**Marketing 3.0**

**Table 4.1** Examples of shared values

Company Shared Values Behavior Relevance to Marketing 3.0

Cultural Creative Collaboration

3M Collaborative Employees can spend part of their time working and searching

Curiosity finance for special projects; errors are marked as process of

Innovation.

Cisco Collaboration in Offices are laboratories of products, Employees can work at home.

………………………………….human net Processes of decisions apply with participation of hundreds of

Executives.

Business Activity of All executives, included president of Council and CEO, start in

Rent a car business company as handling trainees, and those who have high performance

have the opportunity to run an affiliate.

IDEO Creativity in It always forms multi-sector activities. Employees are free to show

………………………………….many sectors place of work.

Clinic Integrated Several doctors, scientists and practitioners work in diagnosis

Mayo care and treatment of patients.

S.C Johnson Family values No meetings on Fridays; when employees form a team, the external

qualities are given to them at the same time.

Wegmans Passion for Employees are trained to work as food dealers and can buy cards of

…………...food of discount of present for food.

Whole Democracy Decisions are made on base of votes of employees; shops are autonomous

Foods centers of earnings.

Not all shared values are necessarily relevant and powerful to Marketing 3.0. Good values are those aligned with forces in action; collaborative technology, cultural transformation motivated by globalization and growing importance of creativity; Chapter 1 described these forces. In the world of Internet, people collaborate more and more to meet goals. Globalizations makes cultural changes happen in a rapid way and frequently. Finally, people mount pyramid of Maslow, and become more creative. However, good values are those who stimulate and feed sides, through collaboration, culture and creation of employees.