**Marketing 3.0**

**SUMMARY: INTEGRATING CHANGE TO TYPE OF COMPANY**

Companies usually start with the purpose to handle earnings by realizing some scenarios that market wants and wishes. By being successful and if they grow, they usually receive requests for donations for fair reasons. They can handle situation by offering small contributions of several types or by creating relative campaigns of marketing.

With the time, people start to hope that companies work as mechanisms of socio-cultural development, and not as mechanisms to handle earnings. An always bigger number of computers can start judging companies partially, by adapting to public and social problems. Some companies can seem capable of solving problem by integrating social challenge of policy of company. They can change society. At this point, companies pass to Marketing 3.0