**Marketing 3.0**

Thank to technology, these paradoxes of globalization, especially the socio-cultural one, can influence not only countries and companies but people as well. People started feeling pressed in order to become global citizens, apart from local ones. Result : Many people feel anxious and stressed for conflicting values. Anxiety increases mainly in moments of economic crisis. Many people blame globalization, as responsible for economic crisis. The writer Charles Handy, claims that people should not try to solve these paradoxes; they should be able to manage it. However, people are looking for a notion of continuity in life. They try to get to know each other. They start to participate actively in community or local society. At the same time, notion of management is important in eras of paradox, as long as these people can cause these social actions, like Habitat for Humanity, and Sierra Club. In this case globalization has a positive impact on our life. Paradoxes have to do more with conscience and concern for poverty, injustice, sustainable environment, responsibility in community and social purpose.

One of the major three paradoxes of globalization, is the fact that companies today are in competition in order to be considered as factors of continuity, connection and management. Second, Holt, the objective of brands of culture is to solve paradoxes of society. Social, financial and problems of environment can thus arise.

Regarding anxiety of members of society and wishes of a nation, cultural brands have usually big value.

Cultural brands need to be dynamic, as they try to do so, even during a determined period, when some contradictions appear in society. However, brands of culture, should be always aware of new paradoxes that appear and change with the time. In decade of 1970, Coca Cola posted an advertisement, with title ‘’I’d like to Teach the World to Sing’’. It was good for that era, as America was invlolved in the war of Vietnam at that time. Today, it wouldn’t be so relevant, apart from the fact, that people should not be forgotten by cultural brand.

In order to create a relative campaign in terms of culture, experts of marketing need to know a bit anthropology and sociology. They should be able to recognize paradoxes of culture that are not probably obvious. This is difficult , as people usually don’t speak on paradoxes of culture. The consumers who are affected by cultural campaigns are majority, but a silent one. They see and feel paradoxes, but they do not face them, in order to avoid being affected by cultural brands.