



Ultimate Guide to LinkedIn for Business (Ultimate Series)

By Ted Prodrromou

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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 Prodrromou 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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Editorial Review

From the Author

A lot has changed on LinkedIn since I wrote the first edition of Ultimate Guide to LinkedIn for Business in 2012. LinkedIn is constantly improving and adding new features to entice us to spend more time interacting with other business professionals. LinkedIn has established itself as THE network for business professionals and being on LinkedIn is no longer optional for today's successful business professionals.

From the Back Cover

Leverage The World's Largest Free Business Network

With more than 300 million users to date, LinkedIn has become the fastest-growing, most powerful business networking database you can't afford to ignore. Disclosing the latest updates, low- and no-cost tools, and priceless tips, LinkedIn expert and trainer Ted Prodomou show you how to generate highly-targeted sales leads, reach millions of potential business partners, and get our brand in front of millions - locally and globally.

Ted Prodomou is not only the #1 person to turn to for advanced LinkedIn advice: he's also a very conscientious, service-oriented, professional and a gifted teacher.

Perry Marshall, best-selling author of 80/20 Sales and Marketing, Ultimate Guide to Google Adwords and Ultimate Guide to Facebook Advertising

This comprehensive guide shows you how to increase your valuable contacts and maximize your influence with millions of key people.

Brian Tracy, author of Unlimited Sales Success

As the definitive social network for people doing business, entrepreneurs ignore LinkedIn at their own peril. Take the direct approach to reaching the movers and shakers by listening to what Ted has to say!

Joel Comm, New York Times best-selling author of Twitter Power 2.0: How to Dominate Your Market One Tweet at a Time

Ted Prodomou wrote the book on LinkedIn. I used to say the real secret to success is to get out there and work like hell but the Ultimate Guide to LinkedIn for Business is full of actionable strategies that will impact your bottom line immediately so you don't have to work as hard.

Frank Kern, direct-response marketing consultant

About the Author

Ted Prodomou 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.

James Malinchak, featured on ABC's hit TV show *Secret Millionaire*, is one of the most requested business and motivational keynote speakers in the world. He lives in Las Vegas, NV.

Users Review

From reader reviews:

Donna Clark:

Book is to be different for every single grade. Book for children till adult are different content. As it is known to us that book is very important for people. The book Ultimate Guide to LinkedIn for Business (Ultimate Series) has been making you to know about other information and of course you can take more information. It is rather advantages for you. The reserve Ultimate Guide to LinkedIn for Business (Ultimate Series) is not only giving you much more new information but also being your friend when you experience bored. You can spend your spend time to read your book. Try to make relationship with all the book Ultimate Guide to LinkedIn for Business (Ultimate Series). You never feel lose out for everything in the event you read some books.

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Piedad Trainor:

Ultimate Guide to LinkedIn for Business (Ultimate Series) can be one of your beginning books that are good idea. Most of us recommend that straight away because this guide has good vocabulary which could increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to place every word into joy arrangement in writing Ultimate Guide to LinkedIn for Business (Ultimate Series) yet doesn't forget the main point, giving the reader the hottest in addition to based confirm resource data that maybe you can be one of it. This great information could drawn you into fresh stage of crucial thinking.

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