

HOW DO PEOPLE PERCEIVE?



USEFUL WORDS

- ★ ALL THE WHILE
- ★ SERVES ALL
- ★ AT SB'S FINGERTIPS
- ★ IN MICROCOSM
- ★ STH IS CLICK AWAY
- ★ TO EMBED VISUALIZATIONS
- ★ MAKE STH MORE DIGESTIBLE
- ★ PUBLISHING CADENCE
- ★ ... WITHIN YOUR WHEELHOUSE
- ★ TO GET AHEAD OF THE CURVE



LET'S TALK ABOUT NUMBERS...

14.000

2010

630 mln

177 mln

2002

2



1

WHAT'S THE DIFFERENCE BETWEEN AN ARTICLE AND A POST ON LINKEDIN?

2

WHY SHOULD ONE WRITE ARTICLES ON LINKEDIN?

3

WHAT IS THE PURPOSE OF LINKEDIN?

4

HOW TO MAKE MONEY ON LINKEDIN?

JEFF WEINER
- CEO



HOW TO BUILD A COMPANY PEOPLE LIKE WORKING FOR?

1

3

6

4

7

5

8

rys. Angelika Skotnicka

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WHAT

MAKES A GREAT CEO?

JEFF WEINER
- CEO



HOW TO BUILD A COMPANY PEOPLE LIKE WORKING FOR?

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