**MARKETING 3.0**

In Marketing 3.0 face the social challenges and solve problems must not just be a tool of public relations or a tool to analyze critic on a negative fact caused by practice of company. On the contrary, companies should act as good corporate citizens and treat problems in the frame of goals of company. Some companies can reinforce their impact through charity and companies of social marketing for social and cultural change. Social and cultural change sees consumers as human beings that should be helped in order to go ‘’up’’ on pyramid of Maslow. This applies for companies not only in regard to product, but also at level of business. By using power of collaboration, they can actually reduce cost and generate more impact.