



# Maximum Success with LinkedIn: Dominate Your Market, Build a Global Brand, and Create the Career of Your Dreams

*Dan Sherman*

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**Maximum Success with LinkedIn: Dominate Your Market, Build a Global Brand, and Create the Career of Your Dreams** Dan Sherman

**The completely updated and expanded second edition of the guide to harnessing the power of the world's largest professional network for total business success.** This second edition builds on the success of the first edition which has over 50 enthusiastic reviews on Amazon.com, and has all the information on the latest LinkedIn features.

*Maximum Success with LinkedIn, Second Edition* revolutionizes the way busy professionals use LinkedIn. It's a step-by-step guide to answering any professional challenge by harnessing the potential of LinkedIn. It explains how to use LinkedIn to find customers, partners, investors, or advisors; build a personal brand; build networks; find and land the perfect job; develop business relationships; and much more.

**Dan Sherman** is a full-time LinkedIn consultant, trainer, and speaker, who works with companies, entrepreneurs and career changers. He has more than 20 years of marketing management experience at successful firms, ranging from Silicon Valley start-ups to Fortune 500 companies. Dan is a LinkedIn power user with 22,000 first level connections, a LinkedIn group with over 6,000 members and seven years' of experience on the site.

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