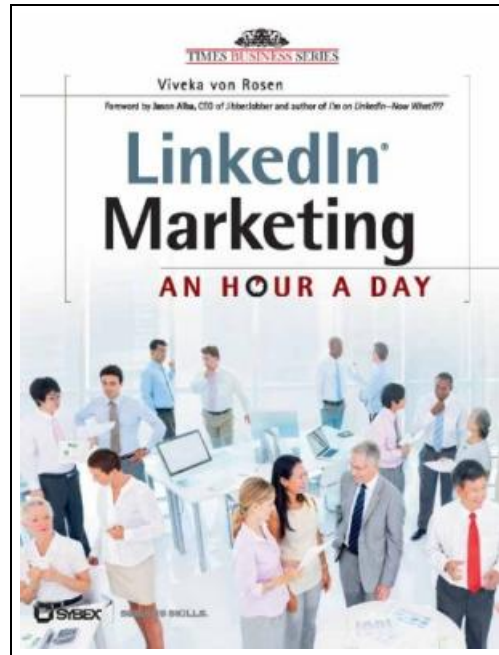


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Times Group Books, New Delhi, India, 2012. Softcover. Book Condition: New. First Edition. Written by a renowned LinkedIn expert who has trained more than 10,000 people in seminars around the world, LinkedIn Marketing: An Hour a Day is the complete resource for anyone wanting to market and recruit on the world's largest professional network. The book begins with an overview of LinkedIn and then helps people craft their strategy and establish metrics for their goals. Readers then create, customize, and optimize their presence on LinkedIn, using everything from the headlines and titles to summary fields and keywords to ensure they get noticed by the right audience on the platform. Readers then learn how to polish their company's presence on the platform and then learn previously undocumented tips and tricks for community growth and management from the expert author with more than 18,000 LinkedIn Connections. The book then details how to best use Groups, events, and other LinkedIn features and applications. The final sections of the book gives readers a sane road map for monitoring and maintaining a vibrant LinkedIn presence without spending every waking hour at it and also explains specific strategies and tactics for key segments, including recruiters, job seekers, entrepreneurs, and those in the legal, real estate, and nonprofit worlds. Finally, the book concludes with an exploration of the LinkedIn advertising platform, API, and mobile platform. Printed Pages: 384.



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