**Marketing 3.0**

**THE ERA OF CREATIVE SOCIETY AND OF MARKETING**

**OF HUMAN SPIRIT**

The third power affecting Marketing 3.0 is the appearance of creative society. In creative society people, people use their right part of brain, working in creative sectors (fields), as sciences, arts and professional services. This type of society according to *brain of future,* of Daniel Pink, retreats the highest level of social development in human culture. Pink retreats human evolution-from the primitive hunters, agricultural and workers in general, that use their body and basically left part of brain and finally became artists, that use the right part of brain. Technology is once more the motivating factor of this progress and evolution.

Research shows that apart from the number of creative people, there are much less people of labor class, and they tend to influence society more and more. The majority of them are innovators who use and create new technologies and concepts. In the field of work, influenced by the new wave of technology, people work as central axes that connect consumers between them. These are more expressive consumers that work more by using social media. With their life style and attitudes they influence society in a general way. Their opinions in regard to paradoxes of globalization and problems of society, they form the opinion of others. As the most advanced members of society, they favor brands of work and culture. Being pragmatists, they criticize brands that have an impact on society, business and environment, negative for people.

Creative society is growing in the world. In the book *The Rise of Creative Class,* Richard Florida presents indices of number of people who have started working in united States, this way, as scientists and creative artists. According to their research, in the last decade, investments, production and creative workers are increasing significantly in United States. In the book *Fight of Creative Class,* the author describes how his research has developed in other parts of the world, and discovered that in European countries there is also a high level of creativity in countries on basis of technology development, talent and tolerance. In developed countries, creative people are the core of economy. Regions where, people used to work in a collective way, development was bigger.