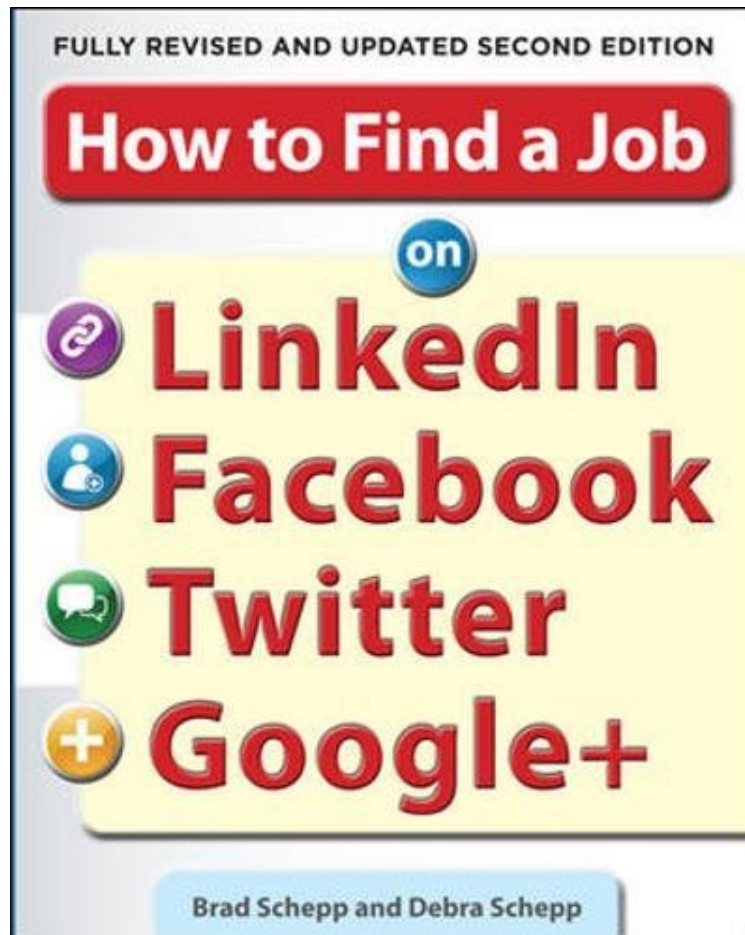


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job, once you get it. LinkedIn is the focus of this book (even though it also includes useful chapters on Facebook, Twitter, and Google+) for one simple reason: people are on LinkedIn to talk about doing their jobs, not to watch cute cat videos or share recipes. The authors consider it the single most important online site for job seekers, and yet they are clear about what it can and cannot do. With all their emphasis on professionalism, they still write with a funny, human voice, and give tips on how you can distinguish yourself by doing the same. It is amazing that a book published in April 2012 can contain any out-of-date information, but social media sites change so rapidly that the printed word cannot keep up. Usually, if the book says a feature is on LinkedIn (or Facebook, etc.), it is still there--you may just have to look in a different menu to find it. Then there are things that really have changed, like LinkedIn no longer letting you display a reading list. (I had to do an online search to find out that it was really gone from the site and I wasn't just overlooking it.) The book is most useful for ideas on how to use these sites, rather than specific techniques. That's the advantage the Schepps bring to their readers. They know what works. We can figure out how. I am having a wonderful time doing just that.

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About the Author Brad Schepp and Debra Schepp have written numerous books together. Their work has been featured in publications such as Newsweek, Chicago Tribune, Life magazine, Los Angeles Times, and CNN Money.