**Marketing 3.0**

**Identify social and cultural problems**

A company must choose an option for solving a problem on basis of three criteria: relevance of vision, mission and values, impact on business and social impact.

In grown markets, well being is a common social fact for many companies. The costs of medical assistance in United States reached a 16% of total PIB, or US $ 2 billion yearly since 2006. In the meantime, the interesting fact is that most health problems are caused by inappropriate life style and behaviors that could be avoided. A 45% approximately of early deaths are due to obesity, lack of gym and smoking. A significant number of people in United States are overweight or suffer from obesity. Instead of doing gym on regular basis, they do smoke. This life style has a large impact on economy. However, change of life style of consumers, could not only influence society is a positive way, but economy as well.