**Marketing 3.0**

The introduction of mobile phones by Grameen Phone in Bagladesh will also increase connectivity between farmers, by thus enabling dialogue within country.

Next power is a mix of excess of offer of consumption in developed markets and high competition at the top and middle of pyramid. This power stimulates companies in searching other developed markets. Banks start to assist groups that haven’t had access to bank system so far, by offering small loans to countries of low income. Some financial institutions of Latin America, forced by minor spread in markets of top and middle explore this strategy to distribute better risk in its portfolio. Multinational companies like Unilever have been established in rural market by seeking development. These consumers have simple needs, and however the cost of assistance is small. Dell earns in Indian market with computers in affordable prices to balance decline of sales in developed markets by collaborating with various resellers.