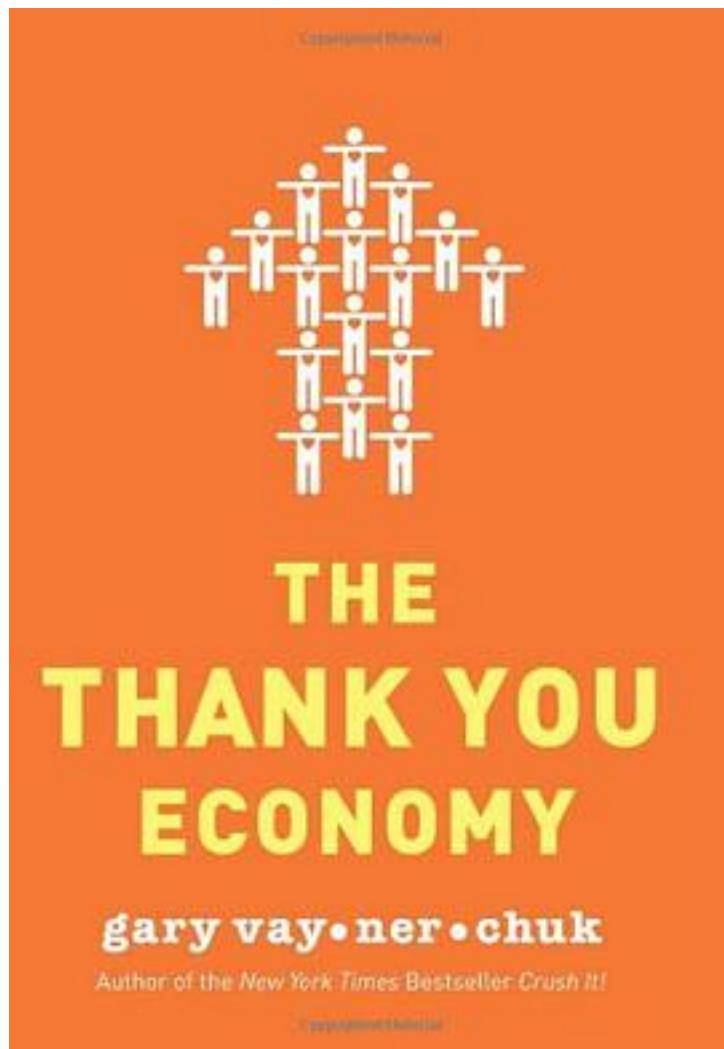


The Thank You Economy



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著者:Gary Vaynerchuk

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The Thank You Economy isn't some abstract concept or wacky business strategy. It's the way we buy and sell, the way we're interacting as consumers, as employees, as entrepreneurs on all levels, right now. The way our marketplace functions has been evolving right before our eyes. Top-down, one-way exchanges are gone, replaced by relationships based on open, honest, and constant communication between customers and business. Today, individuals and brands that out-care and out-love their competition - those emphasising quality, value, responsiveness, and attention to detail, among other essentials - see the biggest returns. Gary Vaynerchuk contends that the people and companies harnessing the word-of-mouth power provided by multiplatform media - those that can shift their outlook and operations to be more customer-aware and fan-friendly - will pull away from the pack and profit in today's markets. In "The Thank You Economy", he dissects the companies on the leading edge, showing how they are succeeding - and sometimes failing. Laying out the ideas and insight that support this enormous change, Vaynerchuk explores these emerging connections - from consumer to consumer and business to business and everything in between. Passionate and persuasive, he reminds us that, surviving and thriving today it takes more than just hard work - it takes a heartfelt thanks to those who make it possible.

作者介绍:

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标签

商业

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socialmedia

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MBL_D

Gary_Vaynerchuk

评论

利用social media 来做营销的小书，新意基本是没有

从中得到的教训是：要重视social media marketing. when you go to a big mall, looking around to see how many people head into their smart phone.

的确是，我读这句话的时候，正好在电影院，一看周围的人，好多人都在对着自己的手机，而不是相互聊天。还有，书上说，不能把social media作为发布信息的平台或者是转发信息，应该要把客户拉进来互动，注重质量，不是数量。

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书评

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