



LinkedIn or Left Out: Using the Social Network to Get Ahead, Get Noticed, and Get Results in Your Career

Lena West

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More than 35,000,000 businesspeople have joined LinkedIn, but few know how to use it to organize, manage, and promote their careers. Now, there's a quick, painless guide to doing just that. This book combines a practical, hands-on user manual that shows how to make the most of LinkedIn's powerful features; a practical methodology for making the most of your limited time online; and insider tips you just can't find anywhere else. West is singularly qualified to write this book: she leads one of the nation's most innovative business social networking consultancies, and writes popular social networking blogs for both *FastCompany.com* and *Entrepreneur.com*. Now, she puts all her knowledge and insights to work for you. West begins by demystifying business social networking with LinkedIn, helping you choose the right account, and guiding you through completing a profile that attracts the positive attention you want. You'll discover how to efficiently re-engage people you've lost contact with... avoid crucial social networking etiquette mistakes and protect yourself online... use the Reciprocity Rule to supercharge your effectiveness... identify your online "centers of influence"... use LinkedIn to research jobs and companies, and make sure you measure up for the job you're after... pair LinkedIn with Google to uncover the "good stuff"... and much more. Every chapter offers at least one "Action Leap": painless, meaty techniques for getting to the next level, *fast!*

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