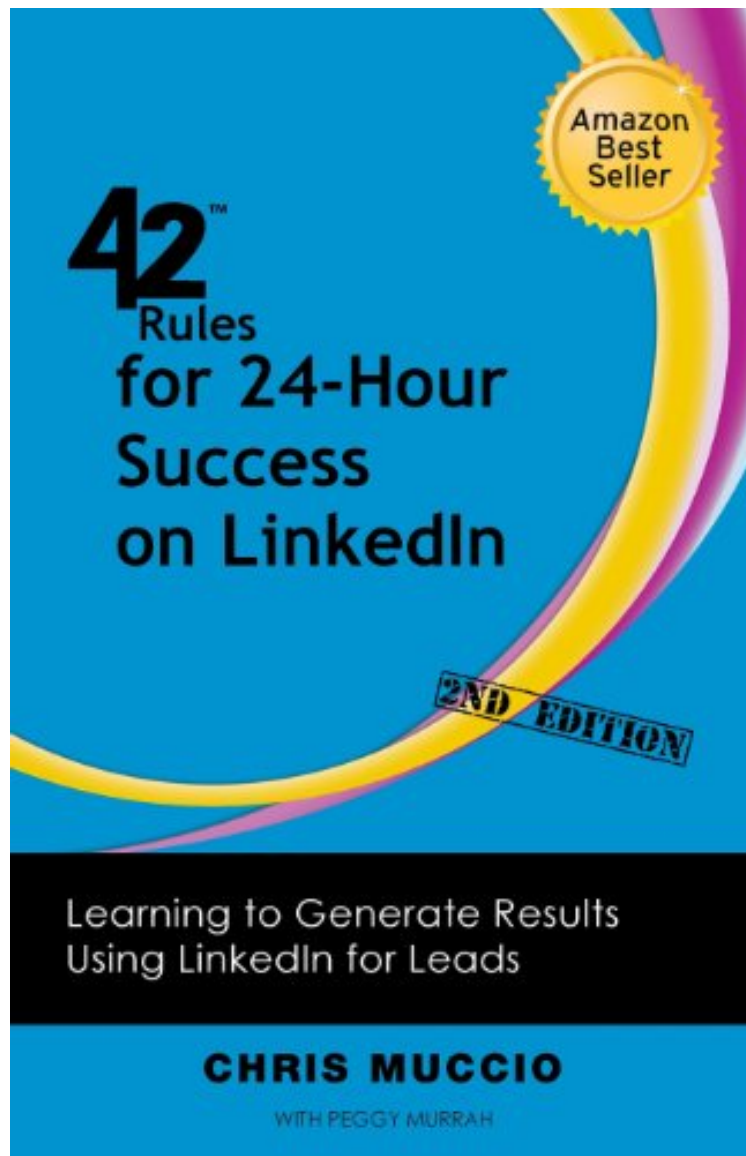


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42 Rules for 24-Hour Success on LinkedIn (2nd Edition): Learning to Generate Results Using LinkedIn for Leads

Chris Muccio, Peggy Murrah

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Chris Muccio, Peggy Murrah : 42 Rules for 24-Hour Success on LinkedIn (2nd Edition): Learning to Generate Results Using LinkedIn for Leads before purchasing it in order to gage whether or not it would be worth my time, and all praised 42 Rules for 24-Hour Success on LinkedIn (2nd Edition): Learning to Generate Results Using LinkedIn for Leads:

5 of 5 people found the following review helpful. I read the book in one sitting and began utilizing the tips as soon as I put it down. By Tim Walsh I purchased the kindle version of the book and the formatting is terrific. The phrase "must read" is overused now-a-days, but this book is definitely in this category. Whether you are familiar with social media or not, and LinkedIn in particular, this book brings to light how powerful this platform can truly be. The success stories mentioned throughout the book put into perspective the type of results that are attainable by following these rules. Chris and Peggy do a great job of articulating the information on to the readers in a clear and simple manner, while still going in-depth and teaching the intricacies of LinkedIn. I read the book in one sitting and began utilizing the tips as soon as I put it down. I highly recommend this book to anyone interested in using LinkedIn to its full potential!

0 of 0 people found the following review helpful. Keeping Up With the Changes By Writing Innovations LLC Social media changes quickly, especially sites like LinkedIn. Keeping up with all the changes as they occur is almost a full time job! Chris Muccio's revised edition of 42 Rules for 24-Hour success on LinkedIn has proven to be a valuable resource in helping me stay on top of the changes made to LinkedIn and how to make them work for me. The book has opened my eyes to the many ways that LinkedIn can be used. This book shows you how to leverage LinkedIn whether you are promoting yourself, looking for a job, launching a PR campaign or just trying to make better business connections. The quick, short read format makes this book an easy, fast read.

1 of 1 people found the following review helpful. Taking Advantage of the Power of LinkedIn By R. Bonacorsi LinkedIn is very powerful but can be overwhelming because of all of its capabilities. This book is a great guide to helping you master and profit from LinkedIn. I have been using LinkedIn for well over a year now and so wish I had this book from the beginning as I could have learned in a few days what has taken several months plus a lot more as well! This book is a must for small business owners and serious job seekers who want to make the most out of using LinkedIn.

There are millions of registered users on LinkedIn. Relatively few of them seem to have any real understanding of how to effectively use LinkedIn or how powerful a tool it really is. Do you know how to use LinkedIn to achieve your business goals? In 2008, people wanted to know how to use LinkedIn and we wrote the first edition of this book, which became an Amazon Best Seller. Today, there is a clear demand to learn more about what LinkedIn can do and what is needed to effectively use LinkedIn to generate results. Although the usage of LinkedIn is exploding, there are very few resources that teach what users are craving - solutions to increase their desired business results. In this almost completely new second edition of our book, we share our powerful 4 part methodology and then provide you with planning, tactics, techniques (and success stories) to help guide you toward generating business success through LinkedIn. 'Rules for 24-Hour Success on LinkedIn' is a user-friendly, fast-paced resource designed to help you leverage the power of LinkedIn to build your business strategy, generate positive awareness to your brand, engage your leads and create trust. Who do we tend to do business with? Those we trust. There is a theory that everyone in the world is connected by no more than 6 people. You know who you are, but who else in this socially-connected world knows you and more importantly, what are you doing for them to generate trust in you. This book will help you: Build your "roadmap for results" using a clear and concise four part methodology Find, communicate and engage your target audience Increase the effectiveness of the time you spend on the site Use efficient strategies to build a high-quality network of connections. Demonstrate your expertise using the most powerful tools that LinkedIn offers In addition to providing over 100 tips, insights and tactics, the second edition also provides a dozen success stories for you to read and understand the paths others have used to generate success. LinkedIn is far from just a job search engine. Don't waste time "guessing" on how to generate your LinkedIn success. '42 Rules for 24-Hour Success on LinkedIn' uses a unique combination of simple strategies, tactics and clever ideas to create clarity in the murky, yet powerful new world of digital lead generation.