



The Thank You Economy

By Gary Vaynerchuk

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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 Amazon 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—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.

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Editorial Review

Amazon.com Review

Amazon Exclusive: Gary Vaynerchuk on *The Thank You Economy*



The Thank You Economy is much more than saying "thank you." *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

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About the Author

gary vay*ner*chuk has captured attention with his pioneering, multifaceted approach to personal branding and business. After primarily utilizing traditional advertising techniques to build his family's local retail wine business into a national industry leader, Gary rapidly leveraged social media tools such as Twitter and Facebook to promote Wine Library TV, his video blog about wine. Gary has always had an early-to-market approach, launching Wine Library's retail website in 1997 and Wine Library TV in February of 2006. His lessons on social media, passion, transparency, and reactionary business are not to be missed!

Users Review

From reader reviews:

Allan Carle:

Now a day individuals who Living in the era everywhere everything reachable by connect with the internet and the resources inside it can be true or not call for people to be aware of each information they get. How many people to be smart in obtaining any information nowadays? Of course the answer is reading a book. Examining a book can help persons out of this uncertainty Information specifically this The Thank You Economy book as this book offers you rich information and knowledge. Of course the details in this book hundred per-cent guarantees there is no doubt in it you may already know.

Pearl McLean:

Reading a book tends to be new life style in this particular era globalization. With reading through you can get a lot of information that may give you benefit in your life. Along with book everyone in this world can certainly share their idea. Ebooks can also inspire a lot of people. Lots of author can inspire their own reader with their story as well as their experience. Not only the storyplot that share in the publications. But also they write about the information about something that you need instance. How to get the good score toefl, or how

to teach children, there are many kinds of book that you can get now. The authors on this planet always try to improve their ability in writing, they also doing some analysis before they write to their book. One of them is this The Thank You Economy.

Albert Fragoso:

The book untitled The Thank You Economy contain a lot of information on that. The writer explains her idea with easy approach. The language is very clear to see all the people, so do certainly not worry, you can easy to read the item. The book was authored by famous author. The author will take you in the new age of literary works. It is possible to read this book because you can please read on your smart phone, or program, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site along with order it. Have a nice go through.

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