**Marketing 3.0**

A company of collaborative values encourages employees to work together with also external nets to company in order to handle impact. Cisco usually grows technical and human nets. Company has its own authors as well as internal laboratories for products. Employees can work at home by using infrastructure of net of company. Decisions are shared among 500 managers around the world. This allows Cisco to make important decisions as fast as possible by enhancing collaboration of executives globally. The values of company enhance collaboration, but are also realized as cultural changes, by connecting people worldwide.

Clinc Mayo also promotes its collaborative values. Many doctors and other experts of health meet in order to treat patients. They work together in order to make diagnosis more quickly and accurately. Culture of collaboration is what makes good doctors to choose working in Clinic Mayo. By using the so called Mayo Clinic Model of Care, company transforms the way in which doctors treat patients. This way they also have cultural impact.

The existence of cultural values inspires employees to make changes in their personal life. Wegmans has changed the way in which people see food. S.C Johnson has changed the way in which employees see family, with which they manage to offer more. Company created products that are good for family. Whole Foods has changed the way in how employees see democracy. They feel more independent and vote for many decisions that regard them. The Enterprise Rent a Car transforms graduates of universities to active businessmen, by giving them the opportunity to have their own business when they feel ready. Company also changes motive that leads people to rent a car. In the past people used to rent cars in airports only, upon traveling. Today they rent a car for many other reasons and motives, as there are many offices to rent cars in cities.