**Marketing 3.0**

As summary, these indices accompany pattern of *triple bottom line,* or effort of a company related to three Ps *(Profit, Planet and People),*or *earnings, planet and persons.* They are afraid of financial, social and environmental impact of company in society. David Blood, though criticized these indices because they don’t recognize that practices of sustainability are part of corporate strategy. In development of indices, teams that perform researches on sustainability is usually different from the one that makes researches on strategy and planning. However, relation between sustainability and strategy is ignored sometimes.

**STRATEGY OF VISION OF MARKETING**

According to Willard, there are three principal reasons that lead companies to choose by tripling way of practices of sustainable business. One of them is personal passion of founders. Some examples of them are Ben Cohen and Jerry Greenfield, of Ben & Jerry, Anita and Gordon Roddick, Body Shop, and Yvon Chouinard of Patagonia. A second motive is crisis of public relationships that bear companies as a result of reaction or activist movement. DuPont is an example of company, whose current practices of sustainability have been stimulated by a crisis of public relations. Finally, companies can choose by adopting practices of sustainability due to pressures of regulation.

These motives however, do not guarantee continual sustainability. Founders can maintain practices of business of a company after it’s sold. Generally, mitigation of a crisis of public relations is pressure of regulation that does not offer solutions in the long run. For being long term, sustainability needs to be part of strategy of company, deriving from its mission, vision and values. Managers must see sustainability as a source of competitive advantage that will define company, regardless of competition. This will be important for marketing of corporate vision along with stakeholders.

Marketing together with stakeholders requires a different approach of marketing along with consumers, employees and resellers.