



**Deja tu huella. Consigue el trabajo de tus sueños,
triunfa en tu carrera y domina las redes
sociales(Leave Your Mark) (Spanish Edition)**

Aliza Licht

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"Consigue el trabajo de tus sueños, triunfa en tu carrera y domina las redes sociales". ALIZA LICHT

Aliza Licht es una superestrella de las redes sociales. Ejecutiva de comunicación de una compañía internacional de moda, ella es la voz detrás de la cuenta de Twitter DKNY PR GIRL, con más de medio millón de seguidores.

En este libro, repleto de momentos estilo *El diablo viste a la moda* y de secretos privilegiados sobre el mundo fashionista, será tu guía directa y llena de conocimiento sobre el mundo laboral contemporáneo, donde las fronteras entre lo personal y lo profesional se han diluido.

En este ambiente, lo más importante que puedes aprender es a crear un sentido de identidad poderoso. Aquí encontrarás técnicas innovadoras para:

- Escribir un currículum demoledor.
- Pedir y obtener un aumento.
- Sobrevivir a la política de oficina.
- Manejar las redes sociales como un experto.

ENGLISH DESCRIPTION

LEAVE YOUR MARK isn't an advice book -- it's a mentorship in 288 pages.

Aliza Licht-global fashion communications executive, AKA fashion's favorite 'PR girl' and former Twitter phenomenon-is here to tell her story, complete with *The Devil Wears Prada*-like moments and insider secrets.

Drawing invaluable lessons from her experience, Licht shares advice, inspiration, and a healthy dose of real talk in LEAVE YOUR MARK. She delivers personal and professional guidance for people just starting their careers and for people who are well on their way. With a particular emphasis on communicating and building your personal brand, something she knows a thing or two about, Aliza is your sassy, knowledgeable guide to the contemporary working world, where personal and professional lines are blurred and the most important thing you can have is a strong sense of self.

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