



Top Secrets for Using LinkedIn to Promote Your Business or Yourself

Gini Graham Scott

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TOP SECRETS FOR USING LINKEDIN TO PROMOTE YOUR BUSINESS OR YOURSELF is a complete step-by-step guide to harness the power of LinkedIn to promote any book, product, service, company, or yourself. It includes two dozen screenshot as examples, and readers can use their own LinkedIn accounts to follow along as they read. The topics covered include:

- Assessing your campaign This is a must-have book for anyone who is using LinkedIn or who wants to get started using it. Since LinkedIn has over 65 million members, this is the place to be for making business-to-business connections. This is the book to have to make the most of the power of LinkedIn.

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