. *"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."* (Schachter, 2008)

Funny yet, informative, the interviewee was able to share his thoughts regard Web 2.0 *"I honestly don't think in those terms, and I rarely even say "Web 2.0;" I don't even think about tagging for the most part, which I think is a major component or at least one of the things that people frequently attribute to Web 2.0."* (Schachter, 2008)

What I've learned:

- What del.icio.us is
- Who Joshua Schachter 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
- For Schachter, Web 2.0 is just a term for observation, not a thing
- AJAX is not Web 2.0 because del.icio.us is an example of a Web 2.0 and it implements very little AJAX
- 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

Book Review – Chapter 14 – Ranjith Kumaran: YouSendIt

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Today, if you have an idea that you want experiment with, it doesn't cost very much to try"* - Ranjith Kumaran

People are not limited to explore things nowadays. Using the Web, they make impossible become possible. Thanks to the latest technologies that were developed by these developers, people can experiment anything that they want to try. With the help of applications online, creating your apps/systems can be done in just minutes. Think of it that this quick implementation you are receiving comes from various resources – sources that are highly beneficial, yet cheaper in a sense.

Nowadays, you don't have to spend a lot investing on application that would run your business effective and productive. You can make your own.

Learning Expectations:

- What YouSendIt is
- Who Ranjith Kumaran is
- How YouSendIt was developed
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

While YouSendIt might not be one of the first sites to come to mind when you think of Web 2.0, its founder, Ranjith Kumaran, has experience and insights that are relevant in a Web 2.0 world. (Jones, 2008) YouSendIt is a web-based digital content delivery service provided by YouSendIt, Inc. It is often referred as pseudo-"Software as a Service" (SaaS) because of its ability to transfer information and files to other peers. It lets users send, receive and track files on-demand. It is an alternative to sending large e-mail attachments, using file transfer protocol. The sender can enter the recipients' e-mail addresses, attach the file and send it. Kumaran also boast on the status of YouSendIt. *"What YouSendIt does, we're the leading company that allows users to send, receive, and track large files, actually files of any size, on the Web today. We primarily cater to businesses and professionals, but we have a vested reach into the consumer space as well."* (Kamaran, 2008)

Kumaran is one of who controls in product management and corporate marketing. In YouSendIt, their goal is penetrate the consumer level, not only focusing to working professionals. He discussed something about Web 2.0 – having a three-level meaning for it. *"At a high level, Web 2.0 is about enabling interesting conversations and collaboration. The more people you can service, the more value they get out of it."* (Kamaran, 2008) By allowing re-syndication of data and services by anyone, such as utilizing the RSS, or Really Simple Syndication, collaboration starts. He added, *"It is very important to be able to push some of these applications back out of the browser and onto the desktop, but make it as accessible and easy to use and connected as possible."* (Kamaran, 2008)

This chapter also tackled the most important feature of the Web 2.0. *"One of the most important things of new services applications is complex user interaction, and I think that AJAX does enable more robust user interactions."* (Kamaran, 2008) Kamaran shared his view about web application that are going out of the browsers and going into desktops. It is very important to be able to push some of these applications back out of the browser and onto the desktop, but make it as accessible and easy to use and connected as possible. (Jones, 2008)

The interviewer also added that 80 percent of collaborative efforts are happening asynchronously. He added that the efforts of Google Gears and Adobe AIR are very commendable. This chapter also talked about how outsourcing matters. "*There's kind of a balance between how you want to enable your team to be productive and at the same time, the onus is still on vendors to make sure that we live up to the promises that we make on security and usability and availability. Additionally, by outsourcing a lot of the services through companies like ours, people are becoming more productive."* (Kamaran, 2008)

Lastly, Kamaran explained his thoughts about Web 2.0's benefits. *"The desktop is pretty engrained right now in the way people do things, but I think it's almost coming full circle to where the desktop is more of a terminal to more sophisticated applications on the Web."* (Kamaran, 2008) If our users aren't asking for it, we're going to leave it out. There's almost a stigma if you're not following the latest and greatest thing. (Jones, 2008)

What I've learned:

- What YouSendIt is
- Who Ranjith Kumaran is
- How YouSendIt was developed
- How outsourcing is important
- Web 2.0 is about enabling interesting conversations and collaboration

Book Review – Chapter 15 – Garrett Camp: StumbleUpon

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: *"Today, if you have an idea that you want experiment with, it doesn't cost very much to try"* - StumbleUpon

People are not limited to explore things nowadays. Using the Web, they make impossible become possible. Thanks to the latest technologies that were developed by these developers, people can experiment anything that they want to try. With the help of applications online, creating your apps/systems can be done in just minutes. Think of it that this quick implementation you are receiving comes from various resources – sources that are highly beneficial, yet cheaper in a sense.

Nowadays, you don't have to spend a lot investing on application that would run your business effective and productive. You can make your own.

Learning Expectations:

- What StumbleUpon is
- Who Garrett Camp is
- How StumbleUpon was developed
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

StumbleUpon is an Internet community that allows its users to discover and rate Web pages, photos, and videos. It is a personalized recommendation engine which uses peer and social-networking principles. In this chapter the author interviewed Garret Camp. Garret Camp is one of the founders of StumbleUpon. What StumbleUpon aims for is to enable "personalized content discovery." What they are trying to do is show people interesting things on the Web and interesting recommendations that they normally wouldn't think to search for. I think that the idea of stumble upon is really unique. It allows people to communicate and socialize with each other and at the same time discover new and unique sites that are very interesting.

Garret Camp shared some of his insights about the Web 2.0. One of the interesting insights that Garret Camp shared is about ideas. According to Garret Camp, testing with ideas today doesn't cost much to try. I think that this is true because there are many open source platforms out there in the Web that can enable people to try out their ideas for free or for a very low price. *"The whole point of Open Source is to be able to build apps in an interactive fashion based on people's feedback, to start with something small and improve based on people's feedback."* (Camp, 2008)

Garret Camp also expressed what he thinks about LAMP. *"LAMP is one of the bases upon which many Web 2.0 systems are built. LAMP is one of the core technologies that has allowed people to do so much for free. Many start-ups, including StumbleUpon, would have had a difficult time if they had to pay for software or database licenses."* I think that LAMP has indeed allowed people to try out their ideas for free and in my opinion this has something to do with the Web 2.0. Without platforms like LAMP the Web would be stuck at 1.0. There would be nothing new in the Web, maybe only the technologies introduced by companies which in my opinion are not healthy for the Web. If the Web is run by corporations then conversations in it will be controlled and ideas will not be expressed. This is why platforms like LAMP are very important. These kinds of platforms fuel innovation and the creation of new technologies

This chapter also talked about the involvement of the companies. *"Companies need to think about how they collect data, use data, and what people's expectation of privacy is. It's each company's responsibility to make the people realize what they are submitting to, what information will be made public, and so forth.".* (Camp, 2008). He also added his insights about privacy. According to him it's the responsibility of companies to make people realize what they are submitting to, what information will be made public, and so forth. I think that this is true because if people found out those companies are invading their privacy they 48 will no longer trust the companies and be afraid to use the Web. If this happens e-Commerce will go down and many sites will go down too.

Garret Camp then discussed the development in the Web 2.0 today. *"The general trends are toward community interaction, social systems, personalization, recommendations, and more proactive information filtering that will help us go beyond Google, where you must specify exactly what you want."* (Camp, 2008)

I have the same opinion as with Garret Camp that most people have been joining online communities and social networks. I think that this is because it is in the nature of people to socialize and communicate with each other. People feel affection for sharing information and ideas which leads to more innovations and new technologies. I also agree with Garret Camp about proactive information filtering. I think that most people really just don't know what they want; I think that they'll want something when they see it. There are many features in the Web 2.0 today that helps people get what they want or introduce them to something new. These features have fueled new interests for people and sometimes it results new innovation and technologies.

What I've learned:

- What StumbleUpon is
- Who Garrett Camp is
- How StumbleUpon was developed
- Open source platforms have enabled people to try out there ideas without spending or better yet without spending at all.

Book Review – Chapter 16 – Rodrigo Madanes: Skype

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference: http://www.amazon.com/Web-2-0-Heroes-Interviews Influencers/dp/0470241993

Quote: "*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

As what we are seeing right now, the World Wide Web became accepted by most people. Madanes wanted to pointed out something - 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, what we are experiencing in the Web 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. Thanks to these technologies, such as Skype, we can keep in touch with people around the globe.

Learning Expectations:

- What Skype does
- Recent developments in Microsoft Corporation
- Who Rodrigo Madanes is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

Skype is software that allows users to make telephone calls over the Internet. Calls to other users of the service and to free-of-charge numbers are free, while calls to other landlines and mobile phones can be made for a fee. Additional features include instant messaging, file transfer and video conferencing. In this chapter the author interviewed Rodrigo Madanes. Skype is an application where people can talk to anyone in the world through the Web. While Skype is done with desktop software and mobile devices, it still happens on the Internet. As indicated in the interview, the telecommunications industry is evolving, and Skype is at the center of it. Being in the heart of this, Rodrigo Madanes has some interesting insights into the changing industry and into Web 2.0. (Jones, 2008)

Rodrigo Madanes then shared some of his insights about the Web 2.0. "*Web 2.0 is the resurgence of web innovation after the dotcom bust in 2002. It was triggered in great part by technology and the critical mass of broadband users around the world, and led to people being able to communicate more.*" (Madanes, 2008) Because of all the people who are using the Web and the uprising of new technologies the Web has grown and advanced; the demand and all the people who contribute to developing new technologies the Web has become larger and more advanced.

Another insight that Madanes included in this chapter was about the AJAX technology and all the other technologies out there. *"AJAX, AIR, Flash, and those kinds of technologies have contributed to and are components of Web 2.0, but Web 2.0 is the result of a critical mass of people with broadband, enabling technologies, large investments and start-ups, and a combination of low-cost, Open Source packages that enable these start-ups to accelerate very quickly—all of those things led to a transformation in the industries of telecommunications, advertising, and television."* (Madanes, 2008) Rodrigo Madanes also discussed the obstacles in technologies and innovation. Nowadays there are a lot of open source platforms where people can try out their ideas at a low cost or even for free.

"You can grab a widget, copy and paste it, and put it somewhere else. Years ago, that would have been unthinkable. The Web is getting more homogenized and more easily "cut and paste"-able." (Madanes, 2008) I believe that this is statement is true because grabbing information today from the Web is so easy. It's also easy to grab applications and widgets. I think that as time goes by the Web will become more and more advanced and acquiring information from it will become easier and easier.

Rodrigo Mandanes also discussed what the Semantic Web is. *"The Semantic Web is a way to figure out how to structure this whole set of data on the Web so that you can navigate through it much better."* (Mandanes, 2008) There are applications today that can help people navigate through all these data better and turn those scattered data into information. Rodrigo said that the *"Web 2.0 is one of the great technology phases that was mostly consumer- led. We've seen a lot more benefit to consumers in this phase and a lot more lagging response of passing these benefits on to enterprises."* (Mandanes, 2008) Companies must realize how important collaboration between people in the Web is. Technologies and innovations are created from these conversations which both the enterprises and the people in the market can benefit from.

What I have learned:

- Who Rodrigo Madanes is
- What Skype is
- The Web 2.0, is about increased communication between people,
- Web creates something were a person could stay interactive
- 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 wave of innovation will probably be telecommunications.
- Software as a Software is a fact and they are enabling it already

Book Review – Chapter 17 – Rod Smith: IBM Corporation

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/Web-2-0-Heroes-Interviews Influencers/dp/0470241993

Quote: "*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

From what I have read and learned from the past chapters is that Web 2.0 has given the people to contribute, and at the same time, consume all the contents out in there in the Web. Powerful tools create great impact, not only to businesses, but also to different individuals affected by it.

Learning Expectations:

- What IBM Corporation does
- Recent developments in IBM Corporation
- Who Rod Smith is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

In this chapter the author interviewed Rod Smith of IBM. Rod Smith has been in the computer industry since 1995. He has been helping Java CTO to grow and become and open middleware platform. IBM has been around for many decades. Rod Smith has been at IBM for over a decade himself, and during that time has been working with emerging technology. It is no surprise that he is experienced in the Web 2.0 space. (Jones, 2008) He was also one of the pioneers of Java and XML which are standard technologies used in the Web 2.0.

In the first few paragraphs, the interviewee spoke something about Web 2.0. "*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.*" (Smith, 2008) Web 2.0 has indeed enabled changes in these three categories. The Web has created social networks all over it. People are now forming organizations and groups where ideas and information are being shared. The Web 2.0 has also changed the way business is done. There are now a lot of businesses in the Web which was not possible before. Because of the collaboration and the sharing of ideas new technologies and innovations are being discovered.

In this chapter, Rod Smith discussed something about sharing information. According to him the Web 2.0 has become a channel where people can share information which was never before possible. I agree with Rod Smith, the internet has become the best way to share information regardless of what it may contain. *"Users want to share information, and in the past did not have a cost effective channel with which to do that. Web 2.0 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."* (Smith, 2008) This is how he define Web 2.0.

Rod Smith's insight about business innovations are also interesting. *"Some innovations will be, business-wise, successful, and some will fail. And that's a good thing. You want to have some successes and some failures, at the right cost point."* (Smith, 2008) A person can only succeed by learning from his mistakes. If a person is too afraid to commit mistakes that person will end up not trying to achieve anything at all. It is also the same with technology. Everybody deserves to redeem themselves back from their downfall.

"Applications don't have to live forever. They're "disposable," and they really are situational: they're good for a certain partnership, and then they can go away." (Smith, 2008) Now and then, there is always new technology that are discovered and improved. When there is something new a lot of people will want to use it and other people will be forced to use it because other people are using it. This is why applications are disposable, they won't last forever.

Smith shared, "Web 2.0 really is empowering and can help transform IT and line-of business relationships. A lot of what Web 2.0 does is let you visualizes your middleware investments." (Smith, 2008) This is true because the Web has enabled people to share ideas and communicate with each other. This kind of environment helps spawn more innovations and more technology. People have different ideas and by sharing and acquiring ideas from the internet people can find solutions to problems and ideas to innovate. This is why I think that the Web is full of potential. A lot of technologies and solutions can be created or found from the Web. This is because everyone is collaborating and working as one in order to innovate and create solutions to problems.

What I have learned:

- Who Rod Smith is
- What IBM Corporation does
- 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
- "Web 2.0 really does bring customization costs down to a level that I think makes it feasible to really innovate fast." (Smith, 2008)

Book Review – Chapter 18 – Tim Harris: Microsoft Corporation

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/Web-2-0-Heroes-Interviews Influencers/dp/0470241993

Quote: "*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

Most software designers and developers of today are focusing on the goal of creating an application that will create desire for the user to discover and learn to use the system efficiently and effectively. That is user experience all about. The user has four resources to expend in discovering, learning, using, and hopefully becoming efficient in your application – time, focus, effort, and memory. The more of these the user must spend to learn and operate your app, they less they have to apply to their actual goals. More than being user friendly, your application should be people ready.

Learning Expectations:

- What Microsoft Corporation does
- Recent developments in Microsoft Corporation
- Who Tim Harris is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

Microsoft is the best-known computer company in the world. Microsoft Corporation is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices. Although the company predates the Internet, it has shown that it can keep up or catch up if necessary. Tim Harris, the interviewer, was the hero in this book.

Tim Harris is also part of Microsoft's team responsible in developing platforms where web applications can be built. Tim Harris then shared some of his insights about the Web 2.0. The most interesting insight I found was Microsoft's definition of the Web 2.0. According to him Microsoft looks at the Web 2.0 as a combination of people's perception of the Web 2.0. They wrap all those perceptions and call it Software plus Service. Tim Harris also stressed that Microsoft is the only company that is able to provide developer tools that can span all of the consumer and enterprise scenarios. "*People have a tendency to put Web 2.0 in the "browser bucket," and say that if it is not running in a browser it is not Web 2.0.*" (Harris, 2008)

I also found Tim Harris's insight about standards. *"The real key is making sure that standards, protocols, and interoperability are there."* (Harris, 2008) I think that this is true because in order for an application to become popular and widely used applications must meet standards and protocols. They must also be compatible with many operating environments so that it can garner a huge market share. Tim Harris also said that business models are changing. This is why the need for developers to be cognizant of the business model under which their application is going to be distributed is greater than ever.

Tim Harris stated that enterprises of the social collaborative aspects of the Web 2.0. I think this is true because there are a lot of people in the web working together to create new technologies and innovations. It is obvious that business models are changing (Jones, 2008) This is enterprises are looking for people in social networks who might have created a technology which they can use to make something even greater. Because of all the ideas flowing through the Web people are innovating and creating new technologies in ways that we can only begin to understand.

Tim Harris shared his insight in this chapter about AJAX.*" A lot of people think that if you build an AJAX application with an RSS feed, you've done Web 2.0."* (Harris, 2008) They are definitely wrong. I don't think that just because a website uses AJAX and has RSS feeds can be considered Web 2.0. I think that an application or website that supports social networking allows users to change content on the webpage, allows collaboration, and a site that lets people express themselves is what makes a site Web 2.0. I think that social networking and collaboration between people is what makes the Web 2.0 different with Web 1.0 and not the technologies being used in it. "The need for developers to be cognizant of the business model under which their application is going to be distributed is greater than ever." (Harris, 2008) The technologies are merely an enabler for us to do what we need to do. It is the people who comprise the Web and not the technologies.

The experience is everything because everything is part of the experience. "Enterprises want to take advantage of the social and collaborative aspects of Web 2.0, but don't necessarily want the business models of Web 2.0 shoved down their throat." (Harris, 2008) Tim Harris also said that "It is hard to not say that Web 3.0 has already "jumped the shark." (Harris, 2008)" The Web 3.0 is beginning to emerge. We can now see technologies that enable people to do online tasks offline. Talk about interoperability.

What I've learned:

- What Microsoft does
- 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
- AJAX is NOT Web 2.0
- 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 always stepping up in the challenge of the IT world

Book Review – Chapter 19 – Bob Brewin & Tim Bray: Sun Microsystems

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with "Web 1.0" to enable extremely rich experiences now, that we couldn't do back in the day." – Michele Turner

These 'rich' experiences that the people gaining in using applications in the World Wide Web have a large distinction to what people are using in the old days. What we have in the past is something we don't want to continue. This is how Web 2.0 came to. It detached itself from the Web 1.0 and transforms something out of it.

Web 2.0 is about people on how they could able to influence other people as well. This is what conversation is for. By allowing people to merge themselves with these technologies, I believe that sooner or later, they will create something that will make a big difference in the world of information technology.

Learning Expectations:

- What Sun Microsystems does?
- Who are Bob Brewin and Tim Bray?
- What ideas the interviewees think of about Web 2.0
- Other Web terminologies

Review:

In this chapter, Sun Microsystems was the featured. Sun Microsystems, Inc. is a multinational vendor of computers, computer components, computer software, and information technology service. The two engineers, Bob Brewin & Tim Bray, were both interviewed on how Sun Microsystems adapt the Web 2.0. *"It is all about empowering the people at the edge to contribute to the richness of the Net. 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."* (Bray, 2008) Enterprises need to think a lot about how they are going to succeed in a world where they no longer control the flow of information. It's all about the information flow. It is connected to their belief that as a network, the people must pass information whether they like it or not. This makes a better community with a networking powered feature. "*They need to surf and ride on the flow of information rather than trying to fight it."* (Jones, 2008)

The bursting of the bubble in 2001 was the start of a period of poor business performance for Sun. Sales dropped as the growth of online business failed to meet predictions. As online businesses closed and their assets were auctioned off, a large amount of high-end Sun hardware was available very cheaply. Much like Apple, Sun relied a great deal on hardware sales. (Jones, 2008)

For Tim, he defined it based on culture of contribution. This means that it all depends on the culture aspect if people want to collaborate within or outside a team or organization. For Bob, he defined it as a leveling of playing field where players are equal. He means that all of us are equal. Every one of us can use the net with the power of Web 2.0. As we use Web 2.0, we are experiencing the easiness on how to use it. It's a good part for us as well as for the developers. But it all depends on user experience. As the user experienced it, the flow of information will be generated from the mind of the people. The information will be passing to other people and let them decide what are their experiences regarding software.

"It is really dangerous to identify Web 2.0 with a particular technology. There are some hot Web 2.0 sites that are really Web 1.0 in their technology." (Jones, 2008) They stated the how web 2.0 really help Sun Microsystems to develop more technology. They explained the non-technical and the technical side of Web 2.0 with them. The cool thing of Sun Microsystems in technical aspect is that they are focusing on Web 2.0 technology in the way that it is appreciated by rich clients. One instance is the mobile devices which are almost powered by Java technology. Also the hardware, Niagara, is one of the best hardware of Sun Microsystems. It is capable of Web 2.0 after all and can give the best user experience.

The chapter also talks about how interviewers perceive to Web 2.0. *"If you look at Web 2.0 features and consider the number of people that might potentially want to participate, then we are just beginning."* (Bray, 2008) Sun Microsystems has a lot of hard work to do to sustain their current position in the field of information technology. They also added, "There may be cases where directly implementing Web 2.0 technology may not directly drive revenue ideas and ROI, but looking at the larger picture, it is phenomenally huge." (Jones, 2008)

On non-technical side, Tim stated that Sun Microsystems are transparent for the public. This means that Sun Microsystems are giving the best for the people. They identify the behavior of people and as a result, this is the key how people liked Sun Microsystems. The concept here is change. He stated that a new style of web application is "time to market". It is happening so fast and everyday changes. If a person had an idea, he/she can immediately tell that idea as soon as possible. This idea must be in tack within a week or so. It all supports by net beans which is a Java technology. It's a set of tools for developing software.

What I have learned:

- What Sun Microsystems does?
- Who are Bob Brewin and Tim Bray?
- What ideas the interviewees think of about Web 2.0
- Java technology has a set of tools for developing software.

Book Review – Chapter 20 – Michele Turner: Adobe Systems Incorporated

Book: Web 2.0 Heroes: *Interviews with 20 Web 2.0 Influencers*
Library Reference: N/A
Amazon Reference:
http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993

Quote: "[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with "Web 1.0" to enable extremely rich experiences now, that we couldn't do back in the day." – Michele Turner

These 'rich' experiences that the people gaining in using applications in the World Wide Web have a large distinction to what people are using in the old days.

Learning Expectations:

- What Adobe Systems, Inc. is
- Recent developments in Adobe Systems, Inc.
- Who Michele Turner is
- What ideas the interviewee think of about Web 2.0
- Other Web terminologies

Review:

Nowadays, we see Adobe Systems, Inc. plays large role in the online community. We often called adobe as the "major player" in the cyber world. Their products cover different categories, such as: design, publishing, developer tools, digital imaging, eLearning, web design, web publishing, video, and audio. And now, Adobe is enabling people to create interesting applications on the Web with their products such as the following products:

- Adobe Flash Player
  - Flash Player is on 98 percent of all desktops worldwide. (Jones, 2008)
  - Content pull - Adobe can update a new version, a new rev, of the software to 85 percent of all desktops within nine months. (Turner, 2008)
  - Has **.**swf file extension and may be an object of a web page
  - Threat(?) - It's Microsoft counterpart, Microsoft Silverlight, soon to emerge

- Adobe AIR
  - a cross-platform runtime environment for building rich Internet applications using Adobe Flash, Adobe Flex, HTML, or Ajax
  - can be deployed as a desktop application

- Adobe Flex,
  - a programming language with an IDE; compiles codes to run in the Flash Player or AIR
  - Easily used – for Java programmers, it is very easy to start with Flex because it is also object-oriented.
  - a collection of technologies released by Adobe Systems for the development and deployment of cross platform rich Internet applications (Jones, 2008)

Michele Turner, the vice president of product platform management and developer relations from Adobe, speaks for Adobe and provides a number of great insights into where Adobe is helping in the Web 2.0 space and about Web 2.0 in general. *"All of this technology was there since Web 1.0, but the content wasn't. Until we made the content compelling, it really didn't take off. Now with Web 2.0, it is about giving a lot of control back to the user and leveraging that infrastructure that was built with "Web 1.0" to enable extremely rich experiences now, that couldn't be done back in the day".* (Turner, 2008) Adobe have revolutionize themselves into something user experience is met and targeted.

The chapter also talks about Rich Internet Applications and how Adobe utilizes this kind of technology. *"An RIA really provides a much more effective user experience and just makes the whole process of getting through a massive amount of data so much easier for a user."* (Turner, 2008) The good thing Adobe has created is that they could make use of several technologies, whether it is AJAX, Flash, or Silverlight – *"designers or developers are making the perusal of massive amounts of data so much simpler."* (Turner, 2008)

In this chapter, Turner explained her ideas about the Web 2.0 and how it continues to improve. Pieces of Web 2.0 such as user-generated content, better community support, better personalization, the ability to go in and select what is wanted and to cull out all the stuff not wanted—this is all being incorporated into the major sites today. (Jones, 2008) "The trends in the consumer space are towards much cleaner, more effective patterns and user designs that are coming out of Web 2.0." (Turner, 2008)

"The whole service-oriented architecture that has been invested in can definitely be seen driving Web 2.0 into the enterprise. We definitely don't see SaaS as a fad, but as where software is going to a large degree." (Turner, 2008) Adobe Systems is looking forward for this advancement, Turner assured that.

Michele Turner believes that online/offline support is going to be very important for the foreseeable future. *"We are on the edge of this really, really exciting time with web-enabled desktop applications."* (Turner, 2008) It is something that we should be looking forward in Web 3.0, or often called as the Semantic Web. She said that it is the web-enabled desktop applications. She supported that insight by saying that there are a lot of times wherein users want to pull data from their desktop and push them into their web applications. (Jones, 2008)

What I have learned:

- What Adobe Systems, Inc. is
- Adobe's recent developments
- Who Michele Turner is
- What RIAs are all about
- How Adobe Systems emerged to rich 'content'

Part Two
Reaction Papers

The Cluetrain Manifesto

95 Theses

1. Markets are conversations

Sir Paul Pajo introduced to us the statement, *'Markets are conversations'*. And I was saying, 'What?' Yeah. You heard it right. It was the first time I ever heard this statement. Soon, he asked us to make a 250-words reaction paper out of it. I was completely in shocked. I really do not have any idea on what the statement wanted to say or wanted to point out.

I guess I should start reading 'between the lines'.

Conversations are important to persuade other people. They can be your peers, your community or anyone who wanted to be 'connected'. I really don't have any clues who are they or whatsoever. All I know is the fact that markets are people, and people are markets. People converse with others – that makes a conversation. Sooner, different people will influence conversation. Conversation will be healthier as soon as many will be involved.

I know for a fact that markets are consist people. People talk with each other. As people pass around certain information such as their products and services, they started a conversation. Business talks. Without communication, progress will not be attainable. In marketing process, conversation is important. It is how you could able to reach other people and influence them.

People do talk a lot in a conversation – whether it is their personal experiences or not. Without communication, you'll sooner be left out. You don't any idea on what are the trends markets have to offer.

In every conversation, you initiate a so-called temporary relationship with other people. You have the chance to know more on people and understand on what they wanted to say. In market, everyone is involved. Talk about vendors, suppliers, consumers, and a lot more. These people communicate with each other to meet up a common goal. In markets, you stay connected. As long as you are conversing with other people involved in the market, you won't lose a thing.

In marketing, you represent yourself. You advertise. You promote. Soon, as people get involved in your market, they do the same. You buy, they sell. You sell, they buy. Everything is interchangeable. Once you have that 'relationship',

It is important that in every conversation, you interact with others. Once you got the chance to interact with them, the people involve with that conversation are getting interested on what are you trying to utter. Later, you could either convince them or not. No matter what the outcome, you did your job – you connect with them.

2. Markets consist of human beings, not demographic sectors.

After finishing up my first reaction, as I read the statement, I was completely confused. At first, I really don't know what to say.

But I will try to explain on these things and start to give out my ideas on it.

Each person has its own ideas, information and perspectives. We have to respect on that. They have unique talents and abilities to show and to share with other people. We have different perspective and outlook in life. Each of us has strengths and weaknesses. Talk about individuality. We are what we are. And the only thing that we could be changed is that we allow ourselves be changed by someone or something.

We human beings should stay connected with other people. No man is an island. We live for others just like they lived for us. One can't stand stronger without other.

Demographic sectors are like, not much likely humans. They are treated are mere objects. The statement only depicts we are not objects – we are subjects. We are subjects that should be influence and influence others.

Sadly, most companies disregard on the real human voice. People were being controlled and manipulated. They don't have the freedom to let reach other people using their own humane voice.

Companies should start to realize that we human beings are different with each other. One way or another, we must be treated equally. They must understand that we human beings have human voices to be expressed and to be shared with everyone. Companies must start to connect with the whole community. Through interaction, they will be likely more developed and people-driven.

Market should be involved by at least two people; it cannot be established with only person. As long as two or more people are conversing with each other, market is improving, developing and changing.

Markets are likely to be adapted by everyone. Market is involved with different emotions, attitudes and characters. That is why market, as we see it, is diverse. Everything is different with others. In market, it is important to have healthy conversations with everyone involve with it.

Markets cannot exist without us - human beings are definitely involved in a market. Without them, the market system will not happen possibly. We, humans, create market. We build it. We manage it. Markets represent us. And we represent the market. What we see and give in the market, are what we are.

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

Voice comes from an audible tone – so everyone could actually hear it. But ones noise was brought up to the scene, things will probably change. There might come a time that the things you converse aren't precise and complete.

In every communication, there is always a feedback. This feedback allows you to change something for yourself, and later influence other to change. Just like in the first statement. Markets are conversations.

As you converse, you reach out for them. Having good relationship with other people when it comes in communicating with them should be established. Not only it gives you the edge of winning your customer's interest, it enables you to think and to react more, thus, working out your brain cells.

People are people. They agree and disagree. That's the beauty of every conversation. Your brain is picking up ideas or information with other people. But you tend to oppose to someone's idea because the brain tells you to do so.

Quality conversation is important. Humans speak so that they should be understood. However, there will come a time that distractions may come on way.

Just like what I've learn from my Project Management class. It is more advisable to meet up with your group mates, face-to-face, than setting up a conference or a meeting through electronic device, such as text messaging or instant messaging (in Yahoo! Messenger). What our professor wanted to point out is that the quality of information that you will be getting from your group mates is definitely more precise that doing it through electronic media.

We humans talk with each other to stay connected – we want to learn new from others. Markets involve conversations – you exchange your ideas and information with others. Once you exchange them, your products and services will be more improved and be more developed. Human voice gives you that attention from everyone.

Everybody talks, in a human voice. But in every voice, it should be properly monitored and controlled properly. Good conversation must be properly conducted, in a good way, properly interpreted by many. When you speak, you are responsible for everything you say on it.

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

Conversation without voice is dead. I mean – you just cannot start a conversation if two people will not connect with each other. People suggest on things. People react on things. People imagine on different things. In the setting that we are living, different voices could be heard.

Most people are open-minded. They try to reach out with other people to know them more. Everybody has the chance to prove something to themselves. That's why they talk. They wanted to make a statement out of themselves.

Conversation is not just talking. You should learn to listen – not just hearing them. As you listen, you learn to understand them. If something is still unclear, obviously, people will be asking to repeat the conversation again – until you find the value of the conversation you wanted to dig up. I mean, everything is just useless if you just can't comprehend with the conversation, right?

In a fast-phase environment, in reality, people remember statements that are straightforward and appealing to the ones who are actually listening on it. Do the KISS – Keep it Short and Simple! Make use of words that are comprehensible and has meaning on it. Do not just put out several words, yet, you do not understand a single thing!

People tend to listen more on people who talks precise, complete, yet simple. Most people usually talk a lot of things but out of the context. If there is one thing you should only point out, say it – and say it directly, without hesitations. Sometimes, we tend not to tell these ideas-of-ours because of certain reasons. These reasons or factors often affect our conversation. We hold back on things that we suppose should say.

Our brain carries a lot of information, yet we don't utilize them all. We hold too much information for ourselves. God gave us mouths to communicate. If we aren't using this then who's going to use it?

Off course, it is wiser to think before you say anything – not just saying blatantly. I know we are free to say anything. But remember, what you say is what represents you. If you don't have nothing to say nice with a person, forget about saying it. Just learn to keep your mouth shut and do other things that are more productive.

We have different opinions and perspectives. Once you break the ice, you are more comfortable and confident on what are you saying. You have no insecurities, worries, or whatsoever. You are not afraid showing it – expressing something that came out from yourself.

Markets are conversations. Human voice is distinctly authentic – whether a person wanted to explain, to react, to complain, to respond or to clarify. It is something that just cannot be imitated by anyone. Human voice is truly remarkable. As humans, we are free of saying anything we want to say. Our world is liberated, somehow.

I remember one quote coming from Confucius. I personally like this one:

"Words are the voice of the heart." – Confucius

The quote wanted to depict that words are used to convey emotions. Everything we say depict on what we really are. Thus, when you speak or write something about on what you are feeling, you are giving your voice to the heart. Words are powerful – it shows your true emotions.

Everyone has the capability to adapt with other's voices. Once you stay connected with them, you started to know them, inch by inch. Voices represent themselves. If we allow ourselves to talk humanely as possible, changing for the better is achievable and undeniable. We improve. We innovate. We change. We make a difference.

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

Voices, or should I say, human voices, are unique and distinctive. It cannot be copied by just anyone. It is something special that even you try to imitate it, people could still figure out what is the real thing.

People who listen in your voices can understand you more – your ideas, your opinions, your thoughts, everything. The voice that is shared to other people and vice versa would result something that would make everybody be interested with. People can be recognized on the way he or she converse. Once your voice is absorbed by someone, people identify you because what they are hearing a voice – a human voice.

Too understand more clearer, proper communication is advised. We must learn how to utter words correctly and understandable. In industry, people will not be interested on what are you saying if they can't understand a single thing. You must establish good communication skills so that you are sure that people that are listening from your voice will stay connected.

We should converse as human as possible. Only humans understands fellow humans. We must remember that you cannot start a conversation if your voice is not humane enough. Your voice should be something that could be influenced or affected by someone. The real identity can only be captured by the listener once you speak that voice.

Whenever your voices are far from each other, real voices could still be heard because as a human being, they could sense what is real and what is not. The identity of that person is still recognizing because human beings know exactly what the 'sound of the voice' are.

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

The mass media we have in the early days was this – voices are limited, controlled and restricted. Some of the mass media we have back then are televisions, radios, and newspapers. Those media are controlled and managed by someone. Although the mass media is one way of expressing our ideas or opinions to everyone, everything is just useless. We just can't say anything directly .Yes, we are living in a democratic country where we could express ourselves. But the point here is that we are still bound in the policies and regulations enforced by the government or authorities.

Therefore, the real voice cannot be outspoken. Everything is hindered. We cannot express what we really wanted to say. People could not reach or connect with us.

And now, here comes the Internet Age. Everything changes – from the way we speak, hear and listen. The World Wide Web gives us the leeway to express our thoughts deeply. Because the Internet does not owned by someone, everything is never-ending. People are becoming smarter when it come to developing their interaction skills. People are getting more involved in the Internet community.

The Internet was able to influence the people – a lot. It helped people to discover and find new things. It also helps them to unravel the missing pieces of life. The Internet gives back what we deserve to have – freedom. People are becoming liberated and exposed to certain things. They are being aware and conscious with what was really happening right now. It is because they are receiving the real conversation – the conversation that is coming from a human voice.

Internet has become a tool for communication. It bridges the gap between to individuals. Because not everything is systematized in a so-called hierarchy, people are treated equally. No one is taken for granted. Everyone is affected and somehow influenced by the Internet – from education, entertainment, business, and many more.

The Internet, as we see it, is like the world's largest library. It stores a lot of information and yet there are things they we should still discover. And what is so unique about being a library? It's just that all the books are on the floor – everything is on the house.

7. Hyperlinks subvert hierarchy

Hierarchy talks about system. An order. A management rule. A system in which organization stands. Hierarchy cause sometime troubles when it comes to issues between two people involve in the company. Some issues may result to layoffs. Sometimes, even worse.

On the other way around, hyperlinks are what we see on the Web. These are your web pages. Hyperlinks can be controlled if you learn to how to control it. It is something that responsibility must take place.

Internet breaks that barrier of hierarchy. Everything is equal in the face of the World Wide Web. You could say anything, you could share something. On the hyperlinked organization, the environment will let people value other people. This removes the barrier coming from a hierarchy.

Hyperlinks threaten hierarchy because anyone could use it to make a company worse or better. Some bad guys would want to ruin the good image of a certain company by posting slanderous displays about the company. Sometimes, hyperlinks could deceive you. That's why you must be careful on it.

Other's see it as an advantage. It keeps them informed and educated.

The good thing about hyperlinks is that is help you understand more in certain information. You could look for many references if your still have doubts with the information you're getting. It makes you a smarter person because as you read or look something in the Web, you think – is it something good or offending? You try to criticize on the works coming from the web.

It takes a lot of commitment to understand the beauty of hyperlinks. You must be responsible on what you want to find or discover. Hyperlinks must be properly maintained and controlled. But you must not risk losing the real conversation.

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

Intranetworked employees and internetworked markets enable them to interact with each other. Through conversing, this allows them to share their ideas, information, thoughts, views, reactions or even a small statement.

The good thing in this kind of scenario? Freedom of expression can be seen on both. Conversations make their relationship become more healthy and improving. And the good thing about these conversations, you started to know more something about others and stay connected with them.

It is a good way for individuals to be open on things they are involved with, especially when it comes to markets. Since conversations are not limited, it enables people and market to talk in a human conversation. There is no limit.

Soon as conversations take place. Ideas and information will be collected and will be combined to become more organized. They are starting to think wisely and creatively. These conversations is so powerful that it could even lead to great success for both markets and employees.

That is how Internet was able to help markets and people. The Internet allows them to communicate endlessly – without barriers or what so kind. The Internet is for everyone – for markets and for individuals. Once they are connected with the Internet, a human conversation will be made.

You don't have to be someone who has an authority or someone who has a name in the industry. The only requirement is that you converse something that really wanted to point out. Everything must be discussed without hesitations. The Internet gives that boost to stay confident on what are the things we want to share with someone else. The Internet gives us the motivation to speak up and show the passion of learning something.

Internet is for everyone who wants to learn, to improve and to make a difference.

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

What networked conversations we have right now are too large to handle. Everything is scattered. We cannot control it one way or another. That's why other people tend to do things out of way. People are still confused what the right thing to do is and what is not. Although these conversations are real voices, it is important that we should manage it in a way that information and ideas will be clear as possible.

That is why social organizations are created for us.

Social organization is a group for individuals who have the same interest. It might be something like a hobby or an activity where individuals pay more attention. Because people involve with this kind of organization, people who will be participating the group will not only focus themselves into certain subject, but they also enjoy from it because it is something that they are being interested with.

Social organization helps us to learn more what the markets have to offer. From innovation to invention. From improvement to development. It helps us be enlightened on what the markets really need.

Social organization makes everyone a family. It gives us the freedom to exchange our ideas to everyone involve with the community. The good thing about this so-called organization is that you learn something from it. You could actually use it for your company and later take credit for it.

Social organization keeps us informed from what is happening around on the community. It gives us the edge in keeping ourselves up-to-date and notified. It builds our social and interactive skills with everyone.

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

Nowadays, networked markets are definitely a hit. People are connected to everyone via Internet would stay them participated. They interact and they build relationship. In addition, what is the good thing about these so-called networked markets? Everything is boundless. Everything is free. All you have to do is take your participation to the community.

The advantage of being linked with the networked markets is that you learn more. You think and think more. You listen. You react. You are stay informed. You are not left out. You soon make a change.

By being connected, you learn something that is beyond your boundaries. You explore. You discover. Your knowledge to a certain thing grew deeply. And this knowledge or yours would eventually be share to everyone else soon as the time being.

Truly, markets today create intelligent people. Because nothing is limited, people are confident on what they want to converse in the public. It is a place where innovation starts. It makes an individual see thing in a new point of view.

Networked markets allow us to see what the latest is and what the industry's trends are. We are being influenced by it once we listen to the conversation. Everything is immersed in your whole self. You'll be sooner be affected by it. Networked markets make life easier for us. It helps us decide on things, effective and productive. Because we already have that knowledge, we can say than we are becoming smarter and better human beings.

Of course, we should always remember that in every participation that we would do, we represent ourselves. Networked markets is a big deal. We should be responsible on what we say because it reflects our character, our being.

11. 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.

The statement wanted to point out something about corporations. Corporations we know in early times don't give too much importance to markets. They are too independent from each other. Everything is missing. Everything is lacking. No help. No assistance. No importance whatsoever.

Still, there are companies who renders customer service – a service with a quality. A lot of companies tend to offer their services, but the truth is, it is not the quality that the customers is expecting from them. They are just showing these things so that everybody will say something good about your company.

But the good news is that we have what we call Internet. This technology was able to solve our problems in the past. And the best thing about this one? It could deliver solutions faster – efficient and effective.

And the good thing about Internet? If we need to inquire on something or we need help, or even advise, solutions are just one click away. The Internet has a lot of something to say. We could look a lot of answers in the Web and we will never worry again.

Through Internet, you don't have to worry even the companies don't render to much assistance. It gives you the aid you're looking for. The World Wide Web allows you to seek advice from people who are connected in the Internet.

Of course, there are still questions that Internet cannot answer such as your personal experiences. It is only you who could answer your issues in life. Internet only serves as a guide – not a map.

12. 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.

If we want to keep a secret, we do not tell anyone. If we do tell someone a secret, the chances are, someone else will tell your secret. Thus, your secret is gone. This is already proven. That is the nature of a human being. Just like In the World Wide Web, there are no secrets – everything is broadcasted to anyone who has access on it.

As human beings, we tend to share everything we experience to a certain product or service. It's become our nature to discuss these things to everyone who we are connected. And we a certain media that would help us to relay to everyone. Whether it is good or bad, people speak up on what they think it is. Because of conversations, healthy discussions are made which makes people think and criticize more effectively.

The Web helps us to share what we think of a certain product – what are its features, its pros and cons. We learn to think critically. We use the Web to let people be informed on what you are evaluating. We make a good impression or a bad opinion about it. Whatever it is, we share it to everyone who wants to listen. People are becoming knowledgeable on what it is and what it is all about.

In this way, people are receiving information and feedbacks as well. Sooner, they could even be interested on what you are talking about. That is why markets are conversations – people who stay connected will have that feeling of being fascinated to what you are actually conversing about.

This is how powerful Internet is – one could be easily influenced. Once a product is criticized or is evaluated in the Web, sooner, everyone else could see its true value.

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

Conversations happen in the market. And these conversations are not just ordinary conversations. These conversations will affect not only to individuals but to markets and corporations as well.

Through conversation, people involved exchange information to one another. Soon as information is gathered and well documented, this will serve as a back-end support for their company. Any information they will receive is essential and can be used for future references.

However, there is what we call a 'metaphysical construct'. The Company. The company serves as a barrier between people and markets. Since they create corporate rules – because of the hierarchy of management - employees are limited and restricted. Unlike the markets, everything is well balanced.

Any company is responsible with its assets. Their employees are their assets. They should understand that how they treat their employees affects a lot in the company. As a whole, employees represent their companies. The way corporations treat their assets is a key to accomplishment. Markets and corporations should take an extra care with the people involved.

What you see is what you get. That statement always gives out a meaningful idea. It would always reflect on how corporations build relationships with their employees. It would also affect the whole company itself – from operations to its performance throughout.

Definitely, people, or should I say, without employees, corporations can't stand alone. They need each other. If they can't come up with a better idea of connection with each other, how long will the company last? Five years? Perhaps two years? Or even just one year? Who knows?

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

People interact with each other. Nowadays, people in the markets are becoming wiser – they are becoming productive and effective. Different opinions, idea, and information. Because of the Web, markets are becoming active – sharing their voices from different places, from different people.

The environment they are now living on will never be the same. They are free – free to express their voices, free to express themselves. They can discuss anything they want – towards their life, their experiences or even their hardships and failures. They build relationships with one another.

As we all know, in general, corporations really cannot talk – talk like what human beings should do. Profit making is their primary goal – not building relationship with customers. Their products and services are more important than the people involved in the company. They are empty. They are nothing.

Corporations just don't care – they are creating that wall which hinders them to listen on the real voices. That wall is somehow blocking the way between their employees and markets. What are they are trying to do? They don't know that being influenced by the Web is an advantage for their part?

Corporations and other organizations are still covering their ears – not listening on what are the real voices. They are being used to on what they already have. They just can't deal with the Internet because they don't want to be connected with it.

They are afraid of it – since the Internet is access-free to anyone – that there will come a time that company secrets or valuable information is just a hand away to those anonymous people who will access the Internet. Yes, they just cannot deny the fact that the Internet is the trend right now, but they are saving themselves from possible risks. Why not take the challenge? Unfortunately, they are keeping their prides up not knowing that through Internet, they could innovate – they could reach more people through different conversations.

15. 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.

Corporations are excessively powerful. We cannot argue with that. That's why they are boasting that without them, we can't sustain last long. For them – they know a lot. They think they already have the knowledge in the world to make us feel that they know everything.

Corporations are too afraid that markets would dictate them. That is why the voices of corporations sound shallow – contrived and in not authentic. The voices that we hear from companies or corporations are not the voices we should be involved with.

They are too focused in building up artificial voices that would result to artificial conversations. These conversations are starting to be real conversations because they are too good hiding what the subject really is.

The term 18th century French court used in the quote might actually say something. As far as I know, there were issues with different people during that time. Inconsistency among certain facts during court hearings was probably seen. And the only thing that could make a decision, whether it is right or the wrong thing, the court has the final say. That is how corporations are right now. They only have that go signal. And this signal cannot be refused by anyone. No buts. No whatsoever.

Corporations manipulate people, even markets. Since they do have that hand to control things, they serve as a barrier – between us and the markets. They are selfish – they wanted us not to speak our own thoughts and ideas.

Corporations should not be like these. They should start to realize that real conversations must be tackled. Without hearing out the real voices, they cannot meet the real need of people who speak out his or her human voice.

They should start changing now. By staying involve and participated in the real conversation, they could get the interest of people who will be part of the conversation. They could easily know what the customers really need. And so, the companies or corporations would able to render the right products and services for them. Corporations should be innovative enough to meet the requirements of their clients.

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

This statement wanted to tell us that we should change how companies were used to. Companies don't listen – they are too selfish to hear what the people are really conversing.

The companies are always doing the same thing – over and over again. Same process. Same routine. Companies are still disguising. The communication they do have is contrived, fake. They should start to change their cover. Companies treat us consumers, not as customers. The value of relationship between them and as customers cannot be seen. They are just doing what they are used to.

Companies are still acting in a traditional way – and they just can't get away with it. The company that does not converse are just being a company who does not speak to anyone since they don't listen to their customers, but they perform as a company. This thesis suggests that it is not good if the company are just there to perform, they must have the knowledge to speak and listen with their customers.

Companies just cannot understand what we are trying to say. Same thing goes with us. We are not interested with what they were conversing about. Since we both have different conversations, the result is, we could never connect with each other.

Companies must learn to be responsible to make customers understand them. What they should know is that people have different minds – different ideas and different opinions.

Right now, the companies should already seize the chance to focus on what are the needs of the customers. They must learn to convince them by starting to converse in a real human voice. Without is, everything is useless. And that is something companies must prioritize – on how they can improve their market for everyone to see. They must meet up in a common conversation that everybody would understand.

We are now changed. We are now aware of things that we suppose should learn from the very start. We are not ignorant on different things we see, especially in Internet.

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

Funny on how the quote was able to brought up in the thesis. Yes, it's true those television ads, and other commercials, are different from online markets. But this is how companies look up with them. They should understand that markets have change a lot since the Internet came.

Online markets allows viewers to look for products and services more thoroughly. It helps potential customers to stay informed and connected. Unlike what we are seeing in the advertisements on television, they tend to have fake conversations. They manage scripts and create role plays. Everything is not real. They try to convince you on something you're not familiar with. Since you've seen how they were able to present it to you effectively, you we're easily influenced.

But sometimes, these things could still deceive you. They are just grabbing your attention so that they could get you as consumers. They are not actually building good relationships with you. In online market, it is you who decide – what to buy and what to look at. You're the one dictating you decision making in buying stuff – not those advertisements.

The good thing about online markets? You could hear different voices. There are comments and feedbacks coming from other customers that will help you decide to buy on things which are only necessary.

Of course, Internet is for everyone. Sometimes, we cannot change the fact that many people who are using this technology will try to fool you. As a consumer, you should responsible of what are you dealing for. Online markets enables you to learn more about the product or service. In this way, they could develop your trust and conviction that what they are rendering is high quality service.

What I also wanted to pointed out in this quote is that Companies are still living traditionally. They are too pessimistic. They are afraid of changes. They are afraid of misleads. They are afraid that they cannot go back to where they started. They are afraid that they may lose their dignity, their self-being. They are afraid that someone will change their perception and principles in life. But they are wrong.

Companies should start being resourceful. They must maximize the resources they already have and use them to improve. Companies must look Internet as a tool to bridge conversation to conversation. They should learn to create new ways on how to approach customers, building good relationships with them.

They should start to wake up in the reality. We are now living in a new era – where innovation is already starting. What will happen to them if they cannot initiate to change? Who will convince themselves? It is only up to them to choose what the best is for their company. No matter the outcome will be, they should start changing – change in a better perspective.

18. 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.

Humans need conversation – we need it to exchange ideas, opinions and thoughts about different stuff we see in the world. We humans must learn how to speak up because it is a gift coming from God. We should communicate with others so that we would learn how others would think, feel and imagine.

With this new era, we can say what we can say. We can express anything. We are free to think, to imagine, and to learn. However, companies do not want to listen with these voices because they feel they don't need to listen on it. For them, it is just a waste of time. They keep on covering their ears to hide the real conversation. They speak up voices that are disguised as fake voices.

It is so sad that most of the companies, who do not understand what real conversations should be, fail to get this great opportunity to make difference. They do not realize what Internet is good for.

What companies do not realize is that they are afraid of changes – changes on how they were used to be known. Changes on how they should stand as a company. If they can only step up on the challenge to be moved with this great discovery of humanity, they would make difference – a lot.

Companies should stay connected to these networks. With these, they could find useful information – innovative ideas that won't cost them even a single penny. All they have to do is to converse with the real human voices, participate, and be influenced by it. Improved ideas will come it companies will learn to participate with conversations. Those who wish to learn listens. Companies should do that.

Now, what will you choose? Innovation or traditional ways? I chose innovation – because changes are what we need here.

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

As we know during the early days, companies really do not have that eagerness to look for the markets prospective in their industry. Employees were controlled into so-called puppets – hiding away the real conversations that must be heard. They were in a limit. They cannot express themselves to what they wanted to say. They feel emptied and useless. It must be changed. And it must be done quickly as possible.

Companies must take that initiative to learn more about the Internet and to learn on how has it to offer in the community. They should start make use of it. They should seize this great opportunity to stay connected. If you fail, what will happen? This is only the chance to stay connected – do not lose it.

Communication is possible because of Internet access. It allows users to communicate with people especially people coming from different places. The good thing about Internet is that only human voice can only be heard. And this voice could be distinguished by an individual. Because he knows, what is real and what is not.

As of today, the companies started to give importance with this technology. Because of the World Wide Web, companies nowadays are being connected to markets, directly. Real conversations can now be heard. Internet is already provided for them. It is now either they make it or break it. Whatever the outcome will be, one way or another, this will be part of the company's experience.

Companies must keep in touch with their customers so that they could able to learn more about the strengths and the weaknesses of their products and services. Because they are connected, they will be receiving feedbacks and suggestions for improvement. Real voice can be heard, I must say.

20. Companies need to realize their markets are often laughing. At them.

What the companies should start to do is to know what the real conversation all about is. Markets are conversations – if the companies were able to participate with these exchange of voices, they would know what are the needs and the demands of people. Real conversations show what people wanted to say.

Companies are just too self-minded. They are not thinking that they cannot possibly have the information they will need. This is a fact – they are still limited. The information that comes from them is still incomplete, imprecise, and lacking. And the sad thing? They are not aware of it. They just keep up boasting themselves as if they already know a lot. That is why markets are laughing at them. They do not know what they are doing. They do not know what is the truth – because they keep on refusing to believe on it.

Markets are smarter than companies are – as I see it. Markets know when is the right thing and not. They are closer to human beings than companies are. They are being resourceful as they can be. They are always connected with their customers. You do not have to be a professional to make people convince. It would always depend on how you could able to interact with them and motivate them to participate with conversations. They are more knowledgeable on ways of marketing their products and services.

Companies must look up with markets. Better yet, follow them. Companies should start to realize that they should learn to converse. They must learn to innovate - to change. They must do it now if they do not want to be a laughing stock to everyone.

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

Companies are just too noisy just to get attention from people. They try to stay connected with people using their fake conversations. They can able to capture people because of advertisement they have displayed in the public. And the result? Some people got their attention in a wrong way.

Some companies are too serious that they are only thinking on how to earn profit. Too serious. What the company should do to attract clients is that they should be doing compelling ideas to get their customers back. Companies should start listening what the real conversations are all about. They should start participating with these kind of discussions – or sooner they will be left out.

Real voices help people to become motivated. Most companies tend to forget the customer's side. Most of them are still rejecting the true conversation. As a result, they receive wrong information, which may also leads to losing their customers.

We already had this notion that companies are too serious, too strict. That is their nature. Companies are still serious when it comes to marketing. They are too focus on making advertisements – paying a lot for this piece of stuff just to caught everybody's attention. The problem is, the value of conversation cannot be seen. Illustrations and texts can be seen everywhere, but the essence of message cannot capture the reader's interest – because what he needs is a real human voice.

What the companies should start to do is to engage with different strategies to approach their customers. Gaining profit should be set aside. What matters most is to build trust and conviction. One of the problems the company is experiencing is how they can get trust from their customers. Soon as they give their attention, it would the right time to do the usual thing every business does.

It is advisable for companies to hook themselves with the Internet. Not only that they could get useful information for their company, they are actually receiving information that people needed. This will serve you an advantage – knowing what the customers really want.

22. 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.

Companies nowadays are getting too serious – having no sense of humor at all. One thing they do not understand is how customers should be listened and be understood. However, companies fail to do their priority – allowing the true conversation slipped out and just fade away.

On the other hand, some companies do have a sense of humor. Nevertheless, they must appreciate that they should learn to value each conversation. A sense of humor may come and go, but the true essence of conversation must be valued and taken care of. Every conversation is essential, whether how big or small it may be.

Being serious all the time does not help yourself, even your companies. Human beings sometimes are afraid to participate with companies because of the serious tone they utter. Thus, it makes people show no interest. People might be thinking that they are just wasting their time, money and effort – because the real conversation cannot be seen. What companies should do is to change – change the traditional way they do for people.

Every conversation counts. Whatever it is, companies must react on them – in a natural, genuine, and clear human voice. This allows companies to participate with the conversation and stay connected with their potential customers.

Companies may set out different strategies, different approaches. What they need to understand is how they could win the hearts of the people. It must be seen in a usual and accepted way. Companies can still be deceiving. It is now up to people choose whether they should believe or not. It is a matter of choice. And companies must do something about it.

It is time for companies to interact, not just for profit making. What they need are conversations that could help them both – the company and the customer. By engaging with this community, it allows companies to seek out new ideas and information coming from their customers.

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

Companies must look this way – know where they should stand and know where they should be. Sometimes, they are thinking too much for themselves. They are thinking how they could reach the top. Companies tend to forget something – they are not keeping themselves real for the customers. All they think is profit. Money, money, money.

Companies should learn to address real voices. The communication between them, the markets and the customers must be running smoothly all the time. Companies should stay connected and in the same way stay interested on what the customers are conversing about. Voices must be kept genuine and valid. Fake voices must be taken out in the conversation – everything should be real and existing. Companies should learn a way that they could exchange information in any form of media, without losing the real voice.

Companies must learn to keep their feet on the ground. They must act as professionals but stay simple as possible. People do not want too serious companies. What they need are companies who can able to connect with them, without actually worrying if the conversation is real or not.

Companies should not start saying promises. They should only give the assurance that they will do their job. Most of the companies deceive their customers just to gain interest, resulting gaining of profit. That is a bad example. What companies must learn is to prioritize what customers have to say.

If the companies really want to seek out success, they must learn to stay connected with their markets. They must not be selfish enough to listen what customers have to say. By listening, companies lend their ears and time to customers, thus, giving the value that the customers deserves. Each voice must be treated equally, with care and with full understanding.

24. Bombastic boasts — "We are positioned to become the preeminent provider of XYZ" —do not constitute a position.

We are now living in a world where competition arises. People are people. They work to live and they live to work. They live in a world where companies and markets both exist. And because of that, people are engaged into different businesses.

Companies nowadays are too focused on finding ways to be on top. They are thinking too much on the position they have in the market. They are wasting their time grabbing that attention. What companies are losing are the people they left behind. They think that keeping and thinking themselves up would motivate them to be competitive enough. They are wrong. Without people, or should I say customers, they cannot reach that top they are aiming.

Companies are should not constitute a position that they are the sole provider for people. Markets do that job for them. They must understand that without markets, companies would not able to gain customers' interest through the market. This is what it happening in a mind of a company. They should not be focused on a certain perspective. They must look up with the brighter ones.

Companies must not only learn to create products for the benefit of people, but they should learn to create products and services that could actually affect human beings, one by one.

Real voices create real results. If the companies were not real on what they are representing, it would affect them in the long run. Voices must be heard all the time. And this must be understood by companies and markets as well.

Companies must keep up that relationship with the community. Their relationship should be strengthened enough that it could be use to help them improve as a person. Companies must learn to step up on big challenges, and pride themselves on seeing them through.

Companies should hold themselves accountable to their customers, thus, giving the satisfaction they should get. They should value their employees as well. Companies must be responsible in keeping and providing good results for their customers – determined to serve the highest quality they could render for each individual.

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

That Ivory Tower is a barrier between the company and the people. What companies should do is to break out that towel – breaking outside the box. They must learn to go outside their comfort zone. Companies must now learn to bridge that gap between the tower they are placing and the customers they needed for the company to survive.

Knowing and understanding what the customer wants is a way for companies to improve and develop their products and services. It also allows companies to be innovative enough to find new ways to do their business. This way may involve a development of unique product and services, or maybe a new entry to the market.

The value of customers is important. Without it, they might neglect companies. Management, especially in the higher levels of a hierarchy system, should learn to step down to seek out their customers – not making them disconnected from the conversation. Their ears must be open all the time – communication is essential. Companies must learn to preserve and develop that customer value – it is a way for any company to build success.

By staying innovative, they will be involved in making radical changes, especially to the processes they already have in their existing company. The good thing about staying connected is that you possess that social skill that may eventually help you to build healthy relationships with your customers.

Companies must possess the ability to respond on their customer's needs. They must learn to sense and take action to different opportunities coming from their customers in order to stay innovative and competitive among their competitors. This also allows them to meet the demands of the rapidly changing environment we are experiencing right now.

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

Most companies do have what we call public relations. These 'social' departments so to speak are the ones who create and build relationship with the community – as well as the public. They have these skills to motivate and capture people's interest. However, as I see it, companies are still lacking something. Public relations are not just enough.

Having public relations will not capture the customer, overall. It may capture a certain group or individual, but it cannot capture a lot. What the companies should do it to step up themselves. They should learn to speak up themselves and learn to participate in the conversation.

Companies are deeply afraid of their markets maybe because markets are too powerful. Markets are the ones who are influenced by many than the companies. That's why they have public relations – they let it do the job for them. What companies must not do is to withhold the marketing – and the marketing processes. They should allow markets to do their job keeping their customers intact.

Companies must not limit themselves – on what resources they already have. They should learn to discover and find new ways to motivate people. They must learn to build relationship, not only with their markets, but with the community as well. Conversations must be present all the time. In this way, companies will not be bothered if there will come a time that they are in desperate needs. They themselves must be involved, not just their public relations.

Companies must build long and lasting liaison between the markets and the customers. This allows them to respond on different concerns or issues addressed by customers. Through proper communication, it allows them to seek new ways of rendering quality service to their customers – giving out the best impression and satisfaction to them.

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

Companies must hear out what human voice wants to utter. They must meet up with a comment language where they could participate, connect, communicate and interact with each other. People must be recognizing by one another by merely listening and understanding the sound of their voices. Human voices must be open and natural. This goes the saying that "whether delivering information, opinions, perspectives, dissenting argument or humorous asides, the human voice is typically open and, natural, uncontrived."

Through communication, it allows companies to take actions – to identify, to analyze, and to improve their existing ways of addressing customers' needs – to meet up with their new goals and objectives. Unfortunately, companies are still beside that wall. They are so distant that people who want to connect with them cannot hear their voices. There is now a hindrance for the both of them to hear what the real voice is.

Keeping the real deal must be observed and must be monitored by the companies. Sometimes, by keeping themselves behind or out of place makes them ignorant on what are the real conversations all about. Companies must learn to interact and say things that are real and common to people and markets.

Sadly, most companies still do the traditional way. They are keeping themselves to be serious all the time. This traditional way avoids participating on the conversations found in the community. They are wasting the opportunity of getting to know what real tones of voices are. They are just keeping themselves behind. They do not want changes. They do not want to be affected by someone else.

Companies need their markets. So as markets need companies. They should work as one and should create a certain goal. They must be responsible on what they utter. They should be sincere on what they are saying. People could still recognize their voices – whether they are bluffing or not. If they want to stay involved, they should be real all the time. They must remember that their voices speak themselves – it represents who they are and what they are.

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

Marketing is essential for every company or organization. This allows them to seek out the big picture of finding ways to promote their products and services. Through proper marketing programs, it allows them to develop ways to differentiate their products and services from their competitors. This may help them to focus more on their service to customers, which would eventually give them that edge in a particular segment found in the market.

However, companies are too afraid to reveal what is inside their organization. They are too afraid to expose too much information that may lead to risks. We all know that companies are too much in pride that they do not want their name to be disgrace or put down by just someone else. That is why they are troubled.

Secrets could still be revealed – any time, any place, and any moment. That is how companies must look up to. They must understand that there will come a time that they should not hold back their secrets anymore. What they must do is to learn to let go of these worries and let the people do the job for them. People might be thinking negative comments to the companies initially, but once they are getting used to that issue, it won't cost the company too much.

Knowing what is inside the company allows customer to develop trust. It helps them to understand more about the company they are dealing with. Once the trust is developing, there is no way companies will be keeping out by themselves. The community with trust for one another is such a nice world to live in. No worries or anything that could hinder companies to do their job.

The companies must consider knowing what is right from what is wrong. They should be opened to everyone, not showing their weakness or any kind. They must be brave and confidence enough to face the issues throwing at them. That makes them a better firm.

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

In the society we're living on, we cannot change the fact that some people, in nature, are suspicious minded. We see everything as if they are our enemies. People are starting to act weird especially when it comes to finding out that they are doing things suspiciously.

Being suspicious is not bad after all. It keeps us that intensity of being active, and in the same way, being alert of what will or might happen. People will always be suspicious if they want to. And we just can't remove that mindset from them. Big or small, we suspect. We suspect as if we want to find out something – something that is taken care of by someone.

We learn when we suspect. We try to figure out or identify stuff, which later help us mold our knowledge. We use our brains, therefore, we think, we analyze. It is a gift where we should learn to handle and to control. Being suspicious minded keeps our brain working. We keep on learning and learning new ideas and information when we suspect because we put an interest into something we are suspicious about. As soon as our suspicious mind is satisfied enough – which I think will not happen – people would look for other ways to continue and to stay suspicious as possible.

Being suspicious person would make us a better person, seriously. It gives us the idea of being initiative enough to know or to get things hand on hand. We stay suspicious because we want to learn or to discover something.

Being suspicious gives us the advantage of taking care of possibilities that something 'wrong' might happen. Talk about risk identification. By staying suspicious all the time, you already have the idea of what will be happening if you a certain move or not. It is like a pre-determined condition. You stay suspicious as if you think something will eventually go wrong that you just cannot escape.

Of course, staying suspicious is stressful. People would focus being suspicious, thus, allowing himself or herself hooked with it. People are often distracted when they suspect. Whenever they feel that suspicions, people tend not to work with it. They try to avoid such suspicions. They tend to pull away themselves from what is really the reality is.

Business people must learn to value suspicious minds. People are unique and they cannot do anything about it. It is up for them to learn to adapt human being's capacity to think. It is up for them to remove that suspicion from human beings. *Loyalty is a two-way street.* It is essential for companies to give rather than waiting what their customers would give them back. There is a need of trust between companies and their customers. A relationship cannot be created if there is a hindrance between the two – something is held back behind that door of communication. When the customer is not confident enough, a connection won't be possible.

30. 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.

Brand loyalty has been common for many companies nowadays. Just like the leading online retailer of books, and I consider as the leading online retailer on the whole World Wide Web, Amazon keeps up that relationship with their customers and their employees as well. However, we must understand that having that loyalty will not stand as one. It may change – and it may even break up. Thus, having brand loyalty will not make companies progress for a long time.

What companies do want is to establish that relationship with their customers. That's where brand loyalty comes in. People are becoming loyal and appreciative because of their brands. Brands represent companies. It is how people perceive them.

Brands, or should I say, companies are improving and developing because of the technology Internet has to offer. Internet allows companies to converse with their customers without distractions or limitations. And the good thing about Internet, it is available for them for the whole day. That makes loyal customers come back to their desired companies. Because Internet permits them to connect with the company, they build great and deeper relationship with each other. There are things a usual cannot do in a traditional way. But using the Web, it allows you to break the barrier to meet up the demands of their customers into more effective and quick response time.

Companies cannot fool people because they could able to recognize their voices. If companies want to build up healthy relationship with their customers, they should learn to act and speak out seriously. Companies must show their integrity and must show how they appreciate their customers sincerely.

Of course, people will still develop that trust to some companies completely. And so, they will find other companies that will meet up their preferences. As long as there are ways that people could look for 'alternatives', it won't be a problem. Through the use of the Web, customers are allowed to look for alternatives, where voices could be heard.

31. 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? "

Nowadays, we could do things two times faster, or even three or four time faster. That is how technology was able to help us. The Internet is tool where we keep our minds stay informed, refreshed and enlightened with information around us. It could quickly response with our inquiries. It could easily answer our problems in just one click of a button.

When you talk with the market, you got the chance of knowing more idea, deeply. Markets, as I see it, greatly influences us – the way we buy things, the way we decide, the way we think, the way we compare, and the way we value each product or service.

As what I always wanted to tell – changes are inevitable. Companies are continuously looking for suppliers to fit their bill. It is because of the technology we have. Companies' preferences could change in just a snap. In addition, because of this uncontrolled situation, some issues are raised. Loyalty. That is the issue we want to raise here.

Loyalty is important, especially between markets and suppliers. This keeps relationship intact. As companies, they should learn to build that trust with their suppliers if they want to work productively. As networked markets, they could only find alternative suppliers if there are suppliers available and has the right capacity of products. However, of course, loyalty must be taken care of. This is something that companies must be responsible for.

We are you. You are us. That is loyalty should come in. We need others badly as they need us. We cannot continue changes if we do not allow ourselves to fit in with the community. Each individual could create a difference for the whole. No matter how small or large your contribution is, as long as you participate and you converse, you have done your job.

32. Smart markets will find suppliers who speak their own language.

People, like us, don't want to recognize voices that are mere fake and invalid. We tend not to listen what these kinds of companies are – inhumane, selfish and robot-liked. We see them as a waste of time. They are not giving or sharing us what we really want. They just want us to seek their attention. However, they also fail with kind of approach. They just can't understand, do they?

On the other hand, markets, as I see it, are different from companies. They have this language, this voice, which helps them be on top. Markets often have the best suppliers in town – companies do not. This is because markets are people-driven. They are good in finding relationships with their suppliers. They keep their commitment with each other – intact. What makes them succeed is how they both manage their joint venture. They help one another; they treat one another as equal entity.

Smart markets will find suppliers that have the same voices as theirs. Markets could easily understand their suppliers because they have the common language. It allows them to connect with each other – knowing what are their goals and plans. It also shows how markets and suppliers are committed with each other, same thing as they are committed to their customers in giving out the best service and customer satisfaction.

Markets have become successful when it comes to keeping up the best they could offer in the public. They can adapt easily, especially to the demands of people in the world. They grow faster, stronger. And because of the Internet, they could easily find the best suppliers in no time. Markets don't have to worry so much in looking for suitable suppliers for their business.

In addition, smart and effective suppliers will learn to speak that voice, same as that language of markets. This keeps up the market advantageous from others. That is why smart people meet up with another smart people, make sense to me.

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

Companies want to talk with human beings as if their voices sounded like theirs – they are wrong. They tend to create 'artificial' ways to connect with people. As a result, they cannot grasp the real 'voice' they wanted to get from their customers. The true essence of conversation cannot be seen.

Companies felt the need of conversing with people because they finally realize that they have done it in the first place. However, some companies fail to meet one requirement – sound like a human being's voice. What companies are lacking is the eagerness to listen and understand human being's conversation.

By sharing information or idea to one another, it helps you to 'connect' and bond with the person you are talking with. Ideas like your products and services would be helpful especially for markets who really want to improve businesses ideals and traditional way of 'running the business.'

Companies can't make it enough happen – they still lack that passion to communicate with people to make them 'real' as they are. Companies must learn to talk the real voice. Letting people to stay connect with the company will not only help the customers but the company as well.

Human voices should not look as impressing to people, but rather a way that people, market, and the company would interact in a way that they could participate. That voice is something that should not be script, but rather an impromptu voice, where your voices are really people get. That's why we have this technology, this Internet, to bridge that gap between customers and companies. It helps us to remove ourselves of keeping us in that closed doors.

As a company, your customer is your number one asset. Without them, a large role will be a 'hole' for you. Your customers keep your business running. You must learn to value them, or else, you might be losing the most important things are keys of your business' success in the near future. Thus, do things seriously, but not much. As long as you develop that connection with the people, everything will work fine.

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

There are some parts of the statement that I wanted to react on. To speak with a compassionate voice, companies must comprehend and recognize, not share, the concerns of their communities. These communities, or should I say individuals, do not do that – sharing their concerns with other humans. People still find a way of being secretive enough that they do not want to tell something.

Same thing with companies – they are secretive, for some. They are afraid that they might reveal something to the public that could cost them a lot. Same thing with us, human beings, companies are suspicious too. They do not have that trust for some people or organizations. However, they must learn to initiate. They must remove that restriction that keeps them holding back. What they need to start to give out the conversation they should have done in the first place.

To speak with a human voice, companies must share the concerns of their communities. If they want their business to succeed, they must learn to speak up. Share what they want to share. Take that conversation and participation as a challenge for them. To be able for companies to speak just like us is that they should learn to participate with the community we are in. We share ideas, suggestions, and even reactions. The conversations that you will have with your customers are all valid and must be properly taken care of. Everything, big or small, is valuable.

One trait that we are recognizing as humans is our voices. Other human beings could easily identify our human voices by listening to us. Speaking the real voices is crucial – and it something that companies must take concern.

The problems with companies are their separation – that wide gap between them and their customers. Not only I am talking about their separation geographically, but also the separation of their communication affects them both.

By establishing a good, healthy relationship will you customers will probably and definitely help you to reach or to achieve that certain goal that you want. Having a participation and connection between a company and a customer would eventually provide a support for them if something wrong will happen in the future.

35. But first, they must belong to a community.

The statement sounds gibberish when I first read it. I mean, what the heck is it talking about? I was really confused trying to understand what this statement is all about. But then, after reading it over and over again, I finally realized what the statement wants to speak up.

Companies are missing something – big time. That missing piece is what we call identification. Yes, companies are lacking the 'true' identification they should have. That identification is what they need to represent themselves. It is also a need for them to sell their products and services. It is also a need for them to sell their ideas and information with others.

The only way companies could represent their own identities with other humans is to have a proper and right identification – to let them speak out what they should are. Human beings demand for a need – a feeling of need to perceive humanity in people.

People tend not to recognize or to identity these companies that they think who are selfish – selfish companies that their main concerns are just money, profit-making, hierarchal management, and corporate ruling. What they are doing is wrong. They are beginning to be unconcern for people around them.

A voice of a company that we hear is not human, but mere 'capitalistic'. That tone of being indulge with money or whatsoever does not please or satisfy people in a certain matter. Definitely, people do not want to hear that kind of voice, don't they? Companies must strive for more – exert more effort to participate with the community, so that they could 'connect' to their respective market with different approaches, yet effective and satisfying ways.

When you try to belong or participate with a community, you do not ask yourself, *"Do I need to sound like human?"* When you belong to community, a need for you to speak like human is not a requirement, though it seems that it is a constraint that we should comply with – to talk or to speak like a particular group of human beings.

Companies must learn to ask themselves where their corporate 'old-fashioned' way and society end. Companies must learn to take that big step – a big step of changes. Companies may need to take that pace to discover a new, progressive and successful market, which will later help their goals and plans for the near future.

36. Companies must ask themselves where their corporate cultures end

Companies must ask themselves what they should change – the way they speak their voices and the way they participate with human conversations. They should learn how to stop – stop on whatever they are doing in the first place. They must think – think of ways how they should end their traditional way of approaching people. Enough with hierarchy models. Enough with puppet systems. Enough with all of these. They should learn to grow up!

The cultures of companies I see often are self-minded. They are thinking too much with the reputation they will be getting from others. Companies must learn to stop this kind of absurdity. What they want to achieve is something that is a selfish act. They do not even care the feelings of people, especially their customers. What they focus too much is meeting their own, selfish goals. The best thing to do is they should start to change. Right here, right now.

Showing what the really culture is – that is how companies must learn to have. We, as a customer, should feel and experience what is the real culture. This kind of culture will enable us to speak with our human voices, and create human conversations. By giving us the chance to speak ourselves it shows how companies do care for their customers. They should know that the greatest assets they could ever had in a company are people who are willing, committed and loyal to support the company. By giving us the right vision where the companies should start doing, they let us see what their culture is all about.

The best culture that a company could offer is a best way to retain customer's trust and confidence to the company. Culture cannot be done without interaction, without communication. Moreover, this culture must start on them and let the company influence others, or should I say, individuals just like us.

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

Companies must show what culture is all about. It speaks voices, voices of people to be heard by many – voices of people that should be well gathered and received. These conversations allow companies to define what the customer really need, and more likely, what customer really wants for himself. Companies who have feet on the ground are people that achieve success more, than those companies who only think is profit making. Companies should change, or better, remove that kind of attitude – as well as the perception that companies do that all the time. They should prove themselves they are worthy of being called customer-based companies, rather than profit-based companies.

Companies are finding ways to approach and motivate customers to buy their products and services. They do different strategies, different steps on how to meet customer demands. The best thing that a company can have is people who are willing to buy their goods and services. People without them cannon continue the growth company, thus, losing too much in making or producing new outputs, in yet, less people can only be seen buying the product. That why they should enforce themselves to speak up – speak up in a human, natural, and uncontrived voice.

Companies must search deep inside of the company – the heart of every organization. What they got inside is what they do reflect outside in the industry. They should learn to share this culture that they have, than hiding and keeping it as a secret to everyone. The problem I that companies worry that their strategy will be blown off. They should learn to stay confident and let conversations speak up for them. No matter how risky is it to unravel things or valuable information to others, the good thing is, you do not have to worry for customers. They serve as a tool for you to improve and later develop yourself and the company as well.

They must remember this: take the first step. Taking the initiative would give you the boost of confidence to show that you are really up for challenges. Stepping up means defying all odds that could happen along the way. Win or lose, you learn something from it. In addition, it makes you a better company. That is why you should not be afraid of anything. Talk and start doing conversations. These could help you in the long run, believe me.

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

All of us learn and live as individuals. We travel different paths yet we still face other people's path. That is how communication stands. Though we have our own lives, we, as human communities, learn to socialize with others. As a community, we stand as one. As a community, we speak voices – voices that are heard all over places. No matter how long it will take people receive this conversation, what really matter is, these conversation speak human voices – voices that are not manipulate or controlled by any. These voices speak out ideas, information, knowledge and discovery.

What makes community healthy is because of their discussions. Sometimes, a person could argue with the other person. On the other hand, one person could also agree with other people's statement. People involved in the community share ideas with each others. The only requirement is the capability to listen and to understand with these conversations, and in the same way, giving the trust that you will not put a person down, degrade, or something that could dismay him as a human being.

We speak up because this is how we are born – this is how we should do when we first said our first vowel. We try to connect with other individuals. We try to utter what we really want to say. Something it takes distractions and a lot of noise that could hinder us to talk. However, having this mouth to speak up is something we should take care of. What we say is what we represent ourselves.

People share opinions, suggestions, and even comments in every conversation. As long as you can absorb all of them, it is definitely okay. But of course, too much is something we should control. Voices that are not maintained would later become noises – and this is what people don't want. They are hearing a lot – it is like they hearing gibberish voices because of too many voices, or like a television in a static phase. What you hear is something irritable with your ears, right? So, as long as these voices can be heard one by one, it won't be a problem.

39. The community of discourse is the market

Markets are conversations. This is really something I have to repeat so that it could absorb my mind completely. Nevertheless, market speaks for itself. They are groups of people who converse real voices. What you hear from them are definitely real. What will you experience if you participate with these conversations hand in hand is that you got to know more with other people. You connect with them – same thing as they connected with you.

God has given us the opportunity to speak ourselves using our mouths. That is why we should learn how to use them properly. This mouth of ours is one our responsibilities in life, we watch what we speak – we think before we speak. In this way, we cannot hurt other people or affect other people in negative ways.

In the market, we learn so much from them. We gain more knowledge and information every time we will meet new people. We converse with them all the time. People will start to have interest with you, same thing in vice versa. Conversations are like cycles – we influence same as others influence us in different ways. We change how we speak – we become mature on words we should utter. We think ahead. As we converse with someone, you make a better person for yourself.

In our technology today, the Web was able to leverage us in different ways, in different approaches. It serves us as a mediator between markets and companies. In Web, we learn more that the usual thing that we learn from the companies, even markets. We could find answers with our inquiries. It makes us think more and do things more, especially in decision making. It keep up updated and alert with new thing around the community. It keeps track with various information that could help us to improve our business plans. I makes our life easier and comfortable in a way. The Internet is our number one market nowadays – and we should be thankful we have this kind of technology.

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

Companies who cannot converse in human voices could end up in a trash. Companies, as I see, are too reckless, they forgot things that are important in the company. Companies create good images, yet they speak fake voices. What they want to show to people are their masks, their unreal selves. In yet, a lot of people can still be deceived. That's the problem, companies don't know which or where they should stand. They keep on doing things they think they are right, in yet, in reality, what they are actually doing is definitely wrong.

Most companies try to talk the way humans do just for the sake that customers would think that they care for therm. Few people are still blinded with this idea. However, more and more people are starting to become cautious because as they learn and learn, and because of the conversation, they have in markets, they know and know more about what companies really do. Markets mold customer minds that make them mature enough to think that companies are trying to trick them

As soon as people are starting to be influenced with our current technology, community, especially, the young mind, have already the idea of determining what real voices are. And that is why, I myself, treat a lot of companies, dead and uncommendable. More people are switching their loyalty to markets because this is where real conversations could be heard. Too bad, companies aren't doing anything to take their 'loyal' customers back.

The community do feel the things that they thought real and not. The community knows if the intention of the companies to them is genuine or not because they are humans too. Humans are consisting of communities and for that we can say that discourses are a natural thing and if the companies would not do it they will die. The companies will die because they are not capable to say and tell things in a natural way. Natural way of saying things in this world is ordinary and that is what the companies today are not capable being ordinary to us and let them build a conversation to us their market. So the companies today should consider having discourses with the community because if they do they will have a real relationship with their community.

Humans learn exactly what they learn from others. That is why they could understand more than the companies they are dealing before. They rather choose speaking with other human voices, than talking with puppet ones. And these puppets that I want to mention are companies – companies that are still restricted because of their corporate rules and hierarchy system. It seem nobody has equal rights, especially if they want to express themselves in words, or even through different media. The fact is, they just can't – management hold them as if they manipulate everything they want to say. Real voices are exchange with phony ones. The real idea of conversation cannot be seen.

41. 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.

Companies are scared in a way that they do not want any valuable information be exposed, especially with their competitors. As if their information will be snatched to them right away. That is how they think too much. They see everyone as their foe. What they don't realize is that the longer they keep something to themselves, the more people, or individuals would look and find ways to retrieve it. As the old may say, "Nobody can hold secrets for a long time. That is true. And it is how humans do. We just can't change that fact.

Companies should start believing themselves. Being courageous, enough to face their problems is a good way to start a company to achieve success. Although sometimes, at the start, you meet challenges that could fail you, it makes you better person. You try to improve your strengths and mitigate your weaknesses. With these experiences, you know more about yourself. In addition, because of this familiarity, you become stronger, and more mature.

The companies must look for ways to improve. Seeing the big picture would allow to refresh themselves with new ideas and information. When you discover, you don't lose something. Instead, you gain and experience something you have never felt before. Companies must do that, instead of being fearful that they will lose something valuable to them, they should think optimistic and look ahead in meeting new opportunities.

Being so much conservative cannot help the company in the long run. What they should do is to try to focus more on customer relationship. You let them teach you to learn something. It might be something that is useful in the company or useful to you as an individual. No matter what it is or whatever outcome you will get from it, cherish those experiences and continue moving on. Companies must focus to their markets, not their competitors. If they think too much on them, can markets do thing alone by itself? Definitely not. What they both need is collaboration – a collaboration of ideas, which will serve as a gear towards success. And this collaboration could only be achieved if companies will learn to converse with markets, as well as their workforce.

42. 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.

Some organizations limit themselves with important conversations because of their policies, regulations, and corporate rule. The result, they end up getting the real conversation incomplete. Companies are doing these kinds of restrictions to ensure proper 'control' of the company. Without these, nobody can think that they are superior from others. Thus, hierarchy system takes place every time we see this kind of scenario.

What they don't know is that they are allowing themselves left behind, a lot. They create a big barrier between the company and the customers. In addition, another thing, they could end up having big obstruction between them and the markets. The companies should change this kind of notion. They should learn to treat their assets, their customers, properly. Customers are like glasses – they are fragile and can easily break. Companies must learn to handle them with care.

Markets cannot stand without the people and their human conversation. Companies cannot live without their markets. The logic? Companies must directly talk with their customers. It makes a better place when everybody talks and shares their ideas. This is the vision I want to achieve – make people do the talking and talking, which would later help markets and companies too.

What they, the company and the customers, need is respect. Respect for each other. Respect on everything they say – any one of them. They should learn how to listen first before reacting. They must how to treat each other as a brother, a friend. They must both realize that one cannot survive alone, but instead, they should both stand as one.

People, and companies, must learn how to talk properly. This is something that should be part of every individual's routine. People must be free of talking – even it is something personal or not. They should have the freedom to express their ideas. Make things complimentary – all without charge or payment. As long as you can say something useful, helpful and valuable for others, learn to speak up. You might never know, the ideas and information that you will converse would influence other people to change.

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

Companies must realize that they should learn how to deal with effective conversations with their customers. Using and setting up their own 'corporate' intranets would allow them to link from one another. Having a tool for communication would allow their company to interact with people, which could probably help them in time of need. Being involved with a community that takes place outside that corporate world would help them engage with real human voices. True conversations can only be seen, not just inside their organization but also other external factors behind it.

Companies who want to build healthy relationships with their customers uses Intranets. The quality of their conversations should be something people around in that community will be interested and motivated. True, companies do talk about business stuffs all the time. Nevertheless, they must ensure that they have still their audiences and listeners when companies need them the most. Real conversation happens only when the community interacts with each other, as a whole.

Companies should learn to realize and to value that 'true' and 'direct' conversations speak for reality. Since Intranets are made for people, companies must learn to create conversations that are really for humans, not just for the sake that people would see a connection between the company and the customer.

Everything must be genuine. If the companies really wanted a harmonious, healthy relationship with their customers, they must establish a conversation where customers and people around the community will continually talk about it. Companies should start topics that people would buy for – something that is beneficial and informative.

Talk, talk, talk. That makes an Intranet-inspired community should do. But of course, listening will always be an important part. Intranet will bridge that communication to companies and customers, which will help customers to be aware of the real thing – about the latest trends, technologies, development and other valuable information about the company.

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

Companies install intranets because of one certain reason: to let their employees be informed with corporate rules, policies and other corporate information. Companies utilize the Intranet to notify and to advise their employees to work properly. It keeps them being reminded to the things they often forgot. Intranet lets them well informed and updated. However, companies who install this Intranet use it in different purpose. They tend to use the Intranet in a whole different way. They use it to gain power and control over their employees.

Control has been an issue to most companies. Top management considers this kind of approach to their people so that their employees would look up to them as superiors. People thought that the Intranet would already give them the leeway to speak their usual human conversations but little they know, companies use it to boost their authority to the extent that their employees won't be allowed to converse their own voices. Intranet was used to strain employees to do more tasks and workloads.

That is why most people inside the company tend to ignore the Intranet installed by the company. It is for the reason that they wished to break the rules and they don't have the interest in working with it. Intranet should be utilized as a tool for communication, but what companies don't realized is that it affects their relationship with their employees. If only companies would allow to create such Intranet where people could interact to each other, it will make a big difference. Control should be removed in a way that people can still have their freedom to express their thoughts, ideas and even opinions. If companies would allow that, not only that they will be getting knowledge from their employees, they are also building a relationship to them.

45. 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.

Intranet can be something enjoyable and interesting if people would use if for entertainment. Intranets are naturally useful to remove the boredom we experience at work, at school, and even at our home. Not only it gives us the leisure experience, but it also helps us gain more knowledge and information about a specific topic. That is the main purpose of Intranet; it keeps us well informed, connected, and participated.

Even in companies, Intranets came handy for them. Intranet has been successful in keeping employees in the company informed and advised with corporate information. Intranet does the job that some people should be working with it. Most Intranets are built to the extent that they will satisfy the demands of the users. However, the real problem is how they should use it and where they will use it.

Intranet will be effective and productive if and only if it is built for people. Period. For people and not just for top management. Employees need to interact with others so that they will not forgot a specific task or job to be accomplished in a day. Letting everyone informed is a best way to communicate with them. That is why intranetworked corporate conversation is highly advisable for each company. The more people are connected with each other makes them cooperate to the working environment. As we look at it, it won't be difficult for management to relay information to everyone since intranetworked conversation allows the flow of information possible and productive.

Companies should look Intranet as an opportunity and not as a threat. If they would allow themselves to be influenced with the real intentions of having an Internet, it will be a great advantage for them. With Intranet, companies can make a big difference out of it.

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

Intranet is an opportunity for people who will be using it, especially companies who would use it properly. Intranet would make conversations healthy and strong. Having an effective intranetworked conversations make people interested in every human conversation they want to be connected or to be participated. Intranet serves as a bridge of communication between two individuals. Information is disseminated to everyone who will be connected to it. What makes Intranet unique is how it can able to influence people's perspectives.

Companies who will be using Intranet appropriately make their employees satisfied in a way that they are free of sharing their thoughts to everyone. Letting companies join with these conversations would help they distinguish what they really need in a company. As they listen, they can determine what areas of their work needs attention or what areas of their work needs improvement. By listening, companies are assured that they will be getting real voices coming from their employees.

Giving what employees really need in a company makes them motivated and inspired in doing their individual work. They now have the capability to work as a team and even help each other out. Intranetworked conversations create productive, effective, and efficient work force for everyone who will be connected with it. A successful Intranet in a company creates a positive feedback for everyone. It inspires their strengths and improves their weaknesses.

Intranets create that certain convenience to everyone, especially for people in different departments. Intranets make everyone more united and more collaborated. Everything is organized. Each employee knows their functions and roles since they are educated on what are their responsibilities in a company. That is why I believe in the statement that a healthy intranet *organizes* workers in many meanings of the word. Intranet is indeed useful for everyone. Truly, its effect is more radical than the agenda of any union. I couldn't agree more.

47. 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.

The people behind the company are responsible in finding ways to make things effective and efficient in the work force. Conversations are useful in a way that people utilize it as part of their learning. The information and knowledge that they will be getting from it will help them absorbed and influenced in creating new ideas for their company. Without knowledge, the company is already dead. It is important to consider these kinds of conversations because these are useful especially for the improvements of the company. Without people conversing, a working environment will not exist. Conversations allow employees to think critically especially in making decisions for the company.

A business without conversations cannot continue for a long time. What it needs are people who are conversing to create successful transactions. Without the proper flow of communication, the feedback they will be getting is only partial, thus, the conversation is not complete. That is why conversations are vital in every transaction. Just like in every company, they should utilize Intranets properly. The companies should realize that their people are the ones who are generating ideas and knowledge. They keep the company innovative as possible. Also, their suggestions and ideas could help the company improve its weaknesses and focus its strengths.

Intranet helps the company to be enriched with knowledge that will become handy for future references. These conversations should be preserved in a way that every detail counts. Conversations create good opportunities for everyone who will be connected with it. Once the management gives importance with these human voices, employees will be motivated to work. The satisfaction and the quality of work will be seen because employees are free to participate with intranetworked conversations. The community is for everyone who wants to stay connected and influenced.

48. 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.

Corporations are constrained by fear and legalistic rules simply because they have this we call as 'generic' voices. Companies gain control to their working through Intranet. What makes Intranet powerful is that it can influence people. Of course, every part of organization has rules and policies to follow. To establish an effective conversation, it is important that discussions should be well managed.

Companies are likely to overlook the real essence of having their own Intranets – they think that this approach would create a big threat for them. They are afraid to lose their power, authority control over their subordinates. If they will allow their employees do their own thing, it would be a risky move for them. Of course, they believe that every move they will make represents them. That is the problem. Real conversations will not be effective and achievable if companies will decide to put restrictions and rules in their workplace. For employees, they think they are manipulated and controlled in a way that they cannot do their individual work with ease.

If companies would allow their employees to converse with real human voices, they could reach out what is really needed to focus or to prioritize. They should let their employees have freedom to say and do things in the Intranet. In this way, companies are establishing and building real conversations to them. If companies will let their employees converse, then companies will experience great changes and improvements in their working environment. And the most great part out of it – they have instituted a healthy relationship to their employees because they already have the same common ground.

What Intranet wants to develop is to create a healthy community for everyone to socialize with it. It is a great investment for every company who has a community where everyone is united, motivated and influenced because of the effectiveness of intranetworked conversations. Without this kind of communication, companies cannot meet their goals and objectives because of these constraints.

49. 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.

Traditionally, old companies exercise the beauty of organizational charts – people direct people because of hierarchy. They think that this kind of bureaucratic approach to people would make their task directed and well organized. This kind of organizational structure allows their employees to gain organization knowledge. They do have this level of awareness that there are superiors leading, guiding and managing them.

Unfortunately, an organizational chart, as what I experience by myself, is a serious thing to be followed. Most corporations tend to break the rules and over exceed their 'hierarchal' power. Most people from top management do that. A lot of companies utilize this kind of structure because of one thing – power and authority. Companies wish to do organization charts because they want this kind of 'control' over their employees, which makes hierarchal in formal in its finest. Because of this kind of leadership happening to the company, it may take misleads – employees learn to live with corporate rules without acknowledging their own opinions and ideas. People live to work – the same as they need to work to live.

Plain and simple, organization charts is useful if and only if the management would direct their people properly. They must foresee in finding the right people for their company because having ineffective people inside their company would create a negative impact for them. That is why employers are responsible of what they are hiring for. They are accountable for everything that their employees will make. That is why they set up an organizational track so that they could easily find who is responsible for that particular situation.

Establishing a working environment where employees could interact in a community called Intranet make things different as it used to be. People connected with this environment would make them grow for themselves in the company. Employees are being educated in a way that they know their functions well, which make them managed and directed properly. There should always a balance between top and lower management so that information can be relayed to everyone easily and without negative attachment on it.

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

What makes corporations live in a difficult way is because of too many constraint found in their policies, regulations, and rules. Organizational structure could mean a lot for people involved in the company. Hierarchal system could affect employees' freedom of choice. They are not being heard by the company. They are controlled and manipulated as if they are companies' robots. They are obliged to change their preferences, staying to be fake and invalid. Their human voices soon change into something dreadful. Employees tend to do things not in their own will. They are too much influenced by the company that they cannot do things their own way. They cannot decide themselves. What matters is how companies run their own. Companies are being selfish.

Authority could sometimes lead into something negative. People fear of this kind of authority because you are being manipulated. What companies should do is to determine the knowledge of their employees. They should consider every one of them. Companies should understand and accommodate employee's contribution for changes. By listening to their conversations, these allow the company to know what necessary things that they should start to change and improved. In this way, they could also determine what are their strengths and weaknesses.

Having a good conversation results into big opportunities to change for a better company. Being informed with this kind of knowledge would eventually create a big impact for the success of the company. As long as everyone learns how to respect each other, it shows that they can also respect themselves. Authority would be nice as long as healthy relationship can be seen among people. If employees feel that they are treated with outmost care, this would make company harmonious and worry-free.

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

Bureaucracy starts for companies who are afraid – afraid that there will come a time people will discover something that they shouldn't discover. That makes businesses or companies take full control of everything. Management styles make them superior. In companies, command and control can be seen to everything because without proper management, workflows will run dry.

Both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia. Indeed it is. Conversations are likely to be unseen. That makes companies do wrong stuffs. They work their butts off to impress and motivate people, and yet people are not showing interest with them. It is for the reason that real human voice is hindered. The culture of companies to stay traditional means only one thing – they are afraid of changes. These changes can result into something companies refused to have. What they don't know is that these kinds of changes could actually make them a better company someday.

Command and control creates a gap between the company, the workers, and the customers. It keeps them limited and controlled. We should understand that bureaucracy can be a good thing for business, but we must look for its negative effect. It could create an issue – between management and employees. They tend to be degraded because they are treated as inferiors. Sometimes, workers do think on themselves inferior, too. That makes them afraid to show up what they really wanted to utter or to say. These command and control lessen the chance that companies can create good relationship with people around them. It could only result into something ineffective, which could affect the company crucially.

Companies should show how much they care for their customers, and even their employees. If they know how to appreciate people, they know how to appreciate themselves. It would always end up with the company: stay impressed yet forged, or stay connected yet genuine. People would always look for companies that learn how to treat people equally. Companies should consider that.

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

Fear sometimes result something negative, especially for companies. As we all know, companies tend to be paranoid, especially if something valuable to them are in the line. Most companies' secrets and valuable information are feared to be found out by everyone. That makes companies fearing of. If they continue talking with people, they might come a time that someone will discover their 'secrets' and use if for something wicked.

I remember about one thing – and it is the Murphy's Law: "If something wrong will happen, it will." Companies tend to say on that concept. But you see, if their notion keeps on that, what will happen to them? Paranoia makes companies 'distrust' people. They are not confident enough to share information with them. Companies tend to think pessimistic – they are afraid that they might do or reveal something that could create a negative vibes in the company or business. Companies stay in that kind of situation where risks could happen anytime. That makes their conversation restricted and limited. They are too afraid that people could use it something that isn't nice.

On the other hand, conversations kill companies who can't interact with people outside. If proper conversations are applied, job can be done nicely. Through proper coordination and element of time, employees, even workers, will initiatively do something that is beneficial for them and for the company. One goal that companies should do is to make a relationship for everyone. Not thinking selflessly, companies must understand that people count. No matter what will be the outcome, they should stay connected and stay involved. Companies should not worry too much – people will start trusting and believe in you as long as you stay true to yourself.

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

Companies and markets are doing their own thing. What make companies wrong is that their communication is more ineffective than of markets. They thought their 'corporate' conversations could result into something useful for everyone. However, they are definitely wrong. These limited conversations can make their companies go down. They even thought the Internet is enough – they are still wrong. Intranets should also be considered. What companies must do is to maintain and establish harmonious relationship between their assets, the people, because they play a vital role for any company's success in the future.

I would rather choose the conversation found in the market, than choosing a conversation where I cannot speak out to myself. What companies must understand is this: they might be resourceful or prosperous, what still matters are people. These people can influence and be influenced.

Conversations between management and workers in a company must be strengthened. Their relationship could really make a difference for everyone in the community. By allowing those to stay connected and involved, people inside the company would eventually start to create conversation outside the company.

Companies must learn how to speak with markets because markets know more than companies. Markets really know what customers want and what customers need. In proper communication, corporations or companies can create faster and effective decisions, which could end up a success for them, since the true conversation is established. People share opinions that could help companies improve and develop ways to be on the trend. Companies would learn to reach people by giving themselves with markets.

54. 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.

Communication can sometimes be a problem for anyone involve in it. Like companies, they to try to make and develop conversations between their people, yet they still end up failing. This is for a fact that sometimes, effective communication cannot be seen among them. We, as individual, must learn to understand that in every conversation, everyone counts. The problem is, people tend to hear the conversation, not listening on them. The problem in hearing is that you only use your senses, but along in that process, you did not absorb the conversation. Result – a failure for communication. What people should do is to listen and reflect on the words people utter to them. A great speaker would always be a good listener first.

Communication is essential especially for companies. Every voices uttered can be an asset of the company. Whatever people say could actually create something that can make them beneficial. In perspective, no companies or even companies stay that long if communication is ineffective. People should correspond to one another, wisely and effectively. Not all conversations can make a big difference. But as long as you stay informed with them, even small things can great a big impact for everyone.

In some companies, they forget the communication because they center themselves with command and control. They make sure that they run the whole crowd. Command and control make companies stay 'superior' from one another. These two make a big gap in the relationship between customers, workers, and the company itself. These two create limitations that would actually create distortion between human conversations. Real voices can be masked out. And so, communication lacks between the two – companies and customers. These create hindrances for them. And later, this could end up their company in a failure.

Companies only succeed if and only if communication is present and available for everyone.

55. 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.

Companies have corporate rules to follow. They make these policies for the benefit of themselves. What company does is what they want to stay. Order and organize, that is how companies want to achieve. We can say that this certain rule and policies would help everyone in the community. Little that we know, these regulations can make companies, or should I say, business fall apart. These 'constraints' can make issues to people that would eventually grow larger and larger. These so-called corporate commandments make a hostile for everyone – it can affect individual's freedom of choice.

Companies who have these constraints sometimes create a conflict to their workers. Trust is on the line. Workers felt that they are manipulated and controlled in way that they cannot speak up on themselves. Policies interrupt the real conversation. Human voice cannot be seen since management holds it. This kind of control to people around the company makes them sick – they are treated as mere puppets.

Companies tend to forget the real essence of human conversation. On the other hand, market does the opposite. Policies, corporate rules and management control of the business do not apply for them. What matters most is how people really want. If only companies would also do the same thing the markets do, they can make a big difference. Companies who are using their intranets as a tool for communication – between them and the customers – would give them a big advantage. Knowledge and information that are shared can become a way for companies to set priorities for customers.

In this manner, companies must seek people's wants and needs. They should able to come up with a community where everyone is involved – no hierarchal system, no limitations, no boundaries and no unbalanced rights. Everything should be welcomed to stay. As long as people converse properly and effectively, they can create an action towards the demand of people.

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

In every conversation, two individuals or two certain subjects are interacting. The good way about conversation is that both of them are starting to connect with each other. They began to recognize each other's voice after listening to one another. These conversations will continue until the two of them would establish a healthy relationship. As long as two conversations speak the same language, no one could hinder them in sharing ideas, opinions, thoughts and expressions.

In business, markets and corporations do also talk. Markets find and gather products that people really needed, while corporations do what it takes to get valuable information about customer's choice. These two parties coordinate with each other – they have the same motive of getting the real demand of their customers. Both of them want to achieve something, and that is to render their quality service and gain customer satisfaction. They will not focus on gaining profit – they prioritize first the benefit of their customers.

Markets allow companies to set strategies to market their products and services. These two help one another so that they could recognize the real human voice. Since they have the same language, they don't have to worry on looking what is really important for them and what is not. That makes them unique – the voice of the market and the voice of the business company are likely to be the same.

People involve is these conversation should learn everything – how business processes do and makes. As long as demand, arises, both markets and business company will put their effort and time to satisfy their customer's needs. They may have different approach in finding what people really want. But at the end of the day, everything matters – as long they both stay connected and influenced by one another.

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

Smart companies would always find ways to keep their business up and running. That is why they want to 'get out of the way'. Smart companies, like any other businesses think a way where they can run their business workflows and processes productive and effective. However, despite their efforts to do plans in generating profit, they did not take time to consider what are important: their employees, their customers, and the whole community.

On the other hand, there are companies who heed to their customers and employees' demands. These companies are the type of businesses where people could trust them, wholeheartedly. Not only that these 'intranetworked' companies assure quality to their products and services, they are thinking ways where their customer relationship will be remained lasting for a very long time. They are the smart ones – those companies who understand and who appreciate changes. Everyone knows that the only permanent thing in this world is change – and we just cannot do anything about it. This kind of inevitable experience will continue to mold as an individual, as an organization, and as a community.

Smart companies look for ways to improve their businesses in an ever-changing environment. Smart companies will be the ones who will start the initiative to change. What companies should be, in this kind of industry that we have right now, is to be agile and to be innovative. Smart companies face challenges that they meet every step of the way. Anytime, anywhere, smart companies should always on the go. Smart companies just don't promise to people to change, buy they really prove it to them.

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

Companies have misconceptions when it comes to their own definition of 'conversation'. They think that by starting human conversations with their people inside the company would develop and create new knowledge for their company. They are wrong. What they are doing is far different from what the community is expecting. Companies set up this so-called 'intranet', thinking that they could able to reach their employees. Companies are expecting that using this technology, new knowledge will be attained. However, top management utilizes this intranet in their own cause. They use it to manipulate their employees by giving out corporate tasks and responsibilities using intranet as a medium of communication.

I remember what I learned during my Personnel Management class. It talks about human resource management. One topic I remembered is about emotional quotient (EQ). EQ is important for most companies nowadays. If companies would only continue to measure their 'willingness to change' based only in IQ, few companies could only meet their customers' demands. This is the time that companies should start taking considerations about EQ. EQ makes the whole company different.

What makes relationship grow and mature depends on the conversation, or should I say, communication between the two individuals. In the case of the markets and companies, companies should learn how to decide properly on how their business processes consolidates with different conversations happening. Any conversations, inside and outside the company, are both vital for a business to become successful. Conversation is not about controlling people, it about what people think, what people feel, and what people want.

59. 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.

Because most companies wanted to avoid 'conversations' made out of human voices, market think that those companies "as little more than quaint legal fictions that are actively preventing these conversations from intersecting." People, especially those online users who access the World Wide Web, are starting to become skeptical because of what companies really wanted to do. They think that companies are thinking too much when it comes to corporate rules and its legalities. That is why people online perceive companies preventive to conversations. That is why people think companies are not being or staying real. Companies are making and talking their own language that people outside won't be allowed to participate. Companies are creating these kinds of diversions because they are afraid to talk with people outside their corporate boundaries.

Communication is essential for most people especially those who are connected with the markets. Communication that is done worldwide is one of the best offers people could get from companies. Although we have emerged ourselves to the Internet Age, where technologies perform greater result – user interactivity and compelling online features – companies are still unwilling to connect with people using these innovations.

Companies should start talking; even negative feedbacks may come along. Companies should learn to open up so that people will understand what really their motives are. Informing and letting the community be involve with conversations would make companies prioritize to the things they should improve. Usually, the conversation that is always participated by people is the one companies should be focusing more, since this conversation is something valuable and something interesting to the community.

Companies should start changing this kind of attitude. If they really want success in the future, they should learn to talk the right way.

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

Yes, the statement truly speaks the truth. What companies are doing is suicidal. Moreover, markets are starting to get worried on the condition of the companies. Companies, as I see it are still into 'corporate conversations' – those inhumane voices. Employees are getting sick of it.

Markets are too determined to reach their hands to companies who will dying soon, not literally, but dying in a sense that employees won't allow themselves to continue. Markets wanted to communicate with the companies who continue to do their 'traditional and corporate' ways of doing businesses. The whole point why markets really want to pursue these conversations with the companies is all about communication – on how they could able to get the 'real message' inside and outside the 'corporate boundaries'. Employees should start experience the 'feeling of freedom' once companies will be participating with the markets. Everyone should now hear employees, and vice versa. No limitations or restrictions should be coming from the 'corporate rules and regulations'.

Markets are doing these efforts and these kinds of attention for companies because they want to build a relationship where they can both build a better foundation for their future. Just like any other human being, they want someone who is always there for them – someone who is willing to talk, somehow who is willing to listen, and someone who is willing to stay for them for a very long time. Markets want that to happen – between them and the company.

Of course, in every relationship, there is give and take situation. That is why conversation is really important. Both markets and companies should contribute to each other so that both of them will be able to build a better outlook in the industry they have right now.

61. Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false — and often is.

The communication is effective if and only if the flow of information between two individuals will pass through a certain cycle where feedbacks and responses are important. Sometimes, noises and other constraints hinder effective communication. This kind of scenario would affect the whole communication process. Partial data or knowledge can only be heard or outspoken; the whole idea cannot be understood, thus, the human voice itself is lacking and unfinished.

Same thing goes with companies. They have this so-called barrier, called as 'smokescreen of hucksterism'. This kind of barrier affects the communication between the companies and markets. The conversations between the two are not effective enough that something is blocking between them – the channel of communication is somehow obstructed. Though communication is still present in the line, the whole idea of conversation cannot be seen. In the long run, markets won't take any interest of showing up to the companies anymore because they are just wasting time and effort to convince the companies.

The problem with companies is that they created a common language where 'corporate' would only speak to themselves, that's it – nothing else. And what I really don't understand is that companies are already settled with this kind of scenario. Companies are too selfish to establish relationship outside their 'corporate boundaries'.

A network market wants to talk with them. Sadly, companies didn't this once in a lifetime opportunity, instead they are continue working on 'corporate objectives' and 'robot-like conversations. I just pity them. Their company won't be long enough – and markets will be laughing hardly soon.

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

I totally agree with this statement. Markets really want the companies, not because of public displays or advertisements coming from the media, but they want to participate conversations with companies who are behind this so-called 'corporate firewalls'. This only shows that markets are serious when they said that they want to collaborate with the companies. However, companies are still finding ways to avoid this 'connection' from markets. Talk about fear and pride that companies are experiencing. They just be motivated enough because they choose to.

It is essential for companies to take employees' consideration in giving their own thoughts and opinions. Of course, markets' considerations are also important. Companies should allow markets to access their corporate information so that they could converse about the 'future successes of the company. Companies should start to realize that they could not withstand the changing environment alone.

The industry, as I see it, is people-driven and responsive industry. If companies would allow themselves to participate conversations with markets, they will not be left out. If companies will start talking with the markets, there will be an assurance and confidence that companies will be gaining information on what people really want. The information that companies will contribute to the markets could give them an advantage to create and to improve their current products and services.

Companies won't speak because they are afraid – afraid that their 'competitors' would access their 'secret information' that would cause them big time. They should stop being paranoid when it comes to security issues. Markets won't do such assault or negative actions against the companies. Later, companies will be thankful for markets – for without them, companies won't be a successful at all.

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

It is essential, especially to the part of companies, to listen to their markets carefully. Eagerly listening to these human voices really matters – a lot. By listening, you learn to interact, thus, keeping yourself open to other individuals, group or even an organization. These conversations keep you informed detail by detail. What makes this process very vital or critical to the part of companies is that every human conversation counts. That is why companies should look after these opportunities –letting themselves listen and talk with people around them.

By listening, you stay intact with a particular person. In the Web, most people need attention from others – and we just can't blame them. A human needs human conversations – someone who could understand a listen to their voices. In business, every human conversation counts. It serves as a basis for an organization to meet the demands of their customers. When an individual addressed his or her problems to the market, it will be their concern. Now, you have to find ways how to resolve those concerns or issues raised by your customers. It is like a give and take situation. They inquire, you answer. Every conversation needs feedback. Without them, the whole communication process will not be accomplished.

The market is the best place for people to ask and to raise questions. And the good thing about the market is that everyone is welcome to answer those inquiries. No requirements needed. As long as you're capable of answering those inquiries, or even just by listening them, you take a part of it. People around the market will continue to converse with each other, and sooner will make a community. Particular information will be spread out within the community, and people affected with it will acquire this knowledge. Everyone is influenced.

Companies should now be looking ways where they can approach the market itself. What they need to realize is that they can be successful as the markets if only they know how to be sounded like humans, too.

64. 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.

After reading and reading this statement, I think this statement really says it all. I agree that markets really want to develop this kind of relationship or this kind of commitment to the company, which will make both parties benefit and become successful someday.

Markets nowadays wanted to know more about the company they are dealing with. Markets look for information or knowledge that will be useful, not only for their own purposes, but for helping the corporations as well. Markets just don't look after the corporation's products and services, but they look more than that. They want the company's best thinking, and the genuine knowledge. Markets look after company's strategies and plans towards their objectives and their goals. Markets want the best knowledge they could gather or they could acquire in the company.

Markets do this because they want to understand the company or corporation more. Markets want to be stay connected with this kind of organization so that they can be updated on what companies or any organizations are currently doing. Markets want the best for the company, showing no signs of negative implications towards them. Markets want companies to settle to something that would help their entire community, as well as help settle to something 'managed' and 'organized' way of keeping and tracking down conversations happening inside and outside of their territory.

Markets would always look after company's motives and actions. I cannot guarantee that markets would able to influence the companies to improve totally, but what markets do with them keep the communication between them. As markets work out with the companies they are dealing, trust and confidence is established between the two of them. Loyalty takes in between their conversations. Now, companies are assured that markets would able to strengthen their relationship and will continue to grow. Things will work out well if two individuals, such as the company and the market, will unite, will collaborate, and will connect with each other.

65. 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.

Being a worker or an employee in a company isn't an easy task. Whenever they talk to their customers, these workers or employees would always reply into something scripted. I hate to admit it. Employees run by companies talk in 'platitudes written into a script'. This is something that every company should start to remove. This kind of manipulation had done enough damage to any employee.

Employees have their own voices, too – just like any other human being. Those employees have their own ideas and thoughts whenever they speak up with their customers. When talking to a client or a customer, they always 'hold back' their own voices such that nobody or no one will notice it. Instead, employees will continue to talk with them, as planned by the company. Employees abide to corporate rules and were directed to speak into something 'scripted'. In this manner, they were 'manipulated' and 'controlled' in a way that they cannot speak up their good intentions towards their customers.

Employees would always experience this kind of scenario, every single day they work in the company. They are treated like robots, or even worse, treated as dogs. As if they have these leashes that hold them back. What their master wants, they should follow. Just like top management, they hold their employees' necks, directing and ordering them to do this and to do that. Such restrictions were implemented in the company.

That is why markets are knocking the company's door. What markets want to teach companies is how conversation should start and should end. What they want to teach to companies is that what they are showing is definitely wrong. What they should do is to speak in a human conversation, not by a bunch or robots who only answer to customers, with corporate restrictions and constraints.

66. 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?

I hate to agree with this statement, but this is what reality wants us to understand. People, even employees in a company, are sick to death – sick of what companies are doing with them. They are tired of being manipulated and controlled by the company's management. Employees want freedom so badly that companies don't care after all. That makes me think – companies are killing their own assets, their own employees. They are killing them alive. Employee's own human voices were hidden; they started to become actors of the company. Everything is plainly written in a' corporate script'.

As said to the previous thesis statement, markets are doing ways to access corporate information, such as their plans and strategies, best thinking, and genuine knowledge. If both company and market will work as a team, success will be at their hands. Both of them will be 'beneficiary of changes'. If markets would be allowed by the corporations to do changes, this 'remote controlled' process will be removed in the company. The true purpose of employee's job or functions will be seen.

That makes me think about the World Wide Web. Web had become successful for years now – speaking the real voices coming from human beings. The Web never failed to speak the truth. People create something interesting and beneficial to the web. People affected and influence by the Web can easily receive valuable information or knowledge into a particular field of study. People can easily understand the way of life – thanks to World Wide Web; it makes our life efficient, productive, and effective in different areas.

With the help of the Web, everything will happen for the best. Companies must grab this kind of opportunity market is dealing with them.

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

As markets, as workers, we wonder why you're not listening. Markets are speculating why companies continue to cover their ears from conversations – conversations that come from the reality. Maybe, they, the company, even wonder why their employees are starting to get frustrated with their jobs. Are they missing something? I think so.

The companies are being pretentious to their customers, as if they talk very shallow and insincere to the community. Although they speak the same medium of communication, real human voices cannot be heard. Companies may be good in enticing their products and services to people around them, however, there is still lacking. That is why the statement raised a question for companies. We *wonder why you're not listening.*

You seem to be speaking a different language. That is what markets assume to companies. Markets by now are being annoyed on what companies continue to work with. It's like the company has a different language. They talk as if they were aliens – selfish, alone, and self-centered. As we can see, markets and even workers in the companies are already fed up of what companies are still doing. Companies are doing strange things – and these keep employees bothered.

Let us put this into a perspective, in a present day that we live. Employees will be always the best assets that a company will ever have. If no conversation will take place or happen at all, there will be a huge gap between the markets and the companies. This would create a negative impact on the relationship between the two. Instead of having a healthy and established relationship, it is now taken away as shallow ones.

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

The inflated self-important jargon you sling around. This is what companies do have in the first place – having their own language. There is no problem if they create such lingo, but the problem is, they are only talking to themselves. *Self-important jargon* is something that people don't want to have. Companies continue to brag this kind of language that have – to the media and even to their very own corporate boundaries.

What's that got to do with us? Markets are wondering why companies do that. Companies speak a different language, a language of their own – a language that is most commonly referred to as robot-like and inhuman voices. Markets are starting to be confused of what companies' real motives are. Markets are being unsure to what companies really intend to do with their community. What companies should realize that markets do not need that stuff – what they want are companies who are willing to connect with them.

Having a conversation amongst the management is not a bad thing. However, what makes it a bad idea is when they have this kind of language where only handful of people could only understand what they are trying to say. Companies may still talk about their corporate plans and objectives, but they should take the consideration that their people, the employees, need their own voices too. Employees should be able to speak up for themselves – not manipulated nor controlled by anyone. If employees would start talking with human voices, I know that this would move the companies into something better. Talk about the company's vision and mission. If companies will allow employees to take their part, being one of the communities conversing with each other, their plans will be accomplished someday.

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

Maybe you're impressing your investors. Companies may astound their investors because of their 'melodramatic voices'. They may make a statement to them that they talk wisely when it comes to valuable information. They sound like they were really speaking the whole truth, not just half-truth or lies. They may sound like as if they could convince people that what they are doing will go well in the future. They keep on boasting and boasting their products and services, fronting them to their investors, and they say, "We can make a lot of profit from these. Let's work things out, shall we?" Little we do not know that those investors are being deceived. They are being influenced with the wrong conversation.

Maybe you're impressing the Wall Street. Can't you just imagine? Even the ever-famous Wall Street takes on the line. Companies may impress the Wall Street because of the large contribution it gets from them. Now, what happened to Wall Street? It is going down and down – starting from the highest point they could ever get, and now they starting to deteriorate. Just like what the news told everybody, the United States of America are now experiencing great downfall, and they are not wondering who should take blame for it.

You are not impressing us. Companies may impress certain figurehead, but not markets. It is just that companies no longer act like humans – they just can't talk like humans do. Companies may be successful into some ways, but it would make a better community for them if they would allow human beings converse with them. They must initiate to act like humans and speak the same language – the way people do. In that manner, we could create this world an improved and more beneficial for mankind.

Companies should learn to realize that they also have to impress the world. Investors may be proud of what they are doing, but what about for those people who will patronize their products and services? Before anything else, they should starting changing themselves first. Just like the saying, "What you see is what you get." If companies won't change after all, what would be the result? The success they are aiming for will be out of their hands sooner or later.

70. 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.

If you don't impress us, your investors are going to take a bath. This shows how markets are worried to what companies might try to do in their own 'corporate ways'. It is just that markets know a lot from what companies are doing with their people and with their customers – and markets won't allow them to influence the investors to work with them. Markets are beginning to be concerned to what will happen next if investors will submerge themselves to companies, whose ideologies are different from markets.

Don't they understand this? Markets can see and even foresee things that ordinary people cannot understand or cannot recognize. Markets know a lot because they are the ones near with the people – people who converse these things. Markets are just wondering why investors are keeping themselves hooked up with the companies. What they do not realize that they are taking a lot of risk joining with the companies. Investors should learn to think carefully before deciding to connect with companies. They may be enticed with what companies offer to them, but at the back of these 'tempting attraction' creates a huge impact, which may result their own downfall. Investors must be careful what they are trying to get involve with.

If they did, they wouldn't let you talk that way. If somehow investors got a feeling that everything will went wrong, why they don't want to reconsider rejecting the companies offer. We all know that investors could be more interested to organization that would give big contribution, especially in monetary terms. That is why more and more investors are investing to companies that they think they would earn more profit than ever. That is the problem with investors. They think too much on how they could able to receive kickbacks from companies. What they don't realize is that it won't go too far. They may earn a lot but everything is on the short run. What will happen in the next years to come? Investors should not start fooling themselves.

71. 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.

Your tired notions of "the market" *make our eyes glaze over.* Markets are sick of what companies are trying to say about markets. Companies' notions about markets are just simply unusual to what people really define markets. Companies perceive markets as not managed nor controlled. They think that markets are being to unrestricted to people, which would result to something that markets won't able to handle. What companies perceive to markets are definitely wrong – and the exact opposite. I just can see markets laughing at companies – they just don't know what markets really define in reality. Let people speak about markets themselves, not companies who doesn't know the 'truth' at all.

We don't recognize ourselves in your projections. The market said this to companies because they have better places to stay and they have better places better business can be seen. Markets are not enticed with what companies are boasting off to people. Markets are not buying – not even showing interest to what companies are offering. It's just that markets know a lot – they know something that companies should learn to realize.

If companies continue to boast off their products to people the way they people don't want, they will be losing a lot of customers. They will be losing people's trust, confidence, and loyalty to them.

Perhaps because we know we're already elsewhere. Markets affirm this statement to companies because they already know that what they are doing is a huge difference from what companies are doing. Markets are already in a place where everyone has their own contributions, little or small, it doesn't demand for anything. Company should follow markets' footsteps – if they really want to change into something better.

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

We like this new marketplace much better. Indeed, markets are making a new marketplace where everyone could talk anything they want. Markets build a community where human conversations can be heard. Talk about healthy conversations. People speak their ideas, thoughts, opinions, suggestions, reactions, etc. etc. It's like a utopia-kind of world – where everyone is welcome. What makes new marketplace different from other is because of the interaction getting from it. People share information to everyone participating in the community. They exchange valuable information that makes communication more meaningful and unbiased.

Now, if you would be looking at the side of the companies, everything seems different. Employees are starting to rant because of what management wants them to do. Do this, do that. It seems everything is a scripted work. Everything is on format. No add-ons allowed. It is just simply plain corporate roles that employees do. They become actors and actresses of a puppet-like show. Everything is all planned by the top people. Hierarchal treatment took over – and employees cannot do anything about it. They are obliged to do things that we all know they hate to do. They were not treated as humans anymore.

What companies should realize is that markets are doing what companies should have done in the first place. *In fact, we are creating it.* Markets just want to tell companies that they are doing their part to make things right. Companies just cannot do something right for once. The only thing that separates markets and companies is that companies avoid to these kinds of things. Instead of learning to give in, companies continues to force themselves do their 'own' thing. Time and effort could only tell if companies will be now willing enough to change.

73. 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!

You're invited, but it's our world. Markets want companies to realize that they, the markets, are inviting companies to join the community where markets reside. In this statement, the phrase 'world' was highlighted. We all know that the world the statement refers to is a world where human conversations meet.

Markets want to encourage companies to join and to connect with markets, but the only thing is companies should throw away their idea about their 'corporate language'. If they really want to join this once in a lifetime opportunity, they better behave themselves.

Take your shoes off at the door. One thing is for certain. What markets do not want to companies are companies who run by pride – and markets are sick of it. Companies should learn to realize on their mistakes – on how they deal with their customers and even their employees. Companies must learn to accept their weaknesses and to admit that they have flaws in the first place. Being humble enough to show that you confess on your mistakes and continues to move on makes you a better person or a better group. Once the companies 'take their shoes' off, markets can completely welcome them in their world.

If you want to barter with us, get down off that camel! Because companies are being supervised with top management, we all know that in the back of their heads, they are still stinking about their 'hierarchal statuses' in their organization. Markets want to change that attitude of companies. If companies will able to be down to earth and will be able to step down with their status, there will be a chance that they could able to get in touch with people 'below' them.

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

We are immune to advertising. That 'we' refers to markets. Markets are immune to advertising – and companies cannot do anything about it. We all know that one thing companies are boasting off to people is how they were able to come up strategic marketing campaigns. They make an approach to customers where their products and services will be enticing enough so that potential buyers, who will be seeing them, will patronize their merchandise. At the end of the day, your hands can count only handful of buyers. Result? Nobody pays a lot of attention to companies' advertising.

Advertising is a great way to motivate customers to buy your products and services. It is not a bad thing because it is part of the whole marketing process. One thing that makes it being negative is on how people run it. For companies, they would tell people around, over and over again, about certain product features and functionalities. It is like a 'script in a loop'. Employees, such as salespersons, keep on uttering and uttering information to potential buyers, and they follow a standard which companies' management ordered to do so. That is why if you listen to them for about a minute or two, you could see a difference. They are beginning to talk like robots – and people hate hearing inhumane voices.

Everyone is already aware of what companies are doing. Advertising, advertising, and a lot of advertising. Markets, customers, and everybody involves in the community are already used to what companies are doing. Companies boast their products and services to everyone. Brochures and flyers are everywhere. They are spending a lot in marketing. All they do is they front their assets to everybody. They make showoffs everybody in the crowd, enticing their assets to everyone to see. That is why markets said – *Just forget it*. If companies would continue with this kind of method, it would take them forever to gain customer relationship. It is time for companies to wake up and make a new head start.

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

Companies nowadays should start to realize that markets are doing the best efforts for changes. Markets are finding ways to create something interesting for a change. And this something that is not a laughing matter. Markets are serious with this manner. People want interaction – so a markets. If companies would start to work this out to be able to reach people's voices, it is for certain that companies would able to understand and to know more about what is really needed in the community.

If you want us to talk to you, tell us something. What the statement wanted to utter is that these companies should learn how to speak first – taking the initiative the start the conversation between them and the markets. As companies, they should learn how to communicate to their people, especially to their customers, so that they could able to develop and establish a kind of owner-customer relationship. This is what markets want for companies – to be able to start a healthy conversation to everyone involves in the community.

If companies really want to initiate changes in their community, they should start to speak better. Interaction between people inside and outside the 'corporate boundaries' should start early as possible. Communication takes a long process before passing of information is officially became an accomplishment, which is why companies must take actions seriously. Companies should also take consideration to talk with markets since markets already have an idea on how to talk with customers. It is better if companies would ask for markets' help.

Make interesting for a change. If companies were serious in doing the right thing, so let it be. They should start linking with the market – not talking hesitantly to the markets and admitting that they made a terrible mistake in doing 'traditional and corporate' ways. Companies must do that something for a change, not just to please others, but for the benefit as a whole.

76. We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

Markets are continuing to offer new ideas; new tools and new strategies that will help companies render their services better and improved. What markets are doing make the lives of the companies easier and undemanding. Unfortunately, most companies won't take this limited opportunity. Instead, they are doing their own way – the traditional way. Markets are providing this kind of knowledge that will help companies prosper in yet, these companies who are sticking their prides up won't even react – as if the markets don't have the chance to help them.

That is why in the last phrase of the statement, markets are asking. *Got a minute?* This statement only shows companies continue to endure with this kind of once in a lifetime offer, yet continues to work out on their own way. One thing I hate most is that I can't stand people who are actually afraid of changes.

Just like companies, they are afraid that someday, their 'secrets' will be revealed in the public, which will make their corporate information on the loose. Companies are just too afraid, or should I say, paranoid of what might happen if they will decide to connect with the markets.

I just can't believe markets are doing any possible way to work out with companies. And here, we see companies continue to ignore with this opportunity. What is wrong with them? Markets do the 'courting' instead the other way around. Companies should be thankful to what markets' efforts doing.

What companies should or must do is react now. Companies must start working out with markets because they are only the best option, up to know. Forget those selfish acts, pride, and suspicions. I know this kind of 'relationship' will be difficult for the part of the companies. But if only they could learn to communicate and to listen to markets carefully, I know, companies can make a lot of difference.

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

Markets are finding ways to convince companies, and yet companies continue to ignore them. I admire those companies who now collaborate with the markets. However, I pity those companies who persist on doing their own thing. They are just too ignorant to things that could actually change their entire 'traditional' approach to customers. But what I'm seeing right now, companies are just too busy doing their 'business'. They only do business that will be beneficial to them – and nothing more attached to it. Companies continue to do their selfish acts towards people, and I am sick of it.

Sometimes, a person should give up even though he is really trying, doing all his best efforts, to convince other person to change. We cannot blame on his part. What he did was already enough. His efforts won't be a waste – the person who continues to persist with changes won't grow in the near future. Just like markets, they can give up. We have seen how they have done their job. Sadly, companies are not just prepared to change. Some markets continue to court companies, hoping for chances. But sometimes, markets lay down their arms. Companies have done enough. Markets should find other companies rather than wasting their best efforts to one company.

On the other hand, we can't blame companies continue to stay ignorant with changes. If they won't change, then we can't do anything about that. It is their own decision, their own loss. If they think they are doing what is right, then go on. Nobody will stop them doing their own thing. But if they think what they are doing is definitely wrong, let them admit with their flaws. They should start to change, now. Too much pride won't help you. As long as you keep humble enough, you will grow a better person.

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

You want us to pay? Markets are wondering why companies do such things which they hate. That is why markets want to get companies attention. Funny because we all know that companies are motivated to earning profit. Markets are this statement because they know companies will be buying for it. It is just for a fact that companies think of money too much. What markets, even customers, buyers, and everyone wanted is to make some kind of a deal or an offer for companies to change.

We want you to pay attention. That is the deal of markets to companies. Markets are willing to pay, even do anything, just to make companies work something better for themselves. Markets ask for companies' attention because markets are concerned to what companies continue to do with their people. Markets invite companies to take this kind of consideration to show interest to change. If companies really want customer buy their products and services, or even patronizing them, companies should learn how to pay attention. This is what companies are lacking, the attention where everyone should suppose to have. Sadly, companies tend to forget this kind of attention – and they are losing this great opportunity.

Companies should start markets to be impressed of what they are doing. Markets should feel that companies are doing well in presenting what people really want in the first place. If companies would learn to appreciate each preference of their customers, it would help them improve their customer satisfaction and quality service. Companies who will be able to step up with this kind of challenge would help them to reach on the top. Not only they are gaining customer loyalty, they are also gaining customer relationship as well.

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

We want you to drop your trip. Markets are asking companies to change their old habits in communication with their customers and employees too. Companies should learn to drop this kind of attitude they do have and they should start to change. People are starting to avoid them because people think that companies are beginning to act like weird people – they talk like robots, they talk like aliens. Companies should get rid of this kind of stupidity.

Come out of your neurotic self-involvement. That is what markets want companies to realize. Enough with selfish acts. Enough will self accomplishments. Enough will selfish motives and goals. What companies need is to transform into something that would change people's notion to what they think about companies – companies that are being hard headed, egocentric, and greedy. Companies should let people change this kind of conception about them. Companies should learn to open up – willing themselves to give in to the people who are eager to listen. If companies really want to make an impression to everyone, they should better change their approach to people around them.

Join the party. Markets are too eager to invite companies to join their very own marketplace. Now, it is up for companies to accept or to reject this invitation coming from the markets. This kind of decision would settle on what will companies become on the next years to come. It is now or never. If companies will be able to pull away their prides and their fears, companies will be expecting something great in return.

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

Don't worry, you can still make money. Markets just want to make things light for companies. Markets just want to affirm companies that they still could get and earn money from companies' customers. It is just that markets want to remind companies that it won't go far. Companies may have all the money they could get, but along the way, they could end up losing more money than they expected. That is why companies should learn to change their method, their approach to people to convince their products and services to be bought.

That is, as long as it's not the only thing on your mind. It is ok for companies to think ways how to generate profit. But if companies are too focused thinking only about money, they would be losing customers. Everyone knows that people are the best assets of every company – the only next thing is money. If companies will be blinded because of what money could give to better, they should better change. I know that money makes everything going and going. But what I want companies should learn to realize that money can't buy everything. Relationship can only be gained through communication and continuous conversation.

Earning money takes a lot of process – efforts and hardships. Companies should take other consideration before thinking a lot on ways to earn. Companies must take serious actions in dealing with their customers. If they don't want to lose them, they should learn how to act things right. They should take time to talk with people around them, not just boasting themselves that they are gaining a lot from money. Money could reach you on the top, but relationship matters the most.

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

Have you noticed that, in itself, money is kind of one-dimensional and boring? I, myself, agree to what markets are trying to tell. Everyone needs money – and we just can't argue with that. With money, you could do a lot. Nevertheless, we should remember, money can still deceive you. Sadly, more people, even organizations think money as their god – because you cannot live life without money. Companies are being too focused on money – as if they cannot live without it. Money becomes a one-dimensional entity that companies are getting attention with.

Companies should remove the notion that money is everything. In fact, money isn't everything in this world we live in. There is more that we should learn to focus on – something that we should prioritize first before money. Talk about relationships, the commitment, and the responsibility. They are all important. We can have the money all that we want, but the relationship? It cannot be bought by any monetary figures. It is something that you invest seriously. Companies cannot win the hearts of customers because of money. Customers need someone who can build their trust, confidence, and loyalty. Customers need someone who is willing to talk with them – using their human voices.

What else can we talk about? Markets are too bored on talking about money. Companies should change this misconception that they could gain customers' interest because of money. Markets are more interested on ways to develop relationship with people around them. Markets are more concerned with people's wants and needs. Companies must change their attitude – from money-driven to people-driven and change-driven.

82. 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?

When we buy products, let us say from a store, we can never tell that the product ensure quality once we use it. That's why sometimes when we buy them, we make sure warranty comes with the package. But the thing is, why have this kind of agreement when products will continue to break on the next days, years to come? What this statement wants to point out is that companies should allow their front employees to talk with customers in a human conversation. They should get customer's attention by letting him to address his ideas on choosing the right product. Of course, it would be better if employees would speak to themselves – talking with customers about their own thoughts about the chosen product. In this way, conversation between the two would help customer decide which product is really meant to be bought. If this happens, nobody will be blaming anyone.

Your corporate strategy makes no sense. Markets want companies to realize that what they are planning to do doesn't really helpful at all. Companies are wasting too much money and effort to front their products and services, and in return? They only got handful of people buying their product. And it doesn't make any sense at all. Why wasting their time doing such things? Can't they see that they aren't just good enough for people to buy their merchandise?

We'd like to have a chat with your CEO. Markets are willing to negotiate with the company's chief executive officer. Unfortunately, CEO's not buying in. Why? Because the company itself influence the top management. This is hard. If companies would allow themselves to be total castaways of their own, what will happen to them? We should be remembered that nobody works alone – everybody should learn to lend a helping hand. But in this kind of situation companies have, only they can help themselves to change.

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

We want you to take 50 million of us as seriously. Can't you just imagine how markets willing to take 50 million from their pockets? I mean, it is a lot of money – a huge amount of money. The point is, markets will do anything to help companies change their selfish acts. That is how markets are serious about this issue. Markets are demanding to companies to take this kind of deal. However, companies often ignore this kind of offer. Talk about so much pride the companies do have.

You take one reporter from The Wall Street Journal. Markets want companies to do that. We all know what companies usually do when it press comes in – they took interviews to companies and tell something, so on and so forth. What people don't realize is that companies are just telling half-truths. Companies make reporters and writers from The Wall Street Journal as part of their marketing strategies and campaign for people to see. They say beautiful things about their products and services, as if those don't have defects at all. They are trying to act being nice – hoping that they could grab customers attention to patronize their merchandises. We all know that the Wall Street symbolizes power and authority. That is why companies are trying to make an impression – they are trying to make statement out of their company. Without these people involve with The Wall Street Journal, companies are losing audiences.

What markets really want is to make companies realize that should start doing the right thing, regardless of how many problems they will encounter along the ways. That is why markets are there for companies – they are willing to collaborate with companies to transform. Companies should stop this kind of stupidity. They may be raising a lot through advertisements, but they are losing more than that – the people who should have been their priority first before anything.

84. 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?

We know some people from your company. It is a fact that markets do know a lot of people inside and outside the company. That is why I believe that markets are more intelligent than companies. They have this kind of unique intelligence that companies cannot compete. Markets know a lot of things because they are involved with people around the company. That makes them advantageous on their part – they have their own cleverness on how to deal with people properly.

Do you have any more like that you're hiding? And here goes the companies – they continue to hide to people for the nth time. Companies do this lame attitude because they are afraid to lose their corporate information. What they are thinking? Can't they see that because they are hiding, people around them show no interest at them at all? If companies really want to get people's attention, they should just stand there and show themselves up. Talk.

Can they come out and play? People inside their companies are more than willing to talk. They want to communicate not just inside their respective corporate borders, but they want to speak outside to the community as well. Through conversation, everyone contributes for the companies to meet new opportunities outside their field. Companies will be starting to receive great benefits as they themselves connect and participate with the community.

One thing that makes more even interesting in conversation, people affected with it will be expecting many possibilities in their way, thus, giving them the chance to learn and to expand their knowledge to information. When people see things a lot outside, they are willing to share it with everyone they know. Just like the saying, "Pay it forward". What you think something has helped you in your life, you share it with others who didn't experience it yet. This kind of experience is really amazes me – everyone learns and discovers – which makes them better individuals.

85. 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.

When we have questions we turn to each other for answers. Each of us has questions and issues of its own. That is why we, as human beings, talk with another human being to address these concerns so that they could able to help or to solve those problems by communication with them. Through conversation, an individual could talk to his ideas, his thoughts and his opinions about that manner. Same goes with the story between markets and companies. Markets want companies to keep in touch with them so that if there will be dilemma going on, markets could turn to each other for answers.

However, such companies have still cold shoulders with them. They refuse to talk with their markets. *If you didn't have such a tight rein on "your people".* Markets are wondering why these companies continue to restrict their employees in speaking up. Most companies put a ceiling on these people through corporate walls, which makes them uncomfortable to converse with their fellow workers. Top management creates these so-called boundaries which control their people in talking with human conversations. Employees are being manipulated with corporate responsibilities. They are being taught to become deceitful and mendacious whenever they talk in front of people.

Maybe they'd be among the people we'd turn to. If only companies would learn how to appreciate what their employees could help to make a better marketplace to live in, markets will be willing enough to lend a hand to them. If only employees could talk freely about their opinions, markets could look after to them and say, *"We need those inputs. Thanks for sharing it with us."* Is it nice if these two entities would work as a team? Come to think of it. They could make a lot of difference.

86. 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're not busy being your "target market". Want markets want companies to realize that markets are being serious and being busy in reaching out people, not just by attracting companies to work with them. Companies' notion maybe something different to what most people do think about markets. Markets are not their 'target market'. Markets won't waste time to do that kind of stuff. What companies should realize to markets is that they do not need such a thing just to convince companies to join their 'community'. Maybe they should look up and tell themselves, "Am I being left out?"

We'd rather be talking to friends online than watching the clock. I totally agree with this line. Markets prefer talking to someone who has a voice of a human being – a voice that could be understood if he or she will communicate. Companies are like clocks – they keep on repeating and repeating their same old routine. Clocks do that – it keeps on rotating until the batteries runs out. There is no excitement being a clock. All you want to do is to take turns, that's all. Companies do this kind of stuff – and they are already contented with it. Every tick tocks are like voices coming from companies – this mechanical tone are same as those voices that are artificial and contrived.

That would get your name around better than your entire million dollar web site. Companies are wasting too much money focusing on their marketing strategy by creating websites that they think customers would find it useful – they are wrong. There might be corporation information found in their websites, but people don't need those crap. What they want are real human voices coming from the company – a human voice is typically open, natural, uncontrived.

87. 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.

We'd like it if you got what's going on here. Markets would appreciate companies who are willing to join their marketplace. Companies should learn to renew themselves so that they could able to grasp what they have been missing in the first place. Markets are very nice when they say they are happy to welcome the companies because they know, companies made a right decision to turn back away their prides and settle for the best in their future.

Markets want to show companies the real beauty of what people have become – talking, conversing, communicating. Markets want to show this passion and outmost care to companies because markets believe that companies are deserving to change. Markets want the best for the companies because they are hoping that someday, companies will be able to make a stand for themselves in serving the people in the community.

But it would be a big mistake to think we're holding our breath. There are some companies who think that markets are so hooked up with them, they thought markets are holding their breaths for companies to invite them in. Companies should understand things – markets can continue without the help of companies. But if you'll do the exact opposite, do you think companies would survive in the long process?

One thing is for certain: markets are not infatuated with companies. They just came here to help. That make's companies do think. They thought markets fantasize them as if they would be interested with the companies' products and services until a long time. Companies are definitely wrong when they say that. If companies will continue thinking of this kind of gibberish, they cannot change for the better.

88. 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?

We have better things to do than worry about whether you'll change in time to get our business. Markets have just done enough. If companies are thinking that markets worry too much for them, well, sorry for them. Markets are serious when it comes to dealing with standards – and companies just can't accept the fact that they themselves can't handle markets' progress. Markets will not spend their effort and their time waiting for companies to move on.

Business is only a part of our lives. Markets do businesses but these are not their number one priority. Markets focus more on dealing with people around them because we all know, what people really want, what they should get. Markets believe that without people, customers to be exact, the whole market is dead. Think of it as a dry place if customers won't be in that marketplace. No transactions were held, no communication can be heard. Just simply, dead. That's is why markets want to emphasize this statement. Markets won't just play around. They are here to serve people. And they are doing it the best that they could.

It seems to be all of yours. Markets think companies are too focused in dealing with businesses. Sad thing, but it's true. Companies worry too much on how they will earn from their merchandises. They just don't care what will their customers will say or will react. All they care about is how they could gain that stupid profit, and nothing else. Do they care? Hell no. Indeed, money has become their god – and they were deceived by it. Who we should put into blame. Nothing else but themselves alone.

Then I wonder, who needs the help here? Markets? I don't think so.

89. We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

We have real power and we know it. Business is dead without markets, not buts. Markets have been a great influencer to people who stay connected with it. What makes companies exist? It is because of markets. That only means one thing. Markets rules, companies don't. Once they realize that if markets will be out of place, will the companies can still be seen at the picture? I don't think so.

If these companies will not notice their markets' roles in their businesses, continuing to ignore them, they must be out of their minds. Markets are big factor for businesses because they are the ones who are closely connected with people – people who have thoughts and who have ideas on how they could provide to what people really need these days.

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. If companies will continue to cover their ears from what they are hearing, they cannot hear what reality speaks – what customers speak. If they would continue to cover their eyes and say, "I don't see a thing.", better yet keep themselves blind. They are just missing a big piece in the first place.

Companies always settle for something that they think it is enough already. And I admit it, they are just not yet prepared for anything – simply because they are holding their prides up. Companies boast themselves to people, fronting their corporate plans and goals, yet, they are still below the ground.

Companies should wake themselves up. If no one can wake them up, who else can?

90. 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.

Even at its worst, our newfound conversation is more interesting. True enough that markets have come a long way to become successful in their fields. And now, look at them. Their conversations speak to themselves. In every communication, we seek out knowledge as we listen to conversations. Just like everyone, people are interested to something that they think are highly useful and beneficial for them. They may be entertained to different media that we have right now, but markets are doing more than that.

The good thing about markets' conversations is that is can almost be heard around the world. Talk about the technology we have right now. Web has become a great companion for markets to improve their communication with people who have access in the Internet.

Conversations are strengthened and will continue to strengthen because of this media. Conversations such as blogging, podcasting, video logging are only some examples that any human being can do to stay connected with other human beings. Because of the richness and the beauty of the Web, more and more people are showing sign of interest in joining online communities, keeping themselves informed and linked to everybody's ideas and interest.

Do companies do such? Yes, they may the best websites in the world, but they do have what it takes to become the talk of the town? I don't think so. All they show is full of crap – corporate data and so on and so forth. People must be laughing at them right now. They don't want to see their corporate information. People access the Web because of the interaction they are getting. Companies just can't do such a thing. So do you think companies could win the hearts of online users? Probably not.

91. 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.

Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Markets want to show companies that they have the best people they could get and they are proud of it. Everybody has their own contributions, their own takings. Markets exist for certain reason. Markets exist because of us, human beings, whose willing to converse with our voices to everyone connected to markets. Markets are too strong for companies to handle. We have been a tough team for several years now and no one can take us back from where we started.

Companies that have no part in this world, also have no future. I believe in this statement. Companies who will continue to stay out of the line won't continue for a long time. We should all be remembered that nobody is an island. Everyone needs everyone. If companies will prolong this kind of attitude they are showing to people, what will happen to them in the next years to come? Companies must be dreaming to themselves if they think they would be better to stay alone.

Indeed, markets are conversations. If companies will maintain their self-seeking character, distancing themselves to markets, sooner or later, they will be dead, literally and financially. Companies will be like a ghost town – no person can be seen anywhere. If only companies will try to change, there will still be chance to make up to their losses – just like in the previous statements, "Corporations should know when their corporate cultures end."

Companies should start to decide right now. If they will not grab this opportunity to change, how is it going to be for their future?

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

Companies are spending billions of dollars on Y2K. Most companies invest billions and billions of dollars for researches on how they could able to develop new technologies that can be useful in their business' long-term goals. Companies spend a lot in upgrades when the Y2K strikes. I believe were so much paranoid when the Y2K bug outbreak was at hand. Companies were to afraid that their investments would result to downfall, instead, they keep on wasting their money and effort to fix their systems as much as possible. It was a sudden change for companies who are dependent with these kinds of technologies. What they don't realize is that even today, that "market timebomb" is still ticking – and no one could hear it.

That is why this statement highlighted the phrase, *"The stakes are even higher."* As the world continues to emerge with innovations, companies are too eager to be on the trend. They would acquire these technologies as if they have the edge against their competitors. Little they know, these technologies became part of their top priorities. People were ignored. They focused too much in doing business – their own business. And the sad part, they ignore us, markets. They are getting preoccupied too much with these 'nonsense' things.

There is no problem if they want the latest technology – no worries at all. But my point is, they are forgetting what business is all about. Business is about people, and not just for these technologies they are spending. Every heart of the company belongs to people – and without them, a company will shatter and will break easily. Companies should understand that they should keep the equilibrium standing on a firm ground. If they settle for one thing that we all know isn't worth keeping, why still continue? No matter what happens in a company, people should always be their number one main concern.

93. 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.

Markets are always willing to lend a hand for companies – they are eager to do actions so that these selfish companies will be able to step down on their hierarchal disposition. Markets are both inside companies and outside them. Markets know something that companies don't, and this keep companies continue to create these blockage – away from people and away from markets.

The boundaries that separate our conversations look like the Berlin Wall today. I definitely agree with this statement. Companies create these so-called 'barriers', keeping themselves away from these people – people who want changes, people who wanted the truth. Just like the Berlin Wall, it separated the West and the East of Germany – as if one country suddenly transform into two. Companies and markets were in different sides. Markets work for people. Employees work for companies. See the difference?

Quoting a passage from a book, *"The truth is, you don't get satisfaction from those things. You know what really gives you satisfaction? ...Offering others what you have to give."* Markets are doing that – companies don't. Markets are giving people the leeway to talk – a freedom where everyone earn to have. If companies really want to show their true passion is serving the people, they must learn to detach themselves first – detach to what they have been clinging since the aged days. Companies must learn to separate to these experiences – horrible experiences.

No matter how our culture differ, or our disposition differ. Everyone still matters in the markets we are involved. Unlike companies, people are turning into zombies – living, but dead inside. No matter how we walk our different paths in life, no one can stand against us because we are competing, we are uniting, and we are connecting to everyone. We are the community – we can change and make a lot of difference. We talk, we converse, and we share. These experiences we are receiving come from people, and we deserve it. Markets rule!

94. 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.

I would like to quote a statement coming from the book, Tuesdays with Morrie, and it speaks about culture. *"The culture we have does not make people feel good about themselves. And you have to be strong enough to say if the culture doesn't work, don't buy it."* The problem with companies is that they have their own definition of what culture they have. What they don't realize that markets aren't buying it for the sake of profit making. Companies create these so-called self-created values – and people are getting sick of it. What companies should do is to start rejecting these selfish values and develop something markets have – a sense of values and culture. Companies influence the media and create this kind of culture – customers are lacking satisfaction from them.

Markets created this selfless culture – where everyone is appreciate in their own ways. Markets appreciated such things like holding discussion groups in the Web, interaction with online communities and other participations that people could stay connected and influence. Markets keep in touch with people. They never wasted time advertising their products and services; instead, they took more time touching people's lives – involving themselves with human activities. If companies will be successful at rejecting the culture they have established, it will lead into more meaningful lives – lives without being regretful.

Markets do have what it takes to stay on top, keeping themselves up for the challenge. We, as markets, have the best in the world. Some things may hinder us from getting to that position, but believe me, there is no one that could stop the markets from making a great experience. We adapt to the world we live in, and we quickly response to it. That is how effective and productive market is. We may be threatened with risks, but we are courageous enough to face these difficulties. Together, we stand as one.

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

We are waking up and linking to each other. WE, in the thesis statement, are referred to markets. Markets are linking people – putting them in a marketplace where everyone is protagonist on his or her own way. Markets are fully conscious and aware to what people really need. Everybody is given a chance to prove themselves that they could become a better person.

The dawn of Web 2.0 enables people to drive changes in the online community. Online users were able to adapt these changes by allowing themselves to be influenced by it. People are getting involved with conversations happening over the Internet. With these technologies, such as AJAX, PHP, or whatsoever, the communication between markets and people are getting close to everyone. Everyone can create sites is just minutes – that is how Web productive is. We can collaborate works through the Internet. Since people are sharing information to everyone, everything seems accessible – in just clicks away.

Social websites enable us to speak our own language – the language that people can recognize. We simply log in the Internet, do some simple navigation and we are now connected to the entire world. Easy, isn't it? But wait, there's more. In the Web, we could access sites, social websites, to be exact. This is where human conversations take place. We join online communities, we discuss and share ideas to everyone, we participate in different forum topics and threads – and list goes on.

We are watching. But we are not waiting. Markets want to tell companies that they will not wait for companies to change. The door is always open for companies. I mean, some companies might not embrace this 'experience' totally, but I know for a fact the companies are starting to realize what they have been doing in the past. Companies will change - and they will change in just a matter of time. Markets will always be here – for everyone. Just like the old saying, "Markets are not your maps; they serve only as a guide." It still depends on what companies will be choosing – a path to unawareness or a path of transformation.

Part Three
Final Project

A System Analysis Study on the Online System of

Sydney's Cellphone Shop

A Systems Analysis Study on the

Online System

Of Sydney's Cellphone Shop

Presented to the

Information Systems Program

School of Management and Information Technology

De La Salle–College of Saint Benilde

In partial fulfillment of the

requirements of the subject

Vertical Solutions

Submitted By:

AGUILAR, NICO ALBERT A.

CASIL, IVY ROSE A.

GALANG, ROBERTO JR. D.

LIMPIN, ABRAM JOHN A.

TAN, HANSEN O.

VERTSOL – OoB

November, 2008

Submitted To:

Mr. Paul Amerigo Pajo

I. CHAPTER 1

- ➢ **Company Background**
  - - *Company Overview*

  - ▪ **Official Name**: Sydney's Cell phone Shop
  - ▪ **Address**: Blk. 3, Lot 14 of Mon Tang Ave. (formerly Balibago Rd.) Angeles City, Pampanga
  - ▪ **Line of Business of the company:** Independent Retailer
  - ▪ **Company Logo**:

  - ▪ **Mission/Vision of the organization:**
    Mission:

    To continuously provide quality cell phone products to its customers.

    Vision:

    To be able to cater to markets nationwide and become one of the best cell phone shop in the country.

  - ▪ **Company History**

    Sydney's Cell phone Shop, established in October 2003 by Jason E. Dabu, started with a single shop located at Blk. 3, Lot 14 of Mon Tang Ave. (formerly Balibago Rd.) in Angeles City, Pampanga. It later established two (2) other branches in 2005, one in Robinson's Star Mall in San Fernando City, Pampanga, and another in the Entertainment Center of SM Clark, Angeles City, Pampanga.

    Currently set with ten (10) employees operating in each stores, the shop offers different brands and models of cellular phones that ranges from the low-end to high-end models that could suit the needs and budget of its customers. The shop also offers prepaid cards, Subscriber Identity Modules (SIM Cards), and phone accessories.
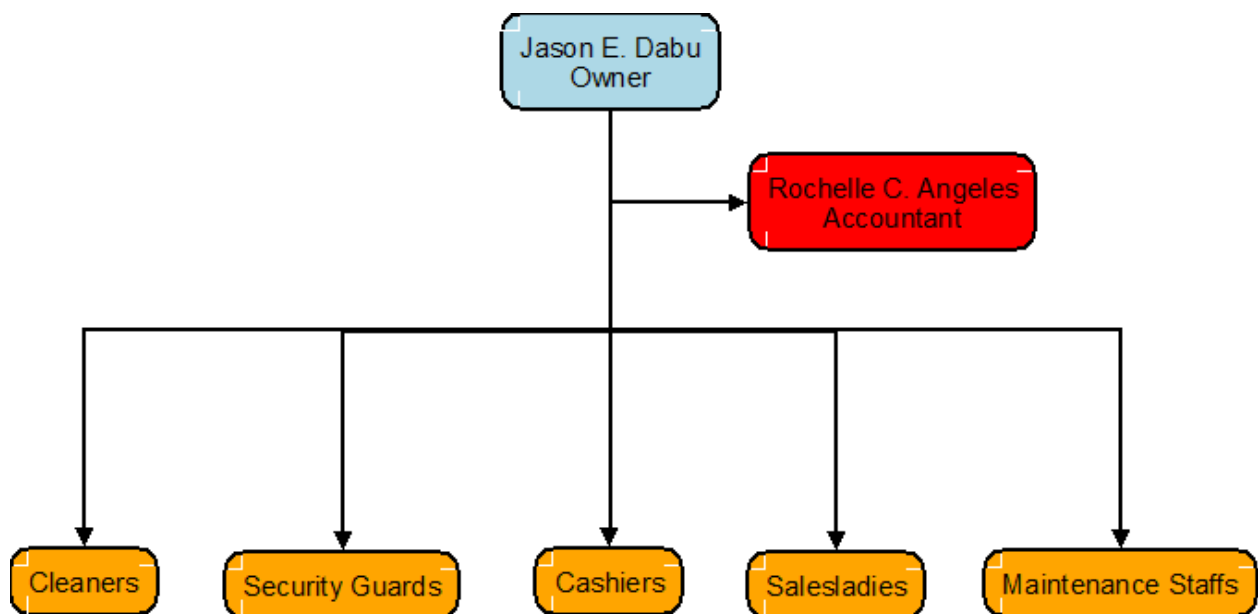
    Set to become one of the best cellular phone shop in the country, Sydney's Cell phone Shop deals with customers and make sales with the assurance that their products are of quality and after-sales is a breeze.

▪ ***Products and Services***

The shop offers different brands and models of cellular phones that ranges from the low-end to high-end models that could suit the needs and budget of its customers. The shop also offers prepaid cards, Subscriber Identity Modules (SIM Cards), and phone accessories.

▪ ***Number of Customers:***

In the malls: approximately 100 customers

In the main store: approximately 50 customers

▪ ***Number of Transactions***: 10-15 transaction per day

▪ ***Organizational Chart***:

➢ **Statement of the Problem**

The study focuses on the online system of the shop.

The general problem of the system resides in the inability of the shop to extend its market online and see store performance (in terms of sales, expenses, and inventory) real-time. These, as we have inquired from the shop owner himself, Mr. Jason E. Dabu, were the problems in the system:

• Store has paid for PhP1,200.00 for a web hosting service with annual subscription fee that the owner subscribed to in his assumption that he will be able to build a website for his store.
• Owner needs to view the sales that the online site has made through credit transactions and that approve such sales and payments even while on-the-go.
• The online system lacks the facility to display products and specifications as well as enable visitors to ask for further information on product amenities such as warranty.
• The online system does not have a payment gateway for processing transactions.
• The online system is technically "raw".

Given the case, the online web hosting service serves as an expense alone to the company. It is unused and non-beneficial, as it does not have the capability to serve its intended purpose.

This process was selected since an expected increase of sales and a better market can be addressed by the shop not only within the vicinities of Pampanga, but on a nationwide scale.

➢ **Objectives of the System**

The objective of the system is to be able to create a website that will enable customers to view the store's products online. An inquiry page will also be provided where customers may ask their inquiries regarding a particular unit, an accessory, etc.

The system should also allow the owner to check sales made by the online site and be informed of new notifications regarding inquiries from customers and the payment gateway in real-time.

Tangible Benefits:

• **Increased Speed of Reports**
Sales performance of the site, instead of relying on physical stores alone, may be checked real-time by the owner through the admin page.

• **Increased Flexibility**
They can now sell their product in their physical store and as well in their online store. The company can now offer a wide range of their products to the market.

- **Opening new markets and increasing sales opportunities**

    Engaging into the world of e-commerce, the company is able to expand their sales by going nationwide and have a greater opportunity to boost their sales higher than their usual earning.

Intangible Benefits:

● **Faster Decision-Making**

    This allows the owner to make decisions with regards to restocking his own physical supplies without having his employees calling him or vice versa and ask to deliver stocks from the owner's stores to his private stock house to just to process online orders.

● **Information Processing Efficiency**

    The information made through online purchases can now be the basis for warranty periods, real-time stocks level, and cross-selling algorithms.

➢ **Significance of the Study**

    The significance of the study in its essence is to enable the business to target markets that it was unable to target before which delimits itself from the market that is only within the vicinity of its physical stores. Through the online system, an improvement in sales and revenue can be observed, as the cost incurred annually to pay for the website hosting will now be an asset for reaching out to new customers that resides nationwide and that the revenue generated by online sales can be used to shoulder costs incurred by the physical stores.

➢ **Scope and Limitation**

    Our study focuses on the online system of Sydney's Cell phone Shop. It is only meant to create a website whose functionality will address the problems needed to be resolved and provide amenities such as the capability to view real-time online sales. Other store functions, including that of employee tasks, which are not inherent to the intended use of the system shall not, in any way, be altered.

➢ **Definition of Terms**

Owner – Jason E. Dabu, the sole proprietor and owner of the company

Company – Sydney's Cell phone Shop

Cellular Phone – synonymous to mobile phones

Payment Gateway – used to process payments made from the proposed system
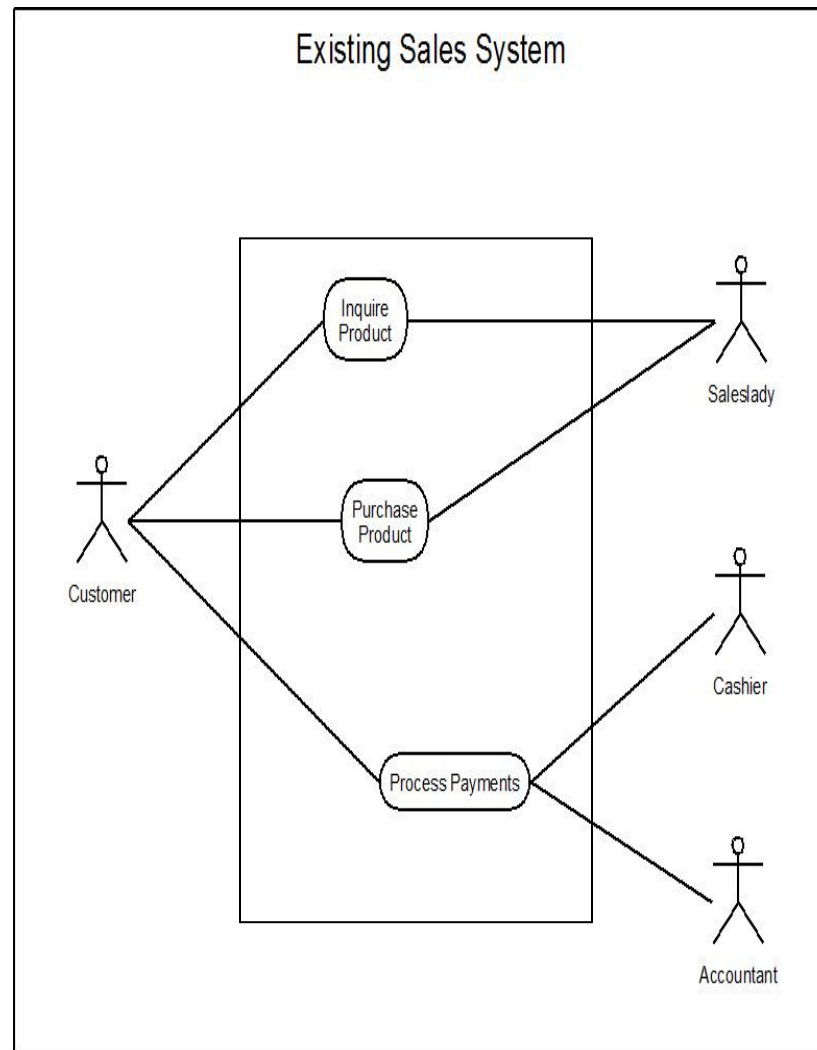
Customer – buys products from the physical store

Online Customer – buys products through the store's website

System – is the online system proposed in the study

II. CHAPTER 2

> ➢ **Use Case Diagram of the Existing System**

Existing Sales System

Sales System (Existing)

I.   General Description:

Once the customer enters the store, a saleslady will approach him. Should the customer have a particular brand and model in mind, the saleslady checks if the cellular phone is available, otherwise, the customer will be informed and the saleslady will offer a different product instead. The saleslady may ask the customer about the features they want in a cellular phone so as to be able to make a better recommendation.

When the customer decides to buy a particular brand and model, the item, together with its bundled package (box, charger, manual, and other accessories), will be shown and basic operations of which will be briefly given. Should there be a promo within the date of sales, a freebie may be given.

Customer then pays, and saleslady hands the payment to the cashier. Once payment is approved, an official receipt will be given. The cashier then gives the copy of the receipt to the one in charge of accounts, which then staples the copy into a journal.

II.   Primary Actors:

Customer: The one who may or may not purchase an item from the store.

Saleslady: Entertains the customer and gives recommendations. Hands customer payment to cashier when sales is established.

Cashier: Validates payment and issues the Official Receipt to the customer.

Accountant: Records sales in journals and stamps copy of official receipts.

III.   Use Cases:

Inquire Product: The customers inquire for a specific unit or product and ask the salesperson in the store. The salesperson will get the unit or product so the customer can check it. If the product is not available the customer can ask for another unit or product or leave the store.

Purchase Product: If the customer decided to buy the product, the salesperson will repack the unit and give it to the cashier.

Process Payments: The customer will now give his/her way of paying the item, it is either cash or credit card. If cash, the cashier will validate if it's a fake or not. If processed a receipt will be printed and the customer will have to sign into the receipt. If it's a credit card, the cashier will ask for an identification card to verify the owner. If processed, a receipt will be printed and the customer will sign on the printed receipts. The customer can now get the item after the main receipt has been printed and leave.

➢ **Process Walkthrough**

1.1 Customer goes inside the store

1.2 Customer inquires about products

1.3 Saleslady gives specifications and recommendations

1.4 Customer selects a product of his choice

1.5 Saleslady assists customer and receives payment

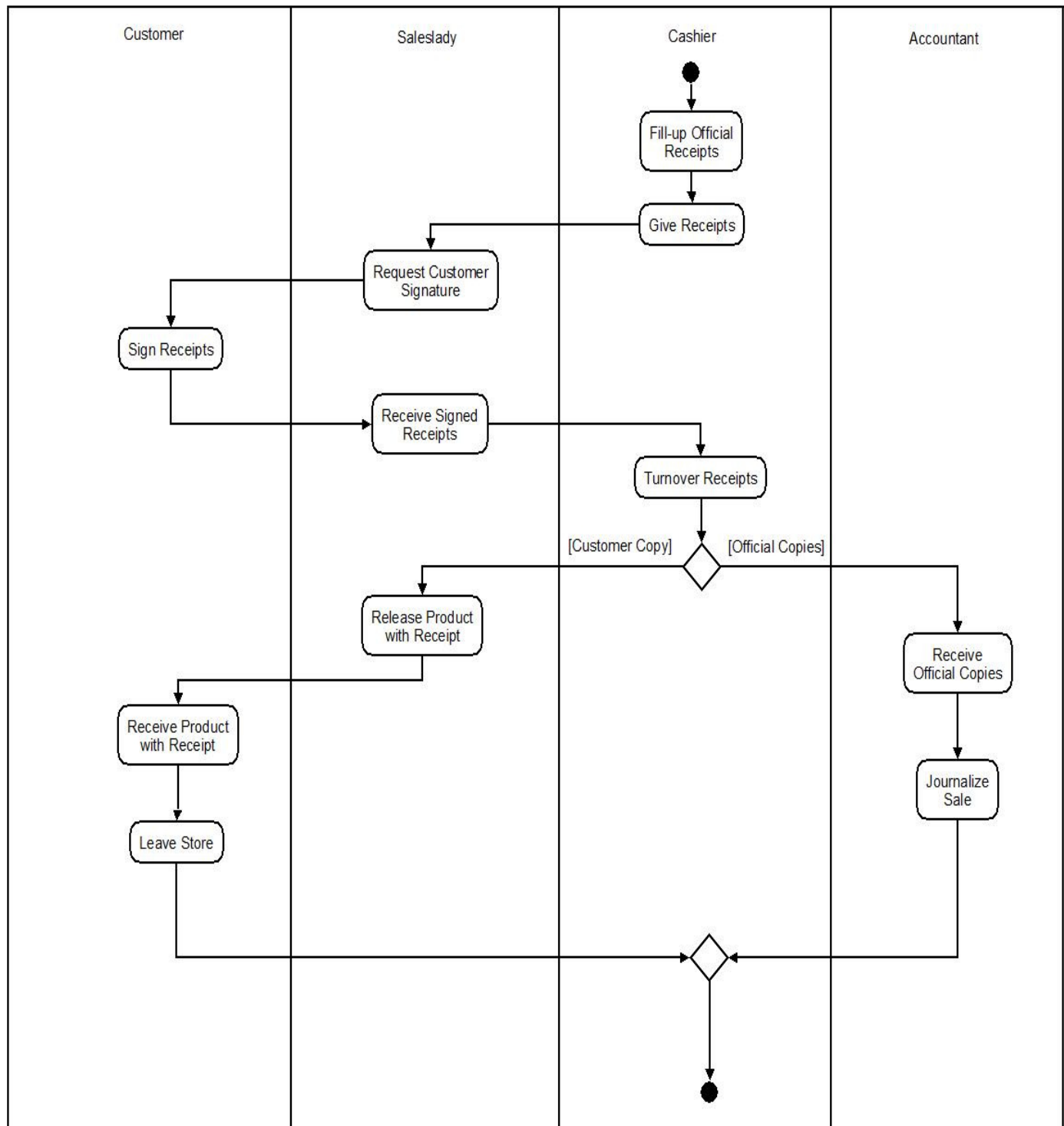**1.6 Payment is given to cashier and is verified**

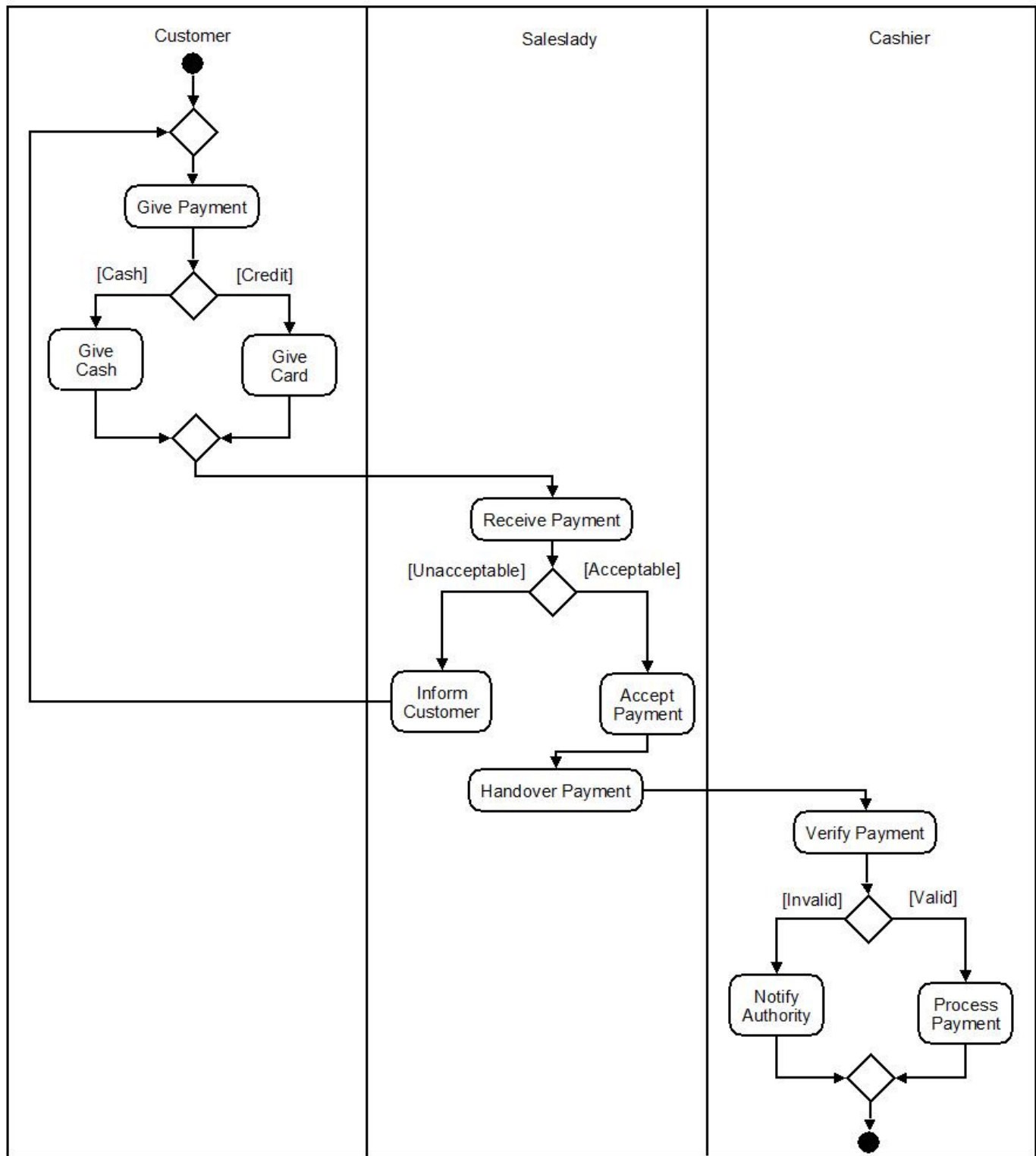**1.7 Cashier gives a copy of the receipt to the customer**

1.8 Customer signs the receipt
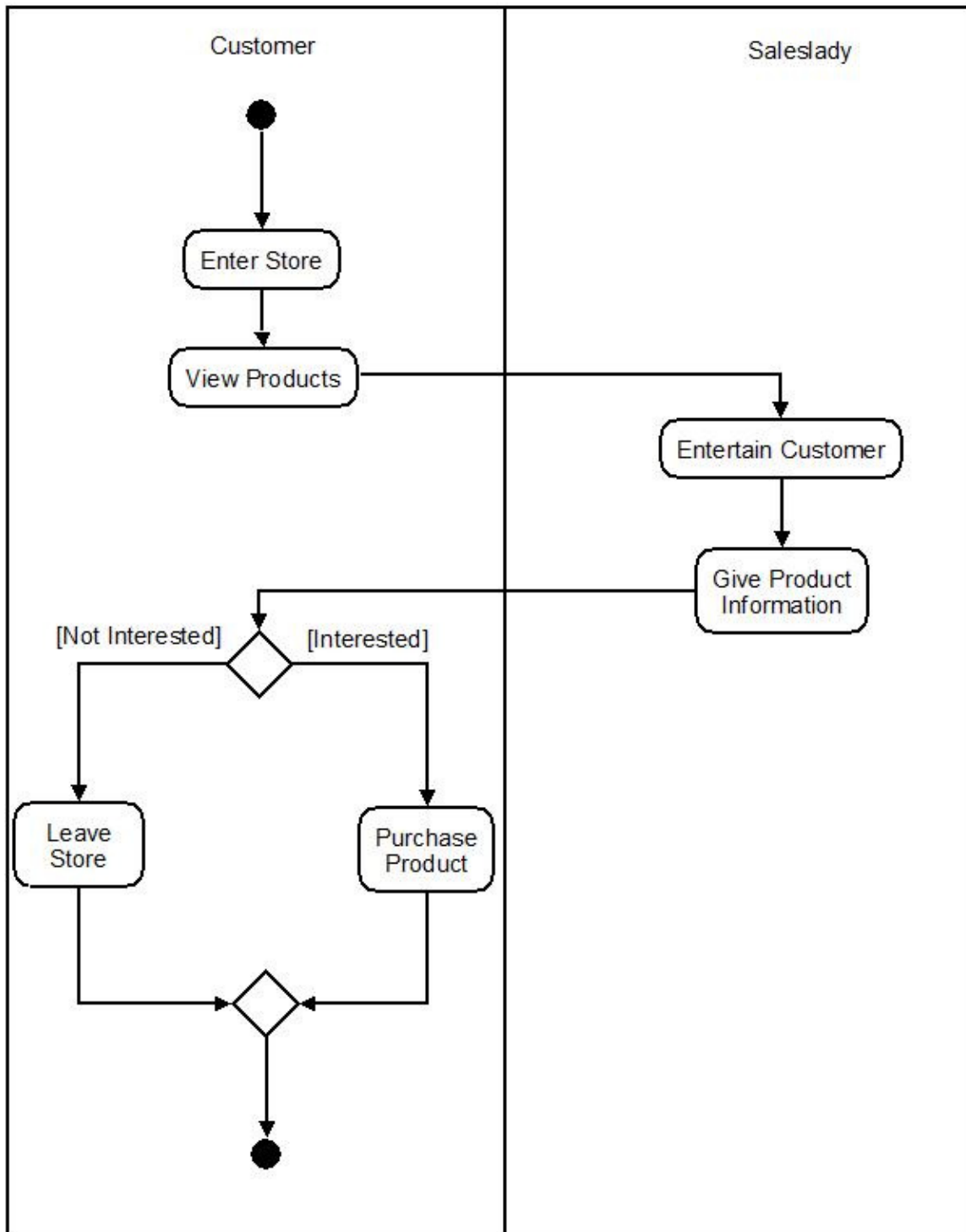
1.9 Customer leaves

C. Activity Diagrams of the Existing System

Activity Diagram for "Process Payments"

Activity Diagram for "Purchase Product"

Activity Diagram for "Inquire Product"

E. Geographic Flowchart

Sales Process

Sydney's Cellphone Shop

1. Customer enters store

2. Saleslady entertains customer

3. Customer pays for a product

4. Payment goes to cashier

5. Cashier gives receipts to saleslady and accountant

5. Saleslady gives receipt to customer

6. Customer signs receipt

7. Customer leaves

III. CHAPTER 3

➢ **Table of Recommendations**

1. Sales System

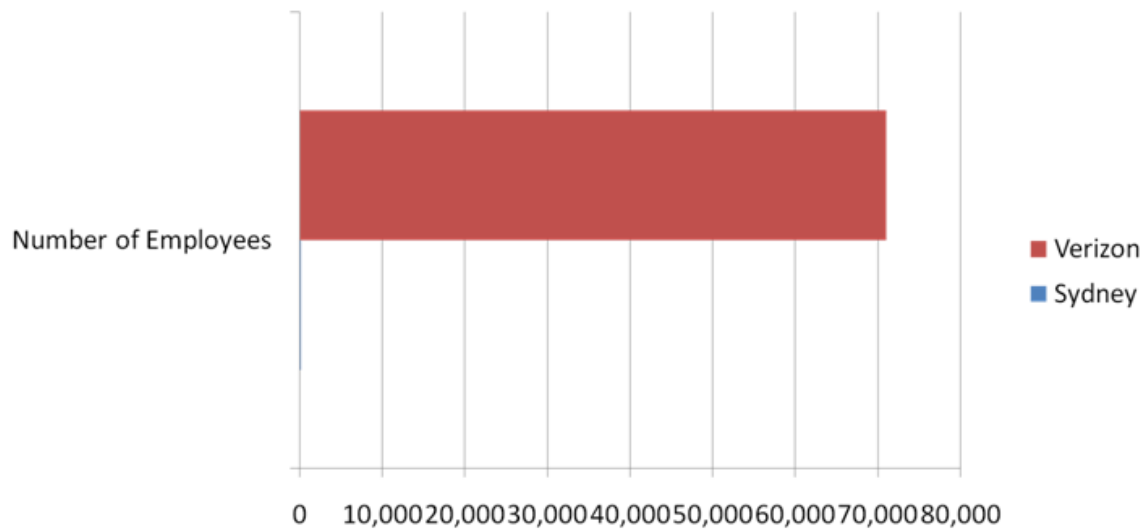| Problem to be Addressed	Recommended Change	Affected Activities
1. Real-time reporting of online sales	Implement online services that will grant real-time monetary results to the owner.	None
2. Product Delivery	Find a courier service near the business.	None
3. Sales Transactions	Include customer copy of official receipt to shipped product.	None

➢ **Benchmarking**

Verizon is one of the leading mobile phone seller (line connections as well) worldwide.
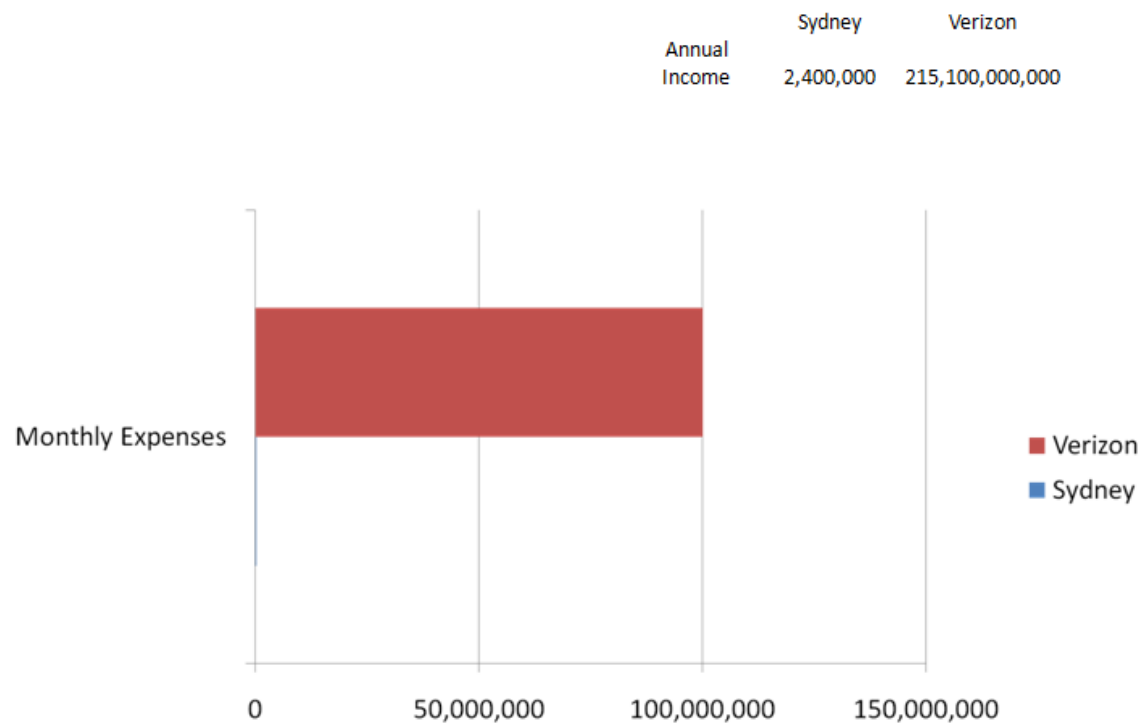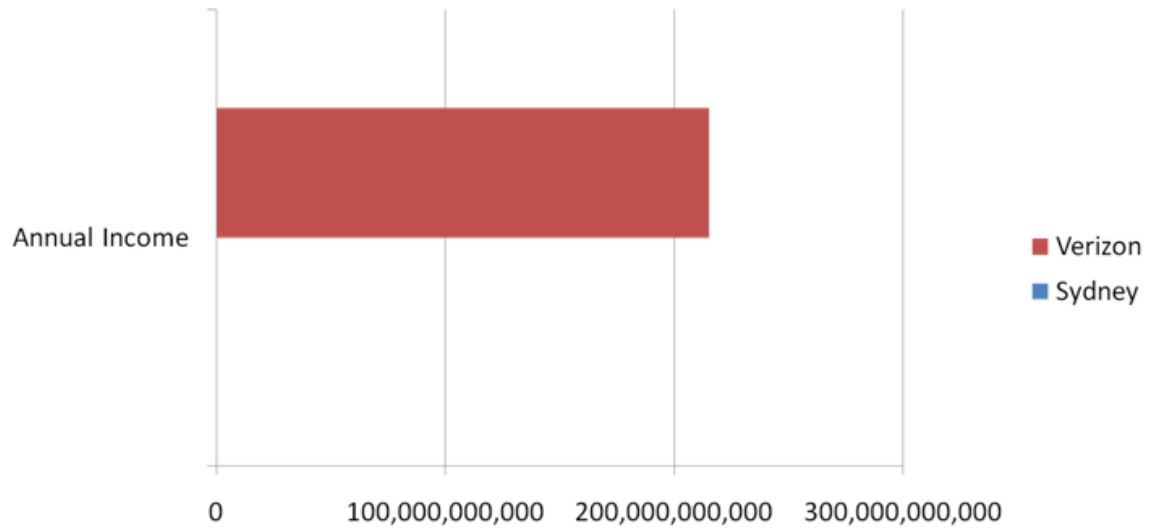
With more than 15,000 stores worldwide, 71,000 employees, billions of income, and with expenses that only one big company can incur, it is not the best company to benchmark Sydney's Cell phone shop with. However, with insufficient data on cell phone shops' in the team's hands, it is the closest we can get to relate the cell phone store with. The following figures are the comparison of Verizon and Sydney's Cell phone Store:

	Sydney	Verizon
Number of Stores	3	15,000

	Sydney	Verizon
Number of Employees	15	71,000

	Sydney	Verizon
Annual Income	2,400,000	215,100,000,000

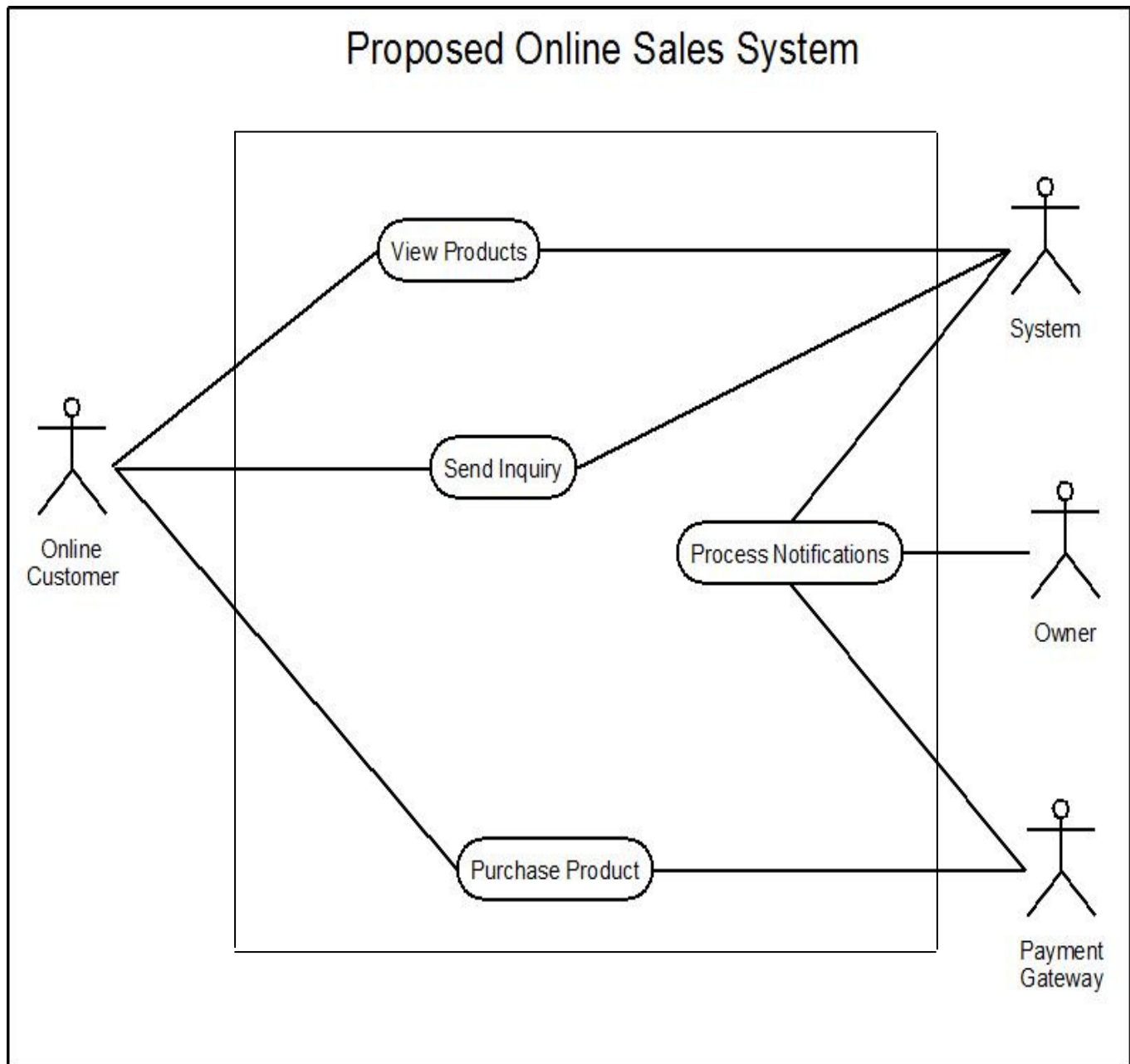|	Sydney	Verizon
Monthly Expenses	100,000	100,000,000

It is apparent that the store is significantly at a disadvantage in terms of numbers as Verizon is a multi-billion company while the former is a mere sole proprietorship with limited stores. It is good to note, however, that due to its small operations, its costs are extremely lower than that of Verizon. If the store though desires to be able to cater on a nationwide basis through online sales, it may be best concluded that it may at least require 1/16th of the value of its competitor here in the benchmark before being able to do so.

> **Streamlining**

The streamlining tools we used in this study are:

1. Bureaucracy Elimination – given that the proposed system is online, and that the owner is the sole administrator of the system, delays brought about by having the check and balance required in the physical store by the saleslady, cashier, and accountant, need not be applied.

2. Simplification – the fact that customers will not have to take a ride on a jeep and visit the store is simplification enough. Customers, through the online system, will now only need to visit the website and check their desired products there and have their bought items shipped at the soonest possible time. In line with this, the system also provides its administrator with the view of new notifications and real-time update with sales made online upon accessing the site. Thus, the lack of need for another accountant or cashier on the virtual store.

3. Process Cycle-Time Reduction – since purchasing will be done online, the time it'll take to make sales need not be computed given that the system is up and running 24 hours a day and seven days a week. This lessens labor costs since no employee need to be present during the transaction.

4. Error-proofing – since the system will rely on a different payment gateway, which in turn will also notify the system and the administrator once a sale is made. This prevents risk of encountering errors in the system and improves value to it as customers will not have to worry about security while transacting with the website itself.

5. Upgrading – Training the owner to serve as the system's administrator is important. Viewing of online sales, recent activities, and new notifications must be easily readable by the owner.

6. Automation – Application of computer systems, with this project being that of an online type, grants the owner of accessing markets he has never been able to reach out to before. It also offers a hassle-free way of maintaining products and knowing their stock levels through a user interface that he will come to prefer and use at his own disposal.

➢ **Use-Case Diagram of the Proposed System**

Proposed Online Sales System

Online System (Proposed)

I. General Description:

The online system allows the owner and accountant to enter and view store performance real-time. Products are viewable with its specifications and price, and customers may view warranty status of their products and inquire about a new product through a support page.

II. Primary Actors:

a. **Online Customer:** One who would like to buy, inquire, or view warranty status of a particular product.
b. **System:** Provides the data requested by its viewers.
c. **Owner:** The owner views store performance via the online system.
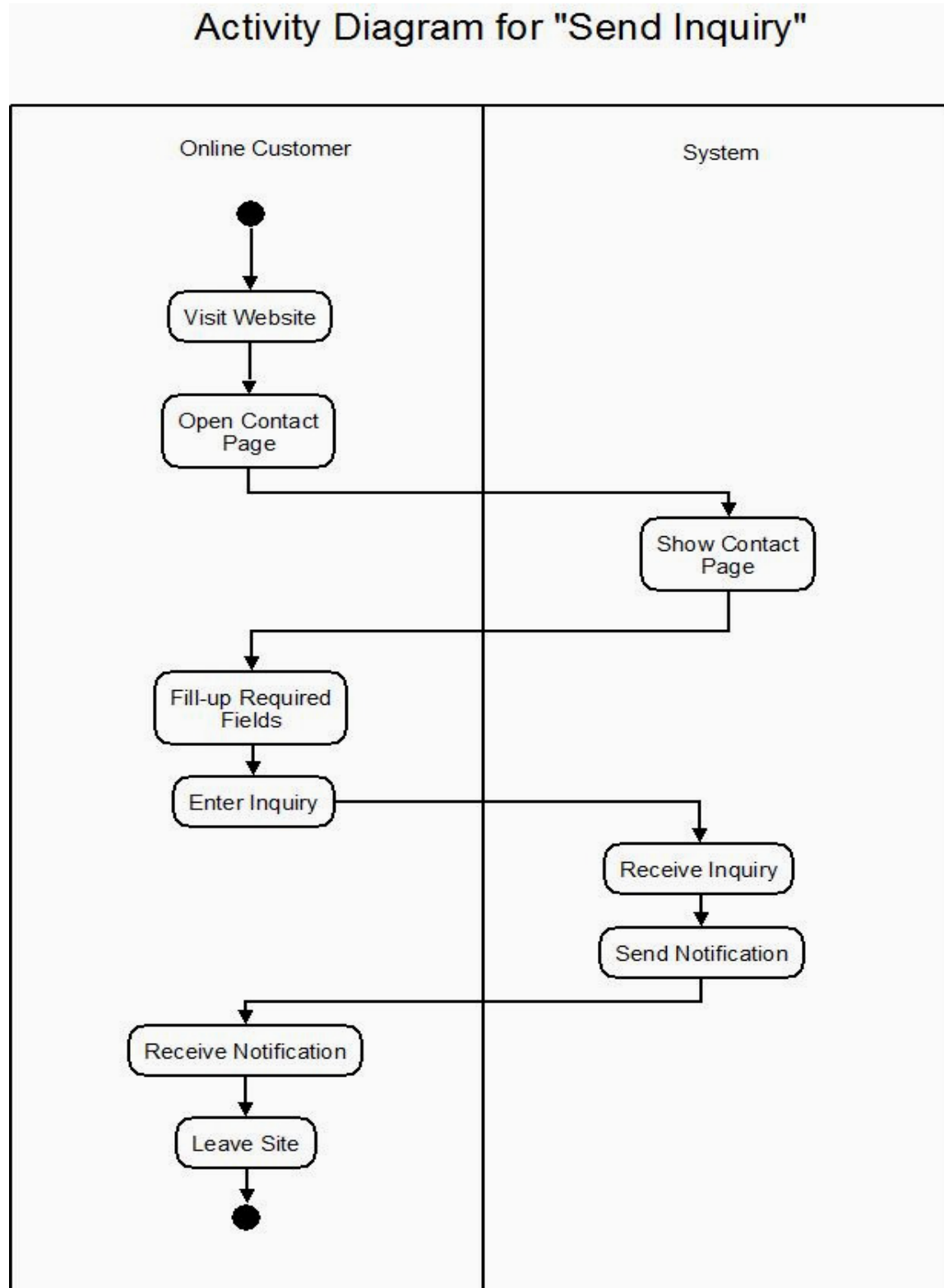d. **Accountant:** Enters data specific to sales, expenses, and stocks in the online system.

III.   Use Cases:

View Products: The customer will enter the website and search for the product they want to buy. The customer can also go look at the categories and see the whole specification of the product.
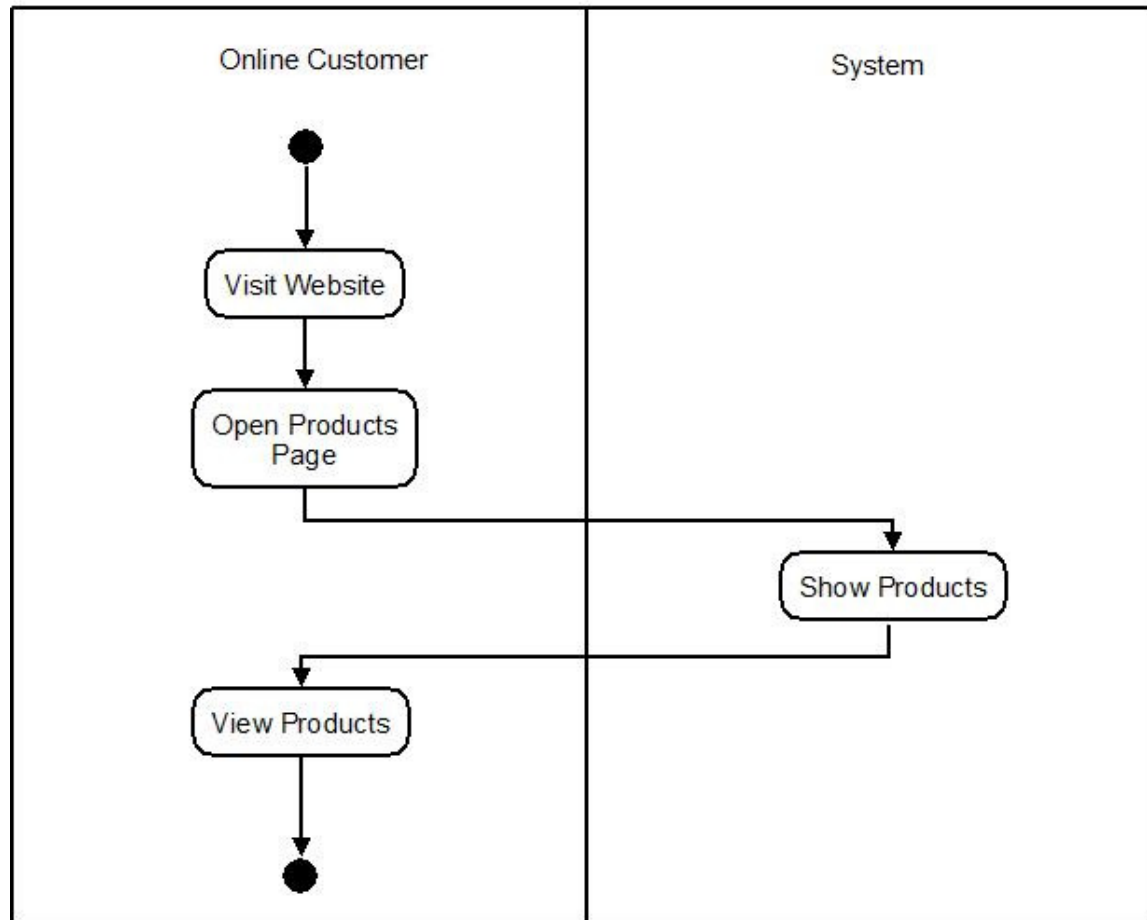
Purchase Products: The customer will add their preferred product at their shopping cart, if they are done with picking they can now click to proceed to checkout and they will fill-up all the necessary inputs that it requires. The system will now alert the main system of the store that someone has bought a product. A virtual receipt will be sent to the customer e-mail address that will be the proof of purchase.

Process Notification: It will alert the store system and after validating that the money has been entered into their account, they will now send it using a logistics company. They will now verify the customer transaction.
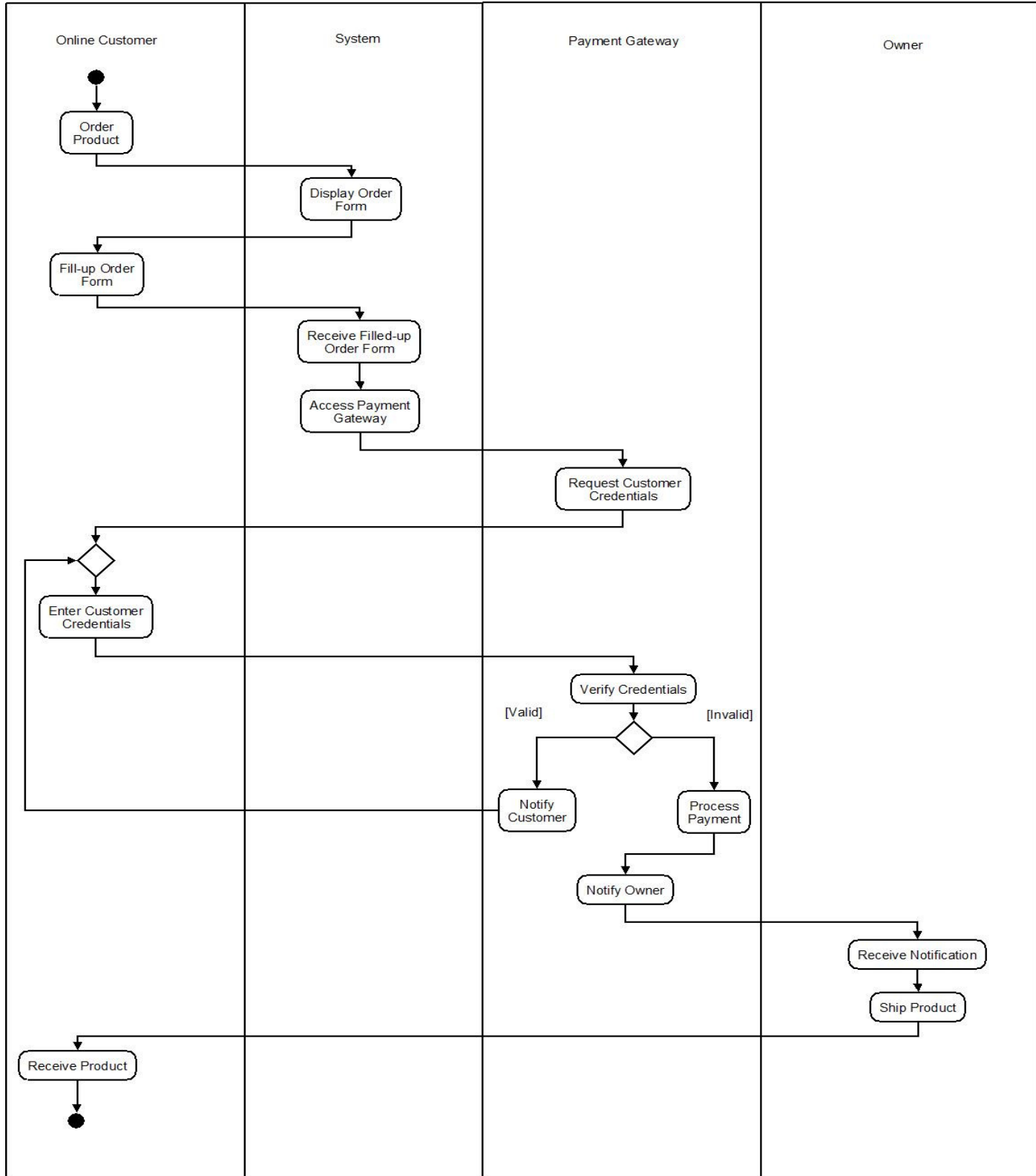
Send Inquiry: All the process that the customer has go to, it will be sent to the store system to track all the needed information.
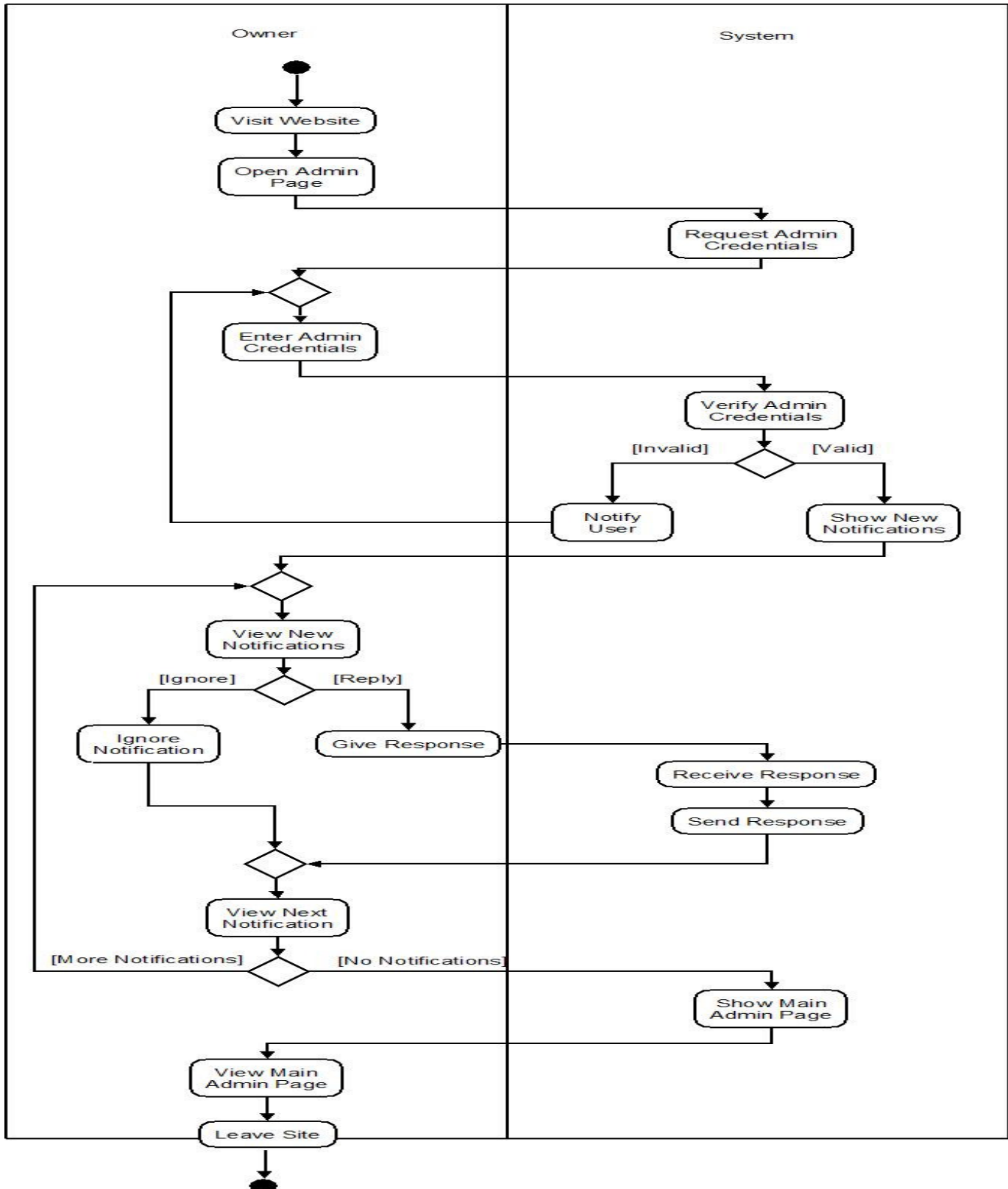
E. Activity Diagrams of the Proposed System

Activity Diagram for "Send Inquiry"

Online Customer	System
●	
Visit Website	
Open Contact Page	
	Show Contact Page
Fill-up Required Fields	
Enter Inquiry	
	Receive Inquiry
	Send Notification
Receive Notification	
Leave Site	
●	

Activity Diagram for "View Products"

Activity Diagram for "Purchase Product"

Online Customer	System	Payment Gateway	Owner

Activity Diagram for "Process Notifications"

IV. Appendix

Transcript (Translated)

Interviewee: So, how's business going Sir?

Owner: Not bad, even with the trends of "China phones" lurking in the market, we're still making good monthly sales.

Interviewee: I see, so Sir, do we have any sort of basis on how good your monthly sales are?

Owner: Of course, BIR (Bureau of Internal Revenue) and DTI (Department of Trade and Industry) needs us to have those financial data. Ching! (Calls his accountant, Ms. Rochelle "Ching" Angeles)

Owner: (Opens a journal) As you can see here, we had a gross of PhP 212,500.00 last month (September, 2008). Remove tax and all the costs involved, our net is at PhP 85,000.00, which is already good since a friend of mine has the same business down in Tarlac but he's making just around PhP 15,000.00 net per month on average.

Interviewee: Wow! So if I may proceed Sir - I would just like to ask, is the process of selling your mobile phones the same for all your stores?

Owner: Yes, same lang for all stores.

Interviewee: So, can you brief us about it?

Owner: Well, it's pretty much the usual, I have two (2) salesladies that entertains any customer that comes in, then if one customer is interested in a product, they try and make that customer buy it. If the customer does indeed buy, the saleslady asks for cash.

Interviewee: So Sir your store is only on a cash-basis?

Owner: Not really. We do accept card payments, but we do prefer cash - saves us the hassle of going to the bank really.

Interviewee: Ah, I see.

Owner: Because, although the banks are almost everywhere, asking for payment from them when you've already asked once from the customer is somehow hard/

Interviewee: Okay Sir. So how does it go after the customer gives his payment?

Owner: Simple really, the saleslady gives it to our cashier, who then, well, if the customer pays credit card or cash, the cashier does the checking. Recently, fraud is prevalent, so the cashier makes sure that neither card or cash is fake. If it is, he contacts the authorities about it, or for card of course, asks that the customer shows an ID.

Interviewee: Hmm, usual nga Sir ano?

Owner: Yes, pretty much.

Interviewee: Okay, so Sir what happens after payment?

Owner: After payment? The cashier fills-up the receipt that has 3 copies, one for the customer, another for us, and another for the Government. He gives it to the saleslady who attended to the customer and asks the customer to sign it. After signing, the saleslady gives the customer copy to the customer and the remaining copies to the cashier. The two (2) remaining copies are passed to our accountant, who's in-charge of journalizing the sales for DTI and BIR purposes and of-course for our own purposes.

Interviewee: Sir what do you mean by your "own" purposes?

Owner: Well, nothing bad (laughs), we just keep it for warranty purposes, because we do issue service warranties for our units. On a few bases we give unit warranties as well, but that would depend on our supplier.

Interviewee: I see. So, Sir, before we interviewed you, you already mentioned to me that you'd want to sell your products as well online. How do you want to have that?

Owner: Yes, actually alam ko kasi that I can increase sales by selling online. I've heard from your cousins kasi that they'd prefer just checking their gadgets online rather than having to commute and go all the way to the mall. If I can sell online, I think I can handle it naman e, I can accept G-Cash or Smart Money payments, and if you can do it, I can also accept payment using credit card transfers - I wouldn't mind. Simple lang naman magpadala kung sakaling malayo ang bibili at pwede rin naman na meet-up if it's just here in Pampanga.

Interviewee: I see, so Sir if ever, who will be managing, let's say, the website? I mean we can't be managing it forever.

Owner: Kailangan pa bang i-manage yun? I thought once you make it, it'll be just as easy as adding and removing products and that's it?

Interviewee: Ah, we can do that naman Sir. But, okay, so will you be willing to pay an annual hosting fee? It's just about PhP 500 a year anyways.

Owner: Syempre!

Interviewee: Okay, okay. So will you be the one in-charge of adding your new products or will there be others doing that job for you?

Owner: I think ako lang. I don't think I'd want any other staff to do it - saka it's better that way. Plus points ata na personal ang transaction even if it's online.

Interviewee: You've got a point Sir. Sa bagay.

Owner: Okay, meron pa ba?

Interviewee: Actually Sir meron pa. How about the products you sell? We really haven't talked about it much when we last talked over the phone.

Owner: Ah, well we usually have Nokia, Sony Ericsson, Samsung, and Motorola. That's what's common on our stores anyway. Lately we've started to sell China Phones as well, but really limited. It's as if not even displayed on our stores. Umm, what else? Ah, of course the usual prepaid cards, autoload, SIM cards, accessories such as straps, silicone cases, crystal cases, stuff like that.

Interviewee: Okay Sir. Well, I guess that's about it.

Owner: Good, I have to go na rin kasi. But do you want to take merienda muna? I think I still have some time left to accommodate you for that.

Interviewee: No Sir, we're still okay pa naman. Thank you very much Sir. We'll just update you via text regarding our progress.

Owner: Okay.

"So many people walk around with a meaningless life. They seem half-asleep, even when they're busy doing things they think are important. This is because they're chasing the wrong things. The way you get meaning into your life is to devote yourself to loving others, devote yourself to your community around you, and devote yourself to creating something that gives you purpose and meaning."

-Morrie Schwartz, *Tuesdays with Morrie*