**Marketing 3.0**

DuPont is a good example of innovation through constant exploration of technologies, in order to create new and perfected products. It changes constantly, by being aligned with dynamic necessities and subjects worldwide. When a nation was involved in war at the beginning of century XIX, DuPont used to construct guns and bombs. Then at the end of century XIX, when biologic arms started being used for war and the strongest country was the one who had to show best scientists and inventions, DuPont became a company of chemical products, by producing plastic materials. But after one century, with problem of environment globally and protest of ecologists, Dupont changed once more drastically, by becoming a company that focuses on sustainability, and constructing products that save energy.

DuPont created various products that can repair part of caused damages to the environment. One of its products, Tyvek can be used in new ways in order to improve efficiency of energy. The union of bio-explosives of DuPont is working to increase productivity of ethanol, by thus discovering a more cheap way to produce ethanol of cellulose and cooperate with BP in developing butanol (a new explosive of high energy for cars).