

# VENTURA BOOK REVIEWS

Where will the next book take you?

## CRUSH IT! WHY NOW IS THE TIME TO CASH IN ON YOUR PASSION

by Gary Vaynerchuk

Vaynerchuk



Although I mostly review fiction novels, I actually have read a lot of business and self-development books. This is my first time reviewing one beyond just clicking on a star rating on Audible or Goodreads. *Crush It: why NOW is the time to cash in on your passion* was published in 2009, so, although it is somewhat outdated, it is still full of good content. It's fun to read because Vaynerchuk makes predictions about where the internet and social media will be in the years to come and he was spot on with all of them. The book is full of good quotes but rather than sharing all of them, I suggest reading it yourself. It is only

134 short pages broken down into 14 chapters which are broken down into smaller sections. It makes it easier to read and absorb the information when books are broken into so many small chunks. Reading just one section a day could leave you with enough to think about until the next time you pick up the book.

*Crush It* explains why you need to be on the internet and to keep up with all the social media platforms. You must put your business where the consumer's eyes are. Some of the biggest things Vaynerchuk emphasizes is that you need to be passionate, a storyteller, and authentic. He has his own story about growing up working in his father's wine shop and how he would eventually take the business online. He also encourages readers to not rely on analytics but to do research and know their industry. Have a community of people that share this interest so that you can connect with them. One of the last things Vaynerchuk discusses is that you have to "be ready to adapt" because nothing goes as planned.

Gary Vaynerchuk practices what he preaches. He is active on all the social media platforms and interacts with all of his followers. He has now written a handful of books including, "#AskGaryVee: One Entrepreneur's Take on Leadership, Social Media, and Self-Awareness." You can hire him to speak, read his blog, or listen to his podcast on his website: <https://www.garyvaynerchuk.com/>.

Reviewed by Grace Ventura