**Marketing 3.0**

Marketing along with stakeholders requires a different approach along with consumers, employees and resellers. Unlike consumers, stakeholders are not impressed by stories of relative brands. They are also not only employees that have a strong relationship with corporate culture. The main concern of stakeholders is to get return from their investment. However, they are responsible themselves to preserve sustainability of companies. They are persons and companies/associations that monitor effort of companies and verify whether managers of companies work properly.

We know that touching human spirit in market of consumer and employee implies that it makes the difference in life of these persons. Touch human spirit in market of funds is something else. To convince stakeholders on importance of principles of Marketing 3.0, company should provide real proof that practice of sustainability would improve value of stakeholders to handle competitive advantage.

When they think of effort, stakeholders think of earnings and financial returns. Earnings is a short term fear, while return is a long term concern. Companies like Amazon.com and Ebay did not have earnings in the first years of their existence. In the meantime, promise of possibility of return prevented stakeholders to withdraw their investments. The problem is to find a company of sustainability, earnings and potential return.