**Marketing 3.0**

*In companies that are not ordinary,* Kanter will discuss an example that involves IBM. In the era where tsunami reached Asia, December 2004, the employees of IBM presented an innovation whose mission was to help victims. There was no commercial interest out of company initially, when it was launched, but later this innovation plan involved reward. A Super Company, according to Kanter is a non lucrative company with a major social goal that functions as if it were to earn money. These companies have a big impact upon working for a social goal. Volunteer work of high impact is a way to be a Supreme Company.

Another way of empowerment happens through innovation. IDEO is famous for developing some of the best designs of products worldwide. For this, according to founder David Kelly, IDEO modified pyramid of Maslow and introduced a user friendly design through which company becomes a brand company. IDEO assigned a project to a team of many specialties, formed by experts of marketing, thus a psychologist, a doctor, an anthropologist, an economist and others, in order to develop new products, that solve problems of clients. IDEO promoted these products , by using a special patented method, available to persons out of company. The team created a tool kit of open source, in order to find solutions to social problems of developing countries, by cooperating with Gates Foundation, and many other non lucrative companies.

Empowerment can also mean share power. In Marketing 3.0, the purpose of leaders is to inspire. These are not obviously the only ones who make decisions. Companies like Cisco and Whole Foods, practice collaboration, where employees have the opportunity to shape future of company by taking part in decisions and vote. In these cases companies get transformed to communities daily. In communities, decisions are made, with the objective to define common interests of their members.