

How to succeed in business using linkedin: making connections and capturing opportunities on the web's #1 business networking site

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Abstrak

The Web 2.0 innovation LinkedIn (www.lindedin.com) has gained huge popularity as a professional networking tool and is often considered the key to success for businesspeople and job seekers today. In fact, all Fortune 500 companies are already part of this service. Butow (CEO, Butow Communications Group) and Taylor (cofounder, TalentPlanet) show how to use LinkedIn strategically to communicate and to gain competitive advantage.