**Marketing 3.0**

**THE COLLABORATION OF INNOVATOR, INVESTOR AND SELLER**

For different reasons, Innovators, Investors and Sellers try to protect environment. As it’s described in book *The green of which value is gold,* companies who protect the environment have different reasons.

1. Dependence on natural resources
2. They respect standards and regulations
3. Growing potential of regulations
4. Markets that are very competitive per talent
5. Low potential in competitive markets
6. They are well known for their attitude toward environment
7. High position as brand
8. High impact on environment

The reasons (motives) 1 to 3 are very important for Innovators; the reasons 4 to 6 are very important for sellers (providers) and the reasons-motives 7 to 8 are very important to Investors.

According to categories, the above three types are further translated as:

**Transformers Resellers Investors**

Dependence on Markets of high High position

natural resources competition per talent as brand

Follow strictly standards Low capacity among markets High impact

And regulations which are highly competitive on environment

Growing capacity for regu- Are very well known for their

lations attitude toward environment