**Marketing 3.0**

Sustainability of environment will also determine steps of relief from poverty. We can start to understand dilemma of sustainability: poverty must be reduced but with limited resources. By trying to reduce poverty with aggressive economy, governments of developing countries often ignore protection of environment. Apart from this, poor people are forced to sacrifice lack of natural sources-pure air and water is only fertility of agriculture on account of survival. These practices will degrade even more environment and conditions of life of poor. The solution to this problem is renewal of environment through enterprises in poor regions. We’ll discuss again entrepreneurship in Chapter 8.

**SUSTAINABILITY AND VALUE OF STAKEHOLDER**

The two tendencies, polarization and lack of resources, will enhance sustainability. Companies are more and more aware of competitive advantage that they can obtain if they focus on sustainability. GE is a company that understands that turn to values does not only mean do good. Jeff Immelt, CEO of company accepts that sustainability is indispensable to lead companies in transformation. He perceived that there is a big gap between developed market and market in development, and eliminate this gap will mean good business for GE. He also claims that poor economy of resources forces companies in finding innovative solutions –and GE wants to be part of these solutions, GE wants to show that it is possible to handle earnings with a solution of social problems, and this is evident in its work with solar panels, turbines and research on quality of water. As a big company of open capital, GE sees practices of sustainability as a mean to offer value to stakeholder.

Recently, company of consultant A. T Kearney discovered that sustainable companies had a tendency to win competitors during financial crisis. On 16 on 18 of checked companies, price of shares of sustainable companies exceeded by 15% means of branch, from May to November 2008. Companies that practice sustainability are more resilient and get adapted better to changes of business environment. They offer more value to stakeholder.