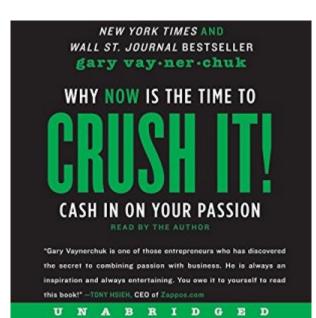
The book was found

Crush It!: Why NOW Is The Time To Cash In On Your Passion





Synopsis

Do you have a hobby you wish you could indulge in all day? An obsession that keeps you up at night? Now is the perfect time to take that passion 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 here, transformed his entire life and earning potential by building his personal brand. By the end of this book, readers 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 driverâ ™s manual for modern business. --This text refers to the Hardcover edition.

Book Information

Audible Audio Edition Listening Length: 3 hours and 40 minutes Program Type: Audiobook Version: Unabridged Publisher: HarperAudio Audible.com Release Date: January 5, 2010 Whispersync for Voice: Ready Language: English ASIN: B0032Z3LRO Best Sellers Rank: #37 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship #57 in Books > Business & Money > Business Culture > Motivation & Self-Improvement #62 in Books > Business & Money > Management & Leadership > Motivational

Customer Reviews

Now that I've read the mystifying rave reviews of this book--and seen in one day how 12 people have already marked my review as "not helpful", I wish I could rank this book even lower. I was being kind with 2 stars. (The extra one was a nod for explaining to people who may not have thought of it before, some of the "branding" potential of social media. Oh, and for using a book as a PR piece--even though that is also a major NEGATIVE factor to me). I looked forward to this book. I share Gary's idea that the internet + its social media has created amazing new opportunities for entrepreneurs with the know-how to fully utilize it. I agree with his vision of relentless and disciplined

branding in every way that this new media offers. The problems? First, as others have mentioned, Vaynerchuk started out in his father's already-successful wine merchant business. Vaynerchuk expanded his father's business innovatively via social media branding (taking it from \$4 million to, he says, \$50 million), but that does not make his experience easily replicable for the people he's exhorting to "crush it" like he did. Nor does it seem wise for him to urge others, including many who don't have his financial family "safety net", to quit their jobs and "follow your passion". He hasn't "been there" (struggling, like most people do, without a lucrative family business to fall back on). His advice to give it all up to work 24/7 and follow your passion could be very irresponsible, especially in this unforgiving economy.Sadly, "Crush It" falls into the category of "book written because someone has gotten rich at doing something".

I recently saw this book pumped by Fox and other outlets with everybody talking up the brilliance of the author. On Fox he explained the premise behind the book, his passion for wine, etc., but I still didn't see what the fuss was about. Nevertheless, I borrowed a copy and checked it out like everybody else caught in the whirlwind. As soon as I saw favorable promotions on the cover written by that shallow, self absorbed fool Tim Ferris (author of The Four Hour Work Week). I was immediately glad I didn't pay a cent for this book. Content wise, it is a short summary of the latest internet venues that won't come as a surprise to anyone under 40 who hasn't been living in a cave since high school. Anyone older could use the book as a decent primer on all things beyond Friendster, including of course Facebook, Twitter, Tumblr, Plaxo (but no Linked In-?) etc. Even so, a primer should either be a freebie on the web or something more substantial than 142 pages of big print hardcover brochure-ware selling for twenty bucks a copy. If you must get one, please avail yourself of a Borders coupon or wait till someone has a sale in a month or so - paying full price would be a genuine slap in the face you don't deserve. On that note, it seems that more non-fiction books ostensibly offering how-to marketing advice are going away from actual useful content and drifting into ad-ware territory. This book is no exception, and is a loss-leader used as an adverising medium to up-sell the reader on whatever else the author has in store (see also Buyology, and practically everything sold in the real estate section these days, especially by Kiyosaki and Robert G. Allen).

Download to continue reading...

Crush It!: Why NOW Is the Time to Cash In on Your Passion HOW TO GET MONEY FAST: CASH BLITZ HOW TO MAKE SOME CASH WITHIN A COUPLE OF HOURS, TODAY, NOW: (make money,easy cash, fast cash,selling,sell,goods,facebook) Cash Value Maximizer: How To Get The

Highest Actual Cash Value For Your Vehicle In Less Than Two Hours House of Cash: The Legacies of My Father, Johnny Cash No Cash? No Problem!: Learn How To Get Everything You Want in Business and Life, Without Using Cash The War on Cash: How Governments, Banks, Nonprofits and Academics are Abolishing Cash What If It Does Work Out?: Turn your passion into cash, make an impact in the world and live the life you were born to. Find Your Passion: 6 Steps to Success in Finding your Passion for a Fulfilling Life Spiralizer Recipes: 50 The Best Spiralizer Recipes From Classic Pasta Dishes, To Salads, Noodle Soups, Fries, Breakfast Noodles-Crush Your Pasta ... Recipe Book, Spiralizer, Spiralizer Cookbook) Magickal Attack: Silence, Bind and Crush Your Enemies With The Art of Occult Warfare Crush It with Kindle: Self-Publish Your Books on Kindle and Promote them to Bestseller Status Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition Romans: Grace and Glory (The Passion Translation): The Passion Translation Passion For Life (Quest Passion for Life Series, V. 1) Crush Step 1: The Ultimate USMLE Step 1 Review, 1e Crush Step 3 CCS: The Ultimate USMLE Step 3 CCS Review, 1e Crush (Crash) Crush: Crash Trilogy, Book 3 Poker Math: Simple and Basic Poker Math to Help You Crush the Competition, Pile Up Money and Feel Like a Professional Poker Player CRUSH IT!

<u>Dmca</u>