**Marketing 3.0**

**CREDO 10 (Part 2) COLLECT RELATIVE INFORMATION**

**BUT USE YOUR WISDOM TO MAKE YOUR FINAL DECISION**

In terms of finance this would reduce value of credit reliability of Conselho. In order to protect value of maintenance for maximum value of stakeholders, Conselho solf its membership to Wrigley.

To surprise of Conselho, a group of fired employees tried to get employed again. They concentrated at Square Chocolatetown, in order to protest against Conselho, and finally it understood that they had made the wrong decision. Besides it it was not a wise decision. It was a right decision in terms of economy, as it didn’t take into account the social impact, specially for employees involved.

The wise handlers considered other aspects of decision apart from final impact of decision.

End of Book here