

# In a wired world ...

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*open &  
networked*

**MARKETS**



Networked markets  
are beginning to self-organize  
faster than the companies  
that have traditionally served them.  
Thanks to the web,  
markets are becoming better informed,  
smarter, and more demanding of qualities  
missing from most business organizations.

The Cluetrain Manifesto (1999)

**COMPANIES**

*controlled &  
hierarchical*

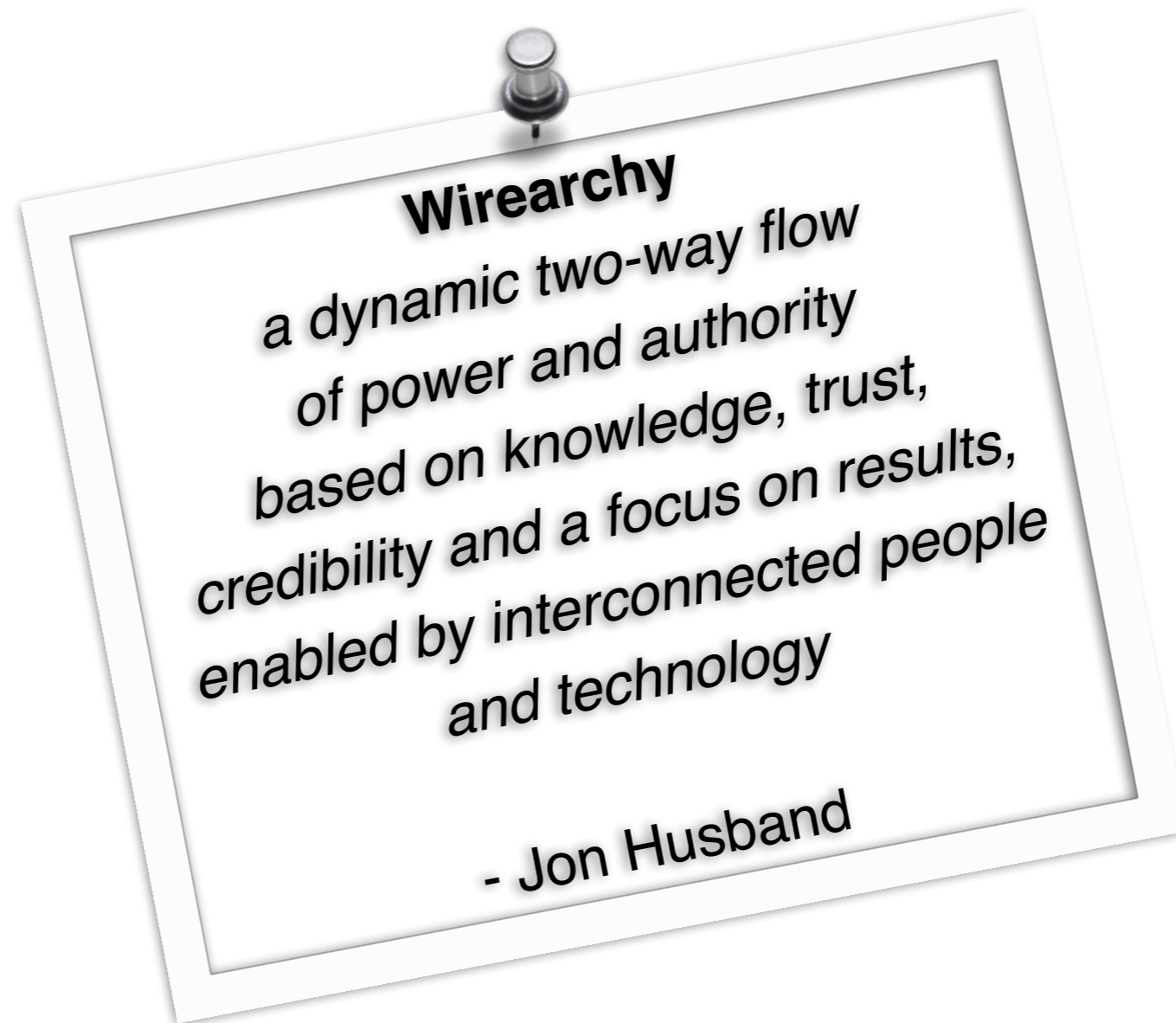
*unified &  
collaborative*

*diverse &  
cooperative*

... companies have to re-wire

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***open &  
networked***



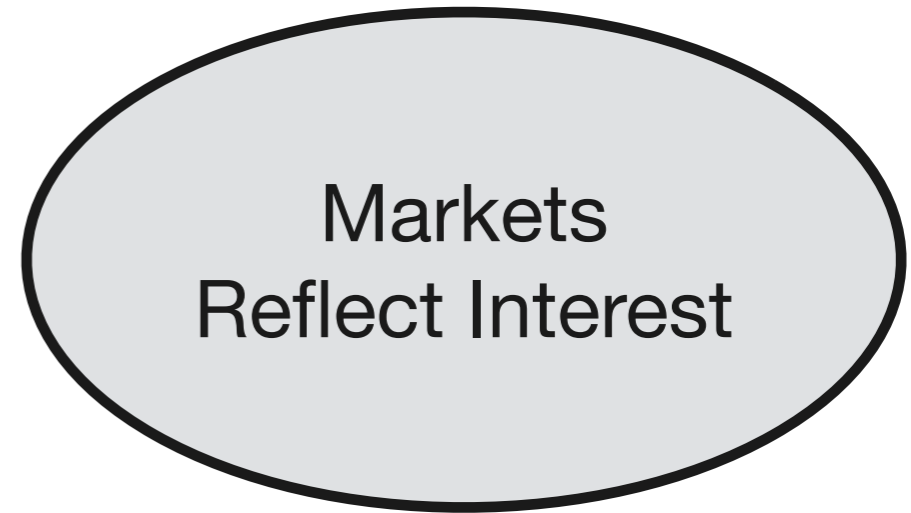
***controlled &  
hierarchical***

***unified &  
collaborative***

***diverse &  
cooperative***

# two solitudes

*open &  
networked*



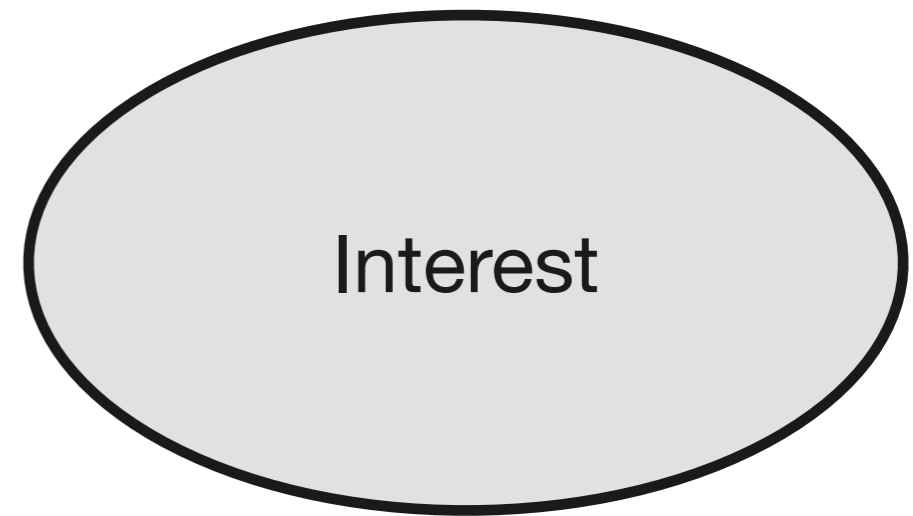
*controlled &  
hierarchical*



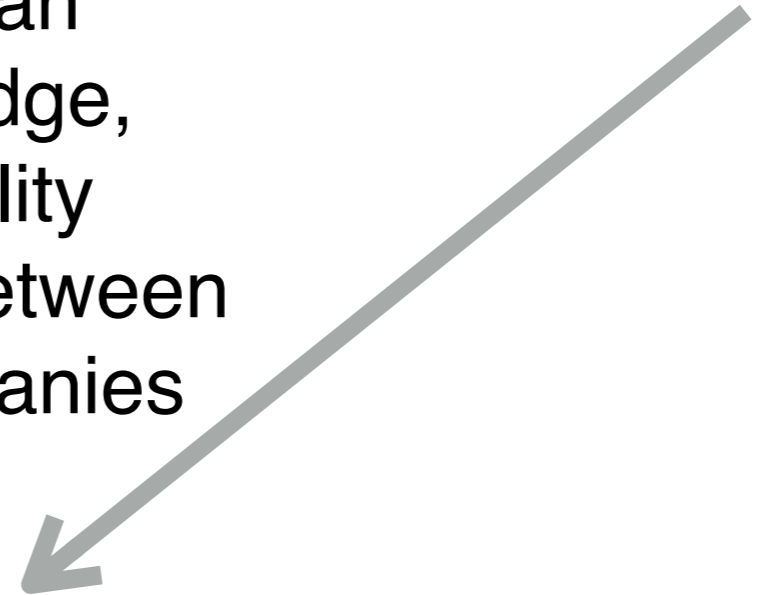
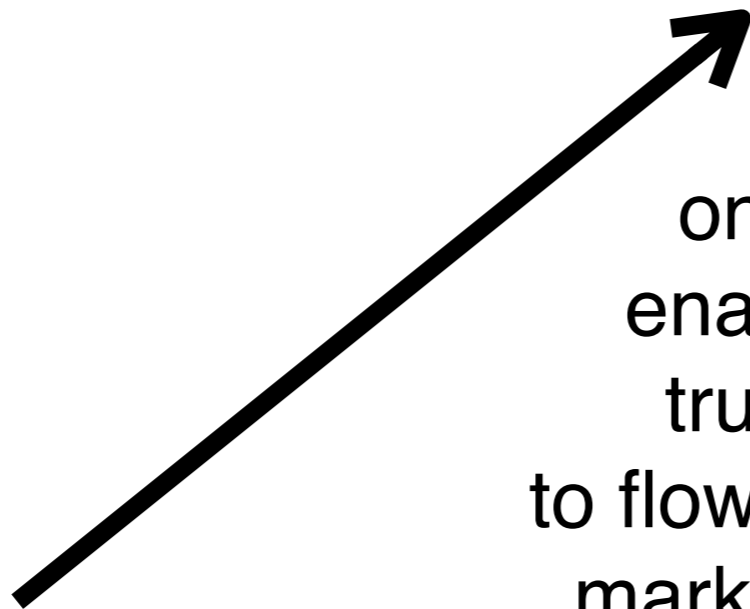
*unified &  
collaborative*

*diverse &  
cooperative*

***open &  
networked***



only people can  
enable knowledge,  
trust & credibility  
to flow within & between  
markets & companies



***controlled &  
hierarchical***



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***unified &  
collaborative***

***diverse &  
cooperative***

“a dynamic two-way flow”

*open & networked*

Interest

Expertise

Practice

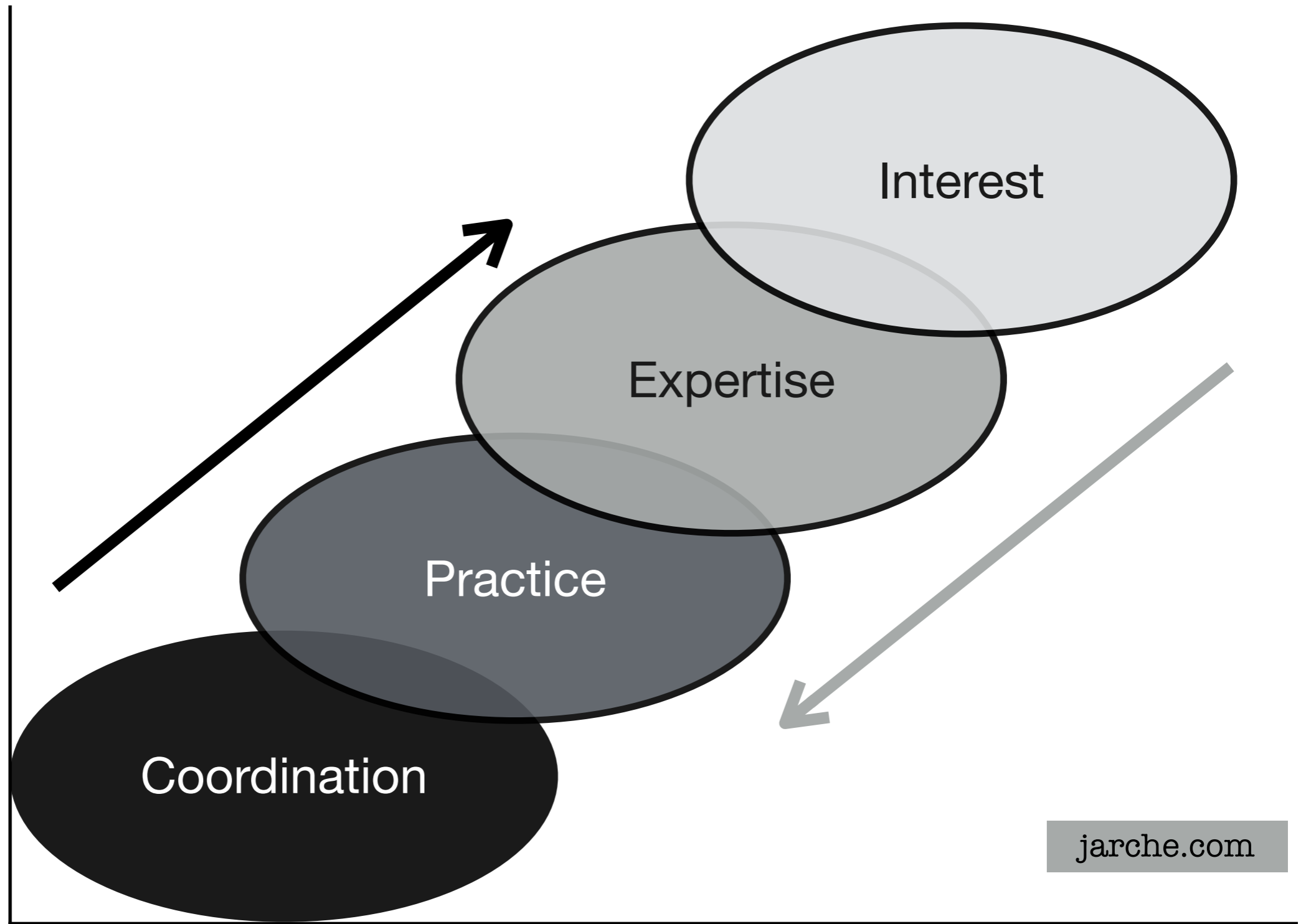
Coordination

*controlled & hierarchical*

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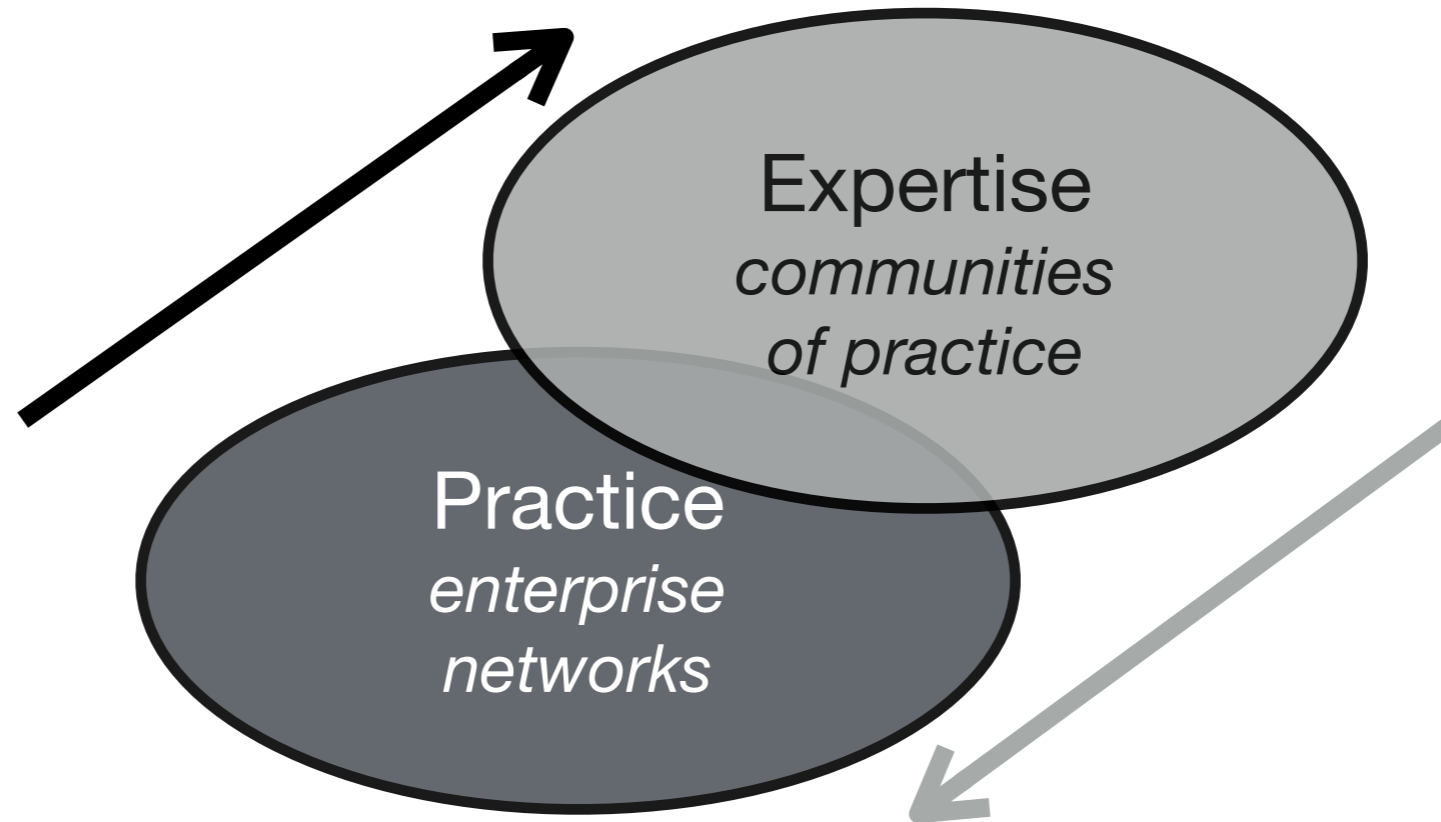
*unified & collaborative*

*diverse & cooperative*



the gap:  
connecting communities & networks

*open &  
networked*



*controlled &  
hierarchical*

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*unified &  
collaborative*

*diverse &  
cooperative*

business in a wired world:  
interconnected people + technology

