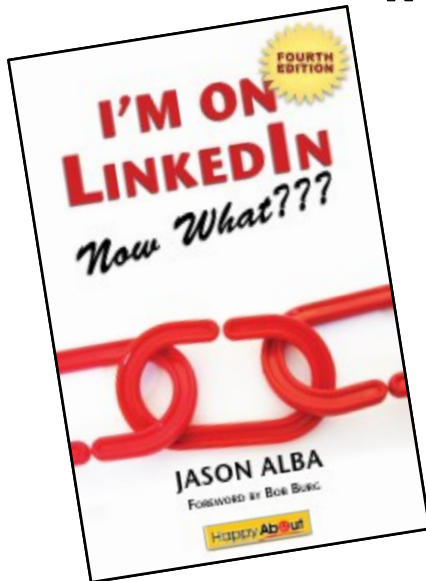


## A Guide to Getting the Most Out of LinkedIn



*I'm on LinkedIn--Now What???* (Fourth Edition) is a book designed to help you get the most out of this popular business networking site. This new edition follows the best-selling first edition and includes the latest and great approaches for using LinkedIn. With over 260 million members there is a lot of potential to find and develop relationships to help in your business and personal life, but many professionals find themselves wondering what to do once they sign up. This book explains the different benefits of the system and recommends best practices so that you can get the most out of LinkedIn.



**Jason Alba**  
801.542.9795  
[jason@jibberjobber.com](mailto:jason@jibberjobber.com)

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### ▶ More about the Book:

If you are a professional interested in advancing your career, increasing your business or expanding your opportunities through relationships, this book is for you. It helps you understand and develop an effective online social networking strategy with LinkedIn.

After reading this book, you will walk away with:

- An understanding of LinkedIn and why you should use it;
- A set of best practices and tips to get started and to expand your use of LinkedIn and;
- An understanding of how LinkedIn fits into your networking and career strategy.

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