**Marketing 3.0**

From definition, Investor is someone who ‘’invests, by buying or spending, in something that offers various returns, in the form of interests, receipt and evaluation. Out of this description, it may mean something negative, mainly in terms of exchange, for Mother Nature and not draw more, we don’t mean that Investor contributes less than Innovator.

Investors are companies and persons that finance projects of research (generally realized by Innovators) in external companies or their own companies. For example : Wal-mart invested US $ 500 million in 2005 so that its shops were able use less energy, and its lorries emit less poisonous gases etc. Exactly like Investor, Wal-Mart calculated its cost, benefits and risks before making investment. Others who belong to group of Investors are Goldman Sachs and Hewlett-Packard. Some fabricants are also starting to invest in reduction of gas emission of its fabrics, to reduce use of energy in shops ad computers etc.