**Marketing 3.0**

Muhammad Yunus, Nobel prize of Peace in 2008, showed how banks can help poor to increase revenues through loans of macro-finance. Companies like Coca Cola, Unilever and others have shown, how they can sell common products in cities and urban regions but remote ones. These solutions will also help companies in developed countries to reach buyers of low income.

**Lack of resources : the planet earth has a limit**

The concept of sustainability of companies is evolving in the last few decades. In decade 1980, with development of companies, the focus has been to avoid pollution of emissions handled by them. In decade 1990, with grow of practices focused on buyers, concept was *product stewardship* (handling of product). Companies need to maintain resources and energy in order to face problems of environment. Those who manage to handle resources will be earning. Be able to find a sustainable offer of resources becomes each time an important competitive advantage.

Nothing is more unusual than see a company as Whole Foods embrace concept of sustainable environment. Whole Foods is famous to provide natural products to a niche of market. But in 2006, when a giant as Wal-Mart announced its intention to adopt a concept, we knew that sustainability is not just involvement of a niche of market in business. It also promised to buy products of more sustainable sources. It was a sign, that cost of unsustainable practices was much higher than the single way to reduce them was to adopt ‘’green’’ practices, thus practices of environment. This is also a sign that big companies will soon have to get interested in development of sustainable channels of supply.

Al Gore, the winner of Nobel Prize of Peace in 2007, whose film on climate changes, ‘’A true disadvantage’’, won two Oscars, is talking on limit of capacity to protect planet and the important aspect that this applies in the world of business. He claims that financial crisis warned companies, that sustainability of environment will shape future of business to this direction in the next 25 years.