



The Cluetrain Manifesto: 10th Anniversary Edition

Rick Levine, Christopher Locke, Doc Searls, David Weinberger, McKee Jake

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The Cluetrain Manifesto began as a Web site (cluetrain.com) in 1999 when the authors, who have worked variously at IBM, Sun Microsystems, the *Linux Journal*, and NPR, posted 95 theses about the new reality of the networked marketplace. Ten years after its original publication, their message remains more relevant than ever. For example, thesis no. 2: “Markets consist of human beings, not demographic sectors”; thesis no. 20: “Companies need to realize their markets are often laughing. At them.” The book enlarges on these themes through dozens of stories and observations about business in America and how the Internet will continue to change it all.

With a new introduction and chapters by the authors, and commentary by Jake McKee, JP Rangaswami, and Dan Gillmor, this book is essential reading for anybody interested in the Internet and e-commerce, and is especially vital for businesses navigating the topography of the wired marketplace.

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