**MARKETING 3.0**

The second type of component is the group of middle class. People of middle class are not poor, but they have limited resources. Eduardo Giannetti da Fonseca, important Brazilian economist, defines middle class as ‘’people who are still poor, and they are ready to do sacrifices as a goal to fight for a better life, but have not left a life without material problems as they use means that make their life easier. Middle class is the biggest market of consuming, but people of this class have big problems of well being, education and social justice. However, these subjects can attract this class as an important component.

The third type includes minorities. This part includes specific tribes, religions and minorities that cannot be independent in society. The group usually participates from reasons related to variety. Each year the magazine *Fortune* should publish a classification of the 100 best companies for working minorities. The edition of magazine of 2009 has stated companies like Four Seasons Hotel, Qualcomm, T-mobile and Cisco Systems, in which more than 40% of employees belong to minorities.