**Marketing 3.0**

**CHAPTER 2**

**Future model for Marketing 3.0**

**MARKETING : A BRIEF OVERVIEW OF LAST 60 YEARS**

Marketing was one of subjects mostly discussed in the last 60 years in the world of business. Marketing actually consists in the three major fields : *handling (use) of products, handling of clients, and handling of brand.* Actually, the concepts of marketing evolved, by focusing on products in decades 1950 and 1960, to focus on client afterwards in decades 1970 and 1980. Later marketing focused in handling brand in the decades 1990 and 2000. After this adapting on concept of marketing in different eras is the most interesting thing.

Since Neil Borden found the famous phrase ‘’mix of marketing’’ in decade 1950 and Jerome McCarthy presented the 4Ps in decade 1960, the concepts of marketing changed a lot, by being adapted to changes of mean. Industry was the center of American economy after war, thus in decade 1950, and this field continued being prosperous during decade 1960. In this environment, it was normal that development of concepts of marketing focused only in handling product.

Initially, marketing was seen as an important function to support production, next to human resources and finance. Marketing focused mainly on demand of products. The 4Ps of Mc Carthy, explained in a clear way, the general practices of product handling of that era: create a *Product,* determine *Price,* proceed to *Promotion,* and define *Point of Sale.* With high inflation of that era, during these two decades nothing more was necessary for marketing, than adopt methods of sales.

In the meanwhile, everything started changing from hour to hour and from day to day, when economy of United States-and western economy as a whole,-was affected by inflation caused by crisis of petrol of decade 1970. During decade of 1980, economy remained weak, because economic development had migrated mainly for developing countries (countries under development) of Asia. Handling demand in turbulent eras of uncertainty, was more difficult, requiring more than just 4Ps. Demand was low. Some products were launched in order to compete between each other and gain buyers. During these two decades, consumers became more clever buyers. Many buyers considered products as commodities as they didn’t have specific properties. Changes in means, forced experts of marketing, more and more to produce better concepts.