**Marketing 3.0**

**THE 10 CREDOS OF MARKETING 3.0**

The development of a relation between marketing and values has three phases. In the first phase, marketing and values are polarized. Many experts of business believe that marketing does not require adoption of a set of major values and bond. If these values were adopted, in order to practice them will just have cost and additional limitations. Then, there is a second phase, that we call phase of balance. The companies practice marketing in a common way, by giving part of their earnings for social reasons. Then, third phase is integration. It’s the last phase. Companies want to apply practically a set of values that give them personality and a purpose. Any separation between marketing and values is unacceptable.