



LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn

By Brian Carter

Pearson Education (US), United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Increase Your LinkedIn Leads, Sales, and Profits: Attract Higher-Quality Leads, Market More Effectively, Boost Your Sales This book delivers a complete system for profiting from LinkedIn. Top social media marketer Brian Carter shows you how to use LinkedIn to supercharge your existing business-to-business marketing, advertising, and sales processes, generate more qualified leads, and build sales in powerful new ways! Through case studies, Carter reveals how innovative businesses of all types are achieving amazing results with LinkedIn and teaches specific, actionable lessons you can apply right now. Whether you re an advertising expert, content marketer, sales professional, PR pro, B2B executive, or social media specialist, LinkedIn offers you far more power than you may realize--and this book will help you leverage all of it! YOU LL LEARN HOW TO * Identify the fastest, easiest ways to profit from LinkedIn * Apply today s 15 most valuable Internet marketing principles to your LinkedIn presence * Network for dollars, with this book s proven six-step relationship-building process * Find hot prospects through quick LinkedIn prospecting and introductions * Use LinkedIn as a passive...



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