**Marketing 3.0**

**Innovative Practices**

Find an original and innovative idea of business is the dream of the new company. A *Harvard Business Review* creates an annual list called ‘’Breakthrough Ideas’’ (Revolutionary Ideas) that writes down the new ideas that circulate around the world. In the meantime, what we need is find the ideas before they are known by others as revolutionary, namely innovative ones. This requires a common ability as *strategic prevision.* It’s a rare ability that was always met in leaders with vision and charismatic ones, that presented great ideas of business during the last decades. Their personal mission and brand mission are inseparable and sometimes identical ones. The visionary leaders are not necessarily innovators and pioneers. Actually, inspiration of leaders like Herb Kelleher, Anita Roddick and even Bill Gates come from other companies. But it was them who transformed the major and important ideas for human life.

Leaders that cause a great impact with a small idea are those who really make a difference. Day e Schoemaker, that make a large scale research with 119 global brands (companies) claim that in an economy of interconnection there is a ‘’high impact’’ and result. A small change in a part of the world can cause big differences in other parts of the world. A business leader that manages to grasp this small change can have a serious advantage. In order to do this, leaders should not be operational leaders that are concentrated on internal organization. They must focus on discoveries and have an open mind. Day and Schoemaker call them ‘’vigilant leaders’’.

-leaders who have a high level of perception, alert and want to assume attitudes of risk based on fragmented information. Michael Maccoby has called them ‘’narcissist leaders’’: persons with narcissist personalities that allow them to make brave decisions based on creations that contradict to general consent.

(An analytical table will follow next time..)