**Marketing 3.0**

Companies need to solve social challenges and look for solutions. In United States, between important social problems are well being, privacy and unemployment caused by transfer of factories abroad, trying to reduce cost. Challenges exist since many years. Everybody knows them, and nobody believes that these problems can be solved in one day. Be a marketing professional at the era of Marketing 3.0 does not mean handle changes unilaterally, but without working with other companies in order to find creative ways to solve problems.

Two forces oblige companies in developed markets to support changes. These are: needs of future grow and the call to variety. Both examples followed show that change of life style of consumer can create variety.