**Marketing 3.0**

**Offer a solution of change**

The final phase consists in offering solutions of change. A research performed by McKinsey revealed that companies expect to resolve social problems through posts of employment (65%), innovations (43%) and products or services that offer solutions for problems (41%).

Office Depot for example, tries to help companies in doing business through employees with small partners of companies underused in past. Office Depot was also influenced by practices of local contracting of one of its partners, a Master Manufacturing, a company that produced wheels and pillows for chairs. A company offers employees for minorities, by becoming one of its main differences. Office Depot, with collaboration of companies that were underused in past, gained competitive advantage with high product demand. And the most important thing: it employees people locally as a mean to solve problem of transfer of companies abroad, a mean of reduction of cost.

The scope of innovations is to allow people reach the top of pyramid Maslow. IDEO, company of design, created an innovative approach named Human Centered Design. It considers three types of solutions: disability (the rate of disability in solution), exercisability (possibility of technical and organizational performance) and viability (the financial perspective of promise).