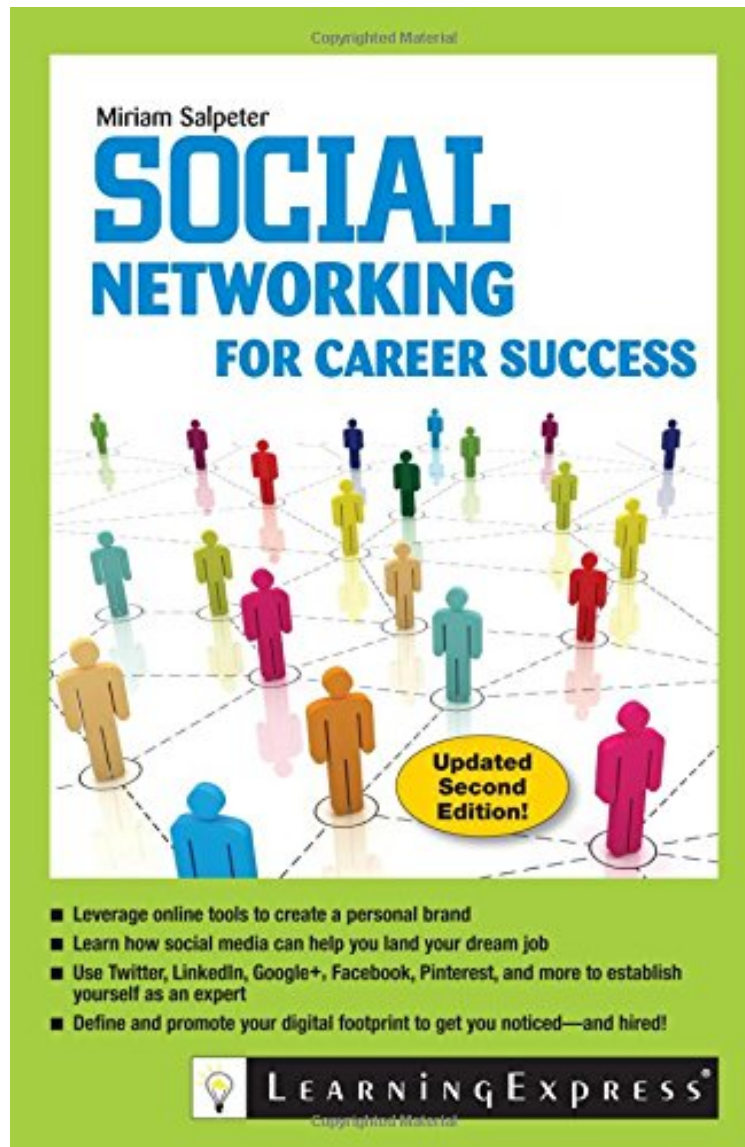


Social Networking for Career Success

Miriam Salpeter

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Social media is a powerful, mandatory tool for the job world. Career expert Miriam Salpeter illustrates its fullest potential in an updated and revised edition of her popular one-stop resource. Readers will learn how to create and promote an online brand and make themselves indispensable in the workforce. Social Networking for Career Success offers: Social media essentials How do you create an effective, compelling online presence? Successful professionals explaining how social networking propelled their careers. The ins and outs of social networking sites LinkedIn, Twitter, Facebook, Quora, Pinterest, 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

About the Author Miriam Salpeter, founder of Keppie Careers, has been advising clients for over 12 years. An accomplished writer and editor, Miriam was a Vice President for a Wall Street firm prior to earning a Masters degree from Columbia University, where she trained in career advising and counseling. She lives in Atlanta with her husband and sons.