**Marketing 3.0**

**TRANSITION OF MARKETING**

**BASED ON VALUES**

The experts of marketing should identify anxieties and wishes of consumers, thus reaching their mind, heart and spirit. In paradox of globalization, general anxieties and wishes of consumers consist in transforming society- and the world as a whole-in a better place and may be ideal to live. However, companies that claim to reflect this, should share the same dream with consumers to make the difference.

Some companies do make a difference though corporate charity for a social reason or environmental one. According to book *Compassionate Capitalism,* a corporate charity is the best way for companies to start creating business. In the first place, and thus motivate leaders to offer personal and corporate resources in this case. Second, company starts to perceive that corporate charity has value in marketing. In the meantime, many times these two points of share miss. Companies that make first approach, do not manage to integrate charity to DNA of companies. Those who make second approach usually have difficulty to maintain compromise. Many companies would have difficulty in justifying what Timberland did to maintain program of volunteers even in hard eras. Apart from that, companies risk not to be genuine –proceed to good actions in order to make a sale.

**Mission, vision and values**

In order to include good actions to corporate culture to maintain its best compromise, the best approach is to integrate them to mission, vision and values. Leaders of companies treat these declarations as their corporate DNA. See the inspiring story of Fetzer Vineyards on leadership of Paul Dolan. Dolan perceived that in order to transform Fetzer Vineyards to a fantastic company who demonstrate the best practice of sustainability, apart from being the most arrogant member of community, compromise should start from company, so that all employees take into account.

The bankrupted Peter Drucker also claimed once, that leave a mission could be the first link between a company and other non lucrative organizations. Drucker claimed that successful companies do not start their planning through earnings. They start by fulfilling their mission. Earnings will result from their actions. What defines mission is declaring that company or branch in which company has activity. However, we prefer to define a mission terms of permanence as reason for being a company; mission reflects main purpose of proper existence of company. Company should define its mission in the most constructive way, being what will make it being a sustainable one.