**Marketing 3.0**

**Empowerment of Consumer**

Every year the magazine *Time* elaborates a list of the 100 persons with most influence on the world. The list never presents the 100 most famous names, at least not officially. In the meantime *Time* allows online publishers do rating. In the list of 2009, that included names of Barack Obama and the died Ted Kennedy, a mysterious persons of 21 years old called ‘’*moot’’* was the champion. The creator of 4chan.org, influent *imageboard* online, was the first rank one, against other concurrent, with more than 16 million votes. According to magazine *Time* the site has 13 million visitors daily and receives 5,6 million hits monthly.

In the horizontal world, people like to confer autonomy to less famous persons. They see in them a copy of themselves: consumers with less power among huge companies. By offering consumers a notion of empowerment, though is very important for brand search. It shows that mission pertains to consumer and it’s his responsibility to define mission. It’s not a matter of adhesion but also causing an impact. Apart from being simple and straight, the collective duty of consumer is more important than the one of any other company.

The collective value of consumers is rooted in the value of net. The net can develop through relations of type one-for –one, those of type –one for all-or relations of type all for all. When companies publish their stories by means of propaganda, stories are transmitted to nets of consumers through relations of type one for one, or one member for the other. The inventor of Internet, Robert Metcalfe, conceived this in the Law of Metcalfe, by saying that power of a net, of members *n,* in the frame of relation onefor-one is equal to n2. In the meanwhile, Law of Metcalfe, underestimates power of nets, in case of relation of one-for many (all), or all-for-all, or when consumers speak with other consumers simultaneously. This is conceived by Law of Reed, that many times is used to explain what happens in social media. According to Reed, the power of a net environment of type all for all, of members *n* is equal to 2n. Members n always being major or equal to 5, the net power of type all for all, is bigger from the one of type one-for one. This simple calculation is the central concept of empowerment of consumer.