

How To Use LinkedIn as an Aid in These Economic Times?

It is vital in any economic situation to have a network to be able to fall back on, or build upon. New opportunities are now open to anyone, thanks to the Internet. The most valuable website giving people networking support on a professional level is LinkedIn.

Over 34 million people (and this number is growing) now have a profile on LinkedIn and also a few connections. The question that most people ask is: what does this website have that I can use to my advantage? And also: how can I use LinkedIn in a way that gives me results without my having to spend too much time on it?

"How to REALLY use LinkedIn", written by networking expert Jan Vermeiren , shows you why LinkedIn is such a powerful tool for everybody to use. Not only that, it also presents a short and effective step-by-step plan to get immediate results. And people don't need any special expertise to begin.

Moreover this book contains advanced strategies for finding new customers, a new job, employees, suppliers, experts and people to help you get your job done faster. It also gives the answers to 24 frequently asked questions and an overview of 22 little-known LinkedIn features. Finally there's a list of free tools that help you save time when using LinkedIn. All this makes "How to REALLY use LinkedIn" the perfect manual to REALLY get going with using LinkedIn.

"Finally, someone can explain the usefulness of LinkedIn. As a typical Gen X'er, I was starting to get frustrated at hearing more and more people talking about the advantages and the fun of being Linked In. Once I got it, I immediately created a profile and started connecting. And if I can do it, so can anybody else!"

Hubert Vanhoe, Vice President, USG People Belgium

"This enlightening look at a new form of social media and next-generation communication provides meaningful ideas in an easy-to-read format. Perfect for any age!"

Dr Nido Qubein, President, High Point University and Chairman, Great Harvest Bread Co.,

"If you take networking seriously, use LinkedIn. If you take LinkedIn seriously, read this book!"

Edgar Valdmanis, GoldClub Networker/Business Network International (BNI)

Jan Vermeiren is the founder of Networking Coach. Following on the best seller success of his first book "Let's Connect!" , in his second book "How to REALLY use LinkedIn" he reveals even more the dynamics of networking and tools that anybody can immediately apply.

Together with his team at Networking Coach, Jan gives presentations and training courses in the field of networking and referrals. Customers are large organisations like Deloitte, Dupont, IBM, ING, SAP, Sun Microsystems and Vlerick Leuven Gent Management School , as well as small companies and freelancers.

For a "full press release", 51 testimonials from managers of Deloitte, Sun, Dupont, Unisys, ING and many management and networking gurus, pictures and more information about the book: <http://www.how-to-really-use-linkedin.com/press.html> 5 charities will receive parts of the profit.

Contact Jan Vermeiren directly for an interview or for more information: jan.vermeiren@networking-coach.com or +32 3 216 27 47 (Note: Release Date: March 17)