**Marketing 3.0**

**CHAPTER 8**

**Creating businessmen for rising market**

**FROM PYRAMID TO LOSANGO, FROM HELP TO**

**BUSINESS SPIRIT**

The lasting peace can only be reached if large groups of population find means to be released from poverty. Microcredit is one of these means. Development from base of pyramid also helps establish democracy and human rights.

Ole Danbolt Mjos

This declaration of president of Council of Committee of Nobel of Norway, awarded Grameen Bank, Institute of Microfinance of Bagladesh and his founder, Muhammad Yunus with Nobel Prize of Peace in 2006. The prize was an important proof of effort worldwide to reduce poverty, as it was specified in the Goals of Development of Millennium in United Nations.

Eradication of poverty, is without doubt the biggest challenge/problem of humanity. The challenge consists in changing structure of wealth in the country of pyramid and gold. Pyramid implies that there are some persons with high shopping capacity at the top of pyramid. There is a bigger number of consumers in the middle of pyramid and the biggest part of them is found on base. Pyramid needs to be changed to gold. In other words, a bigger number of people on the base of pyramid should have bigger shopping capacity, and be in the middle level though. The base of pyramid will sustain and the middle will remain bigger.