**Marketing 3.0**

But the concept of fame of company is just theoretical, and therefore it’s difficult many times for stakeholders to accept it. Fortunately many consulting companies, as Interbrand and Brand Finance, offer services of evaluation of brand fame and value. Statistics for measuring value of brand can be interpreted in a financial way, and thus they are more relevant to stakeholders. Interbrand for ex. calculated by 25% value of company GE as a result of program ‘’coimagination’’, an initiative of GE to offer services for problems of environment. This discovery shows that compromising sustainability can have an important high impact on fame of brand of company,

**SUMMARY : AN ARGUMENT ON MARKETING 3.0**

For convincing stakeholders, handling of company needs to create and inform on vision of company, apart from its mission and values. In Marketing 3.0, vision of company must involve sustainability, and this is an important competitive advantage of it in the long run. Changes of business strategies, mainly market variations is lack of resources are very important for market sustainability. Company need to inform its partners and stakeholders that adopting sustainable practices will contribute to savings, and increase of revenues by improving the value of corporate brand.