**Marketing 3.0**

**Chapter 9**

**Seeking sustainability of environment**

Another way to make difference is solve one of the major global problems of our times: sustainability of environment. Many companies did not start to think seriously to change their most repetitive processes for environment. Many of them felt pressed and took conscience of what they had to do, before being offended publicly by ecologists. On the other side, there have been companies who understood that they could profit from this interest of public, by selling ‘green products’ through aggressive policy on environment.

**THE THREE FACTORS OF ECOLOGIC SUSTAINABILITY**

We’ll present three cases of big companies that had high impact on environment- although each one of them did it in a different way. From these three cases, DuPont, Walmart and Timberland-we can distinguish three tasks undertaken by companies to protect Mother Nature-Innovator, Investor and Distributor. (This part is repetition..) already being on page 140-1.