**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.