**Marketing 3.0**

In regard to social context and environment, the solid practices can also reduce cost. A study that was realized with 200 companies, by Kaufman, Reimann, Ehrgott and Rauer, proved that companies can gain competitive advantage by following practices aimed to protect the environment. It’s productivity is high. They use fewer resources and handle less quantity of residuals. A study that was realized by Klassen with 100 Canadian companies has also proved that practices to protect the environment derive from economy. Handling residuals and consuming energy are well controlled by adopting these practices. Cost and risk related to public reactions are less important. The access to raw materials can last more. In more poor markets the nets of community contribute to sales. Consumers act as channels for other consumers and cost of marketing is less. As social and ecologic practices are often accepted by consumers, cost of purchase for client is low.

Handling needs a lot of arguments to convince and inform stakeholders on economy of long term cost. In companies, where cost gets higher, the major productivity can be an important competitive advantage. In a circle of reduced number of companies, businesses of high cost actually determine survival of companies in times of economic crisis.