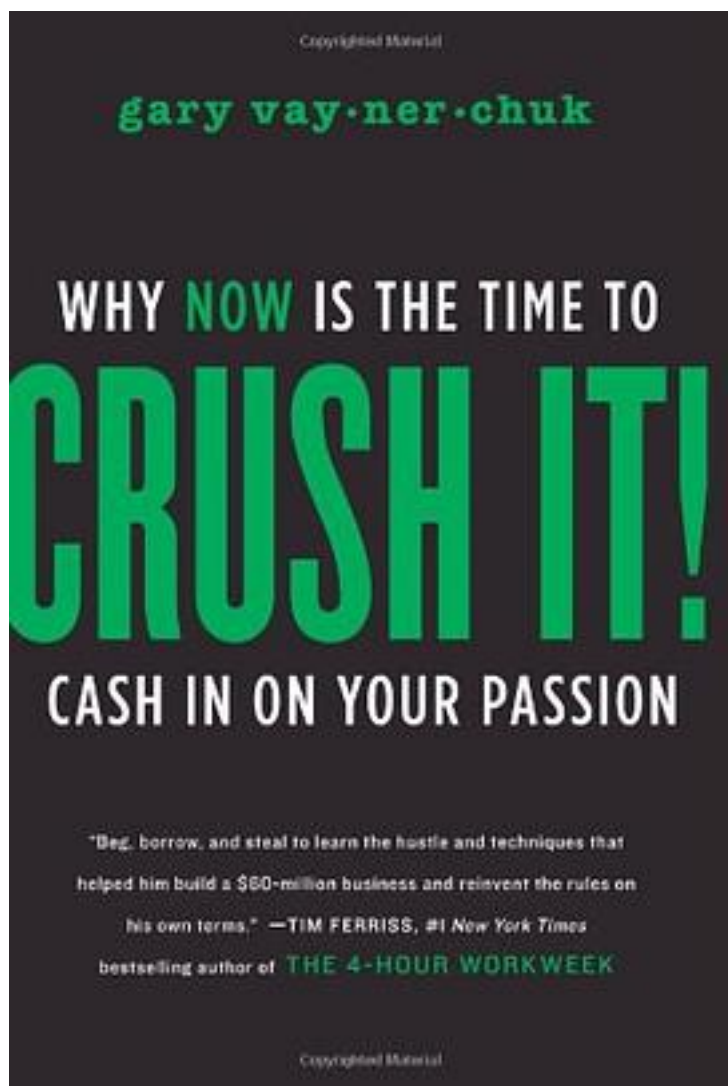


# Crush It!



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著者:Gary Vaynerchuk

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Do you have a hobby you wish you could do all day? An obsession that keeps you up at night? Now is the perfect time to take those passions and make a living doing what you love. In CRUSH IT! Why NOW Is The Time To Cash In On Your Passion, Gary Vaynerchuk shows you how to use the power of the Internet to turn your real interests into real businesses. Gary spent years building his family business from a local wine shop into a national industry leader. Then one day he turned on a video camera, and by using the secrets revealed in this book, transformed his entire life and earning potential by building his personal brand. By the end of this book, any reader will have learned how to harness the power of the Internet to make their entrepreneurial dreams come true. Step by step, CRUSH IT! is the ultimate driver's manual for modern business. Gary Vaynerchuk has captured attention with his pioneering, multi-faceted 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, <http://tv.winelibrary.com>, 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!

作者介绍:

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标签

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社会学

在计划外简单而随性地活着

## 评论

一代移民利用科技致富的故事心得

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这是本废话极多的书～这不是一本必读的书～

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个人品牌很重要，不错的书，要是几年前能看到就好了，现在看到就开始着手吧

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其实基本上都是证实我已有的观点，我本来也是在写知乎专栏，也是要成为皮具护理产品这个领域最懂的人，差异化，包括最大的秘诀是耐心，这个我也以前就想到了。

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做你热爱喜欢的事情，然后学会利用媒体来实现收益。本书大篇幅说明做你爱的事情的重要性。

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(翻译  
<https://zhuanlan.zhihu.com/p/65118519#comment-744418606?notificationId=1159815315373682688>

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1.This book's idea about passion is great. Sometimes, we just forget about our passion, so we just do what others want us to do. 2.This book is highly related to personal brand and social media, and I don't think everyone wants to be famous in soical media. Sometimes, we just want to do what we love to do. There is no certain rules to succeed.

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人生的一种可能性。

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## 书评

PS：作者有一个《美酒轩》的youtube播客，帮助自己的“顾客折扣酒窖”从1-2百万的营业额增加到了6000万，而且他自己也被评为葡萄酒行业最有影响力的50人中的40名，本书分享了不少他如何通过社交媒体建立个人品牌的心得。

1.利用Facebook，youtube讲自己的故事，树立自己的品牌...

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Alice rated it I will now save you \$10.99: 1) Figure out what your passion is. Examples from the book: wine, baseball cards, worms, gardening, accounting, candy, soccer, marketing, business development, tech. (My current passions are Diet Coke, Fringe, ...

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社交媒介的革新彻底改变了我们的生活方式，更不可逆转地改变了我们的商业模式。如今，在互联网广告上的商业投入达到数十亿美元，这些资金正在等待和瞄准任何好内容和好社区的创建者。尽管有这样的变化，我们多数人仍然做着自己并不喜欢的工作，许多商业公司仍然没有看见存在于...

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