**Marketing 3.0**

We claim that market of luxury is growing and that popular buyers are also concerned with sustainability. When professionals of marketing decide to promote expensive products to market, they’ll have to take into account the concept of sustainability. They need to touch human spirit of consumers with a sustainable business pattern. Original examples of these practices are found in companies as Whole Food, Patagonia and Herman Miller. They usually buy more expensive things, but they also keep a very loyal much larger base of consumers, being willing to buy but by practices of sustainability.

On the other side, there is a much larger base of consumers. These ones consider future development of market. Poor people are the new opportunity of market according to experts. C.K Prahalad and Stuart Hart are the most remarkable thinkers of field that have noticed the potential found in multilevel marketing. The books *a riqueza na base da piramide, (‘wealth of multi-marketing’)* of Prahalad, and *o capitalism na encruzilhada, (‘the cross capitalism’)* of Hart have identified the new potential of consumers, namely prospective buyers, of low income as growing market of consumption, is an important task of innovation. Clayton Christensen also claimed that disruptive technologies are created as solution for poor people.

India applies currently various revolutionary ideas to make more products affordable for buyers of low income. Philip Kotler and Nancy Lee, in the book *Up and Out of Poverty,* showed how social marketing can be used, in order to stimulate more people to become richer.

It’s been long , since poor people hope to be able to buy products in the future that are not affordable for them, not only due limited income but which they cannot buy as they don’t have access to them. Companies that wish to focus to these consumers need to offer solutions that exceed these barriers of consumption.