

MARKETING 3.0

From Products to Customers to the Human Spirit

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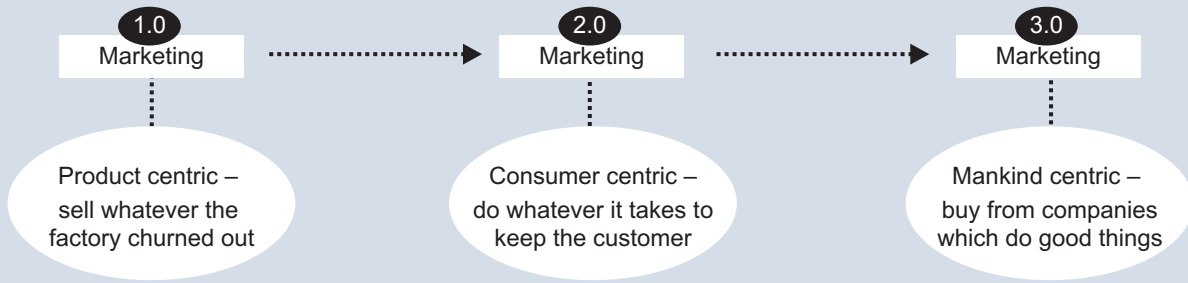
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MAIN IDEA

Over the past 60 years, marketing has changed and evolved. These past and current evolutions can be classified in this way:

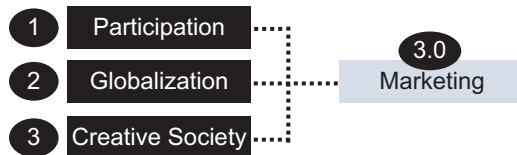


This transition from Marketing 2.0 to Marketing 3.0 is in the process of happening right now. Companies today are often a complex network of partners – employees, distributors, channel partners, dealers and suppliers. Increasingly, these broader networks are becoming mobilized to tackle issues which impact on all the human family such as sustainability, global warming, pollution, poverty, unemployment and rising population levels.

Marketing 3.0 is all about a company sharing and integrating its values, mission and vision with all its partners so as to ensure everyone acts in unison to achieve worthwhile goals.

1. Key business trends which are driving the move to Marketing 3.0 Pages 2 - 3

Consumers today are faced with broad ranges of choices for most products. Accordingly, they don't just want products. They want products which work well and which are produced by companies which are working towards making the world a better place. The three driving forces of the move to Marketing 3.0 are:



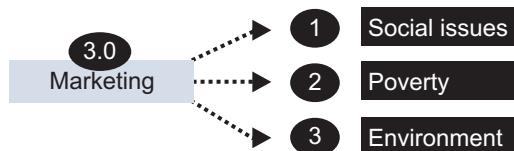
2. The realities of Marketing 3.0 Pages 4 - 5

To really make Marketing 3.0 work properly, you've got to get good at four things:



3. Marketing 3.0 in action Pages 6 - 7

Marketing 3.0 is now starting to be applied constructively to the three largest global issues facing society:



4. The 10 credos of Marketing 3.0 Page 8

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