**Marketing 3.0**

This is happening very fast in China, with fast grow of economy turning the country to a global superpower. Fareed Zakaria found that reduction of poverty takes place in China much faster than any other country of the world. The same applies in India (see Table 8.1). In 2005, the highest income is at the base of pyramid. In the meantime, in 2025, the highest income will be in the middle part of pyramid. As long as rate of middle grows, people of this class will have a different life style and cost of items such as mobile and personal care will have a featured position in the list of priorities.