



Maximum Success with LinkedIn: Dominate Your Market, Build a Global Brand, and Create the Career of Your Dreams

Dan Sherman

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The updated edition of the guide to harnessing the power of the world's largest professional network for total business success.

Maximum Success with LinkedIn, Second Edition revolutionizes the way busy professionals use LinkedIn. It isn't just about professional networking and job-seeking; it's a step-by-step guide to answering any professional challenge by harnessing the potential of LinkedIn. It explains how to use LinkedIn to find customers, partners, investors, or advisors; hire qualified employees; build a personal brand; build networks; find and land the perfect job; develop business relationships; and much more.

The Second Edition has been completely revised and updated to reflect the latest feature changes on LinkedIn. *Maximum Success with LinkedIn, Second Edition*, builds on the success of the First Edition, which received over 50 positive reviews on Amazon.com.

Dan Sherman is a full-time LinkedIn consultant, trainer, and speaker, who works with companies and entrepreneurs. He has more than 20 years of marketing management experience at successful firms, ranging from Silicon Valley start-ups to Fortune 500 companies.

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