



# The Thank You Economy

*Gary Vaynerchuk*

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## **The Thank You Economy** Gary Vaynerchuk

“Gary Vaynerchuk has seen the future of marketing. *The Thank You Economy* shows how it's built on both the time-honored techniques of listening to and appreciating customers and newer services like Twitter that allow you to engage directly with customers at unprecedented scale and speed. The book, like Gary, is also a lot of fun and full of passion.” —Dick Costolo, chief executive officer, Twitter

Gary Vaynerchuk, the *New York Times* bestselling author and creator of Wine Library TV, is back with a bold and expansive look at the evolution of today's marketplace, revealing the essential factors defining and driving successful relationships between businesses and consumers. In this groundbreaking follow-up to the bestselling *Crush It!*, Vaynerchuk—one of Bloomberg *Businessweek*'s “20 People Every Entrepreneur Should Follow”—looks beyond a numbers-based analysis to explore the value of social interactions in building our economy.

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