**Marketing 3.0**

Recently, by searching new competitive advantages in global trading, companies finally are aware of opportunities to reach this collaboration. We’ll describe these two more important developments of recent years-market polarization and search of resources-that led us to this conclusion.

**Polarization : grown new market or poor market**

If there is a tendency that helps professionals in business since end of decade 1990’s, then it’s market polarization. Market is every day more ineffective between extreme movements-and intermediate market has disappeared. In *Treasure Hunt,* Silverstein and Butman claim that consumers of intermediate American market, who earn between US 50000-US 150000, are *trading up* and *trading down (trading up* consists in tendency of buyer to pay much higher prices for products of more additional value and *trading down* is the practice is the practice of picking in other parts of goods and services in order to pay the highest fee to others). Authors estimate that the so called sales of *trading up* in United States, in 2006, reached US 500 billion approximately, while sales of *trading down* reached approximately US 1 trillion. They also observed similar tendencies in Japan and Germany. A study that was conducted in 25 sectors of different products in Europe, United States, and in other selected countries by Knudsen, Randel and Rugholm found the same tendency too. They discovered that increase of receipt of products of intermediate market was 6% approximately one year prior to media market, between years 1999-2004.

This is important for structure of market and for competition. Companies need to conquer market of luxury, or on the other side popular market. In both cases, they cannot avoid the right order to get involved but with social and environmental conditions. Social and environmental conditions affect deeply the popular market and this creates concern for luxury market.