**Marketing 3.0**

The deceased Peter Drucker had also said once, that mission of a company can be the first lesson that a company learns with successful non profit organizations. Drucker had claimed that successful companies do not start their plans through financial returns. They start by realizing their mission. Financial returns (revenues) are the result of their actions.

Mission has also been defined in the past as declaration that defines the frame of action of a company. In a dynamic business environment, the definition of goal of a company can change very fast. However, we prefer to define a mission in more permanent terms, as the reason for being a company; the mission reflects the main purpose of existence of company itself. A company should define its mission in a more basic way possible, being what determines its maintenance.