**Marketing 3.0**

A company of collaborative values encourages employees to work together on external nets to handle impact. Cisco for example develops technical and live nets. Company uses its own offices as internal laboratories for products. Employees can work at home by using net infrastructure of company. Decisions are made and shared by 500 executives around the world. This allows Cisco to make important decisions fast by reinforcing collaboration of its managers (executives) globally. Values of company are basically collaborative, but they also make cultural changes connecting people around the world.

Clinic Mayo also promotes values of work and collaboration. Several doctors and other experts of health meet in order to treat patients. They work together to make diagnosis fast and accurately. They collaborate to treat each patient as a whole. Culture of collaboration is what makes good doctors choose to work in Clinic Mayo. By using name Mayo Clinic Model of Care, company transforms the way in which doctors treat patients. Thus, this way they also have cultural impact.

The existing cultural values inspire employees to make changes in their personal life and life of others. Wegmans transforms the way in which people see food. S.C Johnson has changed the way in which people see family, with whom they manage to contribute more. Company produces goods for families. Whole Foods has changed the way in which people live democracy. They feel more independent, vote for many decisions that affect them. The Enterprise Rent a Car transforms graduates of universities to businessmen, by giving them the opportunity to start running a company when they are ready. The company also changes motive of person to rent a car. In the past, people used to rent cars, basically in airports, upon traveling. Today, they want to rent a car for many other reasons, as there are many offices of companies Rent a Car in all cities.

Finally, build creative values means give to employees the opportunity to create and share innovative ideas. Companies like 3M and IDEO are based on innovation as a deep principle of competitive advantage. There you have to do with creative employees. In order to feed creativity, 3M allows employees to dedicate part of their time to special projects. Employees can seek finance for these projects and regular help from colleges. If project is successful, result can lead to next innovative product of company. Apart from encouraging creativity, this policy also helps collaboration between employees.