**Marketing 3.0**

**THE ERA OF PARADOX GLOBALIZATION AND MARKETING**

**OF CULTURE**

Apart from impact of technology, that forms new attitudes of consumer related to Marketing 3.0, there is another important factor called globalization.

Globalization is encouraged and motivated by technology. Information technology allows exchange of information between countries, companies and people around the world, and other physical exchanges in application of global values. Like technology, globalization can reach everyone in the world, by creating economy of interconnection. However, in contrast of technology, globalization is a factor that stimulates balance. In order to ensure balance, globalization creates sometimes odd facts.

Let’s look back, at year 1989, that symbolized ascension of paradox (odd) globalization. In 1989, the Chinese government used its army in order to repress protest in Square of Celestial Peace. A series of demonstrations in favor of democracy, released by students, intellectuals and activists, made army attack, leaving behind 400-800 dead, and 7-10 thousand people wounded. In that same year, Europe was affected by following fact: The Fall of Wall of Berlin, a tangible symbol of Free War, that separated East and West Germany. Thus, David Hasselhoff, created his popular song, ‘’Looking for Freedom’’ for this case. Both events in 1989, are paradox, and represent paradox globalization. Τhe slaughter in Square of Peace (in China, as above), marked the cease of movement of defense in Republic of China, that stopped movement for freedom, while fall of Berlin Wall, was the start of a new era of freedom and democracy. Globalization of freedom at the same time, presses countries and poor people around the world.

We also see the two opposite visions of Thomas Friedman and Robert Samuelson, representing nationalism and globalization respectively. Friedman on one side, defended the aspect, in his task *the world is flat,* without frontiers between countries today. There can be an unstopping flow of markets, services, that use cheap transport and information technology. On the other side, Samuelson defended the aspect, in his task ‘ The World is Round’, that national borders will continue to exist, being defined by politics and psychology. Globalization defines level in field of game for countries of the world, but threatens them at the same time. Consequently, countries will defend their national markets against globalization. In other words, globalization leads to nationalism.

Globalization is ruled in fact by strange events, being paradox itself. We can mention at least three big strange results of globalization. First, democracy finds more global roots, China is a new non democratic superpower in turn. China has become the global fabric, with a principal role in world economy. Despite the growing influence of democracy in the world, China proved that capitalism can exist without democracy. (does not require/need democracy in order to exist). Globalization can open economy and contribute to its growth, but without politics at the same time. Politics continue to be a national matter. This is the paradox politic factor of globalization.