**Marketing 3.0**

Grameen Danone Foods, of Bangladesh is one of the few companies meeting these four criteria. When Grameen Group and Group Danone supplied a joint-venture with equal percent (50% for each one), their mission in mind was simple: save the world with a pot of yogurt. A creamery of affordable price created a flock of some hundred employees of work and for distribution to local community. With what he learnt from this small success, joint venture decided to broaden its plans. In order to be able to solve better the problem of poverty, Grameen and Danone wanted to invest earnings of Grameen Danone Foods to expand the model in country. This measure has : 1) a huge scale due to national scope; 2) endurable handling, from its impact to handle employees; 3) was proved to be effective, having created better life conditions; and 4) is efficient, because it involves community.