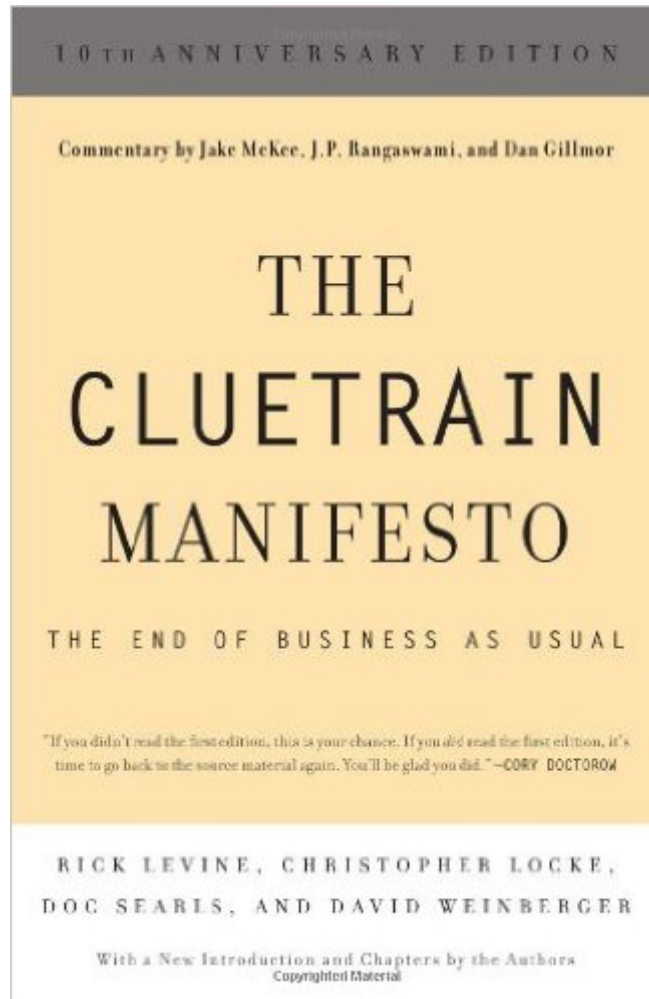


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# The Cluetrain Manifesto: 10th Anniversary Edition



## Synopsis

Ten years after Cluetrain's original publication, too many companies still ignore the idea that markets are really made up of people. In our rapidly changing world, this book's message is more vital than ever. Companies may be wired for business, but they still struggle with how to talk to their customers like human beings. The 10th Anniversary Edition features extensive new commentaries by industry leaders, but the core message of this modern business classic remains intact.

## Book Information

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Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (20 customer reviews)

Best Sellers Rank: #132,381 in Books (See Top 100 in Books) #30 in [Books > Computers & Technology > Networking & Cloud Computing > Intranets & Extranets](#) #205 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#) #211 in [Books > Business & Money > Marketing & Sales > Marketing > Web Marketing](#)

## Customer Reviews

The Cluetrain Manifesto was originally hosted as a website by four employees who respectively worked at IBM, Sun Microsystems, the Linux Journal, and National Public Radio (NPR). These four IT and social experts wrote "The Cluetrain Manifesto: the end of business as usual" and created a paradigm shift in the way businesses view customers, ecommerce and the Internet. Authors Christopher Locke, Rick Levine, Doc Searls, and David Weinberger convincingly illustrate that the freedom of expression provided by the Internet will force businesses to listen and converse with customers on a real level or face business extinction. The book contains a list of 95 theses. Below are my favorite 10 from the list:

1. Markets are conversations
2. Markets consist of human beings, not demographic sectors
7. Hyperlinks subvert hierarchy
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
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<sup>24</sup>. Bombastic boasts - "We are positioned to become the preeminent provider of XYZ" - do not constitute a position<sup>50</sup>. Today, the org. chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority<sup>60</sup>. Markets want to talk to companies<sup>74</sup>. We are immune to advertising. Just forget it.<sup>75</sup> If you want us to talk to you, tell us something. Make it something interesting for a change.

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