


I'm on LinkedIn--Now What (Fourth Edition): A Guide to Getting the Most Out of LinkedIn

Jason Alba

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Jason Alba : I'm on LinkedIn--Now What (Fourth Edition): A Guide to Getting the Most Out of LinkedIn before purchasing it in order to gauge whether or not it would be worth my time, and all praised I'm on LinkedIn--Now What (Fourth Edition): A Guide to Getting the Most Out of LinkedIn:

2 of 2 people found the following review helpful. Short but Still Worth It By Aaron R Groves It has to be difficult to

write an entire book about a single website, especially one as (relatively) straightforward as LinkedIn. Jason Alba has made an admirable attempt with this book, though in my opinion the results are mixed. On the positive side, for less than \$20 you get a lot of information that it would take you a long time to assemble on your own. In many cases, you might never figure it out on your own. The book is also a quick read, so for those of us interested in getting better at LinkedIn without investing a ton of our time, it is a good fit. On the negative side, it is rather short, even more so when you consider that it is physically small, does not use the smallest font, and has a fair amount of redundancies and "fluff" that probably could have been edited out. The problem with the book being short isn't so much a "dollars per page" value issue, but rather that the book would have really benefited from greater exploration of the ideas and information that are rather quickly presented (then dropped). This is not the biggest failing, but it does mean that the book is better at telling you about the technical aspects of navigating the site than in the bigger strategic questions of how to get the most value out of LinkedIn. I have a few minor quibbles as well. The organization of the book is not bad, but each chapter simply covers a distinct unit (e.g. "Searching," "Understanding Degrees of Separation," "Recommendations," etc.). I came away with a less than perfect understanding of how to combine these units, and a better organizational strategy might have been more geared around the process of learning LinkedIn (versus the book's current emphasis on describing various features). Also, some of the figures (mostly screenshots) do not match the text; my suspicion is that they were not updated from the previous edition (but this is just my guess). This is not really a problem in itself, but it does undercut the credibility of the book a bit. Finally, the book is not exactly a pleasure to read. Jason Alba seems like a nice guy, but he is not the most engaging writer, and the book doesn't help him out by using a dull layout and full font. Still, I think the book is worth purchasing. It does provide a fair amount of information, and when you consider the amount of dollars at stake in your career, this really is a very small investment. It is not perfect, but it is a small press book that helps fill a useful niche.

0 of 0 people found the following review helpful. Highly recommend this for basics of getting more out of LinkedIn than just a online resume.

By CustomerNice short book of advice on using LinkedIn. I recommend if you only have a little time to spend with it, go straight to Chapter 3 (especially if you are already using LinkedIn basics. I sent several copies out to friends who were looking at transitioning jobs because I found it very useful.

0 of 0 people found the following review helpful. Useful book for almost all levels of competency with LinkedIn

By Blase A. CiabatonThis book offers value when read from cover to cover, or it can be used as a reference to answer specific questions. I read the entire book and particularly liked that comments that are included at the end of each chapter which reinforce what was covered with real life testimonials. Because of the author's background, it seems as if the book is probably best suited for job seekers, but there is still plenty of quality content for other business professionals. Especially helpful for me were the sections about Groups Answers on LinkedIn. For some of the more technical aspects, I would have found it helpful to see step by step examples that show "how to;" in fairness to Alba, he does list quite a few online resources related to particular topics, but I would rather not have to dig deeper to get clarification. Finally, as a sales professional, I was also excited to see Appendix B, "LinkedIn For Sales Professionals" which included 11 tips specifically to optimize LinkedIn for sales. [...] Overall, this book is a worthwhile investment for someone who knows nothing about LinkedIn or for someone who is familiar with it but wants to get more return for time invested.

"I'm on LinkedIn--Now What???" (Fourth Edition)" is regularly referred to as "the bible on LinkedIn" because it was one of the first LinkedIn books in print. At the present time, it is the only LinkedIn book in the fourth edition. This LinkedIn book is designed to help you get the most out of LinkedIn, which has become the most popular business networking site. It is one of "the big three" in the social networking space, along with Facebook and Twitter. This new edition focuses on strategies and tactics to help you understand what LinkedIn is and how it fits into your online marketing strategy (whether it is a personal marketing strategy or a business/corporate marketing strategy). The tactics are practical, realistic and respectful of your busy schedule. This LinkedIn book is a favorite resource of career coaches, marketing directors, social marketing consultants and others who regularly use LinkedIn to reach customers, find important contacts and communicate with them, increase their brand recognition, and help others learn more about them. The strategies and tactics are explained with clear instructions that should last through new changes in LinkedIn, since they are principle-based. Use LinkedIn to find and develop relationships which can help in your business and personal life. If you are wondering how to use LinkedIn, or if you are not getting as much value as you can out of LinkedIn, this is your resource. Complement this LinkedIn book with the regular blog posts at ImOnLinkedInNowWhat.com to keep up with new changes and ideas. 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.

From the Back Cover"Jason offers a unique perspective on networking that's of interest to anyone that is a job seeker,

entrepreneur, or networking enthusiast. He has been all of these and his experiences with LinkedIn enable him to offer an integrated review for anyone to make the most of the LinkedIn tool. His book is a reflection of his deep understanding of people, technology and change in the market and can easily save the average new user months of time in trial and error." Nadine Turner, Nadine Turner, Six Sigma Black Belt "This book takes the guess work out of how to utilize LinkedIn and is unquestionably a friendly user's guide! This book is not simply for beginners, but for those who are serious about professional and personal networking. Kudos Jason!" Lori Russel Boilard, CEO, Executive Careers Psychologist "If you are new to LinkedIn, you are in for a treat when you read 'I'm On LinkedIn-- Now What???' If this book were available the first year LinkedIn started, it would have helped LinkedIn to be better understood and would have helped thousands of professionals get the most out of LinkedIn." Vincent Wright, Chief Encouragement Officer, MyLinkedInPowerForum.com "Jason's Personal Brand is consistent in each project he works on, especially in 'I'm on LinkedIn -- Now What???' Throughout this book he narrows down exactly what LinkedIn SHOULD be used for so that readers don't confuse it with other social networks. You will encounter information on how to set up your profile, network through groups and proper etiquette to use as you grow your LinkedIn database. Jason's thoughtful and honest viewpoint on LinkedIn will teach everyone from youthful professionals to experienced entrepreneurs how to succeed with this tool." Daniel Schawbel, Publisher, Personal Branding Magazine "I'm on LinkedIn - Now What provides a useful guide for all those looking to better utilize the power of LinkedIn. As Jason writes, LinkedIn is NOT the silver bullet of networking sites; such a site does not exist, and this book does not try to make that point. What this book does incredibly well is show how you CAN use the tool to your advantage; to make connections, to help others, and ultimately, to help yourself! 2 handshakes WAY UP for this great book!" Phil Gerbyshak, public speaker and author of 10 Ways to Make It Great! "Jason Alba has established himself as a well-known and widely respected expert in the employment arena. His success in establishing himself and promoting his extraordinary career toolset JibberJobber.com prove that he knows what he's talking about. His understanding of personal branding and networking come together in his new book about using LinkedIn. Authoritative and insightful, this book is a great primer for "newbies," yet it's comprehensive enough to offer something of value to even the most seasoned LinkedIn users." George Blomgren, Director of Marketing, MilwaukeeJobs.com About the Author Jason Alba is the job seeker and networking advocate. He got laid off in January 2006, just a few weeks after Christmas. Even though he had great credentials and it was a job-seeker's market, Jason could hardly get a job interview. Finally he decided to step back and figure out the job search process, including trying to understand all of the available resources. Within a few months he had designed a personal job search tool, JibberJobber.com, which helps professionals manage career and job search activities the same way a salesman manages prospects and customer data.