



Communication and Digitalisation: 5 Lessons Learned

Ryan O’Keeffe,
Director of Communications, Enel



1999

«Markets are conversations»

– The Cluetrain Manifesto

«Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships»

– The Cluetrain Manifesto

«Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?»

– The Cluetrain Manifesto

**«Companies need to realize
their markets are often
laughing. At them»**

– The Cluetrain Manifesto

«We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to take them down»

– The Cluetrain Manifesto

«Markets consist of human beings, not demographic sectors»

– The Cluetrain Manifesto

