**Marketing 3.0**

A group of experts, directed by Jeffrey Sachs, predicted that this change of pyramid for gold would generally happen in the whole world. They estimated that high poverty-people who live with less than 1 USD per day-will be eradicated till year 2025. In the meantime, however, an unproved premise should be specified: all 22 developed countries agree to provide 0.7% of their national income and should continue to contribute with this rate of help.

In the meantime, we see this strategic help as a continual solution. It’s like giving fish without teaching to fish. The real solution should connect investments to promotion of business spirit. Poor people must dispose means for being able to reach the top of pyramid.