

the LinkedIn tool. His book is a reflection of his deep understanding of people, technology and change in the market and can easily save the average new user months of time in trial and error."

Nadine Turner, Nadine Turner, Six Sigma Black Belt

"This book takes the guess work out of how to utilize LinkedIn and is unquestionably a friendly user's guide! This book is not simply for beginners, but for those who are serious about professional and personal networking. Kudos Jason!"

Lori Russel Boilard, CEO, Executive Careers & Psychologist

"If you are new to LinkedIn, you are in for a treat when you read 'I'm On LinkedIn--Now What???' If this book were available the first year LinkedIn started, it would have helped LinkedIn to be better understood and would have helped thousands of professionals get the most out of LinkedIn."

Vincent Wright, Chief Encouragement Officer, MyLinkedInPowerForum.com

"Jason's Personal Brand is consistent in each project he works on, especially in 'I'm on LinkedIn -- Now What???' Throughout this book he narrows down exactly what LinkedIn SHOULD be used for so that readers don't confuse it with other social networks. You will encounter information on how to set up your profile, network through groups and proper etiquette to use as you grow your LinkedIn database. Jason's thoughtful and honest viewpoint on LinkedIn will teach everyone from youthful professionals to experienced entrepreneurs how to succeed with this tool."

Daniel Schawbel, Publisher, Personal Branding Magazine

"I'm on LinkedIn - Now What provides a useful guide for all those looking to better utilize the power of LinkedIn. As Jason writes, LinkedIn is NOT the silver bullet of networking sites; such a site does not exist, and this book does not try to make that point. What this book does incredibly well is show how you CAN use the tool to your advantage; to make connections, to help others, and ultimately, to help yourself! 2 handshakes WAY UP for this great book!"

Phil Gerbyshak, public speaker and author of 10 Ways to Make It Great!

"Jason Alba has established himself as a well-known and widely respected expert in the employment arena. His success in establishing himself and promoting his extraordinary career toolset JibberJobber.com prove that he knows what he's talking about. His understanding of personal branding and networking come together in his new book about using LinkedIn. Authoritative and insightful, this book is a great primer for "newbies," yet it's comprehensive enough to offer something of value to even the most seasoned LinkedIn users."

George Blomgren, Director of Marketing, MilwaukeeJobs.com --This text refers to an out of print or unavailable edition of this title.

About the Author Jason Alba is the job seeker and networking advocate. He got laid off in January 2006, just a few weeks after Christmas. Even though he had great credentials and it was a job-seeker's market, Jason could hardly get a job interview. Finally he decided to step back and figure out the job search process, including trying to understand all of the available resources. Within a few months he had designed a personal job search tool, JibberJobber.com, which helps professionals manage career and job search activities the same way a salesman manages prospects and customer data.

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