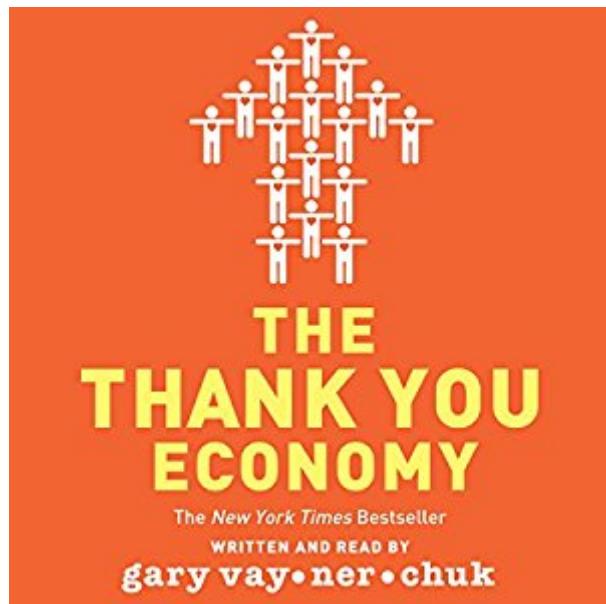


The book was found

The Thank You Economy



Synopsis

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-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.

Book Information

Audible Audio Edition

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Customer Reviews

I 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.

GaryVee 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.

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.

This is an excellent book. I recommend this book to all business owners. It is essential information for understanding business today. The author is an authority on proven marketing and sales methods. I recommend this book without qualifications. Eldon Edwards

Awesome book. This is the keystone to success in business and any human interaction. Now on to doing what it says #GiveGiveGive #MoreMoreMore

Although this book was published nearly five years ago, Gary V deals with timeless concept, the "thank you" concept in commerce. He does an excellent job of unfolding the concept in terms of current delivery and the impact of social media. I would be interested in his current thinking on this and other related subjects. A necessary read, in my case listen, for any small business person seeking the next level.

It's GaryVee's second book after "Crush it!". It's great in content and you won't get bored reading it. A must read if you are into marketing and how it develops. My personal opinion is that GaryVee's books get better and better, hence the latest JJRH is the best. However, I would recommend everyone to read all three books, because there are important lessons to learn from each of them. GaryVee has his own perspectives and original thoughts which I find very inspiring.

Great insight into the future of marketing a business

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