**Marketing 3.0**

**SUSTAINABILITY AND VALUE FOR STAKEHOLD**

Tendencies, polarization and lack of resources will enhance movement to sustainability. Companies are aware of competitive advantage that can obtain by pursuing sustainability. GE is a company that understands that turning to values does not mean only do good. Jeff Immelt, CEO of company, admits that sustainability is imperative to lead business in transformation. He perceived that there is a big gap between developed market and market in development, and to cover this gap will mean good business of GE. He also claims that economy without resources forces companies to find new solutions and GE wants to also adopt these solutions, by being part of them. GE wants to show that it is possible to handle profits by solving social problems, and this is obvious in solar panels, turbines of energy and research on amount of water supply. As a big company of available funds, GE sees practices of sustainability as a mean to offer value to stakeholder.

Recently, consulting company A.T. Kearney, discovered that sustainable companies presented tendency in order to win competitors during financial crisis. On 16 from 16 selected branches, price of share of sustainable companies exceeded by 15% the average of field, from May to November 2008. Sustainable companies are more resilient and are more adapted to changes of business. They grant more value to stakeholders.

A research realized by Economist Intelligence Unit in 2008, with 1254 executives all over the world, also confirmed there is a relationship of business sustainability and high price of shares. The Managers of companies that reduced social and financial impact, connected annual increase of 16% to profits and increase of 45% to shares, while companies that did not focus on sustainability, had an annual raise of 7% of profits and a raise of 12% of share price.