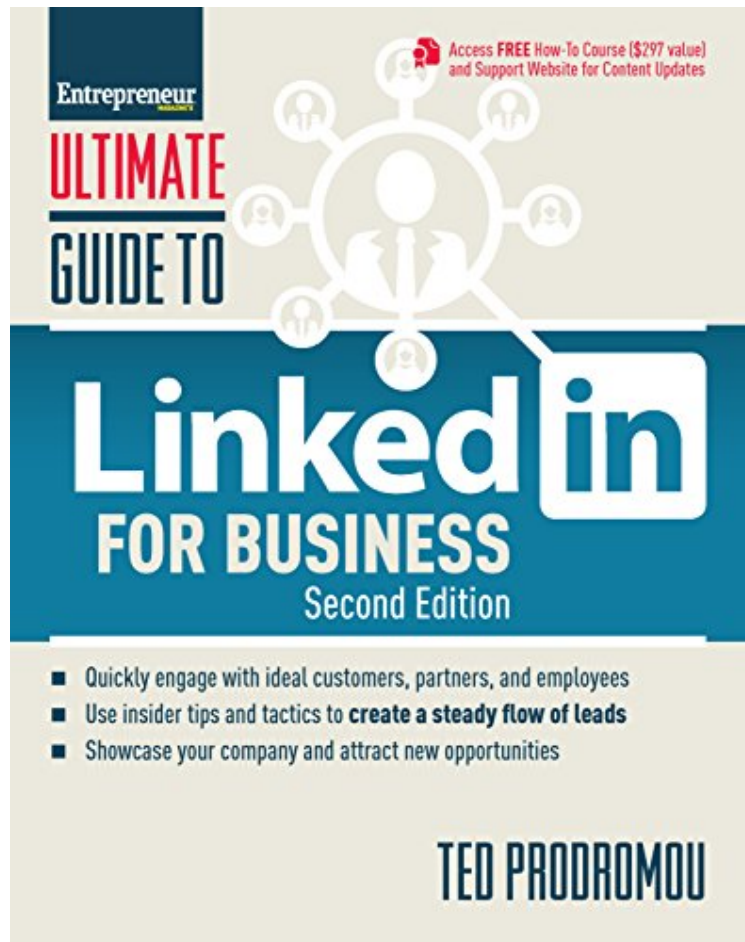


Ultimate Guide to LinkedIn for Business (Ultimate Series)

Ted Prodromou

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How To Get Connected with More than 300 Million Customers This popular title delivers an in-depth guide to targeting, reaching, and gaining ideal customers using the latest updates on LinkedIn. LinkedIn expert Ted Prodromou offers a wealth of no- or low-cost methods for maximizing this dynamic resource. Following his lead, readers learn to link with the most effective connections for greater exposure. Updates in this edition include: Staying up-to-date with LinkedIn Contacts, Pulse, and Publisher programs; Expansion of premium accounts to help optimize business profiles, stand out in search results, and track impact; How to implement new features like Showcase and Company Update pages for extended presence in newsfeeds and with followers; Smarter LinkedIn Search that saves time and money with customized, comprehensive results; Other important topics covered include: Techniques and tips to easily navigate LinkedIn's interface; Time saving tips on finding and matching data from businesses and people; Expert guidance on super-charging a business or individual profile; Insider advice on getting found through LinkedIn and maximizing search; Professional instruction on promoting a LinkedIn profile. The latest information is illustrated with current snapshots, fresh examples, and case studies, along with new techniques to easily maneuver LinkedIn's interface.

From the Author A lot has changed on LinkedIn since I wrote the first edition of *Ultimate Guide to LinkedIn for Business* in 2012. LinkedIn is constantly improving and adding new features to entice us to spend more time interacting with other business professionals. LinkedIn has established itself as THE network for business professionals and being on LinkedIn is no longer optional for today's successful business professionals. **From the Back Cover** Leverage The World's Largest Free Business Network