



Ultimate Guide to LinkedIn for Business (Ultimate Series)

Ted Prodromou

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Ultimate Guide to LinkedIn for Business (Ultimate Series) Ted Prodromou 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 Updates 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.

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