

# Cool, Social Media, and Marketing Communications Strategy: An Anarchy-Network Logic of Value Creation

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**Abstract** Scholars and practitioners have been frustrated in the attempt to identify a viable strategy to capitalize on the potential marketing applications presented by social networking media. The very nature of social networking media may render long accepted assumptions about how desirable customer attention is captured and leveraged obsolete. Relying on recent developments in Critical Service Logic literature, along with theories stemming from research in fashion marketing, secondary data is examined to illuminate how this powerful new medium may operate, and how it may change the manner in which marketing communications strategy is conducted.

**Keywords** Social Media • Marketing Communications Strategy • Anarchy-Network Logic • Value Creation

## References

References Available Upon Request

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