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By David Reilly March 2016. 09:39. This report is a guide to using LinkedIn for marketing purposes (both from a strategic and functional point of view), helping B2B marketers to extract maximum value from LinkedIn's comprehensive range of products and features. We have specifically designed this document to be easily understood, supported by visual examples and case studies so that recommendations can be readily taken on board by time-poor B2B marketers on the ground.

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