**Marketing 3.0**

Creative persons in fact believe very much in the inverted pyramid of Maslow. The definition of spirit as well as evaluation of non material aspects and in suggestions in of a lasting reality is really relevant in creative society. Scientists and artists often create opportunities for money in view of self-realization. They look for something more apart from money, and what can be bought with it. They look for importance, happiness and spirituality. Their material satisfaction is finally the reward for their work and creativity. Julia Cameroon in the *Artists Way,* discovers in the life of artist the importance of creativity and spirituality. Spiritual necessity is the major motivation of human beings, that releases the deepest human creativity.

Consequently, the progress of creative artists and scientists can change the way in which people view their needs and wishes. Spirituality helps people in surviving, as primary need of their life, as Gary Zukav writes in the *Coracao da Alma.* (‘Heart of Spirit’/soul’). Robert William Fogel, who got the Nobel in economy, has claimed that nowadays society is looking more and more for spiritual resources, than just money.

As a result of this growing tendency of society, consumers not only look for products that meet their needs, but also patterns of business related to spirituality. A relative importance is the future suggestion of value of marketing. The model of business based on values, is the most innovative Marketing 3.0. Discoveries of Melinda Davis in Human Desire Project confirm this argument. Melinda discovered that psycho-spiritual benefits, can constitute in fact the most essential need and perhaps the definitive and the variety of tasks that an expert of marketing can produce.

As companies can integrate values to their business models, Richard Barrett discovered that companies can present levels of spirituality, to be assimilated by two human beings. He discovered that human level of spiritual motivation can be adapted to mission, vision and values of companies. In the meantime we see many companies that simply include values of good companies in mission, vision and values, but who practice them in business on daily basis. We see also that many companies, who undertake social responsible actions as measures of public relations. Marketing 3.0 has nothing to do with measures of companies for public relations. It deals with integrating values of culture of company,