**Marketing 3.0**

**SUMMARY : SHARED VALUES AND**

**BEHAVIOR**

In Marketing 3.0, corporate culture is synonymous to integrity. It means align shared values to behavior of employees. In the context of powers of action, corporate culture means collaboration, culture and creation. It should transform life of employees and offer them autonomy, to be able to change life of others. By building its integrity, companies are competitive through talents in market, increase productivity, improve their interface along with consumers and manage variety. Marketing of values along with employees is so important as well as marketing of mission along with consumers.

**Chapter 5**

**Marketing of values with partners of channel**

**MIGRATION OF GROWTH AND NECESSITY**

**OF COLLABORATION**

Dell has been revolutionary in the branch of computers, by applying model of direct distribution. According to new model, consumers are able to buy customized computers and receive them at their place of reference. Dell has a direct relationship with consumers, eliminated resellers and absolutely for making earnings. Due to famous principle of elimination of resellers of company, Dell was considered as hostile through representatives, -namely resellers. Basically competitors were not convinced that this model of business could lead to profits; later however, they tried to copy it. This monopole was efficient without high rate of concurrence, as in 1999, Dell was a company selling on Internet, through Amazon, Ebay and Yahoo!

After 2005 everything changed. To surprise of Dell, the world changed. The rate of growth of company decreased. Activities of Dell dropped. First of all, the American market started growing. Experts pressed Dell to hire resellers in order to solve this problem. Sunil Chopra was one of these, claiming that in markets of growth consumers see computers as commodities every day more, being less concerned for customization. Chopra advised Dell to apply the hybrid direct-indirect model of customization through resellers. Thus Dell started hiring resellers for one of its models.