Building a Powerful Personal Brand on LinkedIn: Practical **Examples for Busy Executives**



Cheap Personal Brand On Linkedin For Busy Professionals

E Durkheim

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guide walks you through the process beginning to end Along the way Hannon reminds you of your value as an experienced worker and shows how you can live with purpose and joy The Consultant, 2010 Convene .2010 Pet Services **Iournal** ,2009-11 Iowa Engineer ,2013 Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines Glen Gilmore, 2014-10-03 How to Avoid Legal Pitfalls on Social Media Social media is where your customers are so it s where your business has to be Unfortunately this space is packed with land mines that can obliterate your hard earned success in the time it takes to click a mouse Written in easy to understand accessible language Social Media Law for Business reveals your legal rights and responsibilities in the fast moving and ever changing social media landscape Learn how to Create a social media policy for your business Recruit hire and fire through social media Share content without getting sued Blog and run contests Draft disclosure requirements in digital advertising Glen Gilmore stands alone as the authority on social media law Social Media Law for Business should become a ready reference for business leaders and digital marketers MARK SCHAEFER bestselling author of Return on Influence Required reading not only in the classroom but also in the boardroom and in any business where people care about getting social media marketing right PETER METHOT managing director of executive education at Rutgers Business School A layperson s blueprint for minimizing the legal risks of social media marketing while maximizing the opportunities for digital marketing success AMY HOWELL founder of Howell Marketing Strategies and coauthor of Women in High Gear HR**Human Resources Management**, 2008 News ,2009

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