**Marketing 3.0**

In the public initial offer, companies issue shares that will be traded on Stock Exchange, and however they’ll be able to attract major range of investors. Stakeholders will thus participate in the capital of company. Companies also will raise funds by issuing titles of shares, through which stakeholders will receive payments of regular interests and returns during time of their validity. Banks and other investors are additional sources of finance for companies that need to know and understand their stakeholders in order to meet their needs.

There is a new vision, according to which, function of users is obtain returns just for stakeholders; the intelligent companies will focus on *all* stakeholders : consumers, employees, resellers, government, non profit organizations, and public in general, not only stakeholders. A successful company can’t reach success on its own. Its success is due to a major net of stakeholders, and all these participate in business and all its results. Meet needs of stakeholders, ensure that they are all rewarded, and generally have more earnings in the long run, where if company only focuses in only maximizing earnings for stakeholders in the short run.

**VALUE FOR LONG TERM STAKEHOLDER=**

**ASPECT OF SUSTAINABILITY**

We believe along with Collins and Porras, that corporate aspect is the result of launch of mission and corporate values for future of company. The mental style of company is corporate vision.

We believe that the most powerful tendency of future of companies, especially in market of capital, is sustainability. Sustainability is a challenge of high relevance of companies in value creation for stakeholder in the long run. However, sustainability has two definitions. In accordance with Kunreuther, companies see sustainability as survival of company in the world of business in the long run. Society, on the other side, sees sustainability as survival of well being and society in the long run. Companies still do not see synergy between these two definitions.