**Marketing 3.0**

**Mission Mind Heart Spirit**

*Always do better Products of Shop that stimulates Always do the best*

*high quality life style in environment*

**Vision**

*Be an exemplary company Effort for actions Indicators Main indicators of effort*

*of social responsibility of effort for sustainability*

*in whole world*

**Values** *In the siege of our List of the 100*

*Humanity company, workers best companies ‘’Path of Service’’*

*Humility try to produce the for magazine*

*Integrity best products in Fortune*

*Excellence quality*

**Image 2.7** Matrix based on values of Timberland

Timberland has a vision of exemplary company, in XXI century, of company of social responsibility round the world. It has a remarkable history in this term, and can use is conquests in this field in order to send image of company along with stakeholders. Rationally, vision is defined in terms of form of increase of earnings. Emotionally, vision seems to be based on impressive effort of its shares. Spiritually, it’s based on key indexes of sustainability.

In terms of employees, Timberland is based on values of humanity, humility, integrity and excellence. It demonstrates them to its employees through many initiatives. The most important one is program ‘’Path of Service’’, offering the opportunity to employees to practice values.

**THE IMPORTANCE OF MARKETING AND**

**MARKETING OF IMPORTANCE**

By examining carefully model of 3Is, we can see the new significance of Marketing 3.0. Marketing in its epics, will be a consonance of three concepts : identity, integrity and image. Marketing means define clearly its identity, and protect it with genuine integrity for building a strong image.

Marketing 3.0 is also the kind of important marketing integrated in mission, vision and values of company. By defining marketing this way, we wish to elevate more its position, by turning it to an important player of strategic development in the future. Marketing should not be considered as the only hope of our company in order to gain the trust of consumer.