**Marketing 3.0**

Other Ps-persons, process, physical proof, public opinion and government-were added to the original 4Ps. In the meanwhile, the natural form of classic pattern of Marketing 1.0 continued to exist. Perhaps the decline in financial activity had become a blessing in disguise, as marketing had become already eminent, during this period of low demand. In order to stimulate the demand of products, marketing, from well planed and of a tactical level, became strategic. Experts of marketing perceived, that for handling demand, ‘’client’’ should replace product in the core of all activities of marketing. He introduced then the principle of handling client, including strategies, as segmentation, definition of market as well as positioning. As such and at this height, marketing was not just tactical. Focusing more on clients than products, it became strategic. From here to there, development of 4Ps was perceived always through development of segmentation, definition of market and positioning. The introduction of model of strategic marketing, marked out the rise of modern marketing. This was the origin of Marketing 3.0.

In the Chapter 1 we mentioned that 1989, was the year cusp of globalization. In that year especially, many strange events took place. The year 1989 was also the year when marketing changed. Personal computer started being used massively and Internet appeared as a powerful tool in the beginning of decade 1990. Networking of computers was followed by human network. The use of computers on Internet enabled interaction among people, by facilitation diffusion of information orally. It changed information of everywhere and not only the most common ones. Consumers also started using Internet and thus became better informed.

In order to handle all these changes, experts of marketing expanded the concept throughout the world, and started focusing on human feelings. They introduced new concepts, such as emotional marketing, experimental marketing and value of brand. For handling demand, it was not enough only to win the client and gain his/her mind, with the classic model of positioning. It was also necessary to gain the heart of client. The concepts of marketing that appeared in decades 1990 and 2000, reflected mainly the principle of handling brand.