



## My LinkedIn

By Patrice-Anne Rutledge

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, My LinkedIn, Patrice-Anne Rutledge, My LinkedIn(R) Step-by-step instructions with callouts to photos that show you exactly what to do Help when you run into problems or limitations with LinkedIn Tips and Notes to help you take full advantage of LinkedIn Full-color, step-by-step tasks walk you through making the most of LinkedIn! Learn how to: \* Leverage the vast LinkedIn network, with hundreds of millions of members worldwide \* Create your LinkedIn account, explore the LinkedIn site, and get started fast \* Define your goals and create a profile that helps you achieve them \* Enhance your profile with multimedia content including images, audio, video, and documents \* Connect with people you know-and people you need to know \* Make the most of LinkedIn Messages, InMail(TM), and Introductions \* Systematically build your professional brand \* Find new jobs, consulting opportunities, and clients \* Optimize and streamline the way you manage contacts \* Request, provide, manage, and revise professional recommendations \* Use endorsements to demonstrate your expertise \* Customize your LinkedIn home page to view the content that's most relevant to you \* Use LinkedIn Groups for networking, research, and marketing \* Extend...



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