**Marketing 3.0**

Companies can make an open approach based on a process of three phases: listen, create and perform. In the first phase, listen to a group of many sectors is a process of deep ethnographic research that seeks to reveal the details of hidden issues. The group should search in certain countries and grasp stories and metaphors in order to understand human needs of people. In the phase of creation, it will identify chances, create solutions and prototypes by means of synthesis and brainstorms. The group should assess the rate of disability through loops of feedback. Finally, in the phase of delivery, the group should assess capacity of performance and viability and develop plans.

Remember: we don’t expect companies to change by themselves. They need to cooperate between each other and with stakeholders. In fact, they need to cooperate with their competitors. Whole Foods and Wegmans, for example are basically competitors. But, joined together, they create competitor from port of Wal-Mart to defend a healthy life-style. All three of them, can create a social change.