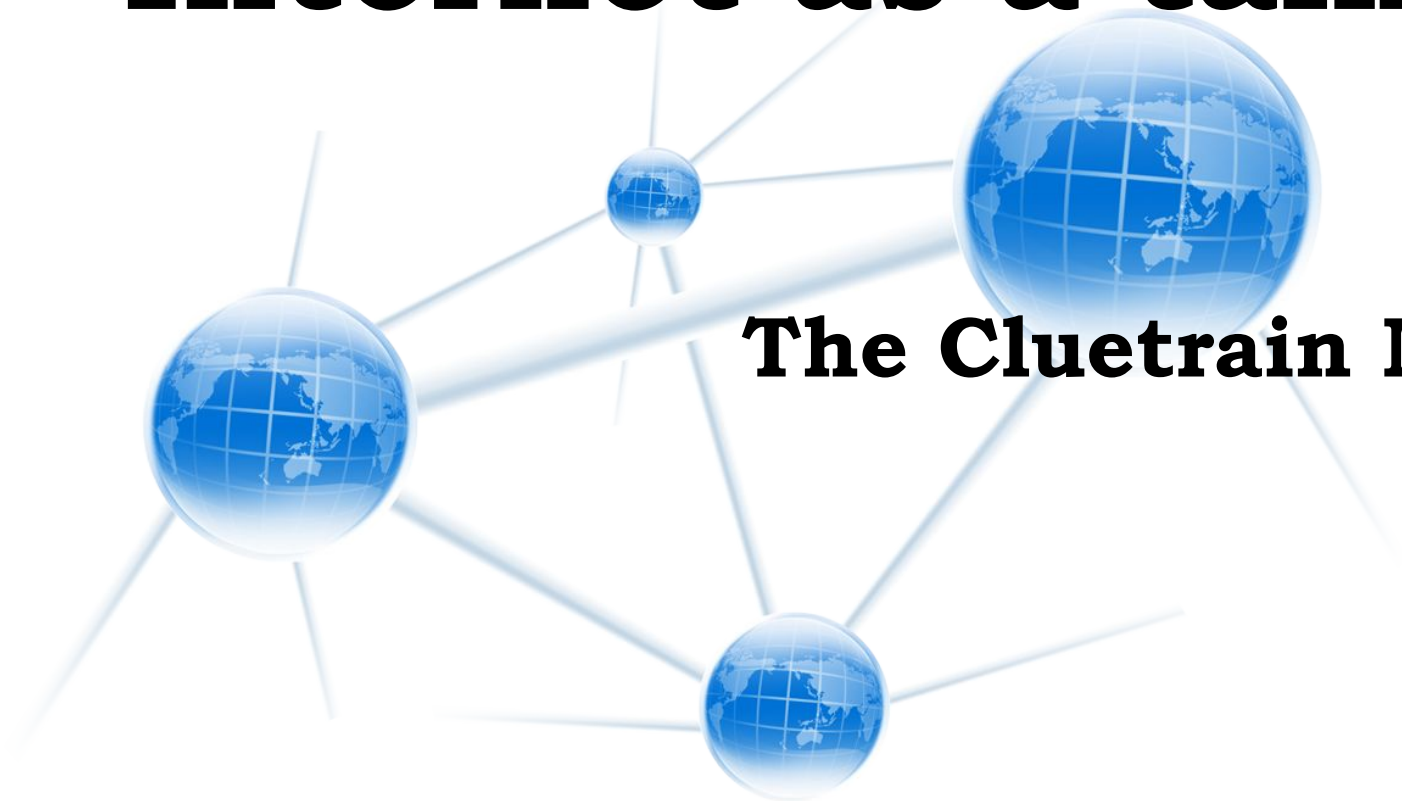


Internet as a talk

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.

