**Marketing 3.0**

This way of promptness of stakeholders raised also the interest of government. Recently, Lord Myners, secretary of Financial Services of United Kingdom, suggested a structure of stakeholders of two levels, where stakeholders of long term vote have more direct access that those (stakeholders) of short term vote, to strategic policies of company. In this system, the power of short term vote of stakeholders would be restricted. Apart from proposal, being still under discussion, many people believe, that system, originating from affiliate companies, will help companies to make short term decisions.

According to Alfred Rappaport, mentality that favors earnings in the near future, in order to meet expectations of stakeholders has destroyed value of stakeholder. Rappaport discovered that most companies try to meet short term needs of stakeholders, by reaching to reduce long term investments that create values. In this chapter we encourage companies to make an exemplary change : meet goals of stakeholders in the short run, for contributing to company in the long run. Stakeholders should review their positions and understand that value of company, proves mostly to derive from long term bankruptcy and that future vision will determine the effort of company. The definition of company of stakeholders depends by far on its development. Kotler, Kartajaya and Youg, in the book *Attracting Investor,* charted the dynamic nature of stakeholders, to the measure of progress of company. At a first moment, start- up companies, strive for financing of company, and how to start. After some years of operation, the can attract good investors, that use their funds to finance new companies, by expecting high returns of money, that meet their interest in supporting business activity.

Later, these companies attract private funds, mainly from risky businessmen-group of people with experience in handling investments and a pool of funds- that will help them realize initial public offering (IPO=Initial Public Offering).