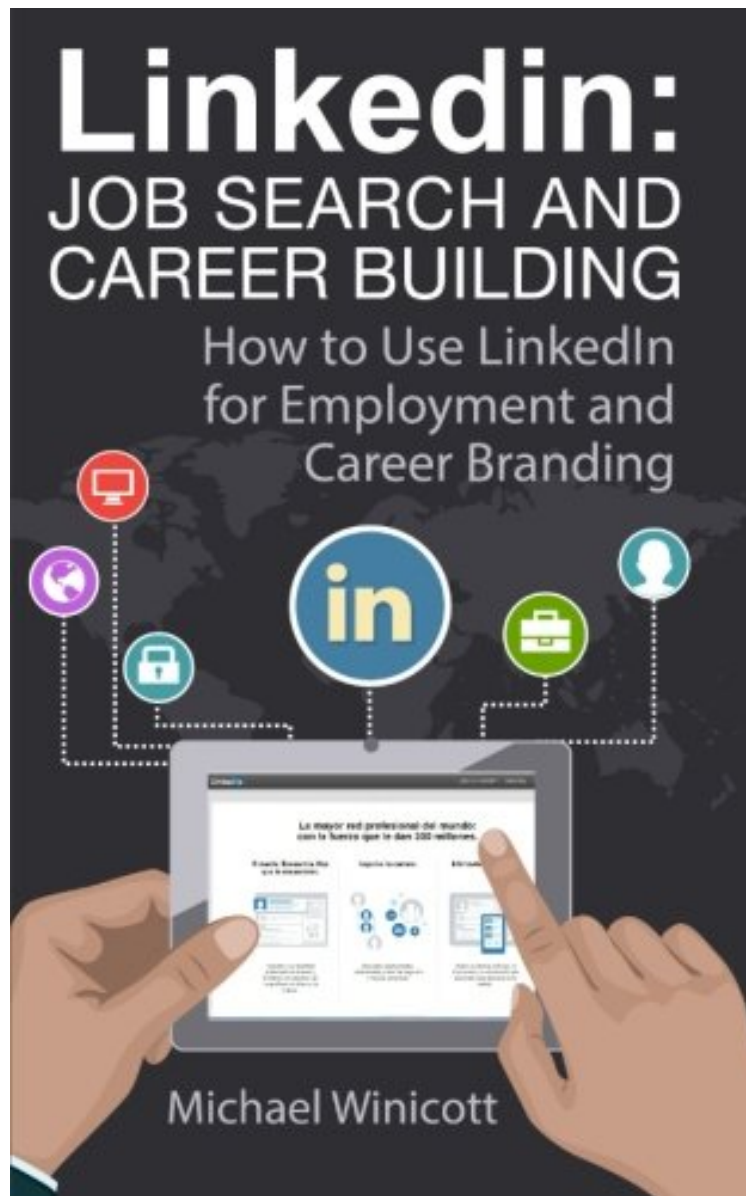


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# LinkedIn: Job Search and Career Building: How to Use LinkedIn for Employment and Career Branding

Michael Winicott

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About the AuthorI was born in Boston in 1970. After my MBA, I started a career in a large management consulting firm. After 15 years of helping Fortune 500 clients in the areas of Strategy, Operations and Business Development, I discovered my real calling: teaching what Ive learned through hard earned experience to others who might use this knowledge to improve their lives. I know from my own experience that life is a constant struggle to achieve the goals you have set for your life. You need all the resources you can get to win!. Self-improvement is the name of the game. The more you know, the more you can achieve. Luck is not enough. Remember that success is always a road paved with failures. We need to adjust, adapt, and strategize to get through everyday life. You need to keep adding to your toolbox for the rest of your life!! It is my sincere wish that my endeavors will help my readers to acquire resources for this long journey. If you have any ideas for books that might help you or others, Id appreciate if you share those ideas with me.