**Marketing 3.0**

**Choosing the relative parties**

Choosing the relative parties requires also knowledge of principal stakeholders of a company, mainly clients, employees, distributors, resellers, providers and people generally. In order to have a significant impact, companies must choose parties that have major influence on society generally.

Generally, there are three types of components. Groups according to sex and age, like women, young and adults are the main ones. In the book *Why women buy,* authors note that a big number of women do not only contribute to family income are business owners, but they also contribute to shopping in house and work. Silverstein and Sayre claim that women will motivate economy because they use to buy (US$ 13 trillion to annual income), that represents more what has been predicted as double of PIB from both China and India in 2009. Women also make decisions in regard to important matters, like nutrition and fitness. These two subjects are the main cause of many social problems related to health. Apart from this, empowerment of consumer works better for women than for men. Round 44% of women feel deprived of independence, and for this they seek brands that offer empowerment.