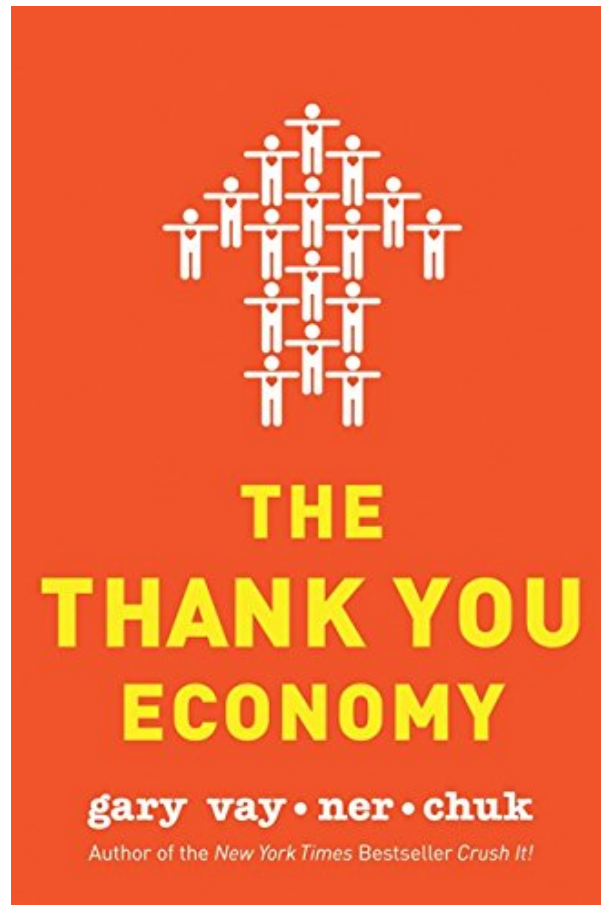


# THE THANK YOU ECONOMY BY GARY VAYNERCHUK



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**gary vay • ner • chuk**

*Author of the New York Times Bestseller Crush It!*

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Amazon.com Review

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

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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.

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#### Most helpful customer reviews

82 of 97 people found the following review helpful.

A Why To Book, Not a How To Book

By Victor Cheng

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 exclusive 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 of 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. I was looking for something new for me to DO. In other words, I was hoping The Thank You Economy would be more of an action-oriented book providing more recommendations as what to DO for someone who is already doing what was described in Crush It.

In many respects, the Thank You Economy book should have been published BEFORE Crush It. Most people want to know WHY they should do something, before they bother asking HOW to do it. Thank You Economy = Why, Crush It = How.

Depending on where you are at in terms of your social media enthusiasm (mine is pragmatically for social media in specific circumstances), one book will be MUCH more appropriate to you than the other.

76 of 98 people found the following review helpful.

**PUBLISHED BOOK REVIEW!**

By Peter Klein

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 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. While we have seen other authors point out the differences between pre- and post-industrial revolution society and how it relates to brands roles in our lives, Gary has put a lot of smart thinking into what this means for social media and drawn out useful conclusions for us. The book gives great easy-to-digest examples of some social media successes and failures we can all learn from. There is also content in here that won't sit easily with the ad community, but it's a viewpoint that needs to be heard. In fact, he makes a great case for why advertising and marketing need to continue to be more relevant and more entertaining than ever, why they naturally go hand in hand with SM if used properly by the right people. It also gives nice context to social media's role in relation to advertising and marketing. All stuff that should be smacking advertising and marketing people in the head, if it hasn't already. The book also underscores the need for absolute authenticity in SM and how to get there with your company.

Gary's book should be required reading for anyone working, thinking or thinking about thinking or working in social media. Or anyone who works at a company that is thinking about using social (which should literally be every company in the world). The Thank You Economy has been written in a way that people who are very new to social and people who have been working in it for some time will get a lot out of it. Agencies and clients need to get their hands on it and distribute it liberally. It should be used by agencies to get clients (and there are still some) who don't yet know the invaluable value of SM to get off the fence. And it should be used as a tool by clients to get senior management who may not yet see the undeniable value of SM to be a lot less scared about it. It debunks the anti-social media myths and paths of resistance in very compelling and motivating ways.

Like I said, thank you for writing this book Gary, it's a much needed smack upside the head for marketers and I think you just made all of our jobs a whole lot easier. Nice work.

5 of 5 people found the following review helpful.

Great but repetitive

By Max Ullman

When it comes to leveraging social media, Gary Vaynerchuk gets it. The internet obviously changed the game and has enabled companies to connect with their audience in ways they never could. It never ceases to amaze me how many companies are blowing this opportunity and staying stuck in the past. It isn't easy and connecting on a one-on-one level with customers obviously takes time; however, Vaynerchuk does a good job arguing that it will bring more meaning to your life and will have an enormous ROI even if it is near impossible to quantify.

My only real gripe with the book is that it is extremely repetitive. Also for better or for worse, most the examples used in this book are extremely current, so I was already familiar with a decent number of them. He complements those examples well with stories of small town entrepreneurs as well in order to demonstrate that the principles can be applied successfully by anyone.

Having read all the negative reviews written thus far, I think they're mainly written by people that also 'get it' and didn't really need Gary Vaynerchuk to preach to them about it, so they didn't really get anything out of the book. While I understand where this group is coming from, I believe they are a minority, and that most people could benefit from this book. If you already devote a period of your day everyday to connecting with people all over the internet on a sincere and personal level, then this book probably isn't going to be for you except in a self-affirming way.

See all 213 customer reviews...

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