**Marketing 3.0**

All results of all these researches serve as initial warnings for companies, without having felt that consumers have actually lost their trust in companies. There is an argument that this is a matter of ethics of companies, something that is very different from reach of experts of marketing. Marketing is considered identical to sales and somehow responsible for it, use of art of persuasion and even manipulation. Even after rise of its modern purpose that aims at serve consumers, marketing often continues to make exaggerate implications on effort and differentiation to make a sale.

Read to learn a story on Exxon Mobile since few decades-actually company is between first ones of list of best 500 companies according to magazine *Fortune.*

In the beginning of decade 1980, Exxon Mobile, organized a conference with employees in order to announce its ‘’new important values’’. The number one of list was a simple statement: ‘’Client is first’’. That night, the CEOs of department discussed declaration of values during dinner. An impetuous rising star called Monty, suggested a toast. ‘’I only want them to know’’, that ‘client does not come first’’. Monty was appointed as president of department.’’ He has priority’’. The appointed for president of Europe. ‘’He does not have priority; he does not come first’’. And he said the name of President of United States. ‘’He comes third’’. Monty mentioned fast the names of some high executives of department, who were all present there. He said then : ‘’He comes in the eighth place’’. Then everybody remained silent , until one of executives smiled and the whole group of people there burst out laughing. It was the first truth that was said entirely.

It’s been long time after this fact, but it’s easy to see such histories also today. Many experts of marketing claim today, that clients never have top priority. Marketing can be responsible for trust of consumers, but they also have the best opportunity to solve this problem. Finally marketing is the process of handling that is mostly lost by consumers.

We believe that it’s time to finish dichotomy between marketer and consumer. Experts of marketing who are responsible for a product or service should understand that there are buyers of other products and services. Consumers also can buy what they like and use marketing all the time, to convince other consumers. All of us are experts and consumers at the same time. Marketing is not something that experts do with consumers. Consumers also use marketing for other users.