

## 1. Markets are conversation

I think that this means that market or those people whom we called the consumers are the main subject of every business. What these people needs should be the focus or the core of every business' products. One example is friendster. As I am aware of, friendster is the leading social networking site 5 years ago. All teenagers and even adults go gaga over it. Friendster becomes the definition of hook up over the internet. But as friendster become popular, more problems occur. It became very difficult to log in your account. I think it is because as more users use or sign in into friendster, friendster's server can't accommodate all of its users at the same time. When other social networking sites are born, like myspace, multiply and facebook, friendster loses its title as the most popular networking site. When you compare facebook to friendster, you'll notice that facebook has a lot to offer. It has games, quizzes and other fun stuffs. In friendster, you'll just see testimonials, friend requests, etc. There are no other fun stuffs like games. But as friendster evolves, they also come up with games, quizzes and other application that is similar to facebook. But when you compare friendster's application with facebook, you'll notice that friendster's application is slow and user's are not satisfied at all. When friendster's at its peak of popularity, friendster should have listen to what the market or what the people really need and what these people would really appreciate. Now it will be very difficult for friendster to have its popularity back since there are other social networking sites that are user friendly and more innovative and fun using with.

### Integrative Questions:

1. What is the leading social networking site before?
2. What is market?
3. What are the competitors of friendster?

## **2. Markets are consists of human beings, not demographic sectors.**

Markets are the people who we consider clients or consumers. They are the people who patronizes, use and buy the products or services that a business have. I think that when we say that markets are consists of human beings it simply means that consumers are natural persons whose needs and wants should be answer by the products and services that a business should offer. Like what I have said earlier in this paper, these people, the market, should be the center or the subject of every business product. These products and services should meet the necessary requirement of this market. I can say that market is not consist of demographic sector because I think that demographic sector is considered as a whole, or demographic sectors are consists of human beings. When you think of a business product or service that you would like to offer, you always think of persons who will benefit from it. You don't think of a demographic sector, you always think of individual people. For example, when introducing a new product in the market, you think first what kind of people who will benefit from it. You will also think what type of people, teenagers or adults, girl or boy, etc. would this product be for. You will try to individualize or sort ideas. It is better to think individually than to view each as a whole. If you view it as a whole, it would be difficult to defend it since as a whole you are not quite sure if all of the people have the same choices or options.

### Integrative Questions:

1. Is market consists of human individuals?
2. Why does a market different from a demographic sector?
3. Does a business should focus on individuals?

Hikaru Otsuka

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

In a business perspective, I think that this means that business should be aware of what the market needs. Human beings or the clients are really vocal when it comes to what product or services they need. People always go direct to the point when they want something. And people are always in demand for the latest and the most innovative product or service they can possibly have. Everyday, every man's need changes. As the technology evolves, more products are being introduced to the market. These products are basically the result of man's needs and wants. I consider myself as a part of the market. As a part of the market, I always assume that new products and services every business will offer are all based on what the market require for. People are really vocal. In any way, formal or informal, sometimes written, people always express what they need or feel. Businesses should take time to listen to what the market wants. Business' success is based on its popularity among its clients. By listening to its clients, I think that every business would gain ideas on how to satisfy their clients. Clients or the market are really the foundation of the business. Without the market, it is obvious that no business will survive. Since it is very clear and obvious that the market is the source of business triumph, they really need to focus on what each client's needs, wants and desire. All they need to do is to listen and answer all the things that the market needs and I think this will help a business to succeed.

Integrative Questions:

1. What is a human voice?
2. What does conversation means?
3. How does marketing can be related to human voice?

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

People are very vocal. It is natural that all people are really verbal on anything they want, feel or what they need. Most people love to talk. I believe that talking or verbalizing all the things you desire or feel will somewhat lessen the burden or makes a person relief or happy in some way. When you think about it, every people share his thought to every one, anytime. This thought maybe personal, school or work matters, or stuff that are just worth talking or sharing about. This fourth theses, I think, it means that people are really open. They just talk things out. For example, if they want something, they will tell their parents or friends about it. All people do express what they want. This expression may come out of words or out of pen but people do really express anything. Business should really need to listen and find ways to understand what the people really needs. We may be not be direct to the point when it comes to describing what we want but it is really the business' job to assure us that everything that we want or need is being answered by the product or services that they will offer. Though it's difficult to sort all information out, business people or the company should make way how to come up with a solution that will answer people's desire. It is difficult to gather all information and form up a solution but the market or the human beings are all open in expressing their thoughts and desire.

Integrative Questions:

1. What defines the human voice?
2. What is the different classification of a human voice?
3. Is the human voice really perceptible?

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

I think this line defines the saying “word of mouth”. We are all aware that when or if a certain product or service that has been tried by our friend or family is good and we heard a lot of good feedback from it; we also tend to try the service or buy the product. We human beings are easy to attract. We tend to believe in what other people say especially by those people who are close to us. Sometimes, when we want to try out something, we always wait for certain feedback. We always want to know if that service or product is really good and worth its cost. I think it is because no one would like to spend his or her money for nothing. We are all know smart in handling our money and I believe spending some money in some lousy product or service can really piss us off. This line also proves that marketing by using only words is also popular and has positive output. Though some people still can't notice, we really like to follow, use or buy what other people are using. Maybe because we already know if that certain product is good or that service is really excellent. Marketing in terms of word of mouth is popular and yet free. You just need to find few patriots of your product and these clients will do the job. These people may not be aware of what they are doing for your business but surely you'll gain customers without spending too much on print and media advertisements.

#### Integrative Questions:

1. Do people believe in marketing using word of mouth?
2. Is this accepted?
3. Is this technique popular?

Hikaru Otsuka

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

Since the birth of the internet, communication becomes easy and accessible for most people. Through the internet, other things rather than communication made possible. In business, the internet somewhat become the spot of marketing and later on become the place of sales. All things are possible in the internet. I think that people are now fully aware of what the internet can bring to us. The entire positive and even the negative effects of the internet are now completely well known by most of us. Before the internet, communication is through oral conversation, maybe by personal meeting or through phone. The birth of technology also gives way too many things like cell phone and other communication gadgets and stuff. People, like what I have said, know the benefits of technological innovation. We fully embrace the evolution of technology and we are now benefiting for all the products if this evolution and innovation. Even wonder what if we just stuck in using telephones as a gadget or tool for conversation. It may sound terrible but because of the changes in technology, life has been made easy. The internet made our life simple, we can shop online, reserve anything online, chat and video conference online. Our distant friends can somewhat be close to us because of internet since there is cell phone, and other chat engines like skype. If these things were not introduce to us, I think probably people would have difficulty communicating and business transactions would be time consuming and boring.

Integrative Questions:

1. What is internet?
2. What is the means of communication before?
3. Who benefited from the internet?

## 7. Hyperlinks subvert hierarchy.

According to Wikipedia, hyperlink means a reference in a document to an external or internal piece of information. The most common usage is in the Internet to browse through web pages: some text in the current document is highlighted so that when clicked, the browser automatically displays another page or changes the current page to show the referenced content. The highlighted element is known as a hyperlink and makes a logical connection between two places in the same or different documents. Hierarchy on the other hand means order or arrangement from highest to lowest or vice versa. When we say that hyperlinks subvert or threaten hierarchy maybe because when browsing a page in the internet, instead of searching one by one or by ranks, we tend to go directly to the word or page we are really looking or searching for. This may result to forgetting something or misinterpreting some words or terms since we just hurriedly jump into a link page or link word. The sentence may sound or may look like confusing but when you come to think of it, sometimes when doing research work, we tend to rush thing up. Instead of doing research literally, we just look for key words tend click ok. We do not usually read what we research. Research maybe made easy but honestly I think when we keep on doing this, we can or may miss some important words or terms in our research. We usually click and print or just read what is behind the link but we should also try to consider searching by order so that we can fully understand what we really researched for.

Reference: <http://en.wikipedia.org/wiki/Hyperlink>

Integrative Questions:

1. What are hyperlinks?
2. What is hierarchy?
3. What do we mean by subvert?

Hikaru Otsuka

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

This line just proves how powerful communication is in business world. In the past theses, I have said that the human voice is a powerful tool. The human voice is used as a way of communication. When communication, people can express what they feel. From a personal communication up to professional communication or talk, people always talk. People or all people love to talk. It is all in our genes. Talking our hearts out is a way that we can state all our emotions. And when one is talking, one is listening. It is obvious that communication is not all about talking. Talking and listening is a factor of communication. People love to engage in conversation. We can learn a lot, the latest gossips, and even the latest trends, technology, political, social news and other stuffs worth talking about. As the technology evolves or as it innovates, other way to communication improves. We have now the internet where we can chat and we also have the cell phones, the extremely popular way or tool of communication now. Texting may seem really popular not only for teenagers but also from all ages of people here and around the world. I think that this is one of the most excellent products that technology has ever offered to us. Through texting, communication is in the form of written. It is now widely accepted in our nation and texting compared to calling is way too cheaper. You can communicate with any one at any time at just one peso. All types of people easily embrace this since it is cheap and really convenient to use.

Integrative Questions:

1. What is communication?
2. What is the popular tool of communication?
3. What are the factors of communication?

Hikaru Otsuka

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

The birth of internet welcomes other things such as more innovative products are now being offered and accepted by the market. I think that this theses means that networks conversations is really powerful. We know that internet can reach any people anywhere. What is written in the web may be read by anyone at their own convenience. I think that this is really a product that we all should treasure since this made our life easy and simple. We also encounter no difficulty since we have computers and we can simply talk to anyone, anytime that we want. We can also do things, anything that we love through the internet. Conversation is important and because of internet, conversation is now open and accessible by anyone. Many people can be now reached because of the internet. I think that because now we have the internet, people won't be outdated about what are the latest since there is no more excuse. We have the internet. Anything is possible and any people can have access to anything they want. They can do anything like shop, and sometimes watch movie, play games, etc. Some people also form groups by using the internet. For example, people from different location can somewhat meet through the internet. I have heard that there are some group who shares the same interest in collecting magazine and this group form their organization in the internet since most of its members are from different state. It is really amusing that because of the internet the world become somewhat small and reachable by anyone.

Integrative Questions:

1. What is the positive result of the internet?
2. Are we all aware about it?
3. Is it possible to form an organization in the internet?

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

Like what I have said from the previous theses, the world becomes somewhat small and reachable because of the internet. The market becomes small simply because anyone at any place in the world who has internet access can buy something through the internet. We know about e-commerce. It is so popular nowadays that most business implements this system. It is because e-commerce allows all types of people around the globe to transact business with them. Example is that a furniture store of my friend. He implemented e-commerce shopping cart. Before the implementation of this system, he only has one store in Makati, have clients but not quite enough to expand his business. He thought of something innovative and what is in demand. He implemented e-commerce shopping cart so that he can sell his products online. Luckily, it was successful. He has now clients outside the Metro Manila area and he hopes to expand more and gain clients outside the Philippines. E-commerce is the popular online shopping system that I am familiar with. I think that implementing this system is easy. Some Filipinos start their simple business in the internet. We have the multiply site where many young Filipino entrepreneurs start their business and are hopefuls to become well known and huge someday. There are many other sites that welcome entrepreneurs aside from multiply. Starting up your own business nowadays is simple if you have a computer and an internet access at your own home. You can do business and earn money while you are at the convenience of your own house.

Integrative Questions:

1. What is e-commerce?
2. What is one social networking site that somewhat becomes an e-commerce site?
3. Is starting a business nowadays simple?

Hikaru Otsuka

**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.**

Because of the market in the internet where all types of people are clients, other clients find it more convenient since they can simply know feedbacks from other clients. If we see some blogs or product recommendation from other people, I think this can help us and people do believe from these feedbacks. If they have read that this product is a must try, I believe that most people will really grab that product. Of course, as a client, people will follow other clients rather than those who are the vendors of the product. I have never shop online before except from my previous class where we were all required to buy stuff from an e-commerce site just for experience. Shopping online is easy and fun. You will just simply search for a certain product that you like and just by clicking, tons of products will show up. You will be also amazed since the process is easy. I think that if you bought products outside your country, the shipping part of the product is somewhat the most hassle part since you have to wait like a week. But if it is only inside your country, I think it will only take like 3 days or maximum of 5 days. The payment part is also easy. You should have credit or debit card. For me, though it is really fun, I still love shopping in the traditional way. Shopping is my cardio. But convenience wise, shopping online is really stress free. You can also read feedbacks from other clients who used that product that can really give you an insight and idea about the product. You can also know what product is popular nowadays and the must try. Most of the recommendations that I have read are from the clients who already have tried the product.

Integrative Questions:

1. Who compose the network market?
2. Do clients believe their co-clients?
3. Why?

Hikaru Otsuka

**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.**

I think I have mentioned this topic from the previous theses. If people do love your product, though you don't ask them to, they will spread the word. They will tell others how they love your product and even convince them to try it. If they did not like it, they will also tell others. They will stop them to buy your product and even tell silly things about your product. And believe it or not, other people will believe them. Maybe because they have already tried the product and they will think that there are no reasons to lie. Most people love giving feedbacks about a product or service that they have already tried or experience. I think that this is normal. Since people love to talk, they just talk whatever they want, even topics under the sun. Other people will believe those people who already tried the product or experience the service rather than people who work for the company or those who sell the products. It is because these people who work for the company will lie and most of them did not actually try the product. I think that this is the sad truth. People who sell it are not worth believing. They often lie just to promote what they are selling. I think it is called sales talk. They even sometimes bad mouth other product just to make their product the client's choice. But in the end, the truth will prevail. People will not patronize your product if it is not really good and not worth the cost.

Integrative Questions:

1. Why are there no secrets?
2. Do people often believe the product vendors?
3. Why or why not?

**13. What is happening to the markets is also happening among employees. A metaphysical construct called “The Company” is the only thing standing between the two.**

According to Wikipedia, the word metaphysical derives from the Greek words *μετά* (*metá*) (meaning "beyond" or "after") and *φυσικά* (*physiká*) (meaning "physical"), "physical" referring to those works on matter by Aristotle in antiquity. The prefix *meta-* ("beyond") was attached to the chapters in Aristotle's work that physically followed after the chapters on "physics", in posthumously edited collections. Aristotle himself did not call these works Metaphysics. Aristotle called some of the subjects treated there "first philosophy". When I first read this thesis, I think it is somewhat scientific since there is the word metaphysics. But as you read it again and again, the meaning is quite simple. The employee and the market have a barrier called the company. In other words, the company is considered as the line that separates the employee from the market. What is happening from the employee is also happening in the market. I think that this means that the employee also has this thing called conversation or communication. In the conversation between employees, there are also no secrets involve. They share what they know whether it is about their co-employee or the company itself. I think that this is common and not shocking at all. Since these employees are also human beings and somewhat outside the company there are also considered as a market. Though they work for the company, they have the same voice as the market has. They are also clients or patriots of other products. Inside the company may be different but once they go out, they have no difference with other people who are considered as market.

Integrative Questions:

1. Are employees can be also markets?
2. What is the barrier between employee and market?
3. Are the employee same with market?

Hikaru Otsuka

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

This thesis may seem confusing. I have learned from my previous class that a corporation, whether a stock or non-stock, is considered as an artificial person, an artificial person is an entity, a corporation or a partnership, which is seen by the law as a person. It has the right to sue, own property, and enter into contracts and the duty to be sued, and liability for damages. A corporation consists of Board of directors, for stock, Board of trustees, for non-stock. The corporation has also stock holders or members. Since a corporation is viewed as a human, I don't get why it became inhuman. Inhuman in what way, in nature or in process, it is very confusing. All I know is that the law sees a corporation as an artificial person and the corporation has sets of rights and duties that it should fulfill. Maybe in a conversation way, a corporation itself can speak for itself. The corporation has the board of directors or trustees that are the highest governing body that have the power to decide or to speak for the corporation. The corporation has its members and stockholders that have the ability to elect the members of the board. I think these people behind the corporation are the one who can speak for the corporation. And I do believe that the corporation can also speak in a human voice since human individuals are behind the corporation. Human beings are the one who decides or make decision for the corporations. The corporate rules and policies are all been made by humans.

Integrative Questions:

1. What is corporation?
2. What are the two types of corporation?
3. Is a corporation considered as a human?

Hikaru Otsuka

**15 In just a few more years, its current homogenized “voice” of business- the sound of mission statements and brochures- will seem as contrived and artificial as the language of the 18<sup>th</sup> century French court.**

I think that this just simply means that technology will just keep on innovating and evolving. What are the in demands or the latest products now will be antiques or low class ten to fifty years from now. Change is the only thing constant in this world. We will keep on changing and innovating for the best. We tend to do this because we want to experience life at its peak. Have you ever imagine a life before where there are no computers and everything is manual. But have you ever give a glimpse on the things that change because of technological innovation. Manual become automated and all things become easy. In other terms, in business, companies should also try to evolve and innovate. People will get tired of the same thing that will be served to them. People are always thirsty for something new and hungry for something that is thrilling that can make their life easy and worth living. For example, because of computers, people find a way to relax their selves. Most people find internet shopping relaxing, other find online gaming or computer games relaxing. Computer and internet is also a way lo loosen and lighten up. It is not always business matters; it can also be a source and place for leisure activity and fun stuffs. People are always up to change. Change is not a new thing for us, every now and then anything changes whether for the better or for the worst. But most people do embrace all kind of change.

Integrative Questions:

1. What is change?
2. Is it constant?
3. Do people expect changes?