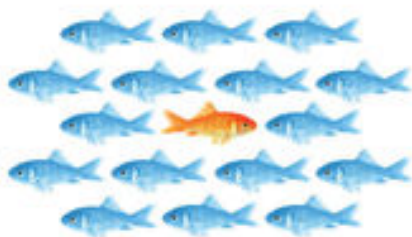


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**SANDRA LONG**

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Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter.

LinkedIn for Personal Branding: The Ultimate Guide is the **ONLY** LinkedIn book available that will do all of this for the reader:

- Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full Color

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- Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated.
- Provide dozens of examples and case studies from real LinkedIn users.
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- Be considered for more strategic assignments and business opportunities.
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- Consider all the ways you can demonstrate your personal brand -both offline and online- and how they work together.
- Be found online > increase the likelihood of being contacted by recruiters and sales prospects.
- Select the most memorable words, images, skills, and links.
- Learn best practices for each profile section ( and also see real examples).
- Write the most strategic and impactful headline and summary.
- Give and receive more endorsements and recommendations.
- Become a thought leader.
- Find and Share content with your network .
- Blog using the LinkedIn Publisher functionality.
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