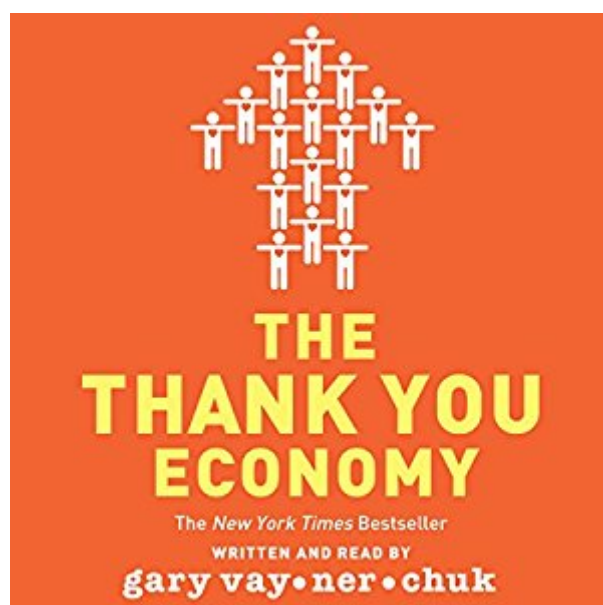


The book was found

# 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 big fan of Gary Vee. Crush It was an eye opening game changer, his vlogs are great, I pay attention to what he does. His contribution to the world in Crush It that "caring = competitive"

advantage is both insightful and well demonstrated by Gary Vee practicing what he preaches. I pre-ordered *The Thank You Economy* months ago, noticed it auto-download on my kindle last night, start it last night and finished it by noon this morning. That being said, I was a little disappointed in *The Thank You Economy* - even though I agree with everything said in it. Perhaps I just had the wrong expectations and I'm not the intended audience. It is a book focused on WHY companies big and small should be in Social Media. The premise is you, the reader, are a social media skeptic or the higher ups in your company are skeptics. If this is your situation, it's an appropriate book. Gary Vee lays out his argument (which I agree with incidentally). There are lots of interesting case studies, his perspective is ALWAYS interesting, and the strength of the argument is probably a "B" level argument at best. It's an argument driven by a few key ideas and lots of anecdotes. But the reason I give the argument a "B" is its not an air-tight argument. In my work life I deal exclusively with the higher ups alluded to in the book. I know how they think. And I think higher up folks would find the book interesting, a little thought provoking, but probably not enough to dramatically change minds. I think he could have made a much more airtight argument even without resorting to a dry, numbers driven, academic argument. As for me, I don't need to be convinced of using various forms of social media. I am already using it very successfully.

Ideas & Innovation, Mullen, Social Influence - MULLEN Thank you for writing *The Thank You Economy*. Author, Social Media Pioneer, Gary Vaynerchuk As REM once said: "It's the end of the world as we know it and I feel fine." If anyone reading this hasn't realized that everything has changed, maybe Gary Vaynerchuk's new book *The Thank You Economy* will help smack some sense into you. At the very least, it will make the new world a bit less scary for you or your boss or your boss's boss. I think people will find that Gary V. is a wonderfully unlikely spokesperson and an incredibly steady voice of reason in a seemingly endless world of chaos. He intuitively gets it and can articulate and translate social media very well. Here's my take on the brand spanking new *The Thank You Economy*, the latest from the author of the New York Times best-seller *Crush It!*, famous internet wine marketer, social media godfather, and overall feisty personality. The book opens by drawing some amazing parallels to the days when every store owner needed to endear himself to his small community, be an intrinsic part of it, and keep the community happy. If a customer was unhappy, word of mouth would spread and it would cause great problems. Then we became busier, more fragmented, less personal and our individual voices stopped mattering as much to businesses. Essentially they could get away with not caring. But, with the introduction of SM, we are back in a community where each individual's voice matters a lot and the business owner needs to

authentically care and should want to communicate with the individual for a lifetime of ROI. That really simply sums up the incredible and undeniable role of SM today.

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