



Social Media Marketing : Game Theory and the Emergence of Collaboration

By Eric Anderson

Springer-Verlag Gmbh Aug 2010, 2010. Buch. Condition: Neu. Neuware - Preface Social media marketing has been heralded as a sea change in the market- consumer relationship, but its rapid growth and rabid following among m- keters 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 evoluti- ary view of social media marketing. Through fascinating game theory c- cepts 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. I. Der Drehbuchautor und seine Rechte VII VII Vorwort Contents Chapter 1: Surviving the Customer

DOWNLOAD



READ ONLINE

[9.09 MB]

Reviews

These types of publication is the best book available. it absolutely was writtern very completely and helpful. I am very happy to explain how here is the greatest book we have study within my individual existence and can be he greatest publication for possibly.

-- **Lucas Brown**

A must buy book if you need to adding benefit. It really is writter in easy terms instead of difficult to understand. I found out this ebook from my dad and i advised this publication to find out.

-- **Prof. Elton Gibson I**