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Social Networking for Career Success: Using Online Tools to Create a Personal Brand

Miriam Salpeter

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Social Networking for Career Success: Using Online Tools to Create a Personal Brand Miriam Salpeter

Social media is a powerful, mandatory tool for the job world, and career expert Miriam Salpeter illustrates its fullest potential with this one-stop resource. Learn how to create and promote an online brand and make yourself indispensable in your field.

Social Networking for Career Success offers:

Information on how you can create an effective, compelling online presence; advice from successful professionals on how social networking can propel your career; the ins and outs of social networking sites (LinkedIn, Twitter, Facebook, Quora, and many more), from the basics to the advanced features; tips for creating and maintaining a blog that will establish you as an expert in your field; and much more.

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