**Marketing 3.0**

Second, globalization requires financial integration, but it doesn’t ensure equality in economy. As Joseph Stiglitz had claimed in *Globalization and its Discontents,* the process of privatization, liberalism and establishment had been practiced in a bad way, and for that reason many countries of third (non developed) world today, and of ex-eastern, communist countries, are in a worse financial situation than before. In terms of economy, globalization seems, at the same time to be beneficial and harm countries. There is high inequality in distribution of income, thus unfair distribution of income, in the same country. There are millions of poor people nowadays around the world. In india there are more than 50 billionaires. A CEO in United States earns 400 times more than a mere employee. Unfortunately, there are more than 1 billion people in the world, that are extremely poor, living with less than 1 USD per day. This is the financial paradox of globalization.

Third, globalization creates a culture of diversity, and not cohesive one. In 1996, Benjamin Barber wrote the book *Jihad x Macmundo,*  where he affirms that there are two diametrically opposite forces nowadays in the world : tribalism and globalism. In 2000, *Lexus and olive tree,* Thomas Friedman wrote on globalization, symbolized by Lexus, and ancient forces of culture, geography, tradition and community, symbolized by olive tree. Globalization creates a global world culture, and in the same time, as counter balance, it enhances traditional culture. This is a socio-cultural paradox feature of globalization, that has a more direct impact on people and/or consumers.

The list of paradoxes of globalization is even longer, as there are more features of globalization generally that should be mentioned, apart from these three, -but it’s enough to describe, why consumer changes in globalization, and why Marketing 3.0 needs to grasp tendencies.