**Marketing 3.0**

Finally build creative values means give to employees the opportunity to share innovative ideas. Companies like 3M and IDEO are based on innovation as principal base of competition (competitive advantage). It’s imperative for them to rely on creative employees. In order to feed creativity, 3M allows employees to dedicate part of their time to specific projects. Employees can search finance of these projects and ask for help of colleges. If project is effective, the result can be the next innovative product of company. Apart from stimulating (encouraging) creativity, this policy can also enhance relationship between employees. There is also possibility of cultural transformation if product affects life of people.

**THESE VALUES WILL BE GOOD FOR YOU**

Have solid essential values rewards in several ways. A company with values can be competitive through talents. It manages to attract better employees and keep them for more time. Productivity of employees is higher, if they have a strong back round of values to base and feed its actions. Apart from this, they become better representatives of company in reaching consumers. Company becomes also more capable in treating differences within company, something very important for big enterprises.

**Attracting and retaining talents**

A research that was realized by McKinsey & Company of 1977 revealed that two executives classified values and brand culture as a principal motivation for employees. In comparison, the progress of career and grow were found to be 39%, while difference in compensation was 29%. This proves one thing : good values attract good professionals. The candidates for a job position compare unconsciously, their personal values to values of company and verify whether these two things fit.

This mainly applies for-graduates of Universities, whose majority are idealists. For example, 50% of MBA students affirmed in a survey that they’d be eager to accept a reduction of salary to work in a public company instead. This is particularly true in emerging and growing markets. A recent study of Ready, Hill and Conger, were focused on attraction and retention of talents in emerging (growing) markets.

It was discovered that purpose and culture are very important factors for employees in countries of BRIC,-Brazil, India, China and Russia. Professionals in growing markets search companies that offer opportunities to change the world and handle cultural change (transformation) in these countries. They are also interested in employees that meet brand criteria internally, or companies of good culture.