**Marketing 3.0**

In a retrospective analysis, we can see that the sector of marketing has passed through many stages with a big number of new concepts. As Figure 2.1, it shows the main concepts that appeared through decades, since decade 1950. Dynamics of marketing and endless determination of its professionals in order to develop new ways of understanding the changes in markets, clients, competitors and partners, surely contributes to new concepts and tools.

Figure 1.2 :

**Decade 1950 Decade 1960 Decade 1970 Decade 1980 Decade 1990 Decade 2000**

After war High Vows Turbulence Uncertainty Marketing one for one Focused on economy

1)1950 2)1960 3)1970 4)1980 5)1990 6)2000

Definition of marketing 4)Fights in marketing

The mix of marketing The four Ps central positioning Global marketing Emotional Marketing Marketing of return to

Circle of life of product Short sight of marketing Strategic Local marketing Marketing of Internet investment- -Marketing

Image of brand Marketing of life style Marketing Mega-marketing and e-business of value of brand

Segmentation of market Expansion of Marketing of Service Direct marketing Mastering/Patronage Marketing of value for

Concept of marketing concept of Social Marketing Marketing related to client Ethic of Marketing // client

Public of marketing marketing Macro-marketing Internal Marketing Marketing of social

responsibility-

Empowerment of client

Marketing of Social Media

Tribalism

Marketing of authenticity

**Image 2.1** The evolution of concepts of Marketing Co-creation Marketing

**THE FUTURE OF MARKETING: HORIZONTAL NOT**

**VERTICAL ONE**

The future of Marketing will be partially shaped by current events but actually by factors of long term. Recently, companies around the world, survived deepest recession since Big Economic Crisis of decade 1930. The main mistake was concession of credit on large scale on mortgage, credit cards, as well as commercial and residential loans, for physical and legal persons that could not pay their debts. This concerned banks, ambitious investors, speculators and winners of *junk bonds.* When financial situation was restored and values of real estate bankrupted, poor ones and rich ones became poor. Clients reduced costs, by trying to buy cheaper products. This was disastrous for American economy, where a 70% of PIB consisted in costs of consumers. Companies fired many employees of them, and percentage of unemployment was doubled, by reaching 10% from 5%.