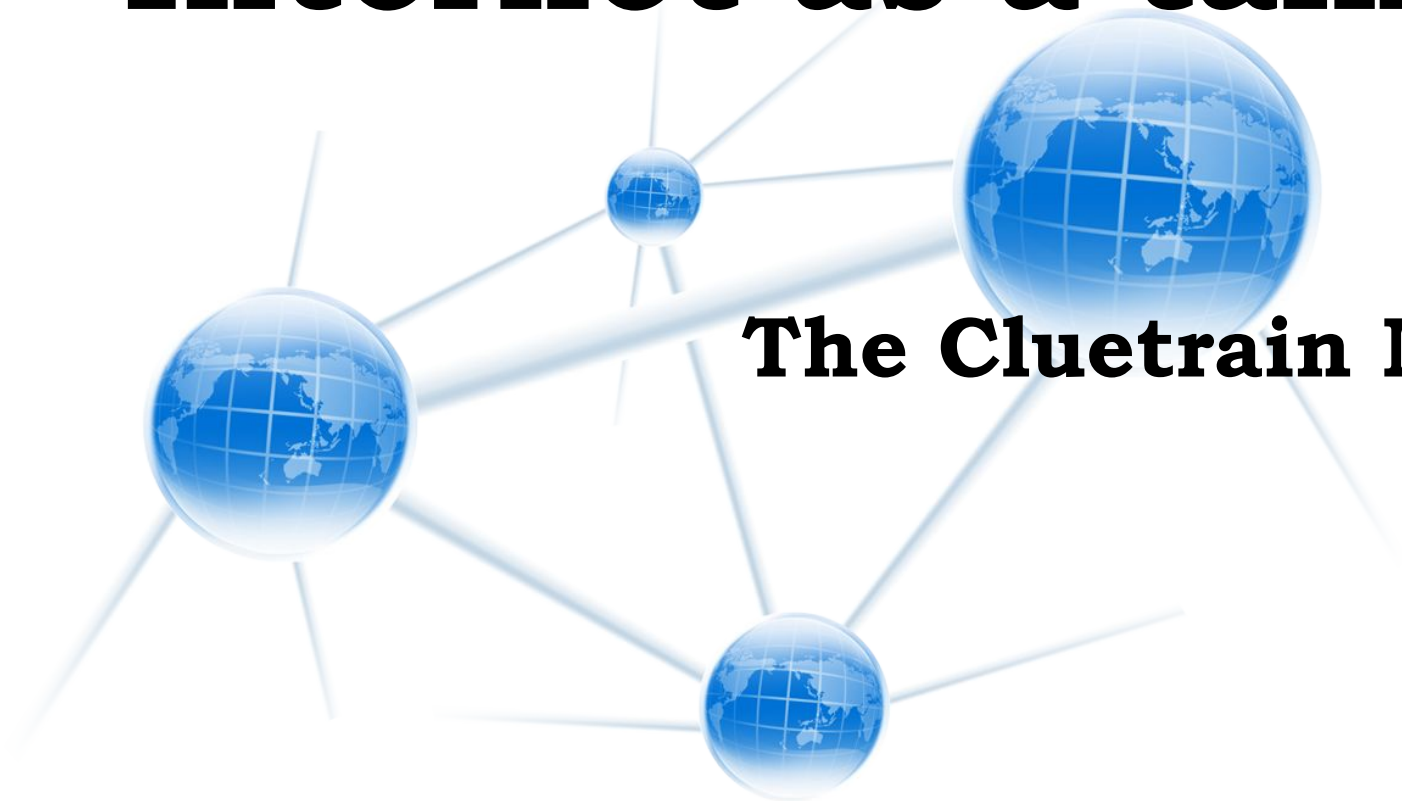


# **Internet as a talk**

**The Cluetrain Manifesto**



# The Cluetrain Manifesto

**a set of 95 theses which aim to  
examine the impact of the  
Internet on both markets  
(consumers) and organizations.**



# **Theses 1–6: Markets are Conversations**

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



# **Thesis 7:** Hyperlinks Subvert Hierarchy



# **Theses 8–13: Connection between the new markets and companies**

**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 ad commoditized prod**



# **Theses 14 – 25: Organizations entering the marketplace**

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



# **Theses 26–40: Marketing & Organizational Response**

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



# **Theses 41–52: Intranets and the impact to organization control and structure**

**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.**





# **Theses 53–71: Connecting the Internet marketplace with corporate Intranets**

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



# Theses 72–95: New Market

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

