



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

*Eric Butow, Kathleen Taylor*

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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.

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