**Marketing 3.0**

We insert here to our list the fact that brand missions are genuine (authentic) and reflect the argument of Peter Drucker: business should start from a good mission. Economic results come second. Amazon had its first earnings in 2001, after seven years of existence on Internet. Twitter still completed its business model and it’s still not sure how it will monetize its services. Mark Zuckerberg insisted in 2007 that his focus were to build communities, and not go to meet buyers on Facebook-as many other companies did. Apart from this the financial objective still does not matter and it’s not interesting, all brands with authentic missions are wonderful and funds of investment make queues in order to support them.

Furthermore a good mission has always to do with change, transformation, and make the difference. Marketing 3.0 involves with changing the way as consumers make things in life. When a brand makes changes, consumers accept it unconsciously, as part of their daily life. In the book *Experience Economy,* Pine and Gilmore claim, that when experience of economy gets mature, it’s in the time of transformation of economy. We believe that economy of change and transformation –where offer of a company is something that will change life of consumer-is already on the way.

Brand missions do not need to be complicated and sophisticated. They should actually be simple, in a way that allows a flexible scope of business. It seems like leaders with vision follow different strategies in order to accomplish its mission. Steve Jobs did this with Mac, iPod and iPhone, each one of them by influencing a different sector. Jeff Bezos launched Kindle, after Amazon had been successful. Companies need to think continuously how to go behind its mission. For this, they shouldn’t depend on funders permanently. They need leaders in all levels. There is an argument, according which, visionaries must be businessmen. In the meantime, this argument should not discourage ‘’businessmen’’ with vision abilities. General Electric had always been a benchmark in leader creation within a company, according to Noel Tichy. In 2006, company launched a program of four days called ‘’Leadership, Innovation and Growth’’ for high executives. This program was especially developed to help GE in creating leaders for its plan of business expansion. According to Jeff Immelt, CEO of GE, the program is important in integrating growth of core of GE, or at least its corporate mission.