**Marketing 3.0**

**SUMMARY : RESELLING BASED ON**

**VALUES**

In Marketing 3.0, the handling of channel starts by finding resellers, with purpose, identity and similar values. Resellers with comparative values will be able to transmit, in a convincing way, stories to consumers. For the progress of resale, companies must get integrated to partners by incorporating to stories.

**CHAPTER 6**

**Marketing of vision along with stakeholders**

**PROMPTNESS DETERMINES ECONOMY**

In September 2008, Lehman Brothers bankrupted. The company that was founded 158 years ago, will bear the Great Depression of decade of 1930’s. But it didn’t survive in the first 13 years of modern financial crisis. It had the biggest bankruptcy of all years and with aggravating worst financial crisis since Great Depression. The end of Lehman Brothers was fast in the most destructive month within various other incidents of American economy. .The government insisted to intervene to Fannie Mae and in Freddie Mac. AIG needed to be restored. Washington Mutual was purchased by FDIC , and Wachovia sold.

In the book *How Giants Fall,* Jim Collins explained the phenomena of bankruptcy of companies. He described the stages that a company faces upon bankruptcy. Collins claimed that often, successful companies are arrogant and are considered capable of doing many things. (stage 1). Thus they pursue aggressively intense and quick development.(stage 2) When they see first signs of failure, they ignore us (stage 3), until this failure is evident (stage 4); if they don’t get restored on time, they’ll surely fail (stage 5). Stages show that aggression and failure on realistic goals can lead to total bankruptcy, that are often afraid of developing in the short run and ignore risks.

In September 2009, one year after failure of Lehman Brother, 28 important personalities, like Warren Buffett and Louis Gerstner, signed a declaration together, issued by Aspen Institute, which claimed the end of flexibility of financial markets and requested issuance of policies that would enhance value creation for stake holders and society in the long run. In declaration, they recognized record of flexibility in process of strategies of risk that can cause financial crisis. The applicants (consignees) agreed that capitalism would contribute to this in the long run and encouraged stakeholders to be more patient in their investments.