**Marketing 3.0**

The integration company-channel usually starts with cooperation between company and resellers, especially in sales promotion. As long as relationship is protected, both start to get integrated, by getting also integrated with other members in markets of values of branch. The process of integration involves sharing information on regular basis along with strategic planning. When partnership goes to next stage, their values get common, and there are not any more differences to find between company and reseller.

Upon reaching a creative partnership, we can see four stages of excellence. A company is in first stage, when it uses a channel, whether this channel is for direct sales or a single reseller, responsible for all sales.

When company grows, it starts having more resellers and more channels in order to grow its sales and availability, without limiting the number of distributors and points of sales. This second stage is the multichannel stage, where company sells for more distributors and directly, without exemption of geographic borders, of products or points of sale.

A more advanced system of distribution takes into account the problems of conflicts of channels, by selling to more markets, points of consumers and products. Each seller receives then, a separated part of market. This third level is the stage of channel of each country, where company will establish borders and clear rules according to which, sellers and channels must operate in order to avoid relative conflict.

In more advanced systems of distribution, there is division of prices, several types of channels can coexist in several regions or markets. In order to compete between them, the different channels will cooperate together. This fourth level is the stage of integrated multimarket by working together and without competition between them. For example : a producer of computers can define prices for many channels : a site of Internet to handle demand, single shops to compare experience of consumer, resellers to sell and offer technical assistance will contribute to increase sales of products by cooperating with consumers and indicate most close resellers. Companies should try to reach this highest level of integration. In the stage of more channels, company and resellers should develop new ways to reach consumers without conflict.