

How to Find a Job on LinkedIn, Facebook, Twitter and Google+ 2/E (Business Books)

Brad Schepp, Debra Schepp
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Brad Schepp, Debra Schepp : How to Find a Job on LinkedIn, Facebook, Twitter and Google+ 2/E (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Find a Job on LinkedIn, Facebook, Twitter and Google+ 2/E (Business Books):

5 of 5 people found the following review helpful. Open LinkedIn, Open this Book, and Get to WorkBy Rona J. FischmanIf you have never used LinkedIn, read this book. If you have used LinkedIn for years (as I have), read this book! Go through it with your web browser open to LinkedIn. You will keep looking back and forth between book and screen and finding ways to: Make your profile more expressive of what you can do, and more attractive to employers. Expand the network of people that you can rely on for advice, information, and referrals. Build a reputation for being an expert in your field--and a helpful person whom people want to help in return. Find companies you want to work for and people there who might be willing to talk with you. Actually apply for jobs using your LinkedIn profile, which can include a lot more than a printed resume can do. Receive thoughtful answers to your questions about how to do the

job, once you get it. LinkedIn is the focus of this book (even though it also includes useful chapters on Facebook, Twitter, and Google+) for one simple reason: people are on LinkedIn to talk about doing their jobs, not to watch cute cat videos or share recipes. The authors consider it the single most important online site for job seekers, and yet they are clear about what it can and cannot do. With all their emphasis on professionalism, they still write with a funny, human voice, and give tips on how you can distinguish yourself by doing the same. It is amazing that a book published in April 2012 can contain any out-of-date information, but social media sites change so rapidly that the printed word cannot keep up. Usually, if the book says a feature is on LinkedIn (or Facebook, etc.), it is still there--you may just have to look in a different menu to find it. Then there are things that really have changed, like LinkedIn no longer letting you display a reading list. (I had to do an online search to find out that it was really gone from the site and I wasn't just overlooking it.) The book is most useful for ideas on how to use these sites, rather than specific techniques. That's the advantage the Schepps bring to their readers. They know what works. We can figure out how. I am having a wonderful time doing just that.

1 of 1 people found the following review helpful. Looking for Help By L. Bruce I bought the book especially for my daughter, and she has not said that it was helpful. However on looking through it with the eyes of a retiree, it seems to be well organized and should give some real help to using Facebook, LinkedIn, Twitter and Google.

1 of 1 people found the following review helpful. Excellent book, clearly written, on using LinkedIn etc. for the job market By Charles Iseman Superb book, very clearly written, on the many ins and outs of using LinkedIn (also Facebook, Twitter, Google+) for networking in the job market, for finding jobs, for giving and receiving recommendations, etc. Very well done!

The definitive guide to social media job hunting—now updated to include GOOGLE+! Finding your dream job the old way just doesn't happen anymore. If you want to move up in today's ultracompetitive job market, you have to master the most useful tools out there—social networks. How to Find a Job on LinkedIn, Facebook, Twitter, and Google+, Second Edition, helps you take full advantage of the bounty of opportunities found on the most popular sites. Online job-search experts Brad and Debra Schepp take you step-by-step through the process of joining networks, creating effective online profiles, and leveraging the job-search features of the most popular sites, including:

- LinkedIn's InMaps—Get a complete visual of your network for a faster, more efficient job search
- Facebook's BranchOut—Learn more about your friends' careers, so you can help them—and they can help you
- Twitter's Lists—Build a customized list of users to discover opportunities you might otherwise miss
- Google+'s Circles—Get the most relevant information about yourself into the hands of the right people

About the Author Brad Schepp and Debra Schepp have written numerous books together. Their work has been featured in publications such as Newsweek, Chicago Tribune, Life magazine, Los Angeles Times, and CNN Money.