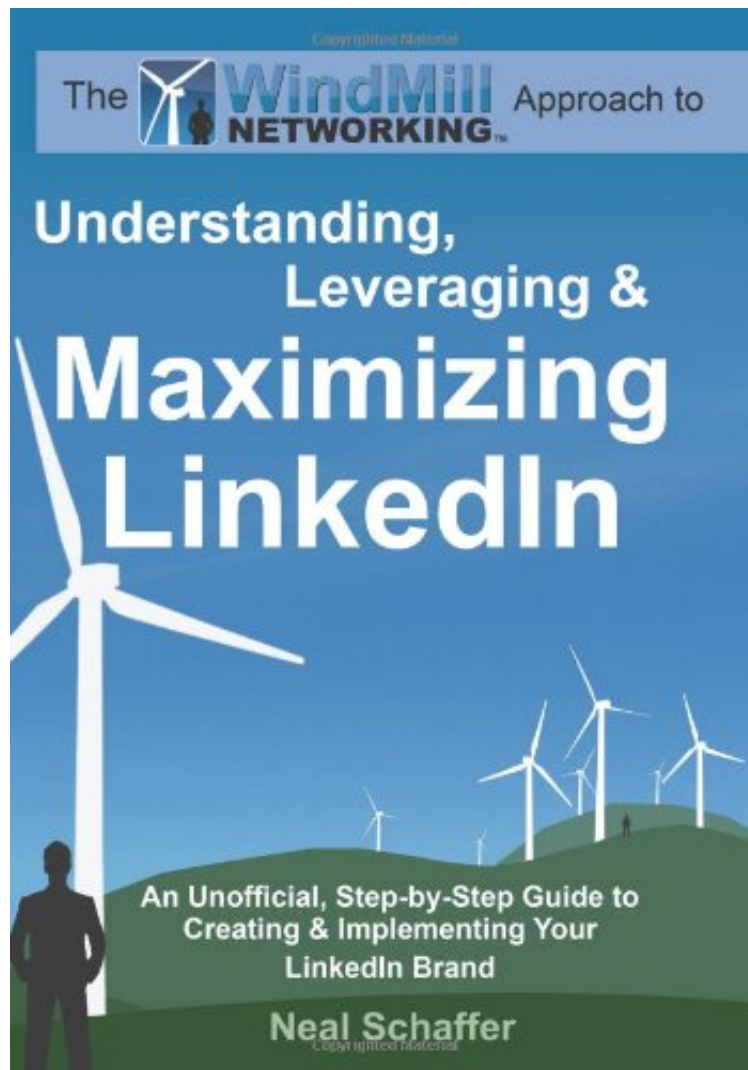


[Library ebook] Windmill Networking: Understanding, Leveraging Maximizing LinkedIn: An Unofficial, Step-by-Step Guide to Creating Implementing Your LinkedIn Brand - Social Networking in a Web 2.0 World

Windmill Networking: Understanding, Leveraging Maximizing LinkedIn: An Unofficial, Step-by-Step Guide to Creating Implementing Your LinkedIn Brand - Social Networking in a Web 2.0 World

Neal Schaffer

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#1021996 in Books BookSurge Publishing 2009-09-29 Original language: English PDF # 1 10.00 x .87 x 7.001, 1.46 #File Name: 1439247056382 pages | File size: 15.Mb

Neal Schaffer : Windmill Networking: Understanding, Leveraging Maximizing LinkedIn: An Unofficial, Step-by-Step Guide to Creating Implementing Your LinkedIn Brand - Social Networking in a Web 2.0 World before

purchasing it in order to gauge whether or not it would be worth my time, and all praised Windmill Networking: Understanding, Leveraging Maximizing LinkedIn: An Unofficial, Step-by-Step Guide to Creating Implementing Your LinkedIn Brand - Social Networking in a Web 2.0 World:

1 of 1 people found the following review helpful. Understanding and maximizing, both understated. By Martin L Taylor I received my first "I don't know" response (we are only allowed 5) before I decided to read up on LinkedIn. A bit of research brought up Neal's book instantly and the reviews at the time encouraged me to start with his book. A perfect choice. Neal covers everything LinkedIn and he knows it well. After visiting his web site I started following him on Twitter and learned just how passionate he is about networking. A fellow who truly loves what he does. And near the end of the book he confesses to using only LinkedIn's free service! What a world of benefit in LinkedIn. And a wealth of knowledge in this book. Embarrassingly I had let my network suffer in recent years, from being "too busy" (I thought). I had started using Facebook to reconnect with classmates and far-flung friends and relatives. But wondered how to re-connect with business colleagues. "Understanding, Leveraging and Maximizing LinkedIn" was a godsend. I read the book as a novel, cover to cover, stopping at times to re-connect with folks with whom I had crossed paths in my career. I found that (nearly) all of them welcomed me back into their sphere. I plan on staying there. And on re-reading the book knowing I will see or understand something I may have missed the first time through now that I have spent some time with LinkedIn, reconnecting with old friends, and making new ones. 1 of 1 people found the following review helpful. This book rocks! By Craig M. Jamieson If you are serious about networking, you must read this book. LinkedIn is one of the most overlooked tools in the social media world yet it is also one of its most powerful business applications. Neal Schaffer understands LinkedIn like nobody else that I am aware of. Furthermore, he practices what he preaches and consistently demonstrates the willingness, and eagerness, to engage with others. This book is without question the most complete (I had previously bought two other books) authority on this topic and truly takes you step by step in using LinkedIn to put Windmill Networking to work. 0 of 0 people found the following review helpful. Great Resource on LinkedIn! By Frank Johnson I enjoyed this book quite a bit. I tend to be fairly savvy when it comes to social media, so some books I read don't help me that much (I tend to already know a lot of what they say). This book was an exception - while I already knew a fair amount of its subject matter, there were some gems I had not encountered or thought about before. The sections on inviting 2nd and 3rd degree connections advanced invitation management were especially helpful. After reading the book, I am more excited than ever about using LinkedIn! One thing did annoy me a bit - sometimes the author doesn't have definitive information to share. Instead he speculates about why a certain functionality isn't working right for him (Service Providers, for example). I think it would have been more helpful if he had told LinkedIn he was writing a book on their service and would like a definitive answer. I learned after initially writing this review that the author avoided seeking out a definitive answer from LinkedIn on the advice of his attorney. I've increased my rating to five stars (one additional star) because of this (I can hardly blame the author for following his attorney's advice). That's a small nit, however. Overall, I was very satisfied with the book!

Social media strategist Neal Schaffer's Windmill Networking: Understanding, Leveraging Maximizing LinkedIn is the most comprehensive book on maximizing the potential for professional and personal networking through LinkedIn. It goes beyond the business genre to expand upon the world of social media marketing, branding, and today's critical focus on career management. It clarifies the functionality of LinkedIn and how to plug into the Windmill Network to maximize our presence and leverage the potential to grow our networks to thousands of global connections. Schaffer offers a unique view of all phases of social media and networking, providing a direct route to developing objectives and creating brands. This book's focus on Windmill Networking and LinkedIn is vast: creating business, gaining subject matter expertise, finding a job, expanding a network, learning online social networking etiquette, and developing a branded profile. This book generates strategies, goals, and success. The book starts by reviewing your objectives for using LinkedIn as well as how your brand will be perceived online. What follows is a function-by-function review of how to maximize all that LinkedIn has to offer for those that truly wish to utilize the professional networking platform to promote their business, network with their peers, find a job, or simply tap themselves into the premiere network for business professionals. While appropriate for both beginners to LinkedIn as well as those who want to get to the next level of expertise, one thing is for certain: After reading this book, you will have no doubt as to what you can be doing on LinkedIn to help you reach your goals and achieve success.

A primer on the social network LinkedIn and an introduction to Windmill Networking. LinkedIn is a popular social networking site used mainly to establish professional connections and explore career opportunities and advancement. With 50 million users, it has far fewer members than other services like Facebook, MySpace and Twitter--but, as Schaffer notes, "LinkedIn is by far the biggest social networking site that caters to the professional demographic." After returning from years working abroad in Asia, Schaffer ... developed the concept of "Windmill Networking," which involves building up networks of trusted connections, helping others out and reaping the rewards of these connections and favors. The book is a catalog of the basic and advanced functionalities of the LinkedIn network and

an explication of--and recruitment tool for--the Windmill Networking technique. Schaffer's exhaustive guidebook covers everything from self-branding and establishing connections to joining groups and updating one's status. --Kirkus Discoveries Honorable Mention, Best Non-Fiction Book of 2009 --2009 DIY Book Festival (<http://www.diyconvention.com/>) Honorable Mention, Best Non-Fiction Book of 2009 --2009 DIY Book Festival (www.diyconvention.com) Silver Award, Best Business Reference Book of 2009 --2009 Axiom Business Book Awards (www.independentpublisher.com/article.php?page=1353) Finalist, Best Career Book of 2009 --2009 ForeWord Book of the Year Awards (www.bookoftheyearawards.com) About the Author Neal Schaffer is recognized as a leader in helping businesses and professionals embrace and strategically leverage the potential of social media. An author, speaker, and social media strategy consultant, Neal has appeared in the Wall Street Journal, Bloomberg Business Week, Yahoo!, and the American Express Open Forum. A graduate of Amherst College, he is also fluent in Chinese and Japanese and currently resides in Irvine, California, where he proudly serves on the marketing committee for the United Way of Orange County. Neals first book, Windmill Networking: Maximizing LinkedIn, was a recipient of multiple industry awards and continues to be one of the best-selling books in its genre. In 2011, Neal will publish his second book, Maximizing LinkedIn for Sales and Social Media Marketing, and is currently working on his third book, tentatively titled Windmill Networking: Maximizing Twitter. As President of Windmills Marketing, a social media strategy consulting practice, Neal has led social media strategy creation, educational workshops, and implementation coaching for a range of B2B and B2C companies including a Fortune 50 software company, a multi-billion dollar nutritional supplements enterprise, and a popular Mexican-American musician. Neal is also a frequent social media conference speaker and is passionate about educating his audience with concrete takeaways and compelling, customized content to help them truly maximize social media. Neal has spoken at nearly 100 events worldwide.