**Marketing 3.0**

**CREDO 19: Collect relative information but use**

**your wisdom to make the final decision**

This principle warns us to always learn. The concentrated knowledge and experience should determine your final decision. As the support of your spiritual maturity and clearness of feelings, the marketing expert wil be able to make decisions quickly based on continual wisdom.

An interesting case in regard to Hashley Foods, mentioned by Andrew Savits and Carl Weber in their book ‘’A sustainable company’’ (Campus/Elsevier 2007) describes this. In 2001, members of Council of Hershley Trust, decided to sell their share in Hershley Foods due to appearance of a powerful competitor in market and a possible future increase of price of cocao.