**Marketing 3.0**

There are many who are enthusiastic with the ambitious plans of Wal-Mart, because a little change in one of the biggest companies of the world means a big change. Changes also improved its public relations, to the measure that nowadays criticizers have more favourable opinions on social responsibility of Wal-mart. In the meantime many criticizers still confirm that the model of business of Wal-mart has to do with costs. Today the lemma of company is ‘’Save money. Live better. But still many see that the attitude of Wal-mart to save environment as something that was something done in relation to financial goals based on egoism-for saving energy, save costs and increase revenues along with increase of demand of green products.

Investor is defined as someone who ‘’invests, through purchase of cost, in something that may offer return, in form of returns, receipt and evaluation. This description can also make think that this is something negative, mainly as something in exchange for Mother Nature and not draw more, we don’t mean that Investor has contributed less than Innovator.