**Marketing 3.0**

Good shape and well being is a vast subject with various sub-themes, as bad nutrition, unbalanced nutrition, obesity and lack of gym; many types of disease and epidemics; natural disasters and refugees; personal work security and many others; Among companies that choose subjects related to nutrition, are some known ones, like Whole Foods, that defends natural products, Subway defending thinness. Subjects on prevention of illnesses and medicines are Pharmacy Companies like Merck, GlaxoSmithKline and Novartis that improve access to specific medicines in some countries.

Education is also one of the popular subjects. While subjects related to nutrition are usually treated by companies of sector of nutrition and drinks, supermarkets and pharmacy companies, subjects related to education are usually selected by service companies. One of the most interesting programs of social marketing in education is Reinventing Education, of IBA. The program selects resources of IBM (researchers, advisers and technology experts), to help schools around the world, to practice their degree. This program has strategic importance for IBM, specifically in talent development for future business. Another program of education of IBM is Kidsmart Early Learning. Software and program for Internet is used by 2,6 million kids in 60 countries to fund and support the experience of learner.