**Marketing 3.0**

The Marketing of vision of stakeholders requires development of solid arguments in business. McKinsey Global Survey, realized according to principles financial managers and experts of investment in 2008, has proved that managers believe strongly in contracts between companies and society, namely that sustainable business practices will increase value for stakeholder.

Managers are obliged to inform on benefits of sustainability in the long run, preferably in terms of finance. We have gathered three important measures that can be quantified financially. These are : *major economy of cost, increase of proof obtained by new opportunities of market and more value of corporate brand.* The first measure can influence earnings in a direct way, while last one can influence possibility of long term return. The second measure is found between first and last measure, as it can influence earnings and possibility of return.