

Vertical Solutions (VERTSOL)

The Cluetrain Manifesto

FOR

RETAIL READER

BY

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Chapter 1: Markets are conversation.

Market needs conversation, a market is composed of people, services, infrastructures, trading of goods whereby people exchange things. Market is any structure that allows the buyer and seller to transact any type of goods. It is very important to us especially for our country because without market there will be no other products will come in and coming out and also there will be no economy in our country. People can advertise their products thru the use of TV Commercials, distributing flyers, Newspapers, leaflets and brochures. Conversation is very important especially to the buyer and the supplier because it allows the buyer (consumer) to know what are their needs and the supplier to know what exactly what the buyer wants.

Markets are grown thru the Internet, people can now exchange goods using of advertisements in the websites. People can now post to the internet on what products is their selling and what products are their needed. Websites is like a market that is used for selling of their products and goods these websites can now help people to advertise their products. An example of this is Friendster, Facebook, Multiply, Google, Yahoo, Ebay, Tipidpc, Sulit, etc. As an IT student I tried on these websites to buy and sell on these websites and it is very difficult because as a buyer I need to convince on what are their selling and as a seller I need to convince the buyer to buy my item. Because of these two (market and conversation) it needs to communicate to each other efficiently and effectively in order to have an exchange of products or goods.

Integrative Questions:

1. What are markets?
2. What are conversations?
3. How can it be efficient and effective in a market?

Chapter 2: Markets are consists of human beings, not demographic sectors.

As a seller you need to think of your consumer not as a demographic sector. You need to treat them as equal human beings because in any organization or company you meet lots of people but different races, religion, income, sex, age, location, status etc. A seller thinks his buyer as a normal person not having known his race, religion or any other but to know what his needs are or what does exactly what he wants in order to have good transaction. Other companies classify their customers according to their race, sex, age etc. there is nothing wrong in classifying your customer in fact it is correct because you organize on what age or sex or religion your products are for. But you need treat them as an equal human beings, equal customers and giving the same services to other people.

Giving them an equal services they will know that your company always customer first. An example of this is Microsoft, as we know that Microsoft is a international company that gives services like software, hardware, console etc. but as a seller and as a company they treat their customer as an equal by putting customer first, giving equal services, equal products. But they classify their market like having a Microsoft Company in other country in order to know that Microsoft is treating their customers as a people or human beings and not as demographic sectors. A key in having a good reputation in your company you should segment your target market, treat them equally, and giving the same services to your consumer.

Integrative Questions:

1. Why demographics are used in marketing?
2. What are demographic sectors?
3. Is it good not to treat your customer as demographic sectors?

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

I think it is between the buyer and the seller, The seller must think what does the buyer wants and the buyer think what does he needs or wants by having a good transaction the buyer and the seller. The seller must give the right services or product and if the buyer satisfied on what is the seller gives. The two (buyer and seller) must understand each other speaking the same language. Seller must focus what the buyer wants and in return they earn profit from the buyers. If the buyer doesn't want the product of the seller the seller must cope up what their buyers wants and needs because needs and wants of the people are constantly changing. Some other companies tend to do dehumanization by having this they lose interaction to their buyers or may be the composite of individual sentiments and actions.

In giving the right products to your customer, your customer will know that you are giving them the right services, right product. There are lots of ways to know what the buyer wants if the customer doesn't satisfied to your product they can give it back to the seller and the buyer can give comments or suggestions to the product this is one way to know if your product is good or not.

Integrative Questions:

1. What does "Conducted in a human voice?" mean?
2. What is human voice?
3. How does seller listen to its buyer?

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

People's voice are typically open because without the human voice their will be no success in your business. Human voice is a gift from god that can be use to have conversation to other people to persuade them on what product on you are selling. In markets, customers should listen to the sellers on what are they are trying to tell. Human voice is also used for speaking like for example in your company to know that you are credible. In markets the seller and the buyer will know what are their opinions about the product they can share thoughts. Credibility is very important especially if you have a business, company or etc. because you can persuade people to buy your products. Companies should listen on what their employees and companies needs to be fair on them. Companies will hear what the employee's opinions are. Companies should give attention to their workers so that if there is a problem to their workers companies can easily fix the problem. In markets, customers should listen to the sellers on what are they are trying to tell. Giving them an equally rights will have success in any business.

Integrative Questions:

1. What is human voice?
2. How important is human voice in business?
3. Credibility is a plus on any business?

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

In any business, seller always recognizes its buyer. It means that the buyer always buy products to the seller. As a seller it is very important to recognize your buyer because your buyer will give information on what products that are always been bought. Buyer is also who acquire your selling product and experienced it. A seller gives discounts to its buyer whenever the buyer always buys its products because they always see that your product is in highest quality goods at the lowest cost. For example of this is in a wet markets if a seller notice that one of his/her buyer always buy from him/her he will give a discount so that whenever one of his/her buyer needs a product the buyer will buy to him/her. It makes the seller to produce that product because it always been buying of his/her buyer, making the seller product at a highest quality but at the lowest cost. Voice is also important because it is how to communicate to other people to persuade them to buy your products. Sellers can voice out their product thru internet, newspapers, TV Commercials, flyers, brochures etc. It's important to hear what the buyer's opinion on your item to improve the quality of your products that you are selling.

Integrative Questions:

1. How can human voice improve your business?
2. How does it influence your business?
3. How can you improve your products?

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

The start of the internet was on 1960's when the United States funded research projects of its military agencies to robust, fault-tolerant and distributed computer networks. But nowadays internet has been used for advertising, chatting, social networking, blogging etc. Before having internet people can post advertisements thru radio, television, and broadcasting. But today people can share their ideas thru internet by chatting, blogging, blogging, and social networking. People can advertise their products thru websites like Facebook, Yahoo, Google, Friendster, Tipidpc, Ebay etc. Some people used internet as a profit buy blogging, doing a company website can also be a profit for them. News can also be found thru internet, people can know what is happening about other countries. People can now see weather forecasts thru the internet; they can know the weather on all other countries. Internet is very powerful nowadays because all that were not possible in the era of mass media it can now be possible today in the Internet.

Integrative Questions:

1. What happen during the era of mass media?
2. How does the internet enabled the conversation among humans?
3. How did it impact the 21st century?

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

Companies should know their target market first. They need to persuade their target market effectively. Communication with their markets is important because markets are profit, if they know what the buyers wants there is a big chance to earn more profit. Products of the company should match the taste of their buyers directly to know what their want to see about their products. An example of this is Cd-r King. It is a shop that sells usb, computer parts, hardwares, etc. at a lowest price. They know that their target markets are people who have budgeted money in buying computer parts and other peripherals. Cd-r king make their non-buyer to buy from them because of their affordable product price. Companies should know first what their buyer wants to have success in their business.

Integrative Questions:

1. How can the company improve their business?
2. How can they communicate to their consumers?
3. How can the supplier persuade their consumers?

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

Companies should realize that their buyers are always laughing at their products because whenever their buyers doesn't like the products they might not buy the products or leave comments about the products. Companies should make sure that their products must be well made. Products that were made should undergo to testing to make a high quality products. Having high quality products will make the company to earn more profit. Buyers must try or test the finish product first before releasing to earn more profit for the company. It also helps the company to try their products because companies will know if their products will click to their target markets. An example of this is ipod, before ipod is unknown for many. People only know mp3s, mp4s, and walkman but when apple added new features on their products people tend to buy their products and notice that ipod is handier than other products. Companies should remember that buyers will always be the end user of their products, without buyers companies will not exist.

Integrative Questions:

1. Why are markets laughing at companies?
2. What will the company will do to their consumers?
3. What happens when the company becomes open-minded?

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

Every company should take their work to lighten up and take it less seriously about their work. It means that if their work must be step by step and not be in rush. Companies should have finished a work or project before the deadline. Before the deadline finish products should be tested to check whether it has defects. Companies should also take care of their workers because if the company rushes their workers to do the work or project, their workers will might not finish the work or project that was given. Workers might do a wrong process within their work or make a mistake. Companies should also check the status of their workers whether their doing the right thing in doing their work or task. Companies should realize that their workers must do the work by step by step and they need to know how many days will allot to the workers to finish the project or products. Workers is like an asset for the companies because without the workers their will be no one to do the task or work for them.

Integrative Questions:

1. Why the company needs sense of humor?
2. Why do they need to lighten up their work?
3. Why do they need to take it less seriously?

Chapter 8: In both internetnetworked markets and among intranetnetworked employees, people are speaking to each other in a powerful new way.

The use of Internet is a new way for the buyers or markets in getting their products. Before buyers will need to go to the actual store to buy the item on what they need, but now people can now order thru internet by just having a paypal account and a credit card they can have instantly get what are their needs. An example of this is paypal, paypal is a website that you can link your credit cards in it. Small companies or big companies will benefit from intranet because it's a new way if to check the status of the company or the sales report of the day of the company. Employees will also lighten up their work because of intranet because they'll just need to see on the computer on what are needed to do, what task needs to be done for the day. E-mails can also use by the employees to check orders, messages from the managers. An example is when we were asked to get a paypal account because it will help us for the future works. It was very easy to activate the account because you just need to call your credit card company to get the activation code to activate your paypal account. Once that my account was activated we post our items thru multiply website. It was easy because even if you're not actually selling your item you just need to anytime or any day you want when once a person wants to buy your item. Internet is a powerful new way in searching for items, getting information, ordering for items and selling items.

Integrative Questions:

1. Why is the internet such a powerful way of communication?
2. How are they connected?
3. What is internet networked market?

Chapter 7: Hyperlinks subvert hierarchy.

A hyperlink means connecting or linking from other website by the use of internet or if you are in a company and you're a rank and file employee you have a connection from somebody on the top like managers. Lots of companies today have a hierarchy. For an example is on the bottom of the hierarchy is the rank and file then on the second assistant managers, the third managers, the fourth is the manager of the department going to the superior person ceo. All of this is all about rank of the employees. Hyperlinks subvert hierarchy; I think it means if you have any connection to a superior person in any company it means you are corrupt morally. People in companies are competing for their ranks whether they are managers, vice president etc. An employee in a company wants to get to the top. I think hyperlinks must be use as tool only and not to be use in hierarchy hyperlinks must be use only in technology. Technology nowadays is fasten are work we just need to use it correctly and use it in a right way. Employees need to focus in their work by using technology because whatever mistakes happens it is our fault to be blame and not technology.

Integrative Questions:

1. What does subvert means?
2. What are hyperlinks?
3. How do hyperlinks subvert hierarchy?

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

The use of internet today is enabling powerful new forms of social organization and knowledge exchange to emerge. Companies today can use to deal to other companies by the use of internet. They can transfer money easy thru the internet. Companies can also use the internet to send orders via internet. People can now exchange information thru online, networked conversations can enable new forms of social organization and knowledge because of internet. Giving the right information to the people can have new forms of social organization. Social networking site is important to us because thru the internet people can see their pictures uploaded in the site, they can also see their profile thru the internet. An example of this Facebook, before friendster is the only famous online social networking site but when facebook added new features like games, chat, post, etc. half of the people now switch to facebook because of the new knowledge that they knew. This chapter is important because people can benefit from these because they can get idea from other people and create new forms that can be use for other people to benefit from it.

Integrative Questions:

1. What are networked conversations?
2. How can it able new forms in organization?
3. What knowledge exchange to emerge?

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

Networked market has been change the people thru the use of internet. Compare to the old times marketing is hard to do because they need to distribute price lists, leaflets, brochures, newspapers, flyers, and posting it to TV commercials in order to sell your items or products. The use of advertising in the internet is very easy and very cheap because you will just need to post your item that you sell or you want to buy. People in networked markets have figured out that they get more information from one another than from vendors. With the help of internet we can do what we really want. Markets now are networked. The things that they do gets easier and faster, we can easily post and advertise to websites, you can see all of your competitors and get information about their products. If we have better information and support from one another than from vendors you are successful in your career.

Integrative Questions:

1. What is e-commerce?
2. What is the difference between people in the early year and today?
3. How did internet help people?

Chapter 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.

People in the networked markets have figured out that they get far better information and support from one another than from vendors. Networked markets today can now easily connect to each other because of the internet. People can easily post their advertisements in the internet. An example of this is ebay, tipidpc, sulit, facebook. You can easily see your competitors thru the internet by just looking their products that their selling. You can also see their profiles, pictures that they post. You can easily get money from it because even if you're not online your post is always in the internet. Once that a buyer inquire in your product you can easily reply on them by just checking your inbox on your internet. An email is also one way to check when a person wants to contact you. As people can see your product you can change the value of your product anytime as long as you have an internet. If you have detailed information you can earn money by just using internet.

Integrative Questions:

1. What do people when buying a product?
2. How does it help potential consumers?
3. How do people using internet become members of a social organization?

Chapter 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.

Companies cannot hide secrets. A buyer knows more than companies do about their own products. I agree that trust can only be given once. Once a person break his/her trust, it's really hard to give trust to that person again. Companies should tell to their customer the news about their product whether the news is good or bad they should

tell everyone. Honesty is also important to your customers because someday if something happens customers might blame you. Especially if you lie to your buyers they won't listen to you even if you say the truth once you lied to them. Because your buyers are the one who uses your product. Companies should check their products if it has defectives. Sales should be monitor by the company because they are the one who explains to the buyers on what are the advantages of their products. Information of their products are also been explain to their customers. Companies should be honest at all times. Once you are honest more profit will come.

Integrative Questions:

1. What is networked market?
2. How can they tell their customers if it is bad or good?
3. How to avoid wrong doings?

Chapter 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.

If the buyers doesn't want the product of a company or the buyers doesn't want to buy the products employees are the most affected. "What's happening to markets is also happening among employees" this statement is true because it is like chain effect because if a person doesn't buy the products of the company, the company will not have sales, if the company have not sell their products they cannot pay their

employees who work for their company. Companies is the one who manage their sales, their responsibility is to bring satisfaction to their buyers. It will be a big problem if the company goes down. All of their employees and markets will be greatly affected if something went wrong. The company stands between the two, markets and employees because the company is manufacturing the products and managing both buyers and employees that's why "The Company" stands between the two.

Integrative Questions:

1. How can organization help their employees?
2. What is metaphysical?
3. What is the meaning of "The Company" to the organization?

Chapter 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.

Few years from now corporations will not be the same as before. Internet will be more powerful after 10 more years. Advertisements will not be seen anymore or less advertisements on newspapers, brochures, TV commercials. All of them will be seen also in the internet. Internet and website can easily connect between companies and their buyers. Online services can also be available to their customers. Corporations can

communicate to their customers thru internet, website as well. The statement “Corporations do not speak in the same voice as these new networked conversations” means that corporations before will not be the same as today’s corporations because of the internet, websites have been built. Website of corporations can boost their advertisements and profile. People will also know the information about their corporation. Corporations profile can help people to understand what they want to say.

Integrative Questions:

1. Why does online audience think that company sound hollow, flat and inhuman?
2. How does a corporation speak?
3. Is a corporation considered as a human?

Chapter 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.

“In just a few more years, the current homogenized “voice” of business - the sound of mission statement and brochures” this means that few more years voice of people can now be post and read thru internet. People can blog they want to say. Blog is like a diary that is web based. You can write here your experiences and also you can be

able to advertise your items and products. Journalists can also benefit in the internet because they can write what they want to say through internet. An example of this is they can post comments on other people like youtube website, they can comment about the product like bestbuy website. Other country uses the internet more efficiently. They can use the internet through voting for elections. Other company uses the internet to track their sales, or the delivery of their trucks. Someday all people maximize the use of internet more efficiently and effectively.

Integrative Questions:

1. What is the current homogenous “voice” of the business?
2. What happens to the language of the 18th century French court?
3. What is online retailing?

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

Companies' communication to their buyers is important. A conversation plays a vital role in communicating, interaction, and relationships among individuals. It serves as a means of persuading what one wants to express to another person. Communication major role is persuading their buyer in achieving the goals of companies, organization, or a business. Efficiently and effectiveness communication is important

because if they use it wisely they can convince their buyers to buy their products. It will be easier if companies or organization use technology because less work will be done and fewer workers will be hired. Marketing conversation is between a sellers going to their buyers to prove that their product is worthy. Human conversation or person to person communication is important for a business or organization because they need to satisfy their buyers to buy their products. Today human conversation evolved thru internet. Technologies have been evolved to make it easy to contact their customers. Marketing is changing, Markets are giving more information. People will always have different impression for any messages to them but marketing is able to manage effective communication.

Integrative Questions:

1. How can human voice interact with others?
2. What is the voice of pitch in marketing?
3. What language is needed to use to understand to each other?

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

Companies actual markets are the same as online markets, the difference between the two is online markets are thru internet. Buyers can order products to the company thru online. Companies can have more buyers if they post their ads thru internet plus they post their advertisements thru tv commercials, newspapers, brochures, and flyers. Advertisements thru tv commercials is more expensive than internet because in

tv advertisements it will cost you hundreds of thousands to just post your advertisement. Another thing is when you pay hundreds of thousands in tv to commercial your advertisements you will just see it once or twice then pay another hundreds of thousands to post again your advertisement. Unlike internet some websites are free to post your advertisements, some are not free but you pay only at low cost. There are search engine for advertisement, you just type you want to search of advertisement then without a minute you can find lots of advertisements. An example of this is Google, Yahoo, and Msn. Internet today is very powerful today because all things are possible and can be done in the internet.

Integrative Questions:

1. What are online markets?
2. What is market space?
3. Why do most people consult the internet when buying a certain product?

Chapter 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.

This chapter is true because nowadays internet have been use to connect to each other. People use internet as means of communication. An example is they use e-mails like yahoo, msn, and gmail. Also people use search engines in finding information like google and yahoo. Some of companies don't realize their markets are now network person-to-person., Buyers getting smarter and getting more information because of the internet. Other companies today don't focus in getting networked; they just focus on the

other sides of the company. They didn't know that today's buyers are now networked person-to-person. Companies lose their best opportunity in communicating their buyers, they don't know what is happening now in their market, and they are just focusing in making their products. Companies must grab the opportunity that comes because sometimes they should know the other sides the strengths and weaknesses of the company.

Integrative Questions:

1. What is the role of the internet in today's market conversations?
2. What are the opportunities that companies are missing?
3. What market conversation?

Chapter 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.

This chapter is very important especially on me an IT student. It does not mean you need put some jokes in he corporate website; rather, it requires big values, a little humility, straight talk, and a genuine point of view. It means that if you're an employee of one company you don't need to have a beautiful design. As an IT employee you need to create an informative website. Designs can be good on website but as an IT your website should be formal because people will think that you are confusing them.

Straight talk is also important to us because if a client wants to put a website you need to talk them seriously and to the point by listing what are they want to put on their website, what they want to see on their website, or if they want to have login password in their website. Important to us is when we build a website we need to put some values on it because people will read information about your website and they will have interest in finding your website.

Integrative Questions:

1. How can you persuade your buyers?
2. How can you use your sense of humor to the customers?
3. What should the company do?

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

Companies should what their buyer’s wants; they need to focus what their customer wants. They need to think first what their buyers want before themselves taking into a position. As a person you should think yourself first before others. Companies should think their customers or buyers first because you need to serve your services and products to your customer before having profit. Customers are important to

every company because they are the one who can give profit to the company. People need the companies' services or products. Companies' needs to know their buyers needs so they can easily sell their products. An example is if a company is selling USB they must know who their target markets first. They can have a computer shop near colleges, schools. They must know when to produce more products; it would be start of May to July. Your markets should be related to your products that you are selling because if not you will have a hard time in selling your products. Companies should know that buyers first before thinking their position or themselves.

Integrative Questions:

1. Why do employees want position?
2. How does a company establish a position?
3. What does the word –position□ mean in a marketing point of view?

Chapter 24: Bombastic boasts- “We are positioned to become the preeminent provider of XYZ”_ do not constitute a position.

All have positioned if you are working in a company. Some positioned have lots to do, when you are below you need to strive in getting to promote. You need hard work to promote in a company. When you promote in the middle rank you need to supervise below you then if you promote higher than that you have less work but you should more focus below on you, you need to supervise them more. When you are in a highest position you need to take care below. Having a high rank in a company is very

hard. Below on you are the one who votes you to become a leader because you have skills of being in a high position. If you have position in a company people around you will have interest. Being a leader you have a lots of responsibilities, you should take care of your employees in your company. You need to take care of them because you also as a leader became under your managers or ceo. Teach your employees on how to become a leader, give them incentives if they do well in their work. Show your employees what you have learned before having a high position in the company. Promote them if they are loyal in your company. Leadership is easy to define but it's hard to do because you need to show hard work on what you are doing, discipline to yourself, determination on what is your goal.

Integrative Questions:

1. What are core values?
2. What should companies prioritize among the two?
3. What should the company do to gain in the position?

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

Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships. It means that even if you have a highest rank you need to know the people with whom they hope to create relationships. Even if these people are below of you need to create relationship with them because someday they will help your company to attain your goals. Benefits are you will know how

to get along with other people, you will know how to talk to other people or companies, you will know how to negotiate with other companies or people on why they need your products. It will greatly help you because people around you or people who are negotiating with you will have trust in you. Companies that do not communicate with others will have a hard time because no company will survive if they do not have any relationships with other companies. It is important to create relationships with other companies.

Integrative Questions:

1. How can the market trust the company?
2. What does the word "ivory tower" mean?
3. What should companies prioritize: profit or customer satisfaction?

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

Other companies focus only on their products but not on their buyers. Buyers and products must be in balance. Before selling your products you need to be sure that the products that you are selling have no defects or have fewer defects. Companies are deeply afraid of their markets because they feel that their buyers will not buy their products. Public Relations are people who work in the front desks. An example of this is the people who are in a hotel's front desks because they always talk to their customers

whenever their customers want to check to the hotel. They are always who find by the customers if they have problem. They are the one who also log check-in customers. Small companies may not need Public Relations office but they still have for public relations. Big companies can benefit from public relations, also some non-profit organizations and charities have public relations office, in fact that is their number one cause. If they don't any advertisements, and or an overall good public image, they won't earn much money for their cause.

Integrative Questions:

1. Why does the company don't have the confidence to face the market?
2. What does the word –public relations mean?
3. Why are companies deeply afraid to their customers?

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

Communication plays a vital role in achieving the goals of an organization or company, use it efficiently and effective is essential. Conversation between a seller and a buyer proves to be the foundation of a productive commercial relationship. Advertisements can help the businesses or companies to grow, customer service and customer satisfaction must give to the buyers. Through the Internet people can now speak in the same language. Order can be made thru internet. People are now

discovering new ways to share relevant knowledge with blinding speed. Markets are also having more information and getting faster more than companies. All of this are possible now because its really human nature to take advantage of what is readily available today. Today internet takes the lead to establish communication to their clients because it is enables us people to connect to each other.

Integrative Questions:

1. Why do they need to speak in the same language?
2. Why they build walls to keep markets at bay?
3. Why they use distant and uninviting in communicating to others?

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

Most of the marketing programs are based on the fear that the market might see what's really going on inside the company. Problems that occurred inside the company will have a big problem. Some companies tell what is really happening in their company. Companies should fix first on what is really happening inside the company because they will know what to do those problems; they will know how to fix those problems and they will decide what they will do to their market. Companies also fear to their markets because they feel that their markets won't buy their products, they even

fear their markets because people might give negative comments to their products. Organization know how to catch the interest of their buyers because of what is happening inside the company, they know what to do how to persuade their buyers by doing advertisements thru internet, or even thru tv commercials, brochures, flyers, and leaflets. Companies should work harder to fulfill their goals because companies always depend on their buyers.

Integrative Questions:

1. Why companies are feared on what will their customers will see?
2. How powerful is the internet in unveiling secrets?
3. Do all companies hide secrets from consumers?

Chapter 29: Elvis said it best: “We can’t go on together with suspicious minds.”

“We can’t go on together with suspicious minds.” This chapter is true because whenever two people have suspicion to each other they can’t go together in business, or negotiations. Even in business you should trust employees or people because if you don’t trust them you will have a hard time to get along with your employees and people. You should also be comfortable to your people because if you don’t you might have a hard time to discipline them. Focus is also very important because if you only trust but you don’t focus on what your employees are doing your people might lied to you,

Trust and focus must be balance an example is you trust your employees by doing focus at the same time. Having good relationships to your employees, or partnership on other companies will lead you to success, you just need to pick a partner that is comfortable is you and you should be comfortable on him/her. Trust and Focus on work is very important in this chapter; if you have trust on each other you don't have doubts on each other.

Integrative Questions:

1. What is a suspicious mind?
2. What happens when the company looks suspicious?
3. Why do people don't easily trust a certain product?

Chapter 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 is the corporate version of going steady. This is true because if your product is almost five years or ten years it has been already known for all people and buyers. That's why some companies or business survive because of their products loyalty. Serving their buyers will satisfy them because of the brand loyalty. In being loyal to your company is a good way because it can promote you to a high rank. It can also give you good relationship to your company. If you are loyal to your company it can give you twice your salary. If you want to be loyal in your company you should show them that you

deserve to become part of their company. You need to be also be true to yourself because if not you will also the one who suffers at the end. Work is important on being loyal because if you love your job and you want your work there is no problem being loyal in a company. Being loyal is not paying you high salary even if you have low salary as long as you are happy what you are doing.

Integrative Questions:

1. How come brand loyalty is the corporate version of going steady?
2. Is loyalty valued more today? Why?
3. Is this applicable in both parties?

Chapter 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?”

Internet today can change your suppliers; networked knowledge of workers can change employers. This means that the power of internet can change everything. Buyers can change their suppliers because of the internet. An example of this is when you order something to the internet you can easily change your suppliers by just searching to other suppliers that supplies your products. Workers can now change employers also because of the internet. An example of this is when you are highly skilled worker you can easily change employers; you can choice what company you want to apply. Today only few people become loyal because of the internet. Technology became more powerful

because they can break your relationship with your company. They tend to go to the companies that has high salary paying job because they easily search jobs thru internet. In a company employees are also changing most of the employees are not permanent because companies are also using this networked knowledge workers that is better than others. That's why today it is very hard to find a stable job,

Integrative Questions:

1. What are networked markets?
2. How does it influence your business?
3. Why do companies downsize employees?

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

Suppliers can get any smart markets. The problem is if these smart markets want to buy to their products. If you're a supplier you need to persuade your buyers. You should speak the same language, meaning you should have the same thinking of your buyer. This is the reason why markets are conversation because you need to speak to your buyers first before they buy your products. An example of this is Sales Agents; they need to persuade their customers to buy their products before having sales. In having more money in selling products are first you give your customers information about your products, second is design your product that you sells is, third persuade your buyers to buy your products. People keep buying products because they need it. If you have extra

money you can post your item in internet, advertise it on tv commercials, or in radio because you need to catch the interest of the people around you.

Integrative Questions:

1. Why do they speak in their own language?
2. What does this language means?
3. What are the steps in improving your products?

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

Every seller needs to speak with a human voice; it means that you need to have relationships with your customer. Seller must persuade their customer to buy their products. Advertising in newspapers is not enough to persuade your customers because you need to talk to them person-to-person, make sure that you satisfy your customers in selling your products. Communication should be use to your customers effectively if you want to earn more money. In having more money in selling products are first you give your customers information about your products, second is design your product that you sells is, third persuade your buyers to buy your products. Advertisements can help the businesses or companies to grow, customer service and customer satisfaction must give to

the buyers. You must be able to speak well to your customers to understand you. A business is isn't need so much focus because you need to know what people needs.

Integrative Questions:

1. Does the company have human voice?
2. Why human voice important to the company?
3. How can the company communicate effectively?

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

Companies must take care of their people; they should make sure that it is organize. "Companies must share the concerns of their communities" I think this means that if you have your own company, products you products should not only benefit only the company but also the community around them. Companies must know that they must think other people. Tools and chemicals that have been used for their products could have effects to their communities; they should dispose properly those chemicals that have been used. Another meaning of communities is being a leader in a community. If you're a role model in your community because being a role model in your community all of your neighbors will become discipline. An example of communities like in our country should also take care of their people also. An example is our government; people should pay taxes, the right use of funds, allotting of funds to people who are in the position.

Integrative Questions:

1. Why should the company trust their consumers?
2. What are these communities?
3. Is it good to listen to other communities?

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

You must belong to a community. This chapter is important because without community no one will help you. You will not have any information on other people; knowledge is less if you're not joining into any community. No one will help you in solving problems if you are not joining into community. There are two types of community one is city community. City community is you have neighbors, friends, relatives, family in your city, in city community you can get a lots of information to them. In online community is there are website that has a lots people you can meet. For example is Friendster, friendster is a social networking community. You can meet their lots of people even your friends, family, relatives or just plain people you can meet at friendster. There are also online forums; this online forum is like a group of people who shares idea, information, and even sharing about new technologies. This forum can help you if you have problems; it's an easy way to ask questions to them even if you don't know them. They can also teach you how to do a thing related mostly on your computer. These two City community

or online community is important to us because this gives knowledge, solving problems, and information to us.

Integrative Questions:

1. What are these communities?
2. How can it help the company?
3. Is it relevant to the company?

Chapter 36: Companies must ask themselves where their corporate cultures end.

Companies should ask themselves where their corporate cultures end. Companies must know where their cultures end because nowadays new cultures have been discovered. Changes are made as time goes by; people are not use to do the new cultures that are discovered. If this happens, company will suffer; they will have hard time because no one will get in their companies because of the new culture that have been made. Companies should know where their company began; they must have planning, organizing, leading, and controlling to their workers. Companies should plan what are they need to do when they change cultures in their company. In avoiding this incident happen, company should prepare their employees in the new cultures that will be implementing; company should have training to their workers to become organize in the company. Companies should have timeline in when cultures will be end and when the new cultures will be use. If all of their workers were adapt to this new culture their will be nor problem in having the new culture. Companies should really ask themselves where their corporate cultures end because in the end they are the one who will suffer.

Integrative Questions:

1. How can the company adopt to new cultures?
2. What are these cultures?
3. Is it a problem if company has no culture?

Chapter 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. This statement is true; we people are waking up other people because they have not known yet other technologies and by the use of technology today. We can link to each other by the use of internet, the use of internet today is very powerful, and we can connect to other people by using internet. An example would be e-mail, e-mail is like mail but it is done thru internet. There are lots of websites that you can use for e-mailing. An example of website that you can use are yahoo, you can send e-mail in yahoo. You can use their services like video conferencing to your friends and family. Voice chat can also be done in yahoo. Gmail are also an example that can be also use in e-mailing to your clients. "We are not waiting" this statement is also true because unlike before people uses manual in communicating to each other. But today because of the technology moves so fast, cellphones have been invented to use. This technology began to change phones into a handy phone. This technology is like phone that you can bring anywhere, text and call can be done. Iphone have been also invented that has many features than cellphone, they can have yahoo messenger on it, e-mails can be done, plus call and text can be done too. Sending mails

are old, some people do this but more people do e-mailing because in mails it is hard to send and hard to receive. Today you can send mail thru internet, you just need an internet. Unlike before you need to go to office to send your mail and you need to wait for days before you can receive it. Technology helps us to do more, make our work easier, fast, and reliable.

Integrative Questions:

1. What are these technologies?
2. How can it help our work?
3. What are the new ways that you can link to other people?

Chapter 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. Nowadays more companies are spending millions of dollars on technologies because technology is moving fast. Not only companies are only spending billions of dollars but also businesses. Organization have been also invests billions for dollars on this because they are preparing for the new systems that they will put in their company. They hire IT people to work for them; this is when IT will come because company should pay these people for millions of dollars. They make systems for them because this can help to lessen their work. They can do more things nowadays, IT person have big chance to earn money, and they can earn millions of dollars. This chapter is very important because companies or business should prepare for any changes. They must tell their employees their changes in detailed; they must train their employees for any changes. As an IT student this is a big opportunity for me, I will strive to enter into big companies because someday that IT persons are needed for any work IT persons are need in doing systems for the company.

Integrative Questions:

1. Why does companies spending millions of dollars?
2. Is technology really helping the company?
3. Why companies hire IT people?

Chapter 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.

Traditional corporations are confused when it comes to networked conversations may appear confused, and may sound confusing. Traditional Corporation uses old systems, an example would be they use manual systems, they use papers in recording attendance of their employees, and they use pen and papers in recording of their sales. Nowadays work are so easy we don't have to have a hard time in doing our things. With the help of the technology all are fast, to send text messages to e-mail message, voice over internet to video conferencing. Some people use technology as their daily living, without technologies they cannot work because it helps them to do their tasks. But even the technologies have been grow and have been growing nowadays tasks are also becoming hard to hardest because we strive to make unbelievable technologies. I believe that more technologies will come in few more years.

Integrative Questions:

1. What are tools?
2. How does it help us in our work?
3. Are these tools really help the company?

Chapter 93: We're both inside companies look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to take them down.

Companies today are strong because of the technology; internet has been also use in doing their work. Companies look like the Berlin Wall today because there are boundaries that separate them between their buyers. We know they're coming down; they're coming down to help other companies. Companies are different from people. We don't know what these secrets of companies are. Employees in the company have also agenda to take their company down. Some employee hack the systems of their company to gain more money. So people are getting inside the company and get little facts about the company. So people have an idea to what to do in order to be on top of it. These situations are happening in real world, we don't need to take the company down if they don't have dark agenda. We must put honesty in every action what we do inside the company; we should work well to attain what our goals are.

Integrative Questions:

1. What does the meaning of “companies look like the Berlin wall?”
2. How can the company survive in competition?
3. What is hacking?

Chapter 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. This statement is true; in business you have partners in it. Your employees are serving as your friends, allies. Even your competitors are also your allegiance. Your friends and allies are the one who protects you by not letting your company down. Spending time with your workers is a good way because your workers will feel that they are welcome in your company. Loyalty is also one thing that you see if these people are really your friends, allies, acquaintances or even your sparring partners. Events should be done in your company an example is if one of your workers have birthday, etc. Cooperation should be use well because if no one will cooperate, you cannot attain your goals. Even if you have lots of money but you don't have any friends you won't be called as a rich person. Companies that have no part in this world, also have no future. It means that even if you are the richest companies in the world but you don't show any cooperation, or respect to others soon your company will surely go down.

Integrative Questions:

1. What are the allies of the companies?
2. How can cooperation help the company?
3. How can your employees help your company?

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

If their cultures end before the community begins, they will have no market. This chapter is true because if you have a business or a company cultures and community should be going in the same way. If cultures end before the community it will be a big problem for the company or a business. Company needs the market because without the markets they won't attain their goals, or if you are a business man you won't be call as a success business man. Demographic sectors must not be implement in companies, if companies are doing demographic sectors they must organized it well. An example is they can use demographic sectors in saving records of profile of their employees. Communication is very important in the marketing because you understand what they are saying, what are their needs, and if we cannot understand your markets you will have a hard time. Groups in marketing are working together but they should have lots of knowledge in marketing because they are the one who will talk to their customers or buyers. Market needs the company and the company needs the market, without cultures you won't have any workers that can stay in your company, without community no one will cooperate or help in your company.

Integrative Questions:

1. Why should the company tell the market about the company?
2. What is company culture?
3. What is the importance of culture?

Chapter 38: Human communities are based on discourse - on human speech about human concerns.

Human communities have different languages, they must understand each other. Human speech is very important because these speeches are the one who helps us to understand each other. Human voice is a gift from god that can be use to have conversation to other people to persuade them on what product on you are selling. An example would be two people don't understand to each other there is no point in talking to each other; in this situation they must use a one language that is English so that they can understand to each other. As a marketer the seller must give the right services or product and if the buyer satisfied on what is the seller gives. The two (buyer and seller) must understand each other speaking the same language. Seller must focus what the buyer wants and in return they earn profit from the buyers. If the buyer doesn't want the product of the seller the seller must cope up what their buyers wants and needs because needs and wants of the people are constantly changing.

Integrative Questions:

1. What is the meaning of discourse?
2. Why is it important for companies to listen to the concerns of the community?
3. What is the community of discourse?

Chapter 39: The community of discourse is the market.

Communication plays a major role in achieving the goals of an organization of a company or business. They need effectively and efficiently communication. The community of discourse is the market, market is conversation. Conversations role is having in interaction and relationship with your people, or employees. Conversation is expressing what a person wants to express to other person or to another person. It's important to hear what the buyer's opinion on your item to improve the quality of your products that you are selling. People's voice are typically open because without the human voice their will be no success in your business. Human voice is a gift from god that can be use to have conversation to other people to persuade them on what product on you are selling. In markets, customers should listen to the sellers on what are they are trying to tell. Human voice is also used for speaking like for example in your company to know that you are credible. In markets the seller and the buyer will know what are their opinions about the product they can share thoughts.

Integrative Questions:

1. What happens to companies not belonging to communities of discourse?
2. Why is it important for companies learn it?
3. Why does the company need protect their customers?

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

Market needs conversation, a market have people, services, infrastructures, and trading of goods where people exchange things. It is very important to us especially for our country because without market there will be no other products will come in and coming out and also there will be no economy in our country. Market is any structure that allows the buyer and seller to transact any type of goods. People can advertise their products thru the use of TV Commercials, distributing flyers, Newspapers, leaflets and brochures. As a person cooperation is needed because it helps you to solve problems. If I will have a business I would assure that I will have partners in my business because this will boost my profit, more things will be done, and more products will produce. Employees should also cooperate with each other because if they don't they won't have success in their work, companies should also cooperate with their employees if not they won't attain their goals. Companies will die without cooperation or partnership with other companies, even business will die without cooperation or partnership.

Integrative Questions:

1. Why should the company belong to a community?
2. Will the company will survive without these communities?
3. What are these communities?

Chapter 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.

Almost all of the companies have rules and regulation they this as religion of security. Almost all of the people in a company must know the rules and regulation, but not all of them follow it. Sometimes they want to share a lot of things in other people. Employees in company should not tell about their rules and regulation to others because who knows that they might know by the competitors. In networked markets, people are talking to each other directly inside the company and just about rules. Competitors might harm the company if they know about their securities; example is they can hack the system of other companies. Talking in a networked market is a very hard kind of thing. Workforce should be implemented to avoid hacking against competitors. Companies should make sure that their products must be well made. Products that were made should undergo to testing to make a high quality products. Having high quality products will make the company to earn more profit. Becoming an employee you should be friendly in order to catch their interest.

Integrative Questions:

1. What is the meaning of red herring?
2. Is this thesis is important?
3. What are these religion?

Chapter 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.

As with networked markets, people are also talking to each other directly inside the company. This statement is true because today people are networked; it means that people can now talk thru the use of internet. There are lots of websites that people can have conversation, an example is yahoo messenger, or they can talk by e-mailing each other. Also through the internet companies have intranets; they can see all their files in intranets. Cellphones can also be use by the networked markets; they can talk about their personal life. Not all people just talk about rules and regulation, boardroom directives, bottom lines but also they can talk about themselves, an example is they can talk for the upcoming events for the company, they can talk for their personal life, know people and make friends from other employees in the company, importantly they can talk about their problems but not all the workers are called workers they called themselves as friends. All people have problems; we need somebody to help us on our personal problems in life.

Integrative Questions:

1. How will company will implement these rules?
2. Why do employees need to follow rules and regulation?
3. Are rules and regulation are important?

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

Conversations are done in the internet and intranet. Nowadays its easy to buy things that we need. All the things that we like even services can be help our technology. Conversations are clear in the internet and intranet they don't have to meet face to face. Through the internet, people are discovering and inventing new ways to share knowledge with blinding speed. Companies should make sure that their products must be well made. Products that were made should undergo to testing to make a high quality products. Having high quality products will make the company to earn more profit. As a result markets are getting smarter what is readily available and what is easy to do. Conversations today have been place intranets, meetings held thru internet and intranets. All those conversations related things are done in the internet. Today software can install in each computer, this software can be use as inventory system, etc. All the information or tools is available it is only our way on how implementing and do those information or tools. These tools provide new ways in doing our work easy.

Integrative Questions:

1. What are these conditions?
2. What is intranet?
3. Are these condition are helpful?

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

Intranets are important especially when your company is big. Intranet is also important to HR because top level in the company should know the person that has been hired. Organization that has many departments should have intranets; they could manage their people thru intranets. Nowadays internet has been used for advertising, chatting, social networking, blogging etc. Before having internet people can post advertisements thru radio, television, and broadcasting. But today people can share their ideas thru internet by chatting, blogging, blogging, and social networking. IT people use technology to make life easier for the companies, without technology it is every hard to work, this statement is true because people have a big part and role in marketing. In marketing everyone is need by their markets because without one the market will cannot success. Market needs everyday effort of the people and time. Internet is the answer in all problems.

Integrative Questions:

1. What is intranet?
2. How are the examples of it?
3. What are HR policies?

Chapter 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.

Intranets naturally tend to route around boredom. This statement is true because when you do easy things you are really bored because you can do anything in a minute. The best are built bottom-up by engaged individuals cooperating to construct far more valuables. Sometimes it can need the entire group because it cannot be as long as everyone doing their tasks. Communication is important because if they use it wisely they can convince their buyers to buy their products. It will be easier if companies or organization use technology because less work will be done and fewer workers will be hired. Companies should remember that buyers will always be the end user of their products, without buyers companies will not exist. Small companies or big companies will benefit from intranet because it's a new way if to check the status of the company or the sales report of the day of the company. Having a good strategy will lead you in success.

Integrative Questions:

1. What intranet worked?
2. How can it help the company?
3. Why do the company to cooperate?

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

Having a healthy intranet in an organization is good, Workers will notice if their company have good intranet. Its effect is more radical than the agenda of any union, this statement is true because if and when your employees have seen that the company has a good intranet they will know lots of knowledge about your companies. High technology is coming every month and ever year. It means that technology is changing and it cannot be stopped. As a human we are afraid that technologies can control us, I mean that we invented something that will harm us. We should be careful on what we are doing, if this is good we need to share knowledge to other people to become a role model to them, if this is bad we should stop this because the effect on this will harm lots of people. We should know what is right and what is wrong, we should always do the right thing and not do the wrong ones because someday we are the one who will suffer. Lifestyle and our daily living are changing because of technology.

Integrative Questions:

1. What is a healthy intranet?
2. What are the effects of intranet?
3. Why do companies have intranet?

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

Command is very essential in any field once you are in command in business you are accountable in anything that will happen about it. You are the driver of this vehicle it is up to you where you are going to bring the directions of the business. The managers will instruct its employees what they will do any problem that he will encounter cooperative efforts was needed control the situations make you decision base on the situations and perspective. Bureaucracy plays very important role it help to streamline the work, doing the same from time to time make you an expert assigning the task to specific persons make it easy for you to control the situations that is happening. Command and responsibilities goes hand in hand so each bureaucracy has its own task and work to accomplish each bureaucracy has its own command and control and each bureaucracy receive control from the managers. Therefore command and control is a culture of business, it is a way of life how business run since it is a culture you don't need to work do the things and control the situations and successful be at your hands.

Integrative Questions:

1. What is command-and-control management?
2. How do companies will implement command-and-control management?
3. What is paranoia?

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

Doing things repeatedly is a paranoid's attitude, you don't need to think too much this was just a cycle you can expect the next things that happened after a given situation. Open conversation in the company's is very essential, the smallest details need to talk, discontented employees ask what is due to him. The employees' talks to them explain the situations then judgment on both sides follows, department meeting from time to time needs for evaluation. Each department heads will report his accomplishment and problems, success by one department needs to be praise, wrong doing must be corrected. Every people concern must be heard a voice of the lowest personnel. Might be a greater help for the success or beneficial to whole company. Conversation is different from command it is a two process when one talk to other listen, each party analyze the things they were talking. After the conversation they will make a plan together and do it together by means of this no one could be blamed this is a collaborative effort so expect good things to happen. Conversation eliminated the problems of miscommunication and I don't know that attitudes.

Integrative Questions:

1. What is paranoia?
2. Why is it kills the conversation?
3. Why does lack of conversation kills the companies?

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

Conversations among the persons in the company set the tones of business. Talking among themselves gives the directions, after everything is set up now came the market it is not physical in nature but a place of conversation. The producers talk to the consumers, consumers communicate with each other. The product talks to the people, sales lady do the work for it. Respect is very essentials in the field of conversation. In the market each personnel in the market must give their best to meet the needs of the costumers in return the customers may try the product. The company gets the profit, and the employees get their salary, symbiotic attitudes must be observed. Each has its own responsibilities with the customers. Talk what you want and say what you don't want. Conversation inside the company is among the people who benefit from the return of the business, they were talking how they improved services so they can motivate or attract the people to patronize the company.

Integrative Questions:

1. What are these conversations?
2. Is it good or bad in the company?
3. How will the company can avoid bad conversation?

Chapter 54: In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be trace to obsolete notions of command and control.

A conversation is neither effective nor defective. Each failure must be due to different factors, it could be external or from the management or might be from the environment. If you are going to traced the problem it yields you to conclude that it was in command and controls, wrong choice of employees, wrong choice of strategy, wrong choice of place, and wrong choice of time. These mistakes is a mistake of a general managers, it gives the command without consultations and study. Personnel Managers control its people he is the one who choose persons for specific jobs be judge the personnel's from its actions not for persons know by this people. The persons might have academic qualifications but lack of experience, training must be given to them, marketing strategy be talked by sales managers, let the analysis research what the customers want. Discuss it with managers, the production staff work for it, availability control must be with him/her to find out whether it is based on standards, failure to control any department mentioned create the problems, and the problems he's/her on conversations and control.

Integrative Questions:

1. What are the goals of conversation?
2. What is obsolete notion?
3. What are the effects of obsolete notion?

Chapter 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.

Notion on conversation and control are poisonous, it might kill not only one department but the whole company. They are broken situations might be out of control, command and control are met hostility by intranetworked. Worked are not coordinated so there is a linked that could create problems due to this distrust in internetworked come it. Internetworked was not there, they defend what they should do from the information being fed for them, they make plans base on input and output so although they can only do the proper jobs if the data gathered is sufficient and real. People in the internetworked need to be judgmental need not to worked individually they need to worked together and develop a program that could answer their problems. Intranet people gather data necessary for the projects worked with internet people. Do the physical the internet people do the mental conversation between the two parties is very essentials.

Integrative Questions:

1. Why are these notions are poisonous?
2. Command and control can have order in the company?
3. Why do workers generate distrust to the company?

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

Conversation among intranet people and conversation among internet people must talk together for one objective. They were speaking on the same so they can understand the feelings of the others, both of them wants success of the company, they must be complimented with each other, weaknesses and limitations be filled by the others. Hear the voice listen and have a concern this must be the attitudes of the people in the system, don't laugh or criticize the others if found something wrong, suggest or give possible solutions. Victory of one is a victory of others, you were one differ in nature but belongs in one body. Talk with your groups worked with your groups plan with your groups and make an actions observe the other group, is there any duplication. Contradiction then talked to them. Make a motion together and judge out comes together. Success for both groups distinction of one must be laughter of the others; this is not a completion but a conversation.

Integrative Questions:

1. Why these conversation talk to each other?
2. What are these conversations?
3. Why do they need a one language to talk with each other?

Chapter 57: Smart companies will get out of the way and help the inevitable to happen sooner.

A company needs to be smart, be specific in their objects, manage it effectively and attain the desire accomplished use the available resources at specific period of time. Monitored what is happening, monitored any changes, expect the worst things avoid the coming of it, solve it the sooner the better by means of this inevitable wont happened. Being smart is not difficult job just do the job, make conversation with each others, give command and control every situation, study the past and relates it to the present. Compensate and give what is due to them, an employee who is happy is productive compare to discontented persons. A company is competing from other companies from time to time like in any competition training is very essentials prepare the company from day to day battle, battle from disasters due to natural calamities. Be creative search things essential through technology. Have an abiding faith in god and always ask for divine interventions.

Integrative Questions:

1. What is the meaning of this thesis?
2. How can you help your workers?
3. What are the positive effects of having good relationship with your workers?

Chapter 58: If willingness to get out of the way is taken as a measure of IQ, the every few companies have yet wised up.

Once the problems arises or come it is getting out of it is not a solutions, but solve it, having inefficient employees and let them out of the company is not a solution. Teach them how to be effective by giving them seminars and training are better. Lost in the first year or at the beginning of existence can be used as motivating factors to work hard study the roots of the problems and make a collaborative effort to solve it and ways to avoid it the next time it occurs. Our IQ is as a challenge, a company needs to be strong if you get out of way you could not redeemed what is lost always remember that rainbow came after the rain. Business is a life of a company for life there is the up's and down's, Trials make us strong, once you solve a company problems it will grow gradually until to reach the highest peak. In time of defeat gather your resources, use your IQ and have an abiding faith in god and everything will be alright.

Integrative Questions:

1. What is the key on having good relationships with your workers?
2. What are the positive effects of having good relationship?
3. What are the negative effects of having bad relationships?

Chapter 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.

Being great or at top is not a permanent thing it is a position at the moment nobody could attest how long you can stay here. Many people in the internet know about it, so they worked almost every minute to maintain the status. It is a fact or reality that once you are in top the next things was to go down. It is also a fact that you could do something about it looked forward eliminate any obstacle don't take any risk do the right things that you were doing. A company is not a single commodity it was a bunch of people if one is removed or malfunctions the whole system will b change. Every members concern was to protect the status, refrain from being the cost of failure. Competitors were always pulling you down so you must be aware ask the help of internet people talked to them about the latest trends, latest strategy. Your company must grow with technology; your machine must be the latest continuous training on personnel and always think that they are one of the corners of the company so take good care of them.

Integrative Questions:

1. Why people now change thru internet?
2. What is legal fiction?
3. How can companies change thru internet?

Chapter 60: This is suicidal. Markets want to talk to companies.

Problems are there, virus could distract the system anytime so markets want to talk to the company. A market may consult the company of his status. Market has a problems no consumers around no one looking for services, nobody asking which is a better product, no noise could be heard around, what is happening in the market is talking to the company. Company looked at the tag in each item does it high than the next store, what kind of product I have, is it expire or obsolete, where is the employees in the company, or is it miserable I found it on the other sides. Observe the ventilations is it above 28 degrees Celsius, do the decorations no longer attractive to looked at. As a reply I'm going to have an inventory of everything. I need pay people, the company is not for the owners only but for everybody involved directly or indirectly. As my customers ask about their needs, ask them what they want, let them feel comfortable once as I search for the reasons find a solution.

Integrative Questions:

1. What do the companies need to avoid?

2. Why markets need to talk to companies?
3. What do the companies need to have good relationship with their consumers?

Chapter 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.

You cannot please everybody, a part of the company is not cooperative, he is just thinking personal interest, and they were after what the company could give to them on what can do for the company. They want worse things happened things so they can demand more than the company could give. They misunderstood the condition of the company asking big salary which company can't provide, this might resulted to company closure since it will think of a another investment were in their money could earn more. Reduction of labor force might be a worse solution. Company networked talk in smokescreen; they are not sure whether they were talking on the right person. The other might use false language that is deceiving that could make the situation worse. In some it is the opposite things. The workers worked hard in overtime but the greedy of the owner is blind folded. They don't give just compensation which is accordance with the law.

Integrative Questions:

1. What is hucksterism?
2. What is networked market?
3. What is the meaning of "behind the smokescreen?"

Chapter 62: Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

Markets do not want to talk to flacks and hucksters. Markets condition from one place to another at different time are different generalized is not acceptable when markets want to talk. They want to participate in the conversation going on behind, the corporate firewall. Secrecy plays important factors; a secret of a company about the nature of products which make them ahead of their competitors should be on the four corners of the company. It needs to trust to chosen individuals, there is a firewall between companies so there is information that needs to keep for them alone. Hucksters want to grab it for you so you need to cautions, even they are making friends analyze their motive it might be opposite on what you expect. Honestly it must be a part of company each must be honest and promise they know what he is doing is really for the company. Therefore the person's assigns for hiring employees should give specially attentions to employees which came from another company and if possible investigate the cause of separations.

Integrative Questions:

1. Why does markets doesn't want to talk to flacks and hucksters?
2. What is firewall?
3. Why markets want to participate to the conversation with the company?

Chapter 63: De-cloaking, getting personal: We are those markets. We want to talk to you.

The markets want to talk the company personally, they want to talk the people around, and they want to explain the undesirable things that are happening want to explain why their employees behave that way. If possible make excuses for them; being personal is putting you in their shoes. Each member or part of the company is also a consumers they consume other product. They want best product that could satisfy their needs, so talk to the people to things they want, try to give as best as possible. Serve those people with smile, treat them something special. A market is talking to us they were asking what they want, they were asking to understand their limitation, they were saying that limitation, they were saying that they were not perfect so they can commit mistake. They were begging our cooperation's without ours they were nothing. Market and we are partners they need their services, they need us for existence, conversation is basic for understanding.

Integrative Questions:

1. What is de-cloaking?
2. How can the company serve its consumers?
3. Why does the company wants to talk to their customers?

Chapter 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.

A brochure could give us information about the product it gives the features, the characteristics and the effective uses, but brochure is limited in nature, the product which came from known companies is not risky for the consumers. You could get the same product for lowest amount but durability is another factor, once a reputable company made defective products the whole company will be affected. People will refrain from buying any products from you. Endorsement therefore from known personally added color for the product. Technology or website could explain the component of your product in details nice to put the limitations of the product in details nice to put the limitations of the product to attract he customers for telling the truth. An access to corporate information's added to success of the company it gives the widest view of the market of the products. Test the acceptance of products for numbers of decades. The strategy is simple give the best products, customers will patronize, the profit is great.

Integrative Questions:

1. What are the strategies that company needs to do?
2. What is the meaning of chock-a-block of eye candy?
3. How can they implement these strategies?

Chapter 65: We're also the workers who make your companies go. We want talk to customers directly in our own voices, not in platitudes written into a script.

The workers make the companies, without the workers it is impossible for the company to exist. Workers take charge of the productions, the workers of the product is its heart so proper care must be given to them. The workers need to talk to the customers since they are also one of them. The voice of the workers comfort the consumers, hearing the product is best from the one who made it is a fact. Suggestion of the customers for the product made by workers is icing for the cakes. The workers word is not scripted, it is not a word given by the owner, and it is not a word came from the supervisors. They said their feelings, feelings that they were for customers, happiness they want to talk to customers directly in our own voices not in platitudes. A company may be gone but the worker could live with another company. There is a room for improvement communicate with each other so workers has time to group themselves for servicing the people.

Integrative Questions:

1. Why markets are important to the company?
2. Does the company gain profit from their markets?
3. What is platitudes?

Chapter 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?

Market and workers are independent from another both of them are sick to death of getting information by remote control we are human we have our own right; we could make decisions by ourselves. Hearing annual report is boring; the report is unpleasant if heard several times. Introduction to each other is useless we know that market and workers are partners. They were partner in giving information's and services. Workers make the products markets bring it for customers. Customers complain about the product for the company and the company put the blamed on the workers. Market studies are useless for introductions, any improvement made for workers, improvements assured for market better services. Motivating is better than instructing if one is happy for what he is doing, he is more productive. In a market once the need of consumers is met the market is happy, the whole company is happy every member of the company is happy.

Integrative Questions:

1. What are these annual reports?
2. Does the company needs it?
3. How can you improve their products?

Chapter 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 are not listening. You seem to be speaking a different language. Customers are not satisfied the way you treat them you were irritated whenever they asked you a favor. Most of you seem impolite react differently for what is expecting from you, without them you were nothing, you have nobody to serve so you don't have a job and you don't have money for your material needs. The language of workers and market is service; dedication is its main ingredient. Love is an icing, understand the feeling of customers give them what is for them. Reward will be with you and you can be proud of yourself. The time you will understand the customers that is also the time that workers and markets will speak on the same language, listen to them. Communicate with them used the same language as them.

Integrative Questions:

1. Why they are speaking different language?
2. Why they are not listening sometimes?
3. What are the effects of these?

Chapter 68: As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.

The inflated self important jargon you sling around, there were several things that is important. Some of this is noticeable, some are not. Priorities are on our judgment things which is useless today, be useful for tomorrow, be kind for every opportunities and grab it but see it this is not on the expense of the others. Failure should be looked at different perspective it can be looked as a test or challenges, always remember that his make you stronger upon analyzing you will find out how god is good to you. Rejoice if you able to accomplish something, each of us have our missions. Workers has it market aim satisfaction of costumers. Customers aim to satisfy his needs, being praised for what you have done is a motivating factor to work harder and harder. Working for others is rewarding than working for us, workers work for the company is happy while working, while working to earn money is boredom, and do things which make you happy.

Integrative Questions:

1. Why do the customers doesn't listen to the seller?
2. What are the effects of this?
3. What are these languages?

Chapter 69: Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.

Impressing the investors for what you were doing for the company is rewarding. He might be give higher compensation and benefits, but his is just secondary. The impression is just between you and investors not between your work and accomplishment. If people in the market world were not impressing by your performance you can't be proud of yourself. Your mission is to serve the consumers, provide them things that will satisfied their needs, the way you serve them show how much you love them. The investors want you make many products, want your creativity to look it more attractive. Your Emotions is completely separated in the real sense of working, your just a machine receive instructions from your bosses, battery operated on the contrary what you feel when you say a child playing the toys you made seeing your favorite singer singing your masterpiece. Impressed your investors, impress your co-workers, impress others, but don't forget to impress your costumers since it is the way of impressing yourself.

Integrative Questions:

1. How can they impress their customers?
2. What are the strategies of these investors?
3. What is Wall Street?

Chapter 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 people were not impressed to the market, the investors will elf you away. He will put all the blamed on you, eliminating you in the system is possible since the company and market are in direct contact with the people. The investors don't know their needs, what they were thinking is to earn profit. Therefore conversation between market and investors are very important, the investors must observe discover the problem and have conversation with his people, make a plan to solve it. The human resource department will take charge of the situations; guide your employee so that they become more effective, guide them what is due to them so that they were self motivated to their tasks. They will develop concern for the company they work hard and let everybody impress especially the consumers, by doing this they will impress not only the investors but all people that work for it. Your criticism is needed but it should be constructive and for the betterment of everybody, any misbehavior will put you down, investors would not like it, so you might lose your jobs.

Integrative Questions:

1. What is the meaning of this thesis?
2. Is this chapter good or bad?
3. How to impress your customers?

Chapter 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.

We are tired about our notions, we see this almost a decade, our eyes glazed over, and we want something new. The world is changing our needs. Internet networked exist, they could give you something that you can use to make changes, be ambitious project, the future your cash registers is obsolete. Customers are fall in line for almost an hour and you don’t know it. Some of your products are out of style; change the décor it does like by present generations. Some commodities were not here, consult your internet, and make an inventory observe the situations. Call your people explain your findings, start the correct things that you found wrong. Put additional investment for new products, used extra savings for repair and innovations. Additional machines more man powers and if possible expansions, by doing all of this we can visualize. The people that will come in to the markets are doubled, less complain will be heard, costumers smiling because they were happy they saw around and how we know were elsewhere.

Integrative Questions:

1. What are these notions?
2. How does it influence your business?
3. What is projections?

Chapter 72: We like this new marketplace much better. In fact, we are creating it.

Everything is new, equipments are new, computerized services, European motif for decorations, instant services is provided. Food's were around you have variety of choice, people from the markets are greeting you, they give thanks and invite you to come again. You were safe monitored are place on the four corners to find out what is happening around, fire exit is visible push button door will opened anytime you want. Amusement center was there, you could have bonding moment with kids to serve was the motto of every employee, you can't ask no more, products are tested, no returned no exchange is not our policy, your car is safe in our parking lot and its absolutely free. For Nationalist we have an area where can you find products of our own that is competitive with western countries, fashion designer is at the second floor they can give new image as you go out from the store. First aider is near the drugstore, protect your health, and give you instant treatment when accident happened. 15 degrees temperature makes the whole market warmed as if you are shopping in the park. New market is much better.

Integrative Questions:

1. What is marketplace?
2. How can you help your workers?
3. How can you help your buyers?

Chapter 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.

Everybody was invited; this is a place for you. Enjoy every moment your happiness is mine but please follow our rules this is for you wait for your turn somebody is ahead of you. Observe the first come first serve policy, Deposit your firearms our guard could take care for it, you don't need it for shopping's check if you able to paid every items on your bags, our monitored see it. What you were waiting come in and experienced full satisfactions while shopping's, Compare your experience with our market with your favorite market before, if you found something missing suggestions box was at the counter. Talk to the management whenever any personal shows discourtesy. After the experience in our placed spread it they were also invited I want to barter your patronizing with service. Approach any personnel around for your needs; press the computers for the gallery, for specifications of the product, for the price, that is you markets.

Integrative Questions:

1. What does this chapter mean?
2. What is the meaning of "get down off camel"?
3. What can products will be sell in customers?

Chapter 74: We are immune to advertising. Just forget it.

Advertising is no longer a problem of our market we were immune, the customers mouth enough to promote our placed. Their satisfaction acquire while shopping's became a news to their relatives and friends. Some products they purchased will serve as sample and a desire of others. Their enjoyment will attract other hearts to experience it, money to be spend for advertisement should be to card holder or regular costumers. Advertisement is used to promote products so it was not needed everybody how convenient they are in the market, they can buy anything they need, atmosphere fitted with their health, prices are affordable recreation facilities were present. Give the best, give what they need, feel them comfort, be courteous after doing this to them, they will be your advertising agents, and you spend nothing for advertisement. The money that can be saved from it can be used in other ways of serving every costumer.

Integrative Questions:

1. Why we are immune to advertising?
2. How to prevent immunity on advertising?
3. Why do companies need their customers?

Chapter 75: If you want us to talk to you, tell us something. Make it something interesting for a change.

If you want us to talk to you tell it so, but it must be interesting and beneficial, much better if it is a suggestion to improve or for a change. Conversation is an effective means of exchanging ideas, explaining or asking is better while talking the person personally, by talking to your customers you can easily know their feelings, you could know what they want, so the changes that you will made will be made is according to their desire. Tell something that is constructive, tell your observations, tell your insight, we will open our ears to hear all of this. Do you want changes, what it is how we can do it; let's worked together we need suggestion of customers. They were our markets we are working for them so they were our priorities. To give criticism is their right so talking to them is a good gesture. Talking makes everything, talking is between market and customers.

Integrative Questions:

1. What does this chapter means?
2. Is this chapter helpful?
3. What is this interesting knowledge to communication?

Chapter 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?

New ideas was needed, made it so we can catch up with change your ideas was so fresh, you have an IQ that the market world is needed, if necessary the management is very much willing to buy new tools. We need this to improve the services for customers, new tools make work easy for the workers, and I can also improve the product and increased products. Training will be given for better services, send them abroad, schooling for some who want promotions. All the efforts will be compensated. The company is ready to pay whatever ideas you give, invest more capital for expansions, the changes is how competitors increasing. We should not be left behind, lets worked together, we should aim the top if we able to achieve this. Every will be happy, internetworked is very essential. In accomplishing this, the data is always updated and this be handed to up in just a click, they have dedicated search any information we need.

Integrative Questions:

1. How can the company effectively serve their services?
2. What strategy will the company use?
3. Should companies focus to their products especially to their customers?

Chapter 77: You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.

A lot of work was given to you thinking of new ideas, solve some problems, educating the people, make plan for the future so even neglect to answer our email a lot of people depends on information's. They will get from your systems, but don't worry we could wait you, I know that someday you could answer questions, you can give suggestions for the improvement of the market, bonding time talking for each other for the benefit of both of us. Maybe I'll try to do the task with myself. I will write everything that needs changes so that I could consult it when we meet later. I'll arrange my schedule, part of it is to meet you. Nobody could help except you, so I will time that you were available. I know you were busy because you want improvement giving the best reply for email is your priorities, I'll just come back for tomorrow.

Integrative Questions:

1. How can the company focus on their work?
2. Do the company need only to focus on their products?
3. How can their consumers appreciate their products?

Chapter 78: You want us to pay? We want you to pay attention.

If you want us to pay we are much willing, we know there's nothing that is absolute free, give us better work. Pay attention to the work that has been assigned to prove how much worth you are, make the company and market on top, let consumers got satisfactions from it. Impress with new ideas design a plan to improve the activities. It needs to have willingness to pay; we know it will return double profit for the investors. Pay attention focus on you're worked, each component of the system is we are working as one, anyone that be idle the whole company is affected. Janitors do the cleaning, workers market the work we need to meet the deadline, supervisors guide them probably they need some help. Investors ready your check and going to pay your people, pay for their overtime, pay for their security; they need to be happy to be productive. So give incentives to somebody for somebody who does it exceptionally. Rewards and recognitions are better than any monetary compensation.

Integrative Questions:

1. Why does the company need to pay attention?
2. Does the market are they really need to focus?
3. What are the needs of their consumers?

Chapter 79: We want you to drop your trip, come out of your neurotic self-involvement, join the part.

Finished all the worked and we are going to have a trip. Everything is free you could bring your family; this is a part of rewards of company's sales. Increased y fifty percent this is due to dedications, we could visit the place where you can appreciate nature. Bonding moment for each of us, we could pay indoor and outdoor games. Music is part of a trip we could give for no one is important but you. Everyone must the trip leave your work for the meantime, for the files that needs to be finish. Let's have a party dance with your favorite music, wore your best dress, drink the red wine it is a nice therapy it will refresh your mind. This will lead for self improvement, laughter is the best medicine you could find but here, your family is with you shares your happiness, and you forget them from time. You forget to ask about the academic status of your child, you forget to prepare their favorite pastries. Thanks for the management this was given to you.

Integrative Questions:

1. What is the meaning of this chapter?
2. What are the values that can obtain in this chapter?
3. What are time improvements that needs to be learn?

Chapter 80: Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

To earn money is your priority. Don't worry you could have it. Enjoy the life, ask your family to go to church together you have a lot of things to be thanked, while your wife is looking for some cosmetics to make her more beautiful for you. Money is important but it should not be the only things on your mind. Family is your wealth let them be happy, make them your inspirations after the enjoyment with them, you could work better, worked to earn money is a fundamental principle but enjoying while working is an icing, forget it right now we are on a trip, prepare your jokes it might be the same joke you give it sounds corny 234 is the code of your favorite songs. Observe your diet foods are attracting, money you can get it for tomorrow.

Integrative Questions:

1. Why do companies always think money?
2. Is it really money is one-dimensional and boring?
3. How can you improve your products?

Chapter 81: Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Money is a root of all evils; this was a common saying a lot of family were broken because of money they don't have it to sustain their family needs. Money spend in a wrong way could create trouble money for drugs and liquors will put you in a dilemma. Friendship ends up because of money. They said you can have anything you want if you have money it is true in most cases but it could have bad consequences. Money is one dimensional, it reminds and teaches us to be materialistic. In a bible says if you want to follow god you should give all your wealth to the needy. Some investors deceive the customers with false advertisement just to earn money is be happy about. Nowadays a lot of government officials used their positions to acquire money but still they were not happy. Time will come this money that you have for a long period of time is useless; it can be replaced money by peace of mind. Health is better than money; you could lose for acquiring it. Money is not our life we eat to live but not live to it.

Integrative Questions:

1. How does money help the company?
2. How can money run the company?
3. Why does company need to earn big profit?

Chapter 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?

Nobody dare to used your product it was broken and place in a dark room, a red tag is place on it why. A guy who made it could answer it; it might be out of style it is entirely different from changing world. Its color vanished more product is attractive than it don't you want to do something. Do you raise the white flags and said that you could do nothing, your strategy is no sense it is obsolete, your typewriter can't match the computer. Your communication device requires an hours to reach they have for a seconds. Instant service what people needs how they want things to be easy. They want things to be in their hands just in wink of an eye. Talk to your ceo have a chat with them, they might give you an answer, loosing while fighting is better than just observing but what he/she is not in. He/she escapes himself about the problem she doesn't want to be blamed for worst things that is happening. Let's have conversation and think that is the only things that we need.

Integrative Questions:

1. Do the company really need to focus on products quality?
2. Why companies need to focus on their products?
3. Does the ceo needs to know about the products?

Chapter 83: We want you to take 50 million of us as seriously as you take one reporter from The Wall Street Journal.

Treat the customer's individual; they have different needs from each other. They have different taste; they were differing in age, sex, and status so they have different in preference. So in making your product it must vary in size, color and design and be used they have something to choose from. Every customer regardless of his/her status in life or nature you should give equal attention. Don't play any favoritism, a man from an air condition from need it as well as the beggar from the street. Hear the comment it might help to improved your product, don't be angry when they give remark about the product, think positively. Your advertisement can do the promotions of the products, but hearing it from customer's mouth is better and reliable. Asked every customer about what they said about the product, get the common denominators or words of majority. Take this as a basis of future plans and decisions for misconceptions you can used the media and technology to do all information that will prove that your product is best, the services. The services is better if as best as the other.

Integrative Questions:

1. What is online?
2. What is Wall Street?
3. Why does company needs to hire IT person?

Chapter 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?

There were several people working for the company, they are all trained and efficient in doing their jobs. They are online listening for you, you can chat with them talk interesting things especially if related to the products or services being offered. They are all approachable and courteous to listen from you, there were still some who are in the system. They can be hired anytime as the necessity for them comes in, they are all cool not intimidated by any obstacle or problems. They are all your friends, they can sing with your dance with your favorite step and play the game you like must. Online people are invisible to your eyes but their voice is nice enough to put your trust, an opportunity to meet them personally will make you appreciate their jobs, disseminating information you give. Sending the messages are their jobs but serving in their best is their missions. Paying enough compensation to meet their materials needs is jut for them, but appreciating what they are doing is an honor for them.

Integrative Questions:

1. Who are the people who manage in the company?
2. Why does company do managing?
3. What this chapter mean?

Chapter 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.

We have questions we turn to each other to answer. Answering inquiring is one way meeting their needs through this can feel they are important since we have time listening from them. Different answer should be heard individually and come out with one answer. Discussions changing ideas is a democratic effort in making decisions; an opinion of an ordinary worker who love the company is better the ceo that have wasted internet. If nobody could answer the questions asked the opinion of the expert even if it's not part of the company and writing things that you don't knew is better than giving a wrong answer. Networking could answer or problem before it happened, it can forecast, it can detect scenarios that will happened in the future, so have an access to other network is a must for a company, since it is supplemented to company's limitation. Look around there were several people waiting for your call they were neophyte but their spirit high to serve the company.

Integrative Questions:

1. How can internet help our work?
2. Does internet help to bridge consumers and sellers?
3. How can you improve your products?

Chapter 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.

We were not buying being your target market, many of us are your people so you know our needs, know what we like and know how we live. Presenting products that we are using together is advisable, the chef in a hotel know the spicy needed so we could hire them as a consultant. Talk to online people right now, instead of waiting for somebody go to your place for an answer. Website could answer it but it has no feelings as the online people have, online people are also customers so they were part of the market, they know how the market live and have concern about its success. Get the nature of a market is it a job or way of life the answer is on the person. It is job if your priority is to earn money, this was a short line, but making it as way of life lasting at its handed from one generations to another. Speak in behalf of the market, they were asking questions, questions of care and affections, questions of trust and distrust, for every decisions be made whether it yields, better and bad results. The market people are your friends that ready to serve.

Integrative Questions:

1. What is target market?
2. What are the needs of your target market?
3. How to communicate to your customers effectively?

Chapter 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.

If you were happy of what is going on we are happy with you, everything is nice you are satisfied with our product, impress with persons around, they are your friends, they are ready to answer questions whatever it is. You enjoy the place it is entertaining no idle moment so smile is visible on every faces, thinking that we are in control with you is a big mistake. I want thinking you as robot working by a remote control; you have your freedom you can decide for yourself. You were entitle, to give your opinion and the hours is yours, you have time to judge, you have time to criticize, you have time to go around if it is real, find out if the things happen is temporary or just for publicity. You can get everything that you need in full satisfaction we are here because you are here our life is depend on customers around, the more time they visit us reminds us that we need to work harder to avoid the nightmare that they were out of sight.

Integrative Questions:

1. Do we need to be serious in working?
2. Do we need to always to work hard?
3. How can we enjoy our work?

Chapter 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 several things to do than worry whether you'll change in time to get our business. Business is not the life itself it is just a part we have business to meet our financial needs that could make every member of the family. Therefore family is a priority, and business is just a tool. Putting all attentions in business without leaving anything for you is a tool act. Business is business it is not you, it has some purpose you have yours, business is for the market you for your family. Exert effort on your business let the others work for you so that it will not become a link between you and your love ones. The time spend in business must be proportional to your priorities a problem should be solve white in the company. Tender loving care while at home with your family, don't worry if your some of your customers turn around they will be back soon, they just experimenting, worry if love ones is gone and your family, so your effort in business is all useless.

Integrative Questions:

1. What does this chapter means?
2. Does business really part of our lives?
3. Do we need business in our lives?

Chapter 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 a real power; this power is a gift from god. I will use it for his glorifications, I will not use it to deceive people, I will not use it to earn money, I will used to serve the people. Life is enjoyable we need to experienced in the fullest, see the light it will open the horizon of success, be alternative observable opportunity is around you. You need to grab it, it is a gift of god to your children he wants you and your family to live abundantly, There were more special things that you can look into aside from money, your health is needed your attention, you are working eight hours for your work even more, how much time you attending to your physician, cigarettes is used to ease the tensions while working it is dangerous to your health. Your children were in their and maid don't blamed yourself when someday where your child love their maid more than you. Work without pleasure makes your life miserable and borings enjoy your work but remember that your priorities are yourself and your family.

Integrative Questions:

1. What does this chapter means?
2. What are the strategies that we need to focus?
3. Do we need to pay attention to our business only?

Chapter 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.

Conversation among family members make relationship stronger, a father helping his children making his assignment is an idol, Parents playing with their children is a person's that can be proud of laughter obtain by children's from their parents is more entertaining than any TV sitcom, preparing means for the family is hundred times better than preparing speeches for company meetings. Talking to the clients about their needs is less important asking your child about the food they want to it. Corporate web site is entertaining you can found the history of success starting from small business now a top ten company but much better to watch a family that prays together, giving thanks to the lords that they are one sharing the grace of the lord, helping one another for households works working for the family gives no compensation but it's rewarding. The worst things that could happen to businessman are not the loss of his company but the loss of his love ones.

Integrative Questions:

1. How does the internet provides more advertising?
2. Is internet more powerful advertising than TV?
3. Is e-commerce helpful?

Chapter 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.

Priorities are on our judgment things which is useless today, be useful for tomorrow, be kind for every opportunities and grab it but see it this is not on the expense of the others. Failure should be looked at different perspective it can be looked as a test or challenges, always remember that his make you stronger upon analyzing you will find out how god is good to you. Rejoice if you able to accomplish something, each of us have our missions. Workers has it market aim satisfaction of costumers. We can find friends and easily connected to them. Internet needs in the company because of the information that they need. As the Internet has continued its emergence from a research network to a largely for-profit enterprise, commercial owners of World Wide Web have concentrated much of their efforts on searching for revenue models that allow them to profit from Internet dealings. This commercialization of the Internet has raised challenges for the law in at least two ways. First, the search for a profit-generating revenue model has challenged the customs or "netiquette" that effectively ruled the Internet when it was dedicated to research. Internet gives us benefits a lot of benefits. I'm hoping that someday internet will be improved by the people.

Integrative Questions:

1. How to improve and control your company?
2. What is critical knowledge?
3. How can the company resist it?

Chapter 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.

The services is better if as best as the other. Treat the customer's individual; they have different needs from each other. They have different taste; they were differing in age, sex, and status so they have different in preference. So in making your product it must vary in size, color and design and be used they have something to choose from. Every customer regardless of his/her status in life or nature you should give equal attention. Don't play any favoritism, a man from an air condition from need it as well as the beggar from the street. Hear the comment it might help to improve your product. Conversation in the market place is so very clear. Because of this they know what they will do. We all know that is really hard to start but once you have started it you will find it so easy to do all those things. It is the power of conversation we you do a lot of things by a clear conversation.

Integrative Questions:

1. What are these legalistic rules?
2. How can you implement it?
3. How can you improve your business?

Chapter 49: Org charts worked in an older economy where plans could be fully orders could be handed down from on high.

Conversation in the market place is so very clear. Because of this they know what they will do. We all know that really hard to start but once you have started it you will find it so easy to do all those things. It is the power of conversation we you do a lot of things by a clear conversation. Being smart is not difficult job just do the job, make conversation with each others, give command and control every situation, study the past and relates it to the present. Compensate and give what is due to them, an employee who is happy is productive compare to discontented persons. We should follow our top management that's why it builds the org chart. Because in a large company, the organizational chart can be space-intensive and complex, smaller charts may be utilized to represent individual departments to avoid the frequent need to update an organizational chart, you might use position titles rather than the names of individual staff.

Integrative Questions:

1. What are these legalistic rules?
2. How can you implement it?
3. How can you convince your consumers?

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

All have positioned if you are working in a company. Some positioned have lots to do, when you are below you need to strive in getting to promote. You need hard work to promote in a company. When you promote in the middle rank you need to supervise below you then if you promote higher than that you have less work but you should more focus below on you, you need to supervise them more. When you are in a highest position you need to take care below.

Today, the org chart is hyperlinked, not hyperlinked, not hierarchical Respect for hands-on knowledge wins over respect for abstract authority. I believe in this line. We all know that people change and all the things are changing every now and then. "Org charts are pyramids. The ancient pharaohs built their pyramids out of the fear of human mortality. Today's business pharaohs build their pyramidal organizations out of fear of human fallibility; they're afraid of being exposed as frightened little boys, fallible and uncertain.

Integrative Questions:

1. What is the meaning of hyperlinked?
2. What is hierarchical?
3. What is abstract authority?