**Marketing 3.0**

Apart from this, managers believe that concept of sustainability is good for companies. Approximately 37% of interviews claim that sustainability attracts buyer; 34%, that sustainability boosts value for stakeholder; and a 26% that sustainability attracts good employees. However, 61% of leaders of companies confirm that communication with stakeholders on cost of their companies related to sustainability is priority for them in the next five years. 24% of interviewed approximately confirm that sustainability is a high priority, while 37% of them answered it’s their top priority.

There’s also growing interest in sustainability from investors. The interest leads development of indices that monitor sustainable practices. Consider the following:

-KLD Market Social Index (BSMI) defines good practices in business as those of social, business concern and concern of environment.

-FTSE4Good Index defines goods companies as those working for sustainability of environment, have good relationship with stakeholders and fight relative practices.

-Dow Jones Sustainability Index (DJSI) rules practices of sustainable business as a form to reach higher productivity of earnings in order to grasp market potential of informed consumers in view of sustainability, reducing at the same time cost and risk related to non sustainable practices, like expenses in handling residuals and mitigation of crisis. The indices defining business sustainability as an ‘’approach of business that treats long term value for stakeholder for covering opportunities to handle risks that derive from economic, social and environment development.

Goldman Sachs used GS Sustain Focus List, that included a list of companies of sustainable practices, Being aware that world becomes more and more transparent each day and that development moves to BRICs (Brazil, Russia, India and China), Goldman Sachs included concept of social, environmental, and political concern, similar to that of BSMI. Apart from this, list also includes an analysis of emerging sectors, like alternative energy, technology of environment, biotechnology and nutrition, as well as practices in these sectors.