**Marketing 3.0**

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

Companies usually start with the purpose to handle earnings, by implementing a financial model that market wants and wishes. By being successful and grow, they use to receive requests of donations for fair reasons. They can face situation by offering some contributions of all types or by launching campaigns of marketing sources.

With the time, people start to hope that companies function as companies of social and cultural development, and not as companies of handling of earnings. A number always higher than users can begin to evaluate companies partially by its level of commitment and fulfillment of obligations and the way they handle public and social problems. Some companies can be proved capable of solving the issue through integration of social issues to policy of companies. They change society. At this time companies will pass to Marketing 3.0.