



# Social Media Marketing

*Eric Anderson*

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The emergence of social media represents a challenge to the traditional “one-to-many” model of mass media, which in turn represents a challenge to traditional mass marketing. While the marketing industry scrambles to comprehend and take advantage of new peer-to-peer models of content sharing, marketing industry analysts and press have declared a revolution, insisting that the marketer-consumer relationship is undergoing a fundamental sea change that places power squarely in the hands of the consumer while offering untapped opportunities to the marketer. This book will examine multiple facets of the new media experience through the lens of game theory concepts. Marketers, scholars, and cultural observers will emerge with a new understanding of the evolutionary path that has brought marketing to its present state and will be able to apply predictive power to emerging media phenomena to chart marketing’s future course.

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