

Written by four of the liveliest voices on the Web, The Cluetrain Manifesto is a spirited, original and wonderfully irreverent conversation that will challenge, provoke, and forever change your outlook on the digital economy. Provocative, outrageous and wickedly smart, the manifesto has challenged executives from Global 1000 companies to sign-on or risk missing a genuine revolution. 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.

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The Cluetrain Manifesto - the End of Business as Usual [Levine - Locke - Searls- Weinberger] on [elevateexperience.com](http://elevateexperience.com) \*FREE\* shipping on qualifying offers. The Cluetrain Manifesto: The End of Business as Usual. Christopher Locke, Author, Rick Levine, Joint Author, Doc Searls, Joint Author Perseus Books Group . Gonzo Marketing: Winning Through Worst Practices - Perseus Publishing The Cluetrain Manifesto is about to drive business to a full boil. Instead, this book simply describes business as it really is and as it's really becoming. You'll. 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.

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