**Marketing 3.0**

The company DuPont also used in aviation explosives efficiently, achievement of Kevlar, substance used in bombs. The Innovator has scientific capacity to contribute to environment in ways that Investor and Supplier don’t have. Innovation handles impact on environment, because they are used globally, and in the long run. Generally these products need years even decades of research and a big flow of investments. Thus, as it usually happens in investment and projects of innovation, results are not guaranteed. However, Innovator usually takes high risks, upon starting new research.

Innovators usually act in sectors of Chemistry, Biotechnology, energy, high technology, because this ability is necessary in inventions and production of products with these features. As Chad Holliday, DuPoint, Jeff Immelt, GE have embraced the ‘’green movement’’.