## CONTENTS

*Foreword*  
ix  
*Preface*  
xi  
*About the Authors*  
 xv  

### PART I  
Trends  

**Chapter One**  
Welcome to Marketing 3.0  
3  

**Chapter Two**  
Future Model for Marketing 3.0  
25  

### PART II  
Strategy  

**Chapter Three**  
Marketing the Mission to the Consumers  
51  

**Chapter Four**  
Marketing the Values to the Employees  
69  

**Chapter Five**  
Marketing the Values to the Channel Partners  
87  

**Chapter Six**  
Marketing the Vision to the Shareholders  
101
CONTENTS

PART III
Application

Chapter Seven
Delivering Socio-Cultural Transformation 121

Chapter Eight
Creating Emerging Market Entrepreneurs 137

Chapter Nine
Striving for Environmental Sustainability 153

Chapter Ten
Putting It All Together 169

Index 181