**Marketing 3.0**

Procter and Gamble (P&G) is known for its strategy of connection of development that changed its way of research and creation. The model of P&G looks like a sea star that according to Brafman and Beckstrom, is an excellent metaphor for future companies, as sea star does not have head, by being absorbed/assimilated by a group of cells working together. The new innovative program, has grown the net of businessmen and providers of P&G in the world, in order to offer new and innovative ideas of products. This program was funded by P&G at round 35% of total approximately. Some famous products invented by program, are the ones called Olay Regenerist, Swiffer Dusters and Crest Spinbrush. The program proves that collaboration can work in other sectors and not the one of information technology.

Apart from helping companies to create new products, consumers can also contribute with concepts of advertisement. Just see advertisement ‘’Free Doritos’’ that was processed in United States. The advertisement, created by a user, was the most assisted one during Super Bowl, until two other similar advertisements were created by professional agencies. Victory proved that the content handled by user many times, can reach consumers more easily, being more relevant and accessible.

This grow in participation and collaboration of consumer is analyzed better in *future of competition.* The authors, Prahalad and Ramaswamy dispute that consumer repertory is changing. Consumers are not isolated anymore; today they are connected between each other. Their decisions are thoughtful nowadays; on the contrary, they are based on information. They aren’t passive anymore; they are active by offering useful feedback to companies.

However marketing has advanced. In the first phase, marketing focused on transaction, on how make sales. In the second phase, it was based on relation, how to make recurrent buyers actually. In the third phase, it invites consumers to participate in product creation and services of company and its clients.

Collaborative marketing is the first element of Marketing 3.0. Companies practicing marketing3.0 want to change the world. They won’t manage to do this alone. In a globalized economy, they need to collaborate between each other, with their shareholders, their partners, employees and consumers. Marketing 3.0 represents a collaboration between companies and their people that share common links of values and wishes.