**Marketing 3.0**

Inspired by a famous principle of Charles Handy, we represent mission of a company through donut. This principle basically, that life is like an inverted donut, where hole is outside and mass in the middle nucleus is fix and space around it being flexible one. Mission of company is nucleus, and not modified. Operations and scope of business of company are flexible, but they should be aligned with nucleus. While mission has its roots in the past, when company was created, vision has to do with invention of future. Vision can be defined according to what we’d like company to be in the future. It explains what company pretends to be and claims to realize. In order to define this, a company needs to create a mental frame of future based on definition of corporate mission. The symbol we use is the one of compass that contributes to future of company and to where it will be oriented.

On the other side, values can be considered as ‘’fathers of institutional behavior of company’’. As companies use to follow the same circle of values, they are symbolized by a wheel. Values form a link of company priorities and attempts to handle in order to include them in its practices, its hopes, protect behaviors that benefit companies and external or internal communities, what could protect values of institution.

Finally it should introduce a matrix based on values, where axes, company tries to engage brains, hearts and spirits of current and future clients. The other axe takes into account mission, vision and values of company. Apart from being essential to meet needs of client in regard to product of higher level, brand should be considered as something that covers feeling and emotional needs of practical compassion in some way. It mustn’t only promise income and return for current and future stakeholders but also sustainability. It also needs to become a better brand and different one for current and future employees.