

LinkedIn.com as a Business Tool

LinkedIn.com is a fantastic business tool for individuals and companies alike. It is a website that creates huge scope for networking, marketing, creativity and friendship. It is part of what is known as Web 2.0, the next generation of internet use, where social networking forms a large part of the new appreciation of the possibilities the internet provides. Facebook and MySpace set the ball rolling and now business people and companies are catching on.

Many people who join LinkedIn use it as a shop window for themselves. It becomes their live, online CV or resume if they are looking for a new job. It can be also used as a way of giving them credibility within their industry. When you join you can search for and invite people that you know to connect to you. You can also be invited by others to be part of their network.

As your connections grow so does your greater network of possible contacts. You start to find out who you 'nearly' know. Through your contacts and their contacts and their contact's connections it is possible to end up with a notional network in the millions. With the invitation and introduction system on the site it is possible to communicate much more freely with people who have only two degrees of separation from you. Clearly there is great opportunity to market yourself and your business through trusted sources.

Another positive element of the site is the "Groups" function. It is possible to find industry forums; alumni groups; areas of special interest that you can join and become involved in sharing thoughts and ideas on best practice. One can ask for expert advice and seek insights over and above one's knowledge and experience.

All in all if you wish to get on the business map then LinkedIn.com is for you. It can be especially valuable to young managers setting out in their careers. LinkedIn.com is a great way to build and store a lifetime of contacts that remain with you.

One way to look at being successful in business is to be good at managing your business relationships. Why not start here www.linkedin.com