**Marketing 3.0**

According to research of McKinsey, who stated that 8% of consumers approximately have stopped buying from shops of Walmart, because they had a bad opinion on company. In an effort to avoid excessive negative fame and finally get back to ecological problems, Wal-mart declared in 2005, that it intended hence to support environment. Scott Lee, ex CEO of Wal-mart, announced in his speech of conference ‘’21st Century Leadership’’, would invest some million dollars in redesign of its business model, by applying efficient processes in fuel and good use of waste. With this new design, it hoped to have more earnings in order to cover its costs.

In order to achieve this objective, Walmart constructed green supercenters and started selling green products in its shops. Due its wallet Walmart became the biggest seller of natural milk and fish within only one year. Walmart also strengthened its position of bargain to force suppliers to find methods of packaging and more efficient procedures.