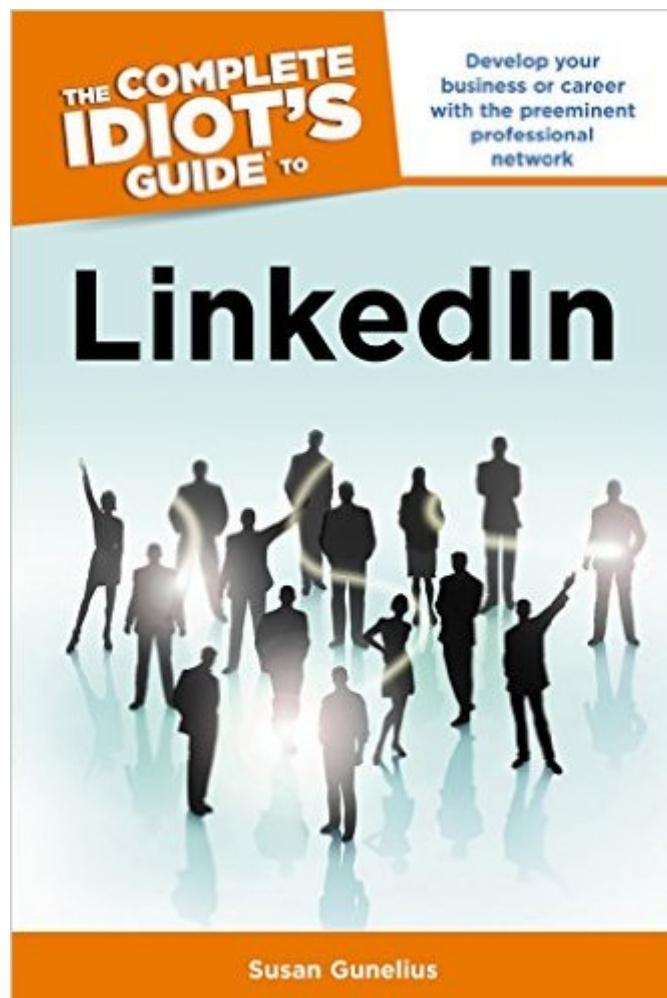


The book was found

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 starsÂ See all reviewsÂ (7 customer reviews)

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Customer Reviews

The Complete Idiotâ™s Guide to LinkedIn by Susan Gunelius provides step-by-step instructions for using the full array of interactive tools provided by the professionalsâ™ 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 planSusanâ™s book provides tips and tricks throughout her book to help the reader be even more effective in their use of LinkedIn.In todayâ™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 Idiotâ™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 Susanâ™s recommendations to enhance my

interactions. In fact, StrategyDriven's Company Page was developed using Susanâ™s instructions and is enjoying an ever increasing number of weekly visitors. The Complete Idiotâ™s Guide to LinkedIn can accelerate a professionalâ™s and companyâ™s efforts to establish a quality LinkedIn presence and effectively engage with others online; making it a StrategyDriven recommended read. Final Thoughtâ™ LinkedIn recently changed some of its â™look and feelâ™ with respect to its Company Profile pages.

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