**MARKETING 3.0**

**SUMMARY : THE GREEN INNOVATION IN PROL OF SUSTAINABILITY**

In this chapter, we’ll point out the importance of companies based on value of green products. Among benefits, there is reduction of cost, better fame of company and motives to employees. Companies like DuPont contribute to green movement would encourage here policy of Innovator. Companies like Wal-Mart would encourage policy of Reseller. (Distributor). Companies like Wal-Mart would encourage policy of Investor too. And Timberland has contributed by promoting strategy of Distributor. (Reseller). Having examined the features of ‘Papers’, thus applied policies of these three companies, we can say that if all of them work in the same market and cooperate, this green market is reinforced. Finally, companies need to distinguish the four segments in green market, -those who define tendencies, those who seek values, those who combine brands and cautious buyers,-and observe their differentiated behavior and their intention and disposal to buy green products. Companies that promote sustainability of environment actually practice Marketing 3.0