

# The Underbelly of LinkedIn

LinkedIn practices which damage personal brands

Sue Parker, founder of DARE Group has written a no holds barred piece in Inside Small Business about the 4 underbelly practices used on LinkedIn. She discussed each and how they undermine the integrity of the platform and damage personal brands and trust. Sue is a dedicated LinkedIn trainer and advocate who is on a mission to raise the bar of user and platform experiences.

Full Article: [The Underbelly of LinkedIn](#)

[Open for further interview and commentary](#)

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