



# **Summary : Jab, Jab, Jab, Right Hook - Gary Vaynerchuk: How to Tell Your Story in a Noisy Social World**

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**Complete summary of Gary Vaynerchuk's book: "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World".**

This summary of the ideas from Gary Vaynerchuk's book "Jab, Jab, Jab, Right Hook" uses professional boxing as a perfect metaphor for doing business in the social media age. The author explains the correct step-by-step process to follow before introducing an alluring offer (a right hook) to the target audience. By taking the time to follow this process and using social media to get your message and story across, you are sure to be rewarded with greater sales afterwards.

#### **Added-value of this summary:**

- Save time
- Understand the key concepts
- Expand your selling skills

**To learn more, read "Jab, Jab, Jab, Right Hook" and discover the best strategy for attracting customers in the noisy world of social media.**

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