**Marketing 3.0**

Another example is that at the Body Shop, known as model of equality and social justice. Globalization normally is not included in its strategy of social justice. Globalization congratulates winners in costs and competences. Powerful minority is in prosperity, but weak majority strives. This handles social injustice and has become a serious matter that Body Shop sees arising. People realize that Body Shop wants to promote social justice –an aspect that many times neglects the world of globalization. It’s also considered sometimes anti-capitalist or against globalization philosophy of Body Shop actually favors global markets.

Cultural Marketing is the second element of Marketing 3.0. Marketing 3.0 handles interests and desires of people. Companies practicing Marketing 3.0 should ignore problems of community related to business.

Fortunately, the concept of public interest is provided in the new definition of marketing, created for the American Marketing Association in 2008 that says : Marketing is an activity, the link of institutions and processed of creation, communicate, offer on mutual basis that have value for consumers, clients, partners and for society as a whole. In regard to development, ‘’society’’, the new definition recognizes that marketing has strong impacts that apart from what happens in private business, regards the relations between people and companies. It also shows that marketing now is ready to concentrate on cultural concepts of globalization.

Marketing 3.0 is the one that puts cultural subjects in the middle of business model of companies. Furthermore, we’ll get back to the ways of practice of Marketing 3.0, that shows its concerns for people : Consumers at global level, employees, partners of channel and shareholders.