



# **LinkedIn Made Easy: Business Social Networking Simplified 3rd Edition**

*Ms Linda Parkinson-Hardman*

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# LinkedIn Made Easy: Business Social Networking Simplified 3rd Edition

*Ms Linda Parkinson-Hardman*

**LinkedIn Made Easy: Business Social Networking Simplified 3rd Edition** Ms Linda Parkinson-Hardman Updated July 2013. The 3rd Edition of LinkedIn Made Easy has been fully revised and expanded to include the latest updates to the Network in 2013. New sections include how to set objectives and put a strategy in place. New chapters show you how to use the opportunities presented by the brand new profile layout, company pages, LinkedIn Today and much more. LinkedIn Made Easy is the ideal companion for the new and veteran online networker. Whether you are a solo professional looking to forge alliances with others, the marketing director of a large multi-national conglomerate, a small business owner or a student looking for their first job; LinkedIn offers something for each of you to help you achieve your goals. With lots of helpful information about each of the main elements of LinkedIn, a strong focus on the use of free accounts, plus a handy set of 'Recipes for Success' for every occasion; LinkedIn Made Easy will have you developing your personal and business strategy in record time.

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