



Social Media Marketing: Game Theory and the Emergence of Collaboration

Eric Anderson

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Preface Social media marketing has been heralded as a sea change in the market-consumer relationship, but its rapid growth and rabid following among marketers has also produced a sea of confusion. Lacking any durable framework for understanding how, why, and on what terms the consumer relationship has changed under social media, marketers pursue new venues for their newness alone – with decidedly mixed results. This book finds a theoretical framework for social media marketing in the science of game theory, with its focus on adversarial but mutually dependent relationships. Originally developed to guide nuclear brinkmanship policy during the Cold War, game theory provides the foundation for an evolutionary view of social media marketing. Through fascinating game theory concepts like the Prisoner's Dilemma, the Stag Hunt, Self-Command, and Job Market Signaling, this study uncovers the cooperative trends that brought marketing to its present state and points the way toward marketing's future course.

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