**Marketing 3.0**

**Major Economy of Cost**

A good mission will earn the support of independent consumers. Cost will be less as company will profit from power of nets. Groups of consumers will spread the good experience of brand of company. As consumers will share their satisfaction with other consumers, cost of propaganda of company are significantly reduced. Cost of product development will be also reduced due creation of low cost from consumers. The increased independence of consumers also means reduction of cost for them and on their behalf, as some business processes take place by single consumers.

Companies that show strong values will gain support of employees and resellers. Happiness of employee will be strong and his productivity will increase. Companies also will save cost through employment. As employees experience values of daily activities, the need of training will be less, which is translated to higher cost in economy. Employees are more efficient in their relations with clients, and this will reduce the cost related to their complaints. Apart from that resellers offer more support and it’s less possible for them to try to earn higher salaries and compensation.