



# Teach Yourself VISUALLY LinkedIn (Teach Yourself VISUALLY (Tech))

*Lance Whitney*

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**Teach Yourself VISUALLY LinkedIn (Teach Yourself VISUALLY (Tech))** Lance Whitney  
**A complete visual guide to the world's largest professional network**

*Teach Yourself VISUALLY LinkedIn* is your guide to becoming a part of the world's largest professional network, with over 259 million users across 200 countries and territories. Using full-color screen shots, this visually rich guide provides step-by-step instructions that show you how to get the most out of the myriad tools and features LinkedIn has to offer. The book is organized for quick, easy navigation, and written in clear, concise language that allows you to get up to speed quickly.

LinkedIn has become the premier destination both for those seeking employment, and those looking to employ others. A professional take on social media, the site allows users to post resume-like profiles and network with others in their fields, connecting with past, present, and potentially future colleagues. LinkedIn is growing at a rate of two users per second, making it a major hub and networking tool for those looking to establish, maintain, or grow a professional network. This guide discusses the purpose and benefits of LinkedIn, and shows you how to set up a professional profile that will stand out from the crowd. Topics include:

- Setting up your account
- Adding endorsements and recommendations
- Networking with colleagues
- Posting status updates

Showing off your strengths, talents, and accomplishments is an important part of networking, and interacting with others in your industry is an excellent way to get your name out there and make new contacts. LinkedIn facilitates both, allowing you to broaden your reach without leaving your desk. *Teach Yourself VISUALLY LinkedIn* helps you get on board today.

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