**Marketing 3.0**

Social justice is another popular subject including fair commerce, variety in employment and woman emancipation. The Body Shop is a famous company that chose social justice as a principal subject. Values like ‘’support of national commerce’’ and non experimentation of animals and also programs like ‘’Stop Violence at Home’’ (Stop violence in family), reflect commitment of company to promote social justice. Social justice also involves transfer of fabrics abroad, for cost reduction. Emergency in China and India represent important challenges in developed countries. Companies seek efficiency and transfer abroad, many of them lose job and economy can be hit.

Privacy is another problem. The major focus to client, especially marketing last year, stimulates use of tools for data collection. The profile of clients is realized in a dynamic way by always using credit card. By trying to understand the behavior of consumers, these are always monitored by cameras in big shops. Social media and Google search can reveal the identity of consumers. This is a dilemma in Marketing 3.0: the rate of connection of consumers to Internet, is always personal. IBM along with providers of Eclipse Group, is trying to solve this social problem through Project Higgins. Higgins allows consumers to browse in Internet without risk to lose privacy, by covering personal identity of consumers upon being active on Internet.