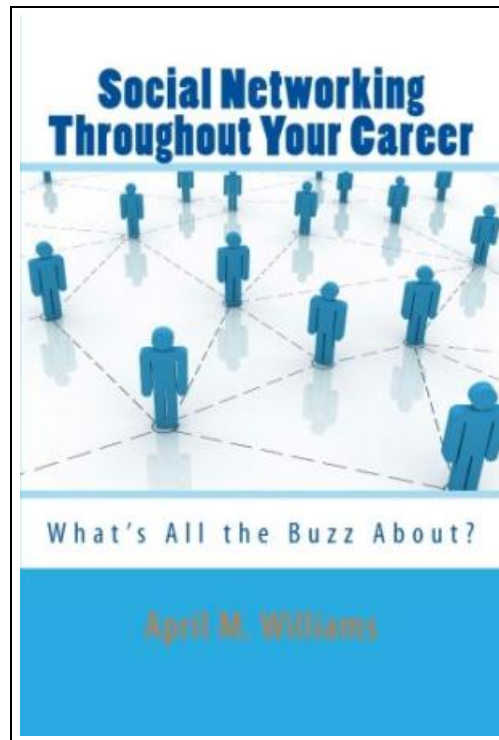


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AMW Inc. Paperback. Condition: New. 108 pages. Dimensions: 8.8in. x 5.9in. x 0.6in. In this book, April M. Williams shows you how to make the most of the today's popular social networking tools to boost your professional image and how you can avoid career limiting mistakes. Learn which tools are most important today to reach your target audience. See how you can use different tools based on your specific career stage. Find out how to get big results from a small investment of your time. Apply best practices to your time online to avoid social networking etiquette missteps. Discover how to build a strong network to land your next job faster. Identify ways to create your personal brand and communicate your unique selling proposition. Understand trends in the marketplace so you are not caught unaware when you are considering a job change. It seems everyone is talking about social networking tools these days. Newspaper stories and daily comics make light of our tweets. We have all heard about social networking and many of us are using these sites regularly. In fact, these tools have sparked a communication revolution by changing how we talk with each other and the speed in which information travels. If you are a professional looking for a new job, considering a career change or even planning to be in the job market for more than one more year, it is important to understand how to leverage the most common social networking tools. If you are not effectively managing your online network you will appear out dated and behind the times to current employers or recruiters. Currently, 80 of all companies use LinkedIn as their primary recruiting tool. That means if you are not using LinkedIn effectively, other candidates will be hired for the job, which may be...



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