**Marketing 3.0**

The new government Obama, spent immediately billions of dollars in order to enhance American economy. The goal was to avoid other economy impulsions as those that destroyed Bear Stearns and Lehman Brothers, managed also with AIG, General Motors and other companies. The motive came at the right time, by stabilizing situation, in the middle of 2009, without promising great recoveries; in the best case it promised a very slow recovery.

The question is whether consumers in the new decade that started in 2010 will be spending with more caution than they did in the past. The previous life style of consumer, buy now, pay later won’t probably be repeated, on one side due plans of government to arrange credit in a steady tempo, and on the other side due fear of risk warning by consumer. Consumers may want to save money more for era of lack of prosperity, If cost remains low, the financial development will be low, when one factor reinforces the other one. This means that professionals of marketing will have to work more than ever in order to separate consumers from their money.

Marketing 1.0 and Marketing 2.0 will still be relevant. Marketing will still develop segmentation, (the various branches), choose central segment, define positioning, offer the 4Ps to build brand of relative product. In the meantime, changes of business environment-recession, concerns in business, new social media, consumer empowerment, new wave of technology, and globalization, will continue causing massive changes in practices of marketing.

The new concepts of marketing are always a reaction to changes that happen in the field of business A recent report of a research that was realized by Mc Kinsey & Company, counts 10 tendencies of business, after financial crisis of 2007-2009. An important tendency reveals that the number of markets where companies operate, becomes more, by being transformed to an environment of low trust. Booth/Kellogg School Financial Trust of Chicago, shows that the majority of Americans have little trust in the big companies to invest their money. Vertical distrust is not unilateral. Credit Institutions have even stopped giving credit to consumers.

Today there is more trust in horizontal relationships than in vertical ones. Consumers have more trust between each other than companies. The rise of social media, almost reflects migration of confidence of consumers of companies for other consumers. According to Nielsen Global Survey, less consumers, trust propaganda handled by consumers. Consumers use to speak word of mouth as a new and trusted way of propaganda. A 90% of consumers approximately, that were interviewed believe in advice of their good friends. Apart from that, a 70% of consumers trust the opinion of clients posted on Internet. In a strange way, researches of Trendstream/Lightspeed Research show that consumers trust more foreigners in social net than experts.