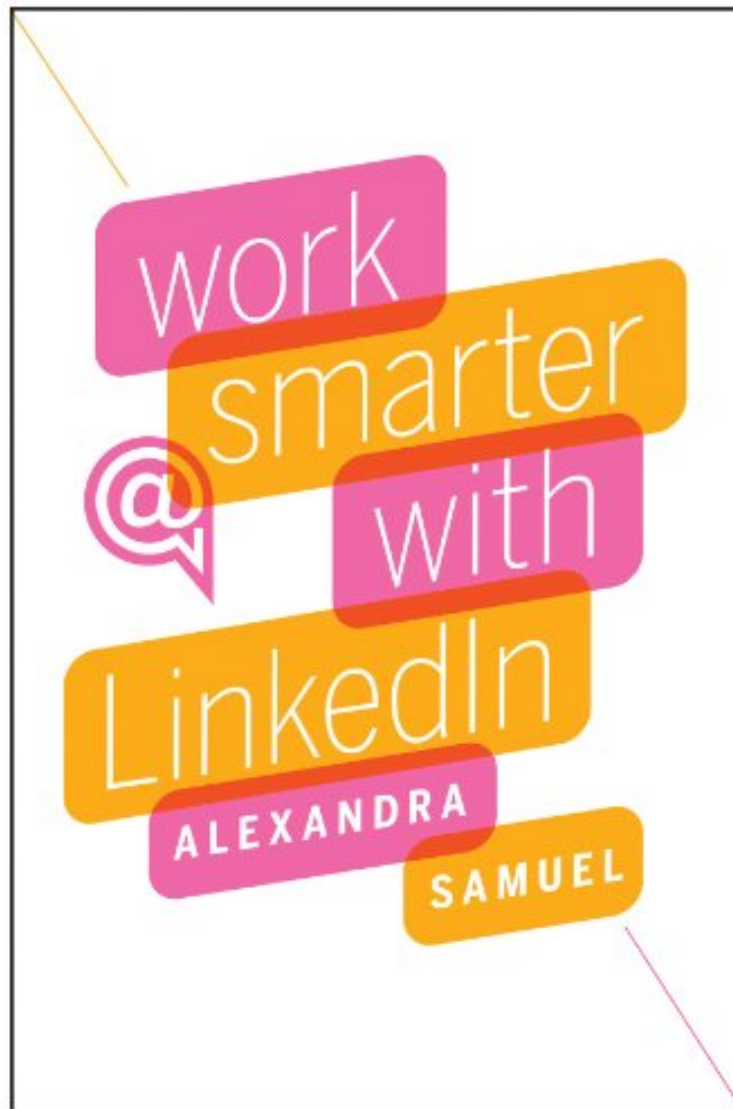


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Work Smarter with LinkedIn

Alexandra

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Alexandra : Work Smarter with LinkedIn before purchasing it in order to gauge whether or not it would be worth my time, and all praised Work Smarter with LinkedIn:

2 of 3 people found the following review helpful. Getting the most out of your networkingBy John GibbsUnlike Twitter, Facebook, or Google+, LinkedIn is not primarily an online hangout or communications channel; it is more usefully understood as a cross between a dream phone book (one in which you could search people by any combination of company, job title, and keyword) and an atlas of human relationships (mapping who knows whom, worldwide), according to Alexandra Samuel in this short ebook. But why would you want a fancy phone book and an atlas of human relationships, and how could you go about getting the most benefit from it? To achieve business or

personal goals, you often have to enlist the help of people you do not know personally, and you are far more likely to succeed in persuading someone if you can arrange for one of your contacts who knows the person to introduce and recommend you. LinkedIn is a key tool for gaining and maintaining these types of contacts. Maximising the value of LinkedIn to yourself seems to require a fairly selfish and opportunistic approach. A large network of superficial contacts is fairly useless; the author advocates accepting only contacts who are likely to be useful to you in the future in a business sense, while ignoring and pruning connections with people who might be Facebook friends or Twitter followers but who are unlikely to be useful to your business. The book includes a guide to getting a LinkedIn account set up in 30 minutes, as well as an interesting chapter on using LinkedIn in combination with TripIt to simplify and maximise the value of your business travel. The book will be of most interest to power networkers, but any professional will find it a good investment of the one hour or so that it takes to read. 0 of 0 people found the following review helpful. LinkedIn Basics By Pete Parrott It provided me with the basics I needed but I still don't understand the maximum usage of LinkedIn. I'm rereading it to gain more knowledge and understanding of how to maximize usage of LinkedIn. 3 of 3 people found the following review helpful. Fabulously easy to implement and with practical focus - great job! By Neen James Inc. Alexandra has provided a practical, implementable, easy to read overview of one of THE best social media resources (even though LinkedIn is an oldie... it's still the most professional of all the social media offerings). I especially enjoyed her tips on using LinkedIn for travel, as a productivity thought leader I am constantly on the road speaking for my clients at conventions and corporations and her advice is brilliant. And because of my bias for execution and implementation, I especially enjoyed her 30 minute LinkedIn set up section at the end of the book sharing how to make the most of this (and manage the email overwhelm). Do yourself a favor, download this brilliant resource and get your LinkedIn profile up to date!

If you think LinkedIn is just for job hunting, you're missing out on the many ways you can take advantage of this social network to build the professional relationships you need to advance in your career. LinkedIn can help you initiate, strengthen, and use the very real human connections that make you effective on the job—and help you get ahead. This short, practical book shows you how. In *Work Smarter with LinkedIn*, social media expert Alexandra Samuel demonstrates the most effective ways to actively build and use your network, sharing tips and tricks on:

- Deciding which connection invitations to accept
- Searching for potential connections when you need to establish a new contact
- Using business travel to make the most of face time with colleagues and contacts
- Capturing all the connections you've made at a conference
- When not to use LinkedIn

The book also includes a 30-minute quick guide to starting—or perfecting—your LinkedIn profile. Interested in learning more about how social media can help you get ahead of your daily work—and get ahead in your career? Look for more in this series of short, digital books from Harvard Business Review Press and social media expert Alexandra Samuel. Other installments provide the best tips and tricks for using tools like Evernote, Twitter, HootSuite, and Gmail to get organized and improve your performance on the job.