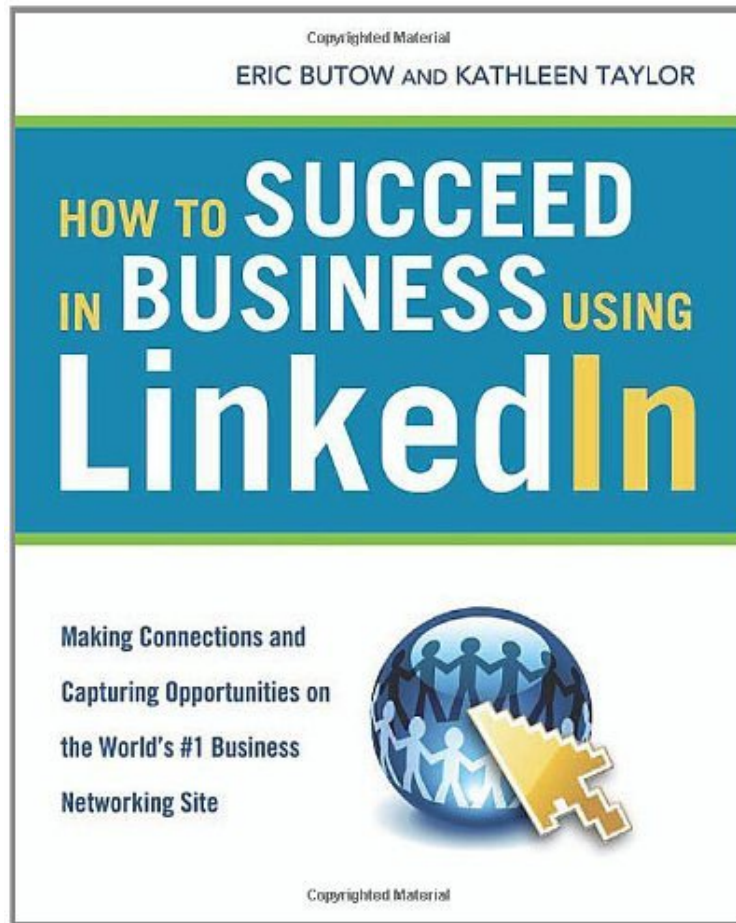


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How to Succeed in Business Using LinkedIn: Making Connections and Capturing Opportunities on the World's #1 Business Networking Site

Eric Butow

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Eric Butow : How to Succeed in Business Using LinkedIn: Making Connections and Capturing Opportunities on the World's #1 Business Networking Site before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Succeed in Business Using LinkedIn: Making Connections and Capturing Opportunities on the World's #1 Business Networking Site:

0 of 0 people found the following review helpful. Making Linked In Work for You By A. M. Simon This book is a treasure trove of information and tips on how to make LinkedIn more than a professional "Facebook." What I found particularly valuable and timely were the sections on how to find jobs, *sell* yourself to prospective employers and tap your network for job leads and referrals. 0 of 0 people found the following review helpful. Berglund Center for Internet Studies Review by Jeffrey Barlow By Berglund Center for Internet Studies Perhaps one of the best things that a

reviewer might say about a new book is that it made him or her realize that he had neglected an important resource to better employ the World Wide Web for that which it is best used, as a tool for building communities and connections. Butow and Taylor's *How to Succeed in Business with LinkedIn* is such a book. The primary utility of this book will be for the business user. Almost all of the tools of LinkedIn are explored for their immediate business potential. This treatment of LinkedIn sometimes makes the application seem like a Darwinian electronic jungle where every creature in the ecosystem is seeking some evolutionary advantage. However, this is the obvious intention of the application and the authors are refreshingly direct about that purpose. And LinkedIn is clearly the most useful weapon in that particular jungle....For a full review see *Interface* Volume 8 Issue 7.0 of 0 people found the following review helpful. Great for a Beginner at Social Networking By Laurie Zieman This book offers tips/tricks on utilizing LinkedIn for maximum social networking. The last chapter I enjoyed, as it has the strengths and weaknesses of LinkedIn as well as some other networking sites. It takes you through Spock, Jigsaw, Plaxo, Illumio, etc. and has some really good general information as an introduction to these newer sites. It shows how these sites can be utilized in lieu of, in some instances or in combination with LinkedIn for maximum exposure and connect ability. Also the prices of the other sites, strengths and weaknesses and some valuable tips for new users. Some information I can utilize straight away in my current position, some I will in the future and some may just lead to other avenues that will strengthen my recruiting and social networking endeavors. A very useful read and I feel it could translate to many professionals looking to get more knowledge in today's Social Networking.

Hailed as the "MySpace" for professionals, LinkedIn has taken the Internet by storm. It is now estimated that 19 million business professionals log in to this site every day to look for job opportunities, search for potential clients, get recommendations from colleagues, and reconnect with former coworkers. LinkedIn allows users to create a profile detailing their professional experience and accomplishments, which will help them connect with literally thousands of qualified professionals in their field. *How to Succeed in Business Using LinkedIn* takes users through every aspect of the site, from getting registered and building their network to posing questions and creating groups. Readers will learn how to: create their home page so other users can find them - give and receive references - search for experts in their field - find leads - market their business - look for and become a service provider - find and recruit for jobs - conduct business research - discover people outside their networks Unique and practical, this is the only book available that shows users how to make the most of LinkedIn and the powerful networking opportunities it offers.

From *School Library Journal* The Web 2.0 innovation LinkedIn (www.linkedin.com) has gained huge popularity as a professional networking tool and is often considered the key to success for businesspeople and job seekers today. In fact, all Fortune 500 companies are already part of this service. Butow (CEO, Butow Communications Group) and Taylor (cofounder, TalentPlanet) show how to use LinkedIn strategically to communicate and to gain competitive advantage. The 12 chapters supply detailed and practical instructions for functions such as registration, profile creation, and the management of contacts, leads, and recommendations. In addition, members are offered guidance about proper business etiquette and for using LinkedIn to its full potential, especially with regard to recruitment, job seeking, and business intelligence. Unfortunately, the many screenshots contained in the text are too small and, therefore, virtually unreadable. Nevertheless, this informative text is well written; because of its value to business and human resources professionals and to individuals developing their careers, it is recommended for all academic and public collections. —Caroline Geck, MLS, MBA, Somerset, NJ Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "this informative text is well written; because of its value to business and human resources professionals and to individuals developing their careers, it is recommended for all academic and public collections." —*Library Journal* "If you are looking to expand your network of contacts, seeking a speaker or expert on a topic, searching for a job, or trying to find a qualified candidate for a position, LinkedIn may help you do it better, and this book will help you use LinkedIn better." —*Online Magazine About the Author* Eric Butow (Roseville, CA) is the CEO of Butow Communications Group, a technical writing and Web design firm, and is the author of *Amp Your MySpace Page*. Kathleen Taylor (San Francisco, CA) is cofounder of TalentPlanet, an executive talent firm.