**Marketing 3.0**

By joining the company, they test the integrity of employer. They observe how companies demonstrate practically, the values proclaimed by them. A research of employees conducted by Tom Terez confirms that purpose is an important experience at place of work. Companies who defend these values, even when they define their business, they manage to get respect from employees, being admired from them. One of the essential values of Bagel Works is health and security. In order to show their commitment to these values, company buys small bags of flour, in order to avoid gold on the back of employees that carry them, apart from buying small packets that are very expensive. It’s important for companies to maintain integrity and practice what they claim. Upon witting the integrity of an employee, the employees are more willing to be committed by values of company. Values well applied, can improve loyalty of employee.

A change of property of a company that wants to change these values, can reduce commitment of employee. See the strong values of Ben & Jerry. But after being acquired by Unilever, in 2000, its values remain strong. In the meanwhile, as it’s mentioned in the report of environmental and social evaluation of company in 2007, the commitment of employees will be lower, may be due to continuous concern for future of values of company upon command of Unilever. This anxiety was also felt when body shop was purchased by L’Oreal. The employees recognized the highest level of development. But the question is whether values will be maintained. This is mainly true for companies with strong tradition of corporate values, like Ben & Jerry and Body Shop.