



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:

Marina Rutt:

The book *The Thank You Economy* gives you the sense of being enjoy for your spare time. You can use to make your capable far more increase. Book can to become your best friend when you getting anxiety or having big problem together with your subject. If you can make looking at a book *The Thank You Economy* to be your habit, you can get far more advantages, like add your personal capable, increase your knowledge about several or all subjects. It is possible to know everything if you like open and read a book *The Thank You Economy*. Kinds of book are several. It means that, science e-book or encyclopedia or other people. So , how do you think about this reserve?

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Olga Andres:

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