**Marketing 3.0**

**Back Productivity and Quality of Front Line**

The happiness of employees has an important impact on productivity. The companies included in list of the ‘’Best 100 companies to work’’ of *Sunday Times* exceeded All Share Index of FTSE by 10-15%. Employees are more productive if they believe in what company tries to achieve. This involves everything: brain, heart and spirit. Howard Schultz of Starbucks calls this ‘’surrender from heart’’ upon referring to commitment of employees.

Porter and Kramer claim that companies with social mission can have advantage by shaping competitive environment. For example : Marriott offers programs of education to employees that may not have had opportunity to get educated. By integrating education in their values, Marriott can hire better and more productive employees.

Employees motivated by values do not even work with dedication, as well as they represent company better. They provide values to consumers that are aligned with history of company. Their beliefs shape behavior of work quality from day to day, mainly when they interact with consumers. Their behavior will be part of brand stories on which clients speak. Companies should see their employees as value representatives. Consumers will judge authenticity of companies by judging their employees.

When Wegmans claims that company understands more about food that others, the experience of consumers in shop will determine truth of this statement. The employees of Wegmans are trained to be ‘’food representatives’’. Company helps its employees to appreciate food. Employees know details on all foods they sell. Result: they gain autonomy to educate consumers regarding food, when they enter shop. They offer integrity of brand history.

The best sellers are those who use their own product and they know it to detail. In Cisco, a company that is specialized in nets, enjoy daily what is said to share everything in company and net. Daily work is like training on product for them. This way they can present to clients true stories on benefits of connection between humans. Employees are free to relate the story of brand because they enjoy it. Nicholas Ind calls this ‘’live the brand’’.