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Titolo	Ultimate guide to LinkedIn for business // by Ted Prodromou
Pubbl/distr/stampa	[Irvine, California] : , : Entrepreneur Press, , 2015 ©2015
ISBN	1-61308-304-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (330 p.)
Collana	Ultimate Series
Disciplina	650.140285/6754
Soggetti	Business networks Online social networks Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	<p>""Contents""; ""Foreword by James Malinchak""; ""Preface""; ""Chapter 1: Why LinkedIn?""; ""Chapter 2: Getting Started on LinkedIn""; ""Chapter 3: Creating Your LinkedIn Account""; ""Chapter 4: Supercharging Your LinkedIn Profile""; ""Chapter 5: LinkedIn Privacy Settings""; ""Chapter 6: A Tour of Your LinkedIn Homepage""; ""Chapter 7: LinkedIn for Companies""; ""Chapter 8: LinkedIn Search""; ""Chapter 9: Getting Found on LinkedIn""; ""Chapter 10: Giving and Receiving LinkedIn Recommendations""; ""Chapter 11: Connecting with Others""; ""Chapter 12: Using LinkedIn InMail to Reach Out""</p> <p>""Chapter 13: LinkedIn Groups""""Chapter 14: Managing Your LinkedIn Connections""; ""Chapter 15: The Definitive Publishing Platform""; ""Chapter 16: Measuring Your LinkedIn Engagement""; ""Chapter 17: LinkedIn on the Go""; ""Chapter 18: Creating and Managing LinkedIn Groups""; ""Chapter 19: Recruiting New Employees""; ""Chapter 20: LinkedIn for Sales and Marketing Professionals""; ""Chapter 21: LinkedIn Advertising""; ""Chapter 22: Creating LinkedIn Ads That Convert Like Crazy""; ""Chapter 23: Finding a Job on LinkedIn""; ""Chapter 24: LinkedIn Success Stories""; ""Chapter 25: Commencement""</p> <p>""LinkedIn Glossary""""Index""; ""Ultimate Guide to Facebook Advertising, 2nd Edition""; ""Chapter 1: Facebooka€?s Move to Rule the</p>

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Sommario/riassunto

<div><B>Ted Prodrumou</B> is an Internet business consultant specializing in search engine optimization, pay-per-click campaign management, and social media marketing. In his past life, Ted worked for high tech companies IBM, DEC, and Cellular One before starting his own consulting firm in 1999. He lives in San Anselmo, CA.  
<BR><BR><B>James Malinchak,</B> featured on ABC's hit TV show <I>Secret Millionaire,</I> is one of the most requested business and motivational keynote speakers in the world. He lives in Las Vegas, NV.  
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