

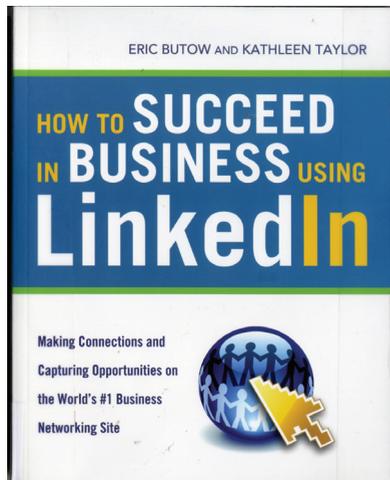
Book Review Courtesy of Halton Hills Library

How to Succeed in Business using LinkedIn

By Eric Butow and Kathleen Taylor ISBN978-0814410745

Review by Beverley King, Halton Hills Public Libraries

Social and professional networking tools are fast becoming one of the best ways to get the word out about your product or service. The best part is they're free! LinkedIn has emerged as one of the top professional networking websites. Maybe you've created an online profile using LinkedIn, but do you understand the nuances of how to really put this marketing tool to work and promote your business? Make sure you educate yourself before you "link in". Each social networking space has its own online culture and user norms. There's no reason to make avoidable online blunders.



every aspect of LinkedIn, from getting registered and building your network, to posing questions and creating groups. You will receive detailed and practical instructions on how to create a home page, manage contacts, leads and recommendations, search for other experts in the field, look for and become a service provider, find and recruit for jobs, and conduct business research.

The authors also offer essential guidance about proper business etiquette and provide targets to help you use LinkedIn to its full potential. For example, when answering questions well, the authors say "Don't rattle off a quick opinion. Put some thought into it. Provide some additional

resources." Similarly, their suggested target of 60 contacts is a good goal to work toward. If you're already convinced that your business would benefit from LinkedIn, but aren't sure how to get started, this unique and practical book will show you how to make the most of LinkedIn, avoid embarrassing mistakes, and reap the benefits of the powerful networking opportunities it offers.

How to Succeed in Business using LinkedIn is one book that can help. The authors start by explaining how you can use LinkedIn to your advantage. For example, they explain how you can promote your business by establishing a network of customers and colleagues, publishing testimonials, sharing expertise, monitor trends, and conducting market research.

In just 12 chapters, they take you through

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<http://www.haltonhillschamber.on.ca/Default.aspx?tabid=75>

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