



LinkedIn for the Business Professional: A Guide to Growing Your Business Through the Use of LinkedIn

Cathy Yerges

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If you're familiar with social media, you know that unless you have a specific strategy or goal in mind, it's very easy to spend hours a day on any of the sites, without accomplishing much. Our goal with LinkedIn Strategies for Business Professionals is to guide you through the creation of a focused strategy for using LinkedIn to accomplish the goals you've set for your business or career.

By optimizing your profile and utilizing some of the key features of LinkedIn, you can increase the number of times you appear in search results, find valuable ways to engage with your network, become an expert in your niche, and grow your business.

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