**MARKETING 3.0**

**CREDO 8: IT’S NOT IMPORTANT IN WHICH SECTOR YOU ACT,**

**IT’S ALWAYS IN FIELD OF SERVICES**

The companies of services are not always limited to hotels and restaurants. In whatever field you act, you will always feel the need to serve client. The service needs always to use provider, and it should never be considered a duty. Serve your client from heart, be helpful to him, they’ll thus have excellent memories from this experience. Companies need to understand that their corporate values, expressed through products and services, having positive impact on life of people.

WholeFoods considers as part of its essence and mission to serve clients and society. For this reason it tries to change life style of consumers, by leading them to more healthy choices. Apart from this, they also perform services along with employees allowing them to apply strategies and be adopted by company.

The whole company is a company of service, thus the entire product involves servicing.