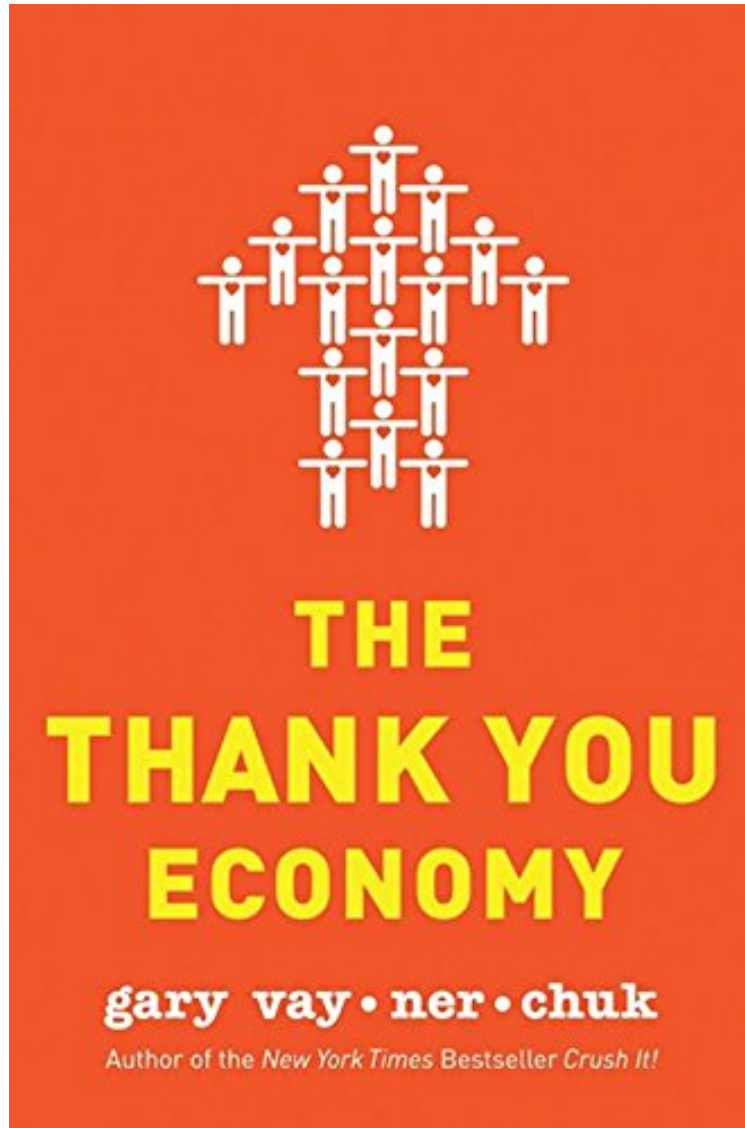


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# The Thank You Economy

Gary Vaynerchuk

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**Gary Vaynerchuk : The Thank You Economy** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Thank You Economy:

1 of 1 people found the following review helpful. Relevant today as it was when it first came outBy CustomerI am a fan of Gary V, even though I get down on myself sometimes because he calls me out for goofing off. He's right - you have to be all in. I wish I would have bought this book when it first came out. I would be SO much farther along. It's still relevant. Social media has baffled the hell out of me forever, but at least it's helping me figure out what to do that makes sense for me and my customers.1 of 1 people found the following review helpful. Must read for any entrepreneur!By JonGaryVee is the man. I have read all his books, watched most of his Youtube content, and he

inspires and motivates me to keep pushing on. All of his books offer great value and information. The Thank You Economy is probably my third favorite book of his, but it is definitely worth a read. I actually didn't discover Gary until Jab Jab Jab Right Hook came out, after finding him on Youtube and I have been a fan ever since. 2 of 2 people found the following review helpful. Thank you Gary By Terry Thompson Thank you Gary. I loved this book. Gary always is real and honest and I love that about his books and videos. In this book he teaches you valuable tips and techniques that will skyrocket your ability to reach an audience.

Idquo; Gary Vaynerchuk has seen the future of marketing. The Thank You Economy shows how it's built on both the time-honored techniques of listening to and appreciating customers and newer services like Twitter that allow you to engage directly with customers at unprecedented scale and speed. The book, like Gary, is also a lot of fun and full of passion. rdquo; mdash; Dick Costolo, chief executive officer, Twitter Gary Vaynerchuk, the New York Times bestselling author and creator of Wine Library TV, is back with a bold and expansive look at the evolution of today's marketplace, revealing the essential factors defining and driving successful relationships between businesses and consumers. In this groundbreaking follow-up to the bestselling Crush It!, Vaynerchuk mdash; one of Bloomberg Businessweek's rdquo; 20 People Every Entrepreneur Should Follow rdquo; mdash; looks beyond a numbers-based analysis to explore the value of social interactions in building our economy.

.com Exclusive: Gary Vaynerchuk on The Thank You Economy The Thank You Economy is much more than saying "thank you. rdquo; The Thank You Economy represents a much bigger movement. This book could easily have been called The Humanization of Business or Manners Marketing. I feel that we're living through the biggest culture shift of our time. The internet, itself, is 17-years-old. It's just hitting the social part of its life. It's just like growing up. As you get to 13, 14 and 15, you want to go out and go to parties. That's what's happening right now! The internet is growing up. What happens when we live in this word of mouth world where we're tweeting out "I love Company X's orange juice"? We're sharing thoughts that we never would have picked up the phone and called somebody about in the past. What happens when brands can be humanized? In The Thank You Economy, I tackle the issue of the ROI of social media and provide case studies. I think we wrote a much, much stronger book than I did with Crush It. When I say we, I mean the people in the social graph--the people that are living it. There is enormous ROI in social media. It's like my famous saying though, "What's the ROI of your mother?" The data isn't as black and white like it has been in the past. I firmly believe that the brands that have a soul and a heart and understand how to scale this will win. This is a comprehensive book from a guy that has lived in the social space for the last 6 years like I have. I live and breathe my community and I've been able to consult with big brands for the past two years on how to leverage this world of caring. This is the perfect book, not only for entrepreneurs who might have an employee or two, but also for brand managers and CMOs at bigger companies. From the Back Cover If this were 1923, this book would have been called "Why Radio Is Going to Change the Game" . . . If it were 1995, it would be "Why Is Going to Take Over the Retailing World" . . . The Thank You Economy is about something big, something greater than any single revolutionary platform. It isn't some abstract concept or wacky business strategy mdash; it's real, and every one of us is doing business in it every day, whether we choose to recognize it or not. It's the way we communicate, the way we buy and sell, the way businesses and consumers interact online and offline. The Internet, where the Thank You Economy was born, has given consumers back their voice, and the tremendous power of their opinions via social media means that companies and brands have to compete on a whole different level than they used to. Gone are the days when a blizzard of marketing dollars could be used to overwhelm the airwaves, shut out the competition, and grab customer awareness. Now customers' demands for authenticity, originality, creativity, honesty, and good intent have made it necessary for companies and brands to revert to a level of customer service rarely seen since our great-grandparents' day, when business owners often knew their customers personally, and gave them individual attention. Here renowned entrepreneur Gary Vaynerchuk reveals how companies big and small can scale that kind of personal, one-on-one attention to their entire customer base, no matter how large, using the same social media platforms that carry consumer word of mouth. The Thank You Economy offers compelling, data-driven evidence that we have entered into an entirely new business era, one in which the companies that see the biggest returns won't be the ones that can throw the most money at an advertising campaign, but will be those that can prove they care about their customers more than anyone else. The businesses and brands that harness the word-of-mouth power from social media, those that can shift their culture to be more customer-aware and fan-friendly, will pull away from the pack and profit in today's markets. Filled with Vaynerchuk's irrepressible candor and wit, as well as real-world examples of companies that are profiting by putting Thank You Economy principles into practice, The Thank You Economy reveals how businesses can harness all the changes and challenges inherent in social media and turn them into tremendous opportunities for profit and growth. About the Author Gary Vaynerchuk is a serial entrepreneur who has revolutionized the way people look at interacting with their communities. While building his family's local liquor store into a national industry leader, he observed the extraordinary potential of what he has dubbed the Thank You Economy. As a consultant, he introduced those same principles into the business world at large, with successful applications in sports, consumer packaged

goods, and retail. Askmen.com named Gary to its list of the Top 49 Most Influential Men of 2009, and he was included in BusinessWeek's list of the Top 20 People Every Entrepreneur Should Follow.