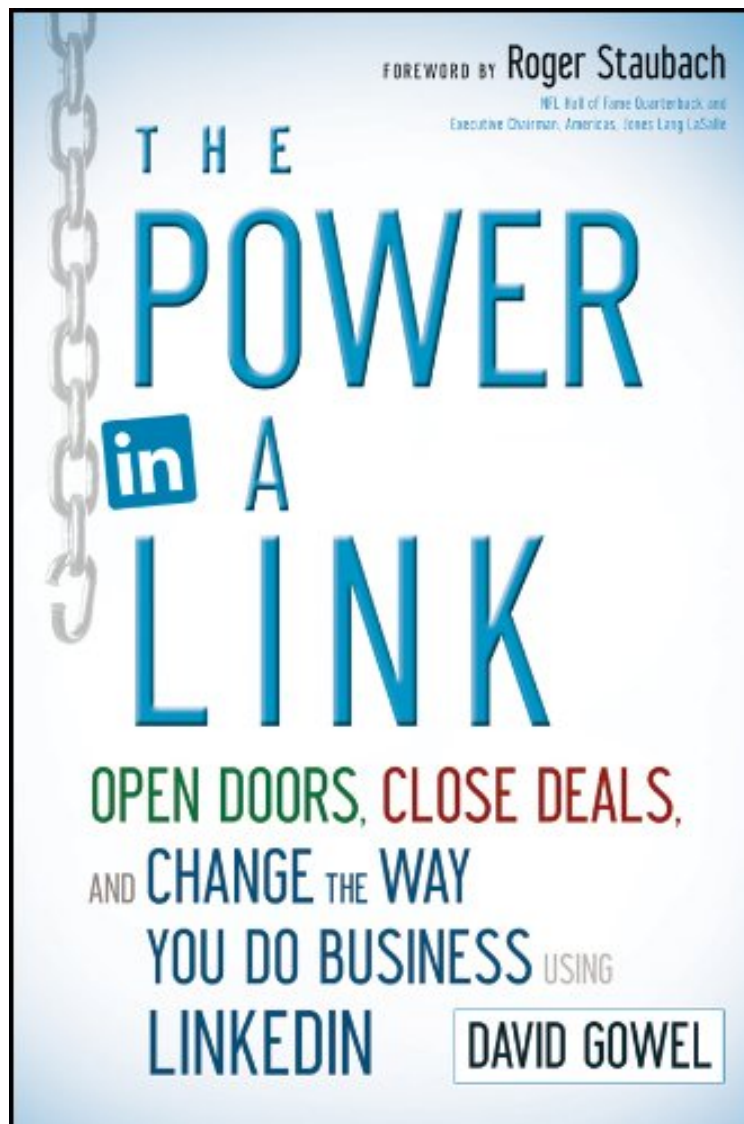


(Free) The Power in a Link: Open Doors, Close Deals, and Change the Way You Do Business Using LinkedIn

## The Power in a Link: Open Doors, Close Deals, and Change the Way You Do Business Using LinkedIn

*Dave Gowel*

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need to read and apply what's in this book. So, I bought 10 copies. The book outlines, through real world stories, ways in which LinkedIn can be used to grow and optimize your network. Remember two key things when reading Dave's book: 1) the importance of 2nd and 3rd degree connections and, 2) using a litmus test to determine if you should connect (or stay connected) with someone on LinkedIn. Also, you'll learn how LinkedIn is different from Facebook and Twitter especially for B2B professionals. 1 of 1 people found the following review helpful. Great and easy read, with practical examples to leverage your network, both for beginners and experts. By JFI use LinkedIn routinely to read the articles on the front page and stay in touch with business contacts, but I normally don't get "serious" with LinkedIn unless I am looking for a job. This book however, made me realize that there is much more to LinkedIn. It is a powerful tool that I can leverage to open doors for my business activity, close sales, develop my reputation, or find experts that can help me with advice. But in order to do this, I have to keep working and growing what the author calls "Social Capital". The book was an easy read, with colorful and entertaining stories, but also down-to-earth, easy to apply advice that can change the way your approach networking and handle your business in general. As the author says, "The concept of networking and asking for introductions is nothing new [...] But now that we've entered into this new era of business, LinkedIn is augmenting some of these antiquated ways of spreading word of mouth". The LinkedIn train has left and is changing the way we do business. This book will get you on-board. 0 of 0 people found the following review helpful. Amazing Real Life Voyage. By Tony CAfter reading this book for the second time I truly appreciate all the value of this remarkable book. Just like a great movie that you see twice, reading the book twice amplifies the message of how someone can really use LinkedIn by real life stories. Dave has given us so much more than the plain brown bag version of How to use LinkedIn. Anyone that wants to get motivated with LinkedIn should read this book. I will be giving copies to all my trusted friends and business associates. Building social Capital is where its at!!

Make your LinkedIn account work for you and your business LinkedIn is not just another social media tool. It's the world's largest professional online network, with over 120 million users in over two hundred countries. The Power in a Link shows you how to employ this remarkable yet misunderstood resource to execute networking strategies and processes for your business, secure deals, and use (not abuse) your existing relationships. Author David Gowel, the man the Boston Globe has called the "LinkedIn Jedi," delivers the understanding necessary to map networks, stimulate word of mouth, and leverage unparalleled business intelligence to close deals. Arguing that LinkedIn is not social media at all, but instead belongs in a category all of its own, the book cuts through the noise in the crowded social media world with practical applications and explains why all professionals should embrace it in order to achieve success faster through relationships. This book: Advises readers how to spur effective network growth by projecting the right message online Demonstrates how to build and enhance readers' online presence Shows readers how to seek targeted introductions to the connections that matter most Explains why LinkedIn has been misunderstood and therefore misused by many users as well as how to correct past LinkedIn mistakes Partly conceptual, partly autobiographical, and partly technical, The Power in a Link includes success stories from Gowel and other professionals that demonstrate the effectiveness of his techniques.

From the Back Cover Make your LinkedIn account work for you and your business LinkedIn is not just another social media tool. It's the world's largest professional online network, with over 120 million users in more than two hundred countries. The Power in a Link shows you how to employ this remarkable yet misunderstood resource to map networks, stimulate word of mouth, and leverage unparalleled business intelligence to close deals. "I travel the globe teaching entrepreneurs and often let them know it's foolish not to actively use LinkedIn. This productivity tool is invaluable, but I probably still wouldn't be using it anywhere near the level I am today if Dave didn't ask for a warm introduction to me so he could show me the light." —BILL AULET, Managing Director and Senior Lecturer, MIT Entrepreneurship Center "Dave Gowel has shown me that when used properly, LinkedIn allows professionals to displace hope with decisive action." —ROGER STAUBACH, NFL Hall of Fame Quarterback and Executive Chariman, Americas, Jones Lang LaSalle "Building reputation and generating word of mouth doesn't happen by accident. Dave's book provides a fresh, strategic approach to our most basic professional activities." —JEFFREY BUSSGANG, General Partner, Flybridge Capital Partners, and author of Mastering the VC Game " $V=n(n-1)$ ". Metcalfe's Law has seen iterations and 'improvements,' but the basic point still holds: the value of a network is an exponential function of the number of nodes. Most people argue over things like the relative strength of connections,  $V=n(\log n)$ , or the added value of groups,  $V=2n$ . They're all missing the real story, Gowel's Corollary: the value of a network is only as valuable as how you use it:  $V=U[n(n-1)]$ . As Dave teaches us, page by page, anything times zero is zero!" —GREGG FAIRBROTHERS, Adjunct Professor of Business Administration, Dartmouth's Tuck School of Business, author of From Idea to Success About the Author DAVID GOWEL is the CEO of RockTech, a software company that allows professionals to quickly adopt new technologies, with offices in Cambridge and New York City. He cofounded the marketing firm Clearly Creative, where his successes earned him the title of "LinkedIn Jedi" in the Boston Globe. David taught at MIT as an assistant professor of military leadership after serving in Iraq as an Army

Ranger and combat platoon leader. He is currently a board member of the East End House Community Center and a founding member of the Kendall Square Association in Cambridge, Massachusetts.