



# CRUSH IT!

*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.

Online marketing trailblazer Gary Vaynerchuk is a 33-year-old entrepreneur whose dual identity as both business guru and wine guy has made him known as the “Social Media Sommelier.” A self-trained wine expert, he revolutionized the wine industry with his video blog, Wine Library TV and grew his family wine business from \$4 million to \$60 million in five years.

While his youthful following broke down barriers in the wine industry, the business and Web 2.0 worlds admired him for creating a new generation of branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter. As his viewership swelled to over 80,000 a day and his family’s wine business grew to over \$60 million a year he made television appearances on Late Night with Conan O’Brien, Ellen DeGeneres, NBC’s Today Show, CNBC’s Mad Money with Jim Cramer, and The Big Idea with Donny Deutsch, was featured in the New York Times, Wall Street Journal, USA Today, and has become a consultant for Fortune 100 companies, and a keynote speaker around the world.

In the video-enhanced edition of *Crush It!*, Gary’s dynamic personality comes to life through integrated videos and text. Gary talks directly to you to teach you how to crush it! He shows you how you can build a career around your passion. Watch Gary deliver engaging, never before seen lessons on high-level and platform specific strategies that help you take advantage of the current business environment.

By combining practical analysis and strategy through text and video with the same passion and humor that’s made Gary one of the most in-demand keynote speakers in the U.S., *Crush It!* is essential reading and watching.

Read and watch Gary teach:

- How you can build an online business around your passion without quitting your day job.
- How to beat unemployment and create wealth-building opportunities by building and maintaining a personal brand.
- How to build and maintain an online community around your passion and brand.
- How to take advantage of the half-billion dollars in advertising that are moving to the internet.

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