**Table 1.1 Comparison between Marketing 1.0, 2.0 and 3.00**

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Marketing 1.0 Marketing 2.0 Marketing 3.0

Marketing focused Marketing adapted Marketing that is based

on Product to Consumer on Values………………………………………………………………………..

Objective Sell products Meet needs of Make the world

Consumers better

Propelling Forces

How companies

see market Industrial Revolution Information Technology New wave of technology

Concept of Marketing Various Buyers Consumer as human being Treat people as human beings with

Guidelines of Company with physical needs with soul and spirit brain, soul and spirit

for Marketing Product Development Differentiation Values

Value Proposal Specification of Product Positioning of Product and Company Mission, vision and values of company

Interaction withl Functional Functional and Emotional Functional, emotional and spiritual

Consumers Transaction of Type Relationship Collaboration of one

one for one one for one for many people

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