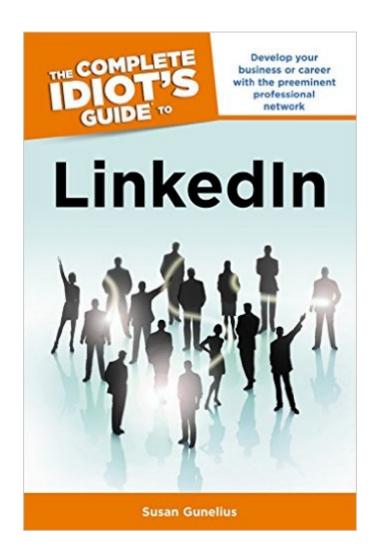
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# The Complete Idiot's Guide To LinkedIN (Complete Idiot's Guides (Computers))





## 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) Paperback: 320 pages Publisher: ALPHA; Original edition (March 4, 2012) Language: English ISBN-10: 1615641602 ISBN-13: 978-1615641604 Product Dimensions: 6.1 x 0.7 x 9 inches Shipping Weight: 14.9 ounces (View shipping rates and policies) Average Customer Review: 4.0 out of 5 stars Â See all reviews (7 customer reviews) Best Sellers Rank: #493,630 in Books (See Top 100 in Books) #78 in Books > Computers & Technology > Web Development & Design > User Generated Content #216 in Books > Computers & Technology > Business Technology > Social Media for Business #370 in Books >

### **Customer Reviews**

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

interactions. In fact, StrategyDrivenâ ^s Company Page was developed using Susanâ <sup>™</sup>s instructions and is enjoying an ever increasing number of weekly visitors. The Complete Idiotâ <sup>™</sup>s Guide to LinkedIn can accelerate a professionalâ <sup>™</sup>s and companyâ <sup>™</sup>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 <sup>™</sup> with respect to its Company Profile pages.

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