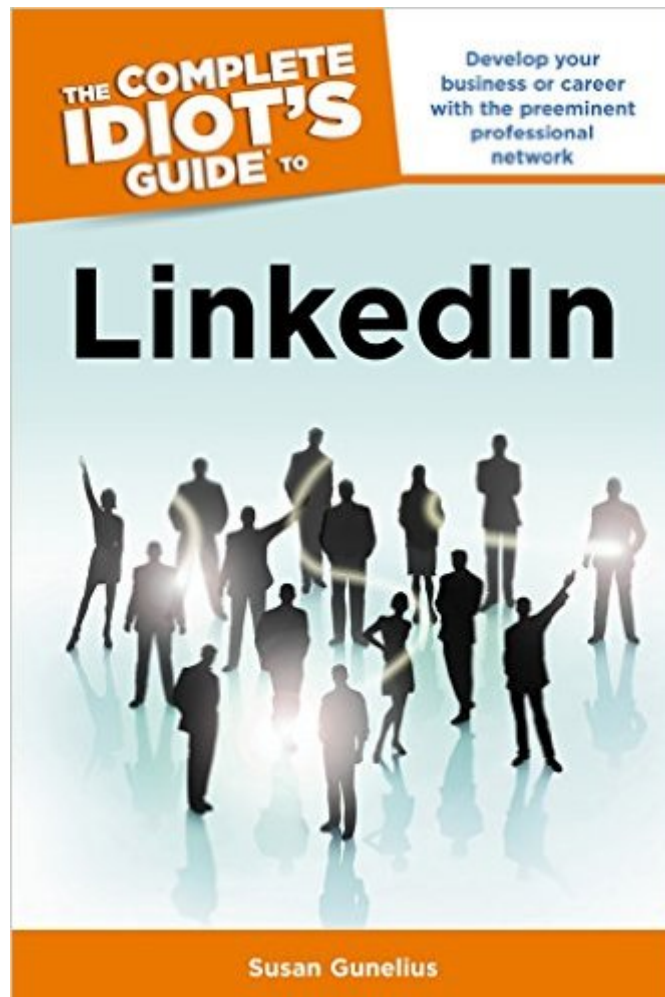


The book was found

The Complete Idiot's Guide To LinkedIn (Complete Idiot's Guides (Computers))



Synopsis

• This book helps readers become LinkedIn super-users • Most people who use LinkedIn have a professional reason for doing so, driving the need for the goal-driven content this book provides

Book Information

Series: Complete Idiot's Guides (Computers)

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Average Customer Review: 4.0 out of 5 stars • See all reviews • (7 customer reviews)

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Customer Reviews

The Complete Idiot's Guide to LinkedIn by Susan Gunelius provides step-by-step instructions for using the full array of interactive tools provided by the professionals' social media website, LinkedIn. Some of the topics covered include:- Creating a personal profile that is more than an online resume- Developing a dynamic company profile- Establishing a LinkedIn Group and attracting and engagement members- Connecting and interacting with others on LinkedIn- Formulating and executing on a LinkedIn marketing plan Susan's book provides tips and tricks throughout her book to help the reader be even more effective in their use of LinkedIn. In today's business world, an online presence is critically important for individuals and businesses. I believe all professionals should have a complete, up-to-date LinkedIn profile as a part of their outward personal brand. Likewise, companies have an opportunity to attract customers and talent through their LinkedIn profiles. I like The Complete Idiot's Guide to LinkedIn for its clear, easy-to-follow instructions for making effective use of LinkedIn. I find LinkedIn to be a powerful tool for professional interactions and have successfully employed Susan's recommendations to enhance my

interactions. In fact, StrategyDriven's Company Page was developed using Susan's instructions and is enjoying an ever increasing number of weekly visitors. The Complete Idiot's Guide to LinkedIn can accelerate a professional's and company's efforts to establish a quality LinkedIn presence and effectively engage with others online; making it a StrategyDriven recommended read. Final Thought | LinkedIn recently changed some of its 'look and feel' with respect to its Company Profile pages.

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