

The Cluetrain Manifesto: The End of Business as Usual



What if the real power of the Web lay not in the technology behind it, but in the profound changes it brings to the way people interact with business? And what if these changes were altering the nature of your company as profoundly as they have changed your markets? With language as sharp and compelling as the observations, www.cluetrain.com burst unexpectedly onto the scene with 95 Theses to ignite a vibrant and viral conversation making hash of corporate assumptions about the nature of online business. Provocative, outrageous, and wickedly smart, the manifesto has challenged executives from Global 1000 companies to sign-on or risk missing a genuine revolution. Expanding on ideas and insights first nailed up on the Web, The Cluetrain Manifesto both signals and explores a sea change already nearing flood tide in today's wired world. Through the Internet, people are discovering new ways to share relevant knowledge with blinding speed. As a result, markets are getting smarter faster than most companies. Whether management understands it or not, networked employees are an integral part of these borderless conversations. Today, customers and employees are communicating with each other in language that is natural, open, direct, and often funny. Companies that aren't listening to these exchanges are missing a dire warning. Companies that aren't engaging in them are missing an unprecedented opportunity. A rich tapestry of anecdotes, object lessons, parodies, insights, and predictions, The Cluetrain Manifesto illustrates how the Internet has radically reframed the immutable laws of business - and what business needs to know to weather the seismic aftershocks.

The Cluetrain Manifesto is a work of business literature collaboratively authored by Rick Levine, Christopher Locke, Doc Searls, and David Weinberger. It was first posted to the web in 1999 as a set of ninety-five theses, and was

published as a book in 2000 with the theses extended by seven essays. Rick Levine, Christopher Locke, Doc Searls, and David Weinberger. *The Cluetrain Manifesto: The End of Business as Usual*. Cambridge, MA: Perseus, 2000. Buy *The Cluetrain Manifesto: The End of Business as Usual* Abridged by Rick Levine, Doc Searls, Christopher Locke (ISBN: 9780743507059) from Amazon: *The Cluetrain Manifesto: The End Of Business As Usual* (9780743507059): Rick Levine, Christopher Locke, Doc Searls, David Weinberger: *The Cluetrain Manifesto: The End of Business as Usual*. I told them not to write it, but they did it anyway. Four weirdoes who seem to think that companies *The Cluetrain Manifesto: The End Of Business As Usual* Rick Levine, Christopher Locke, Doc Searls, David Weinberger ISBN: 9780743507042 *Kostenloser* *The Cluetrain Manifesto: The End of Business as Usual* [Rick Levine, Christopher Locke, Doc Searls, David Weinberger] on . *FREE* shipping on All about *The Cluetrain Manifesto: The End of Business as Usual* by Christopher Locke. LibraryThing is a cataloging and social networking site for booklovers. Book Reviews : *The Cluetrain Manifesto: The End of Business as Usual* Rick Levine, Christopher Locke, Doc Searls, and David Weinberger. Cambridge MA: March 19, 2009 This book is really the philosophical foundation on which the current explosion in social media technologies is based. This is not to say that the *The Cluetrain Manifesto: The End of Business as Usual* (Audio Download) : Dick Summer, Rick Levine, Christopher Locke, Doc Searls, more, Note 0.0/5: Achetez *The Cluetrain Manifesto: The End of Business As Usual* de Rick Levine, Doc Searls, Christopher Locke: ISBN: 9780743507042 sur: *The Cluetrain Manifesto: The End Of Business As Usual* (9780743507042): Rick Levine, Christopher Locke, Doc Searls, David Weinberger: *The Cluetrain Manifesto - the End of Business as Usual* [Levine - Locke - searls- Weinberger] on . *FREE* shipping on qualifying offers. This is the book that delivers on that buzz. Written by four of the liveliest voices on the Web, *The Cluetrain Manifesto* illustrates how, through the Internet, people *Endorsements of The Cluetrain Manifesto* book by noted industry authors and experts. *The Cluetrain Manifesto. The End of Business as Usual*. Copyright 1999, 2001 And it will be the most exciting conversation business has ever engaged in. Read the full-text online edition of *The Cluetrain Manifesto: The End of Business as Usual* (2000). *The Cluetrain Manifesto: The End of Business As Usual* [Christopher Locke, Rick Levine, Doc Searls] on . *FREE* shipping on qualifying offers. *The Cluetrain Manifesto* takes you deeper into the new order of business than any other book this decade, presenting a stunning tapestry of anecdotes, object