**Marketing 3.0**

The discoveries of Florida do not mean that creativity only exists in developed countries. In the book *La riqueza na base de pyramide,* (‘Wealth of Multi-level Marketing), Prahalad explains how creativity can rise in under-developed countries. He described many cases on how creativity applies as a response to social problems in cities. Hart and Christensen presented similar arguments, showing that disruptive innovations are integrated to markets of low range. Technology of low cost usually appears in poor countries, where necessity consists in solving problems. In India, a country where low poverty is a permanent problem, managed to become the major back office of the world with many fans of technology creation.

According to Zohar creativity divides people of other creatures on face of Earth. People who are talented for creativity can shape the world in turn. Creative people always try to profit from themselves and the world. Creativity is expressed in humanity, society and spirituality, thus exists, in human social and spiritual terms.

With the increased number of creative people in developed countries and countries under development, human civilization has exalted. . . One of the major features of evolved and creative society is the fact that people believe in their self-realization, thus believe they are important apart from their need of surviving. They are expressive co-creators, (they express themselves through creation), and collaborators. As complicated human beings, they believe in human spirit and they focus on their desires.

Consider the classical pyramid of Maslow, that shows list of main needs Abraham Maslow showed that people have various levels of needs that need to be fulfilled and that start from survival (primary needs), up to security, social needs, self-esteem (ego), and self-fulfillment (importance). Maslow also discovered that needs of higher level cannot be satisfied, without fulfillment of lower needs first. Pyramid (multi-level marketing) has become the base of capitalism. In the meantime, in the *Capital spirtitual,* (Spirituality’) Zohar releaved that Maslow who was also creator regretted for what he’d claimed, actually that pyramid should be inverted. The inverted pyramid could define self esteem and self realization as primary need of all people.