

# LinkedIn Corporation, 2012

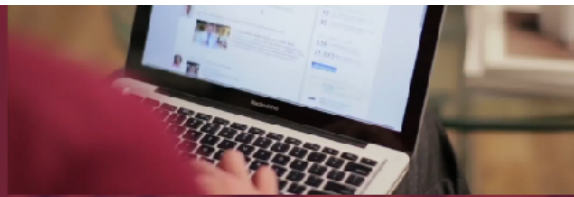


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- affects directly to sales customers or confidential information of the organizations.
- helps organizations manage their customer information and complete details
- helps organizations classify and sort the information a clear and specific

## OUTLINE

1. INTRODUCTION
2. COMPETITIVE ADVANTAGES
3. PROBLEMS/CHALLENGES
4. SOLUTIONS
5. IMPORTANCE/BENEFITS of IS

## 1. INTRODUCTION



"the world's largest professional network"

- officially launched on May 5, 2005.
- focused on the user object is the business, professional or personal need to find the connection and recruitment.

→ LinkedIn is the most popular social network for *job-seekers and professionals.*

## COMPETITIVE ADVANTAGES

- Establish your professional profile
- Control one of the top search results for your name.
- Build and maintain a broader network of professionals
- Find and reconnect with colleagues and classmates.
- Learn about other companies.
- Leverage powerful tools to find and reach the people you need.
- Tap into the knowledge of your network.
- Discover new opportunities.



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