**Marketing 3.0**

**DEFINITION OF VALUES**

According to Lencioni, there are four different types of values. *Values of permission to play,* are the main values that employees must have to join a company. Values of *aspiration* are those that company does not have, but hopes that handling can manage. The *accidental values* are obtained as a result of features of personality, common to employees. *Essential values* constitute the true corporate culture that feeds attitudes of employees.

Companies need to establish a distinction between these four types of values. Values of permission to play are so important that other companies do have the same boss. Values of professionalism and integrity are normally presumed, and however they are not important, but without values of permission to play. And more: remember that values of inspiration are those that employees still don’t have, and for this reason they are not able to form main culture of company. However, accidental values can be treated as important values; the can align candidates to different personalities. Understand the four types of values can help companies create main values better, and avoid those that are not authentic.

We are going to speak on essential values that feed employees in order to live in accordance with mission of brand. We call them *shared values.* Shared values constitute of of means of corporate culture. The other mean is the *usual behavior* of employees. Grow a corporate culture means align shared values to normal behavior. In other words, it means demonstrate values of behavior of company from day to day. Combination of values and behavior of employees should reflect mission of brand. It’s important that employees act as representatives of values, to transmit mission of company to consumers….(Now it’s Table 4 we’ve already put..in previous file, now we continue.

Not all shared values are relevant and powerful to Marketing 3.0. Good values are those aligned with forces: collaborative technology, transformation of culture, motivated by globalization and growing importance of creativity. These forces are described in Chapter I. In the world of Internet of information technology, people always try through collaboration to meet a goal. Through globalization cultural changes spread frequently and rapidly. Finally, people get to pyramid Maslow and become more creative. However, good values are those that’s stimulate and feed cultural and creative collaboration of employees. (Table **4.1**, before)-Nb We are now on page 71 of book in Portuguese, source book, containing totally 159 pages, included schemes.