**Marketing 3.0**

**Communization**

Technology does not actually connect and impel countries and companies the way to globalization, as it also connects and impels consumers to globalization. The concept of communization is strictly related to concept of tribalism in marketing. In *Tribes,* Seth Godin expressed the aspect that consumers wish to be linked to other consumers, and not to companies. Companies that wish to embrace this new tendency must give room to this necessity and help consumers to get connected to other consumers of communities. Godin claims that success in business, requires support from communities..

According to Fournier e Lee, consumers can be organized in communities of *pools* *{combination of resources}, webs or hubs.*

Consumers in pools share the same values, apart from interacting necessarily between each other. The only thing that they have in common is creation and strong affiliation to a brand. This kind of community is a typical group of enthusiasts by brand that most companies should grow. Consumers of webs, on the other hand interact together. It has to do with a typical community of social media, where connection is based on relationships of type, each one for the others between members. Consumers of hubs are different ones. They have a strong personality and create a loyal base of steps. Classification of community is in accordance with the argument of Godin, in sense that consumers are connected between them,(webs) or to a leader (hubs) or to an idea (pools). Godin, Fournier and Lee agree that communities exist not for serving company, but its members. Companies must be aware of this and participate, by serving members of society.

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**Development of Brand**

In order to connect with other people, brands need to develop an authentic DNA, the core of its differentiation. This DNA reflects the identity of brands in social nets of consumers. Brand personality of single DNA will be built during its life. To reach differentiation is already difficult for experts of marketing. Reach authenticity is even more difficult.

In his new book, *Authenticity,* Pine and Gilmore claim that today, when consumers see a brand, they can assess immediately whether it’s a true or false one. Companies must always try to be true and weigh experiences that truly represent its allegations. They shouldn’t try to present a false reality of propaganda; if they do this, they’ll instantly lose credibility. In horizontal world of consumers, lose credibility means lose entire net of potential buyers.