**MARKETING 3.0**

**THE THREE PHASES OF CHANGE**

To achieve social and cultural change and transformation is a process of three phases, which starts by defining challenges that should be faced. After choosing specific challenges, company will have to define its parts, including market, stakeholders and community of action. Final stage consists in offering solutions that contribute to change.

**-Identify social** -**Select involving -Offer solutions**

**and cultural changes parties of change**

-Identify current challenges -For current impact: -Offer solutions

and predict future ones -Choose the involving that change behavior

-Challenges/problems can parties, such as middle by allowing people to

Include well being (nutrition class, women or adults join pyramid Maslow

and medical assistance), education -For future impact: -Achieve more change of

or social injustice choose children and collaboration, cultural

young people and creation