**MARKETING 3.0**

By analyzing the roots of marketing in a more detailed way, and understanding it, we see and discover 10 indisputable credos of marketing that connect and relate marketing to values. For each credo (credo=principle), we present some companies that apply it in their business strategies, as main business practice. Some of them do it through contributions and integrate it to Goals of Development of Millennia, actually eight measurable means that in September 2000, 189 leaders of global level assumed and accepted it, with commitment to reach these goals until 2015.

The goals of development of Millennia are:

-Reduce by far poverty and famine all over the world, to maximum extent possible.

-Education for everyone

-Promote equally of sexes and enhance independence of women.

-Reduce mortality of children

-Improve health of mothers in the world

-Fight HIV/Aids, malaria all over the world, as well as other diseases

-Ensure sustainability of environment.

-Create a global partnership for development

The ODMs began as initiative of governments. However, companies are starting to view possibility of doing business from two already standard objectives. Unilever, Procter $ Gamble, Holcim, Philips, Vodaphone, S.C Johnson, BP, ConocoPhilips and Rabobank, in order to state of them, they are big companies who already make earnings, by integrating two objectives in their business in developing countries. These companies demonstrate how they make the difference globally-and how this difference results to earnings or not.

(Today 29 Nov 2020)

**CREDO i: LOVE YOUR CLIENTS AND RESPECT YOUR COMPETITORS**

In business, love your Clients means earn their trust and confidence, by offering them value and touching their feelings and spirit. Remember the words of Donald Calne: ‘’The difference between feeling, any kind of emotion and reason is that feeling leads the actions, while reason leads conclusions. The decision to buy and be faithful to a brand is by far influenced from feelings.

The Campbell Soup Company, for ex. changed color of their packets to rose, during month of Information on Breast Cancer, being able thus to significantly increase demand.

Consumers of soup are mostly women, and breast cancer is a theme of Medicine, to which most women are connected and on which many women are also concerned. This example shows that it’s worthy placing emphasis and feelings to the detriment of reason. (End today, page 150, continues..next time).

Today 1 December : We should also respect our competitors. It’s competitors those who contribute to growth of market as a whole; it’s them, the growth of a specific sector, and much more slow. By monitoring those competitors, we are able to detect our strong and weak points (and also those of theirs), something that is very useful for our company.

The strategy to broaden market, by allowing competition, can be put to practice through vertical and horizontal transfers of technology. Let’s see Unilever in Vietnam for example. Unilever offers high quality training to all suppliers in the best practices. During training, suppliers learn on importance of high quality, and necessary technology in order to achieve this quality and domination. Apart from that, Unilever also offers financial support to providers. (suppliers).