**Marketing 3.0**

There are many people who are enchanted and enthusiastic with the ambitious plans of Wal-mart, because a small transformation in such a big company means a big change. Changes also improve public relations, as long as today, critics are more favorable on Walmart, getting more responsible socially. In the meantime, many critics still confirm that the business model of Walmart does not involve costs. Nowadays, the emblem of company is ‘’Economize’’, thus ‘save money’; live better. But there are many people that view attitude of Walmart to save environment as something done also in the frame of egoistic financial goals-in order to save energy, save cost and increase the list though increase of demand of green products.