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The group is now the largest content marketing-focused group on LinkedIn, averaging 267 new member per week, and, more importantly, about 10 to 20 quality discussions per week. 18K views on Slideshare alone, not counting the other places.

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~~Acquisition de SlideShare par Scribd | Assistance LinkedIn~~
LinkedIn (/ ˌ l ɪ ŋ k t ˈ i n /) is an American business and employment-oriented online service that operates via websites and mobile apps.Launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.As of 2015, most of the company's revenue came from selling access to information about its members to recruiters ...

~~LinkedIn Wikipedia~~
Bringing out the relevance of your solutions to different segments and buyer personas helps to make that time worthwhile. Generate qualified leads for sales. Sales have never been more aware of the value of properly qualified marketing leads than they are today.

Make LinkedIn your number one professional branding tool LinkedIn is the premiere social network for professionals looking to discover new opportunities, enhance personal branding, connect with other professionals, and make career advancements. With LinkedIn For Dummies, you’ll have step-by-step instructions on how to take advantage of the latest tools and features to do all of this and more. This book will teach you how to create an attractive profile that employers will notice, as well as ways to expand your network by making connections around the globe. You'll also learn how to best navigate the new user interface, write recommendations, take a course with LinkedIn Learning, and conduct your job search. Create an appealing, detailed profile Establish your credibility and personal brand Connect with employers and find jobs Request and write recommendations Whether you’re one of LinkedIn’s 500 million global members or brand new to the site, this authoritative resource helps you get the most out of the world’s largest professional network.

THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic brand”—a brand that customers feel is essential to their lives. In an entertaining two-hour read you’ll learn: • the new definition of brand • the five essential disciplines of brand-building • how branding is changing the dynamics of competition • the three most powerful questions to ask about any brand • why collaboration is the key to brand-building • how design determines a customer’s experience • how to test brand concepts quickly and cheaply • the importance of managing brands from the inside • 220-word brand glossary From the back cover: Not since McLuhan’s THE MEDIUM IS THE MESSAGE has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and those who would like to understand it better will suddenly “get it.” This deceptively simple book offers everyone in the company access to “the most powerful business tool since the spreadsheet.”

This book constitutes the revised selected papers of the combined workshops on Web Information Systems Engineering, WISE 2014, held in Thessaloniki, Greece, in October 2014. The 19 selected papers presented were carefully revised and report from the four workshops: computational social networks, IWCSN 2014, enterprise social networks, Org2 2014, personalization and context-awareness in cloud and service computing, PCS 2014, and data quality and trust in big data, QUAT 2014.

Discover how to leverage the power of the Facebook community to achieve your business marketing goals Facebook boasts an extremely devoted user base, with more than 65 billion page visits per month. With Facebook, an organization can market and promote their brand, products, or services via the network's built-in components of profile pages, polls, community building, advertising, word-of-mouth marketing, and business applications. This insightful resource focuses on the strategies, tactics, and techniques necessary to lead your organization into the world of Facebook marketing. Packed with vital real-world case studies, the book serves as a must-have guide for the most reliable, responsible, and ethical business and marketing practices with Facebook. A helpful reference that discusses essential strategies, tactics, and techniques for excelling in the world of Facebook marketing Examines setting up a business profile page, hosting an event on Facebook, and tracking your return-on-investment Shares strategies for successful Facebook advertising campaigns Demonstrates how to create widgets and Facebook applications Face it: this essential book contains everything you need to know for your foray into Facebook marketing. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Liar's Poker meets The Tipping Point meets Mad Men-a hilarious, personal, and sneakily profound chronicle of the past, present, and future of the advertising business. Adland is a book about advertising. Which is to say, it's a book about every issue and aspect of life on our morally conflicted, culturally challenged, ubiquitously branded planet. On one level it's the wickedly funny, compelling personal chronicle of the rise and fall of a modern-day ad man; a riveting insider's look at the astonishing transformation taking place in advertising's hottest idea factories; and an introduction to the people whose job is to know what makes us tick, what makes us lean in, what we think we need and don't know that we want. But take a step back from the tales of lavish shoots, agencies on the brink, and pampered mega-brands and Adland becomes much more: a snapshot of how we live our lives on this earth at this particular moment . . . thirty seconds at a time. Funny, profound, deeply thoughtful, and utterly unique, this book is both a wildly amusing ride in Adland, brilliantly recounted, and an exploration of the value of life in the information age. From the Hardcover edition.

Compete in the digital world with pragmatic strategies for success Digital Sense provides a complete playbook for organizations seeking a more engaged customer experience strategy. By reorganizing sales and marketing to compete in today's digital-first, omni-channel environment, you gain newfound talent and knowledge from the resources already at hand. This book provides two pragmatic frameworks for implementing and customizing a new marketing operating system at any size organization, with step-by-step roadmaps for optimizing your customer experience to gain a competitive advantage. The Experience Marketing Framework and the Social Business Strategy Framework break down proven methods for exceeding the expectations customers form throughout the entirety of the buying journey. Customizable for any industry, sector, or scale, these frameworks can help your organization leap to the front of the line. The evolution of marketing and sales demands a revolution in business strategy, but realizing the irrelevance of traditional methods doesn't necessarily mean knowing what comes next. This book shows you how to compete in today's market, with real-world frameworks for implementation. Optimize competitive advantage and customer experience Map

strategy back to business objectives Engage customers with a pragmatic, proven marketing system Reorganize sales and marketing to fill talent and knowledge gaps Today's customer is savvy, with more options than ever before. It's critical to meet them where they are, and engagement is the cornerstone of any cohesive, effective strategy. The technological revolution has opened many doors for marketing and sales, but the key is knowing what lies behind each one—what works for your competitor may not be right for you. Digital Sense cuts through the crosstalk and confusion to give you a solid strategy for success.

Think of SlideShare as the other social network. The one that actually generates business. Learn all the in's and out's of this social media powerhouse in the new book, The Marketer's Guide to SlideShare, written by Todd Wheatland, VP, Thought Leadership & Marketing, Kelly Services. Wheatland, a recognized authority on content, B2B, and social marketing, shares the techniques used by the most successful marketers to build brands and business on the platform for content marketing. The Marketer's Guide to SlideShare features examples from companies of all types and sizes...from consultants to car dealers to corporations...including Altimeter Group, Cisco, Dell, Eloqua, Hubspot, IBM, Kelly Services, Pfizer, and the White House. Never before has there been a business user guide to using SlideShare—until now. SlideShare evangelist Wheatland changes all that by giving readers step-by-step, how-to information for sharing content, generating leads, measuring results, and building relationships on SlideShare.

8 powerful ways to market your business online to consistently generate an abundance of leads that convert into profitable customers. Dynamic Digital Marketing teaches any business or individual how to increase online visibility and presence, attract their target audience, generate leads, and convert them into profitable customers. Author Dawn McGruer is an expert at making businesses and brands shine online. She is passionate about helping entrepreneurs and businesses maximise their digital marketing profits by developing digital skills which scale and grow their businesses and accelerate their success. Most entrepreneurs and businesses fully understand the importance of digital marketing, yet many do not know where to start or, worse, continue to spend time, money, and effort on strategies that fail to provide the best results for their investment. To remedy this situation, Dawn developed her multi-award-winning digital marketing framework, Dynamic Digital Marketing Model. Offering step-by-step guidance, this book shows you how to use this model to market your business online whilst transforming yourself into a proficient digital marketer. This must-read book will help you: Gain invaluable insights on what works – and what doesn't – based on the author's 20 years' experience in digital marketing Avoid pitfalls and missteps by implementing the same proven success strategies used by key influencers Harness the power of search engine optimisation (SEO), social media, content marketing, online video, and more Amplify your brand, cultivate customers, and increase profits Incorporate e-mail marketing, customer analytics, strategic web design, and influencer partnerships in your overall digital marketing strategy Dynamic Digital Marketing: Master the world of online and social media marketing to grow your business is an indispensable resource for business leaders, business owners, marketing and sales professionals, digital strategists and consultants, entrepreneurs, and students in business and marketing programmes.

Want to Become More Influential and Attract Your Ideal Clients on LinkedIn? LinkedIn is a powerful, professional platform for growing your business in the digital age, especially if your business depends on your reputation, client relationships, and referrals You know that significant business opportunities exist on LinkedIn, but perhaps you feel overwhelmed and uncertain about how to capitalize on them. You may have these questions: "How can I tap into LinkedIn's vast database of professionals to find and attract my ideal clients?" "How can I stand out on LinkedIn as the influential, trusted, go-to expert in my industry, market, or niche? " "How can I have the greatest impact on LinkedIn and achieve meaningful results without spending hours of my time? " "How can I build a solid referral network on LinkedIn that works for me while I sleep? " Don't Market on LinkedIn, Build Your Influence Too many entrepreneurs and business owners get LinkedIn marketing wrong. They see what others are doing and they copy those tactics, hoping for results. While your peers are overtly marketing their products and services on LinkedIn, you can take the opposite approach and separate yourself from the pack. You can leverage LinkedIn to build your personal influence and position yourself as the trusted and obvious choice in your industry, market, or niche Sharing your unique message in a way that adds significant value to your ideal clients or customers on LinkedIn will build your influence and build their trust. The greater your LinkedIn influence, the more you will systematically attract the right clients and opportunities into your business. You will be in the powerful position of deciding who to say yes to, and who to say no to 7 Powerful Rules That Can Catapult Your LinkedIn Success After working for large financial services firms for 15 years, Stephanie Sammons quit her job and ventured into entrepreneurship. That was more than five years ago, when LinkedIn became her most valuable business asset. Stephanie is an experienced "trust-based" marketer whose business success has always depended on her reputation, relationships, and referrals. Not only has she applied these influence marketing skills to her own LinkedIn presence, Stephanie has also become a well-known LinkedIn speaker, teacher, and writer. LinkedIn's head of global content has recognized Stephanie as a Top 25 Social Media Expert and Top 30 Marketing Thought Leader. "In Linked to Influence," Stephanie combines her high-trust marketing and sales experience with her in-depth LinkedIn knowledge to give you an actionable strategy for success. She shares a comprehensive, step-by-step process that can help you develop a more influential LinkedIn presence and client attraction process. In this book, you will learn these 7 powerful rules for LinkedIn success: -How to power up your LinkedIn profile with precision -How to build a smarter LinkedIn network -How to grow your LinkedIn visibility through value -How to network smarter on LinkedIn -How to go 'one-to-one' with anyone on LinkedIn -How to get LinkedIn to groups -How to become a trusted thought leader on LinkedIn

How To Get Connected with More than 300 Million Customers This popular title delivers an in-depth guide to targeting, reaching, and gaining ideal customers using the latest updates on LinkedIn. LinkedIn expert Ted Prodromou offers a wealth of no- or low-cost methods for maximizing this dynamic resource. Following his lead, readers learn to link with the most effective connections for greater exposure. Updates in this edition include: Staying up-to-date with LinkedIn Contacts, Pulse, and Publisher programs Expansion of premium accounts to help optimize business profiles, stand out in search results, and track impact How to implement new features like Showcase and Company Updates pages for extended presence in newsfeeds and with followers Smarter LinkedIn Search that saves time and money with customized, comprehensive results Other important topics covered include: Techniques and tips to easily navigate LinkedIn's interface Time saving tips on finding and matching data from businesses and people Expert guidance on super-charging a business or individual profile Insider advice on getting found through LinkedIn and maximizing search Professional instruction on promoting a LinkedIn profile The latest information is illustrated with current snapshots, fresh examples, and case studies, along with new techniques to easily maneuver LinkedIn's interface.

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