**Marketing 3.0**

…we, in the unit of financial products, we were betrayed by AIG..I cannot accomplish anymore my duties effectively in this dysfunctional environment..Now this gentleman asks to current employees of AIG-FP to return these earnings. As you can imagine, there’s been much thought and discussed in regard to best way of reaction and this lack of trust. As the majority of us has never made a mistake, guilt is not a motivation to open hand of our earnings.

Obviously, upon violation of corporate values, company will be criticized so much by consumers as well as by employees.

Some employees ignore their corporate values, or see it as something developed for public relationships. Some employees that really follow these values, are cheated because others ignore them. In these cases, companies do not practice Marketing 3.0. In Marketing 3.0 companies must convince clients as well as employees to take values seriously.

Employees are actually, the closest consumers of practice of company. They must have authentic values. Companies need to use with their employees the same way of telling stories that they use with their consumers. The use of proverbs that resides in human spirit also functions with them. It’s also more difficult to tell stories to employees, because this means teach work experiences that are true and coherent. An attitude that is not aligned with values of companies would extract whole story. Consumers search easily when a brand mission is not true. And employees detect easily still more false values in practices of companies.

Companies who have closed capital would usually develop stronger values. They usually grow at a certain rhythm, without pressure of investors. They can infuse their values to employees one by one. A good business is built in the context of values of companies. Companies of open capital can also reach this practice of values, as per example of IBM, General Electric and Procter & Gamble. We believe that practice of corporate values can handle revenues, return and sustainability, values that will be discussed later in Chapter 6.