**Marketing 3.0**

**Integrating and stimulating differences**

A study that was realized by Rosabeth Moss Kanter on big companies revealed that strong values shared help companies meet contradictive goals. A big company may have great authors from various employees. Shared values reduce difference and introduce employees to company culture. Strong values introduced by employees give company the necessary confidence to invest in autonomy of its employees, and those among them who work far away from siege of company. These employees would dedicate themselves to attitudes that benefit company. Companies with strong shared values usually succeed in making decentralized and localized decisions. These values help companies in defining bosses, but also get adapted to local differences.

The Enterprise Rent a Car is a typical example. In contrast to Avis and Hertz, that are usually present in airports, this Company has strong presence in more important regions of American cities. Culture that company promotes ensures its success. Each employee of company adopts strong values of dedicated employees. This company uses a daily practice to create this culture: it recruits graduates of University, destined to work hard, washing and driving cars, teaching them to develop long terms relationships, and letting them go high in hierarchy, and offering them to manage an affiliate, when they feel ready. The employees who manage to master this practice and succeed in it, will finally be faithful employees. Learning to be humble upon washing and driving cars, as well as grow relationships, makes them friendly persons. These employees have all the same values, but each one of them has a local exclusive knowledge. Values enable enterprise not only to create custom local strategies, but also coordinate strategies of different markets. It’s so difficult to imitate these values that Company continues to maintain leadership in local markets.

Values also, integrate and stimulate variety. By checking the annual list of the first best 100 Companies, for magazine Fortune, we have found a group of companies that supports variety, by hiring women and members of minorities..