**Marketing 3.0**

From perspective of Marketing, sustainability enables companies to search for new markets, specially growing segments of collaborative consumers, actives ones in terms of culture and also creative ones. Practicing sustainability can gain admiration of consumer and start a dialogue with them. With good reputation of countries, companies can earn more clients. All these benefits contribute significantly to grow of brands.

**Major Value of Corporate Brand**

Hatch and Schulz claim that corporate vision, with fame and culture can help to development of brand company. Corporate brand is like a seal of approbation for any product of company. Corporate brand offers protection to external threats. When Body Shop was interviewed by journalists, that had doubt of practices of test without animals, company mentioned its brand company known by consumers as a symbol of company that does not do tests of animals. The argument of journalist did not lead to integrity of Body Shop.

Experts know that sustainable practices are good for fame of company. A research realized by BSR/Cone, in 2008, informed that 84% of experts agree with benefit of fame of company, business responsibility, being each day more important.