**Marketing 3.0**

The Investor: the case of Wal-mart

There is a change in the meanwhile in the major company of commerce worldwide, o Wal- Investor: the case of Wal-mart

Well known company in the past for not being ethical in regard to social and environmental engagements Wal-Mart had never been considered as company. Many times, it was criticized for its low salaries and for often ignoring problems of environment. Robert Greenwald produced a film with title “Wal-Mart: ‘’The high cost of low price. ”. In the film, there is a part with a comment of an activist saying that he’s never met such an incapable company like Wal-Mart. The company continued its non ethical policyeven when it was penalized for harming environment.