



Deja tu huella (Spanish Edition)

Aliza Licht

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Consigue el trabajo de tus sueños. Triunfa en tu carrera. Domina las redes sociales.

Partiendo de las lecciones invaluable que ha aprendido en su larga carrera como publicista, Aliza Licht comparte consejos, inspiración y una saludable dosis de realidad.

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.

Este libro, repleto de momentos estilo *El diablo viste a la moda* y de secretos privilegiados sobre el mundo *fashionista*, será tu guía directa e indispensable acerca del 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

Personalidades y otros autores han opinado:

"Aliza fue una de las primeras personas en la industria de la moda en reconocer el éxito potencial de las redes sociales y la importancia de interactuar con los seguidores. Al hacerlo, cambió lo que significa trabajar en RP; cualquier publicista que desee ser poderoso y al mismo tiempo accesible, con una voz que sea auténtica, única, y cautivadora, debería seguir su ejemplo." -Nina Garcia, directora creativa de *Marie Claire* y juez de *Project Runway*-

"Aliza Licht es una pionera experta en RP, una fuente de perfección, una líder en comunicación, una mujer de la moda y una autora sorprendente# *Deja tu huella* te enseñará cómo hacer más que eso -es una guía indispensable para el éxito y el reconocimiento de uno mismo, ¡aprende las reglas y luego rómpelas!" -Kelly Cutrone, autora best seller de *The New York Times* con *If You Have to Cry, Go Outside*

"Con este libro, Aliza te enseña a vencer a la competencia con gracia y honestidad, a sobresalir en tu carrera con ingenio y trabajo duro, y a ser una persona mucho más amable y considerada. Si deseas el trabajo de tus sueños, lee este libro." -Stacy London, personaje mediático y experta en estilo-

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Valerie Wright:

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