



# **LinkedIn for the Savvy Executive: Promote Your Brand with Authenticity, Tact and Power**

*Carol J. Kaemmerer*

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# LinkedIn for the Savvy Executive: Promote Your Brand with Authenticity, Tact and Power

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*LinkedIn for the Savvy Executive* is the first book focused exclusively on how executives can use LinkedIn with authenticity, tact and power. It outlines the importance of this essential social media platform, shows you how to control the way you present yourself, and how to use LinkedIn as an efficient relationship-building tool. It also shows how to use LinkedIn as a vehicle for expressing your thought leadership and building your own authentic brand as a leader, while contributing to your company's brand equity. This book will guide you, the savvy executive, to use LinkedIn to power your career.

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