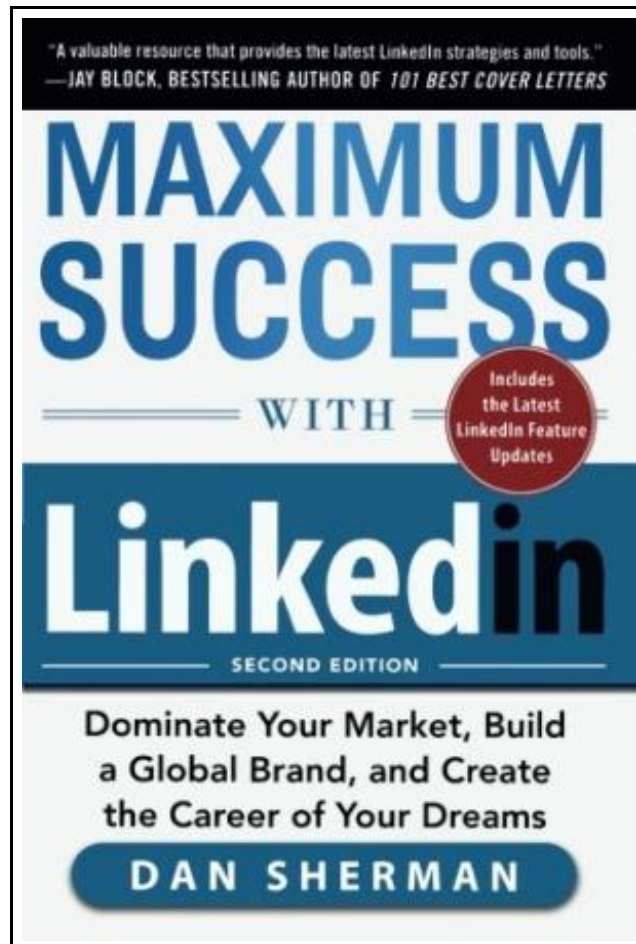


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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Maximum Success with LinkedIn: Dominate Your Market, Build a Global Brand, and Create the Career of Your Dreams (2nd Revised edition), Dan Sherman, This is the second edition of the highly popular and successful book that has netted nearly 4,000 copies in only 10 months since publication. LinkedIn has only exploded in popularity since the first edition of this book was published. It now has more than 277 million users (and growing, 2 new users sign up every second) in more than 200 countries and territories. In the interim, the site has changed significantly: features have been dropped, new ones added, and the whole look and feel of the site is different, including all navigation and tool bars. This book reflects all those changes. Maximum Success with LinkedIn revolutionizes the way busy professionals use LinkedIn. It isn't just about professional networking and job-seeking, it's a step-by-step guide to answering any professional challenge by harnessing the potential of LinkedIn. It explains how to use LinkedIn to: - Find customers, partners, investors, or advisors - Hire qualified employees - Build a personal brand to draw customers and recruiters - Attract opportunities for more work, media exposure, lucrative partnerships - Increase your network with thousands of contacts with one simple technique - Find and land the perfect job - Develop business relationships. Whether you're starting a new business, growing your company, or building your career, Maximum Success with LinkedIn will help you harness the power of the world's largest professional network for total business success. Dan Sherman is a full-time LinkedIn consultant, trainer, and speaker, who works with companies and entrepreneurs. He has more than 20 years of marketing management experience at successful firms, ranging from Silicon Valley startups to Fortune 500 companies.

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