The power defining the new marketing focused to man

The world is undergoing rapid and deep changes. Unfortunately the today financial crisis has led to poverty and unemployment, at a high rate of increase, and low promising motives to people, with the purpose of problem restoration and termination of financial crisis. Apart from this, changes of climate, and pollution of atmosphere are challenging countries and limiting release of dioxide of carbon in the air, are overcharging more companies and business. Apart from this, the rich countries of West have a low and slow rate of development, and there is more economic development in East countries in this case. Finally, technology is changing, from the world of machines to digital world of computers, mobiles and social media-and this has a high impact on behavior of marketers and consumers.

All these challenges require a deep review of Marketing and strategies. The concept of Marketing is a counterpoint to macro-economy. As long as there are changes in the field of macro-economy, there are also changes in behavior of consumers. During the last 60 years, marketing stopped focusing on product, and started focusing on consumer. Today we see that global marketing focuses on means mainly in a dynamic way. We see that companies focus mostly on products for consumers, and for human needs. Marketing 3.0 leaves traditional marketing that focuses on products and would mostly focus on man’s needs, where earnings have as counterweight responsibility of business.

We don’t see companies anymore as isolated in a world of concurrence, but as an unit involving partners, -employees (workers), distributors, resellers and providers. If company chooses its net of partners carefully, its goals aligned and if amounts of rewards are competitive and motivating, the company and its partners together, it would become an important competitor in market. In order for this to happen, company must share its mission, vision and values with partners, in order to reach its goals this way.

In this book we describe how a company can present its mission, its vision and its value to its main stakeholders. The company earns by creating value for its clients and partners. We hope that sees its clients as a strategy party, and wants to spread it to the whole world, by focusing on its needs and concerns.

This book is divided into two principal parts. In Part I we describe the principal tendencies of enterprises, that shape the imperative marketing, focused, and we build the substructure of Marketing 3.0. In Part II we see how a company can present its vision, mission and values, with its stakeholders,-consumers, employees, partners of supply, and its shareholders. In Part III we share their thoughts, in regard to various aspects of implementations of Marketing 3.0 for solution of global problems, such as well-being, poverty, and sustainability of environment, and we show how a company can contribute by implementing model of enterprise, that focused on man. Finally, the Epilogue will summarize the primary ideas of Marketing 3.0, by stating examples, collected from companies, that have adopted Marketing 3.0 in their business.