**Marketing 3.0**

Sometimes, cultural brands offer answers to anti-globalization movements. Marc Gobe had said in *Citizen Brand* that common persons are considered as weak against international companies that neglect local communities and environment. This stimulates an anticommunist movement against these global agents. It also shows that people worry for relative brands for not taking into account the wishes of consumers and try to improve the world. They are national brands that attribute the interest of people by opposing themselves to owned goods in the approach of marketing. Cultural brands are sometimes national brands that they try to know what consumers prefer, being against national culture, represented by international brands, looking for alternative brands. Cultural brands play the role of the good guy against international brands, thieves. These brands promote nationalism and protectionism because they crave for being cultural brands for the sake of local society.

Cultural brands try to do the same almost for some companies. In the meantime, this does not mean that international brands cannot be cultural brands. Some well known international companies (brands), use to become and grow activities of cultural brand. Mc Donald for instance, is a good example of globalization. It tries to create the concept that globalization is a symbol of peace and collaboration. It’s available practically to everybody in the world. In the *Lexus and oliveira*, Friedman presented the Theory of Golden Arcs on Prevention of Conflicts, defending the aspect that those countries where Mc Donald works, have never been in war between each other. Later in the *World is full,* Friedman modified his theory Dell on Prevention of Conflicts , according to which countries within chain of supplies of Dell do never conflict or have war between them. On the opposite, they collaborate together with the objective to create a chain of supplies for the whole world. Conclusion: Dell, each time more, is seen to replacing McDonald in the field of globalization.