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Innovative Book Has College Students and Young Professionals Networking for Unadvertised Jobs

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Melissa Giovagnoli is a best-selling author whose latest book, Graduate to LinkedIn: Jumpstart Your Career Network Now, will help a generation find hidden professional opportunities.

Graduate to LinkedIn is a new book aimed to empower college students, recent graduates, and young professionals. The book, authored by best-selling author and networking professional Melissa Giovagnoli, helps the audience not only understand vital concepts needed to build professional relationships, but offers readers a hands-on approach to pursue successful and fulfilling careers.

The one hundred and ninety-page book highlights some of the most under-utilized networking opportunities available within today's web 2.0 culture. Graduate to LinkedIn specifically addresses the valuable benefits of using the popular networking site LinkedIn. The author's professional background as a networking industry insider helps to employ the purpose of this must-have book. Her writing proposes exclusive tips on how to utilize LinkedIn to build meaningful relationships while maximizing professional opportunities.

LinkedIn is rapidly growing with over a million new users every month. Under three million college students are actively exercising all the opportunities offered on the site. Online networking should not be viewed as just another social media site to join. There is real value within the confines of LinkedIn, and mirroring websites. Graduate to LinkedIn was composed to help some of the greatest minds of tomorrow connect with the best companies of today.

Recently The U.S. News and World Report, along with The Daily Herald and The Coloradoan, ran features specifically dedicated to the challenge recent graduates face in a competitive, depressed job market. Individuals are getting creative and looking to be more resourceful when finding employment. Melissa Giovagnoli's latest book caters to this exact market by combining effective networking tools with sensible tips.

Melissa Giovagnoli authored this book because she wanted to focus on the positives within today's challenging job market. If students can understand the power of networking on LinkedIn, and apply Giovagnoli's advice to their specific circumstances, then their chance of success increases dramatically.

Melissa Giovagnoli is not just another person claiming to be a social media expert. Giovagnoli has applied the same techniques within Graduate to LinkedIn to her own life. Giovagnoli owns Networkling. The exclusive methodology, Networkling, was co-created by Melissa and the first CMO of Motorola, Jocelyn Carter Miller. Networkling has been licensed by corporate universities that include Motorola and by colleges such as Yale University through their graduate business school. Networkling has provided exceptional relationship marketing and management innovation programs for organizations like AT&T, CNA, UBS, Hewitt, and Disney. The company specializes in business to business social media and social networking.

Graduate to LinkedIn is currently available in print and eBook formats at all major retailers, including Amazon.com. Half of all the proceeds are donated to an initiative that helps both college graduates, and students, obtain a better start on their individual career paths.

Graduate to LinkedIn: Jumpstart Your Career Network Now is represented to the media by JumpStart Ink. The firm is proud to add the book, and author Melissa Giovagnoli, to the company's exclusive list of Emmy Award winning, Grammy nominee, and Academy Award participant clientele.

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ALTH	2.96	+0.05 (+1.72%)
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Ticker	Last	Change (%)
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KOG	6.75	-0.44 (-6.12%)
UQM	2.69	-0.16 (-5.61%)

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


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