



LinkedIn For Dummies

Joel Elad

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Build your network, find a job, and been seen as a thought leader

LinkedIn is your number-one personal branding tool, and this friendly guide shows you how to harness it to build connections and relationships—and stand out in the world's largest professional network. *LinkedIn For Dummies* walks you step by step through creating an eye-catching profile and demonstrates how to successfully expand your reach by connecting with colleagues, customers, and like-minded individuals from around the globe. Plus, you'll discover how to become a thought leader by publishing your cutting-edge research on LinkedIn's native publishing network, Pulse, and interact with your connections through updates.

Connections have never been more vital to a successful career, and this new edition of *LinkedIn For Dummies* is here to make sure you don't miss out on your next big opportunity! From keeping track of your LinkedIn activities and writing and requesting recommendations to finding a job and using LinkedIn to cultivate sales leads, this friendly guide is the missing piece you've been waiting for to take your career from good to great—all with the click of a few buttons.

- Create a LinkedIn profile that showcases your skills and attracts contacts
- Find and connect with colleagues and industry leaders
- Understand LinkedIn etiquette and best practices
- Use LinkedIn to find a job, develop sales leads, and market your services

Don't be left out—link up with this fully updated introduction to the Internet's hottest professional networking tool.

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