

# The Cluetrain Manifesto: 10th Anniversary Edition

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## Synopsis

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readByi'¼š	Brian A Morris
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*The Cluetrain Manifesto* began as a website in 1999, when Rick Levine, Chris Locke, Doc Searls, and David Weinberger posted 95 theses on the web, asserting that there was a new reality of the networked marketplace. They set out to overturn hierarchical marketing with ideas like:

- Markets consist of human beings, not demographic sectors.
- Companies need to realize their markets are often laughing - at them.
- Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.
- We are immune to advertising. Just forget it.

The authors present a spirited, original, and wonderfully irreverent conversation that will challenge, provoke, and forever change your outlook on the digital economy. A rich tapestry of anecdotes, object lessons, parodies, insights, and predictions, *The Cluetrain Manifesto* illustrates how the internet has radically reframed the seemingly immutable laws of business - and what business needs to know to weather the seismic aftershocks.

A best seller when it was published in 2000, *The Cluetrain Manifesto* remains more relevant than ever. Ten years after its original publication, the anniversary edition includes a new introduction and chapters by the authors, and commentary by Jake McKee, J. P. Rangaswami, and Dan Gillmor. Essential reading for anybody interested in the internet and e-commerce, this book is for anyone navigating the topography of the wired marketplace.

## Reader's comments

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