**MARKETING 3.0**

Today both, charity and marketing still function, but they are still not used strategically. Generally, they are both part of a strategy of public relations or communication of marketing. However they don’t shape the vision of high rank managers and their way of leading business. Business managers still view social facts as a responsibility, and not as an opportunity to create variety and development.

Another problem is that charity of companies can lead to partial development of consumer and don’t offer him independence nor change him. His life style remains the same. Preservation means self-realization and fulfilment. In view of the fact that consumers reach the top part of pyramid Maslow and meet their highest needs. Create change is a decisive form of marketing for developed market.