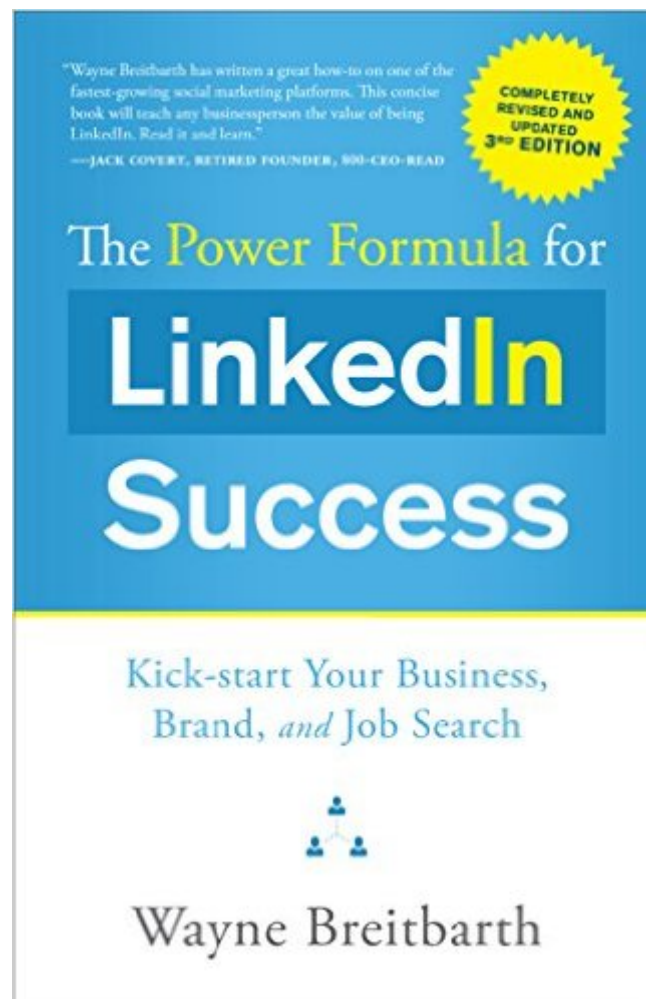


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The Power Formula For LinkedIn Success (Third Edition - Completely Revised): Kick-Start Your Business, Brand, And Job Search



Synopsis

3rd Edition of the world's most popular LinkedIn book. Completely revised and updated. Many LinkedIn books focus solely on creating a killer LinkedIn profile. But LinkedIn is not a passive sport. You can't just sit around waiting for people to find your awesome profile. This book will help you create a top-notch profile AND make REAL MONEY with LinkedIn. Tens of thousands have already used Wayne Breitbarth's LinkedIn secrets to land lucrative new customers, find great new jobs, and, of course, generate more income. And most people have only scratched the surface of LinkedIn's potential. This completely revised and updated 3rd Edition of Breitbarth's bestselling book *The Power Formula for LinkedIn Success* will help you: Set yourself apart from the LinkedIn masses. Get people to immediately engage with you after they see your profile. Find the right people and turn them into customers. Discover insider information about employers, customers, and even your competitors. Find a great new job--many times when you're not even looking for one! LinkedIn is one of the most powerful business tools on the planet. You NEED to learn how to use it. And this book is your perfect step-by-step guide.

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Customer Reviews

This book was OK. I picked it up because the title said it would help the reader improve upon their business, their brand, and their job search. I think instead of saying "business" the title should have said "career opportunities." And I think instead of just saying "brand" the title should have said "personal brand." Basically what I got from this book was LinkedIn is a wonderful self-promotion tool

for the job seeker. As I read through the chapters I felt like I had been there and done that long ago when signing up on a bunch of online job boards like Monster dot com. LinkedIn is definitely geared more toward benefiting the resume poster, but the author says the power users of LinkedIn are recruiters and human resource professionals - the same power users of ALL the online job boards. The book certainly presents a power formula for getting linked into LinkedIn so you might be successful in getting a better job. But I was left hanging as to whether "LinkedIn Success" means you will in fact be able to get a better job. And I certainly got no direction as to how to use LinkedIn as a prospecting tool to find clients or customers for a small business. In Chapter 9 there was some talk about the "Giving & Getting Answers" application in LinkedIn. And in Chapter 15 there was a discussion about joining "Groups." Both of these features have significant potential for a small business owner to attract clients and customers, but this aspect of LinkedIn was ignored in this book. Interestingly the author is a small business owner himself. He runs an office furniture store (sells product) and a seminar business (sells a service). He talked a little about his use of LinkedIn to find company employees who are responsible for purchasing office furniture.

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