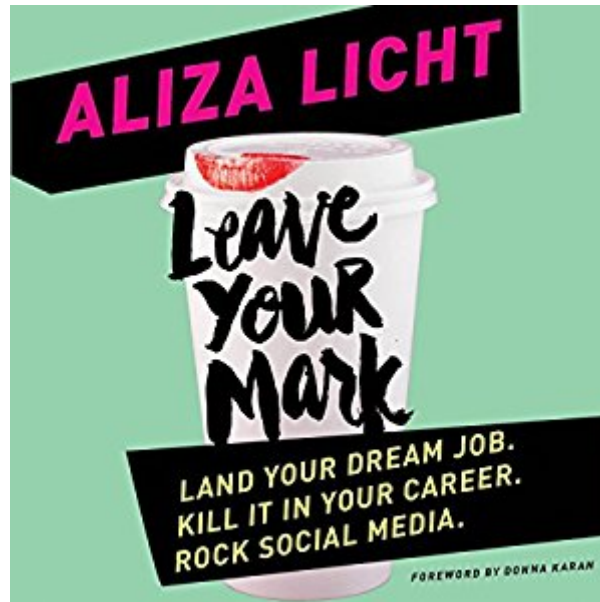


The book was found

Leave Your Mark: Land Your Dream Job. Kill It In Your Career. Rock Social Media.



Synopsis

Leave Your Mark isn't an advice book - it's a mentorship. Aliza Licht - global fashion communications executive and Twitter phenom @DKNY PR GIRL - 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.

Book Information

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Customer Reviews

I found the tone of the book to be rather condescending and elitist. The bad taste in my mouth began when she explained that one of the reasons she dropped out of studying to be a doctor was because the uniforms were not stylish. I immediately wondered if this was really someone I want to be getting career advice from. She also made a point of calling out women in the fashion industry who were not stylish enough. In my opinion, that's very childish and snobby. I also was not a fan of the story that called out a young woman who relied on her mother to help snag her first job. It didn't sound like a case of the helicopter mom or nepotism but rather a mom just trying to put in a good word for her daughter. I've had friends and family do this for me before applying for a position. It's not like the mother was going to do the interview or write her resume. She was just

trying to use her connections to get her daughter an interview. Isn't that what networking is for? What I find hypocritical is that later on in the book, the author had an editor put in a good word for her and got a call for an interview for it. How is this any different? Not only did the tone turn me off but the lack of helpful advice. Most of the topics she covers would fall into the "common sense" category or could be found by googling tips for interviewing, resume writing, and professionalism. Perhaps if you lived under a rock you wouldn't know proper social media or email etiquette? The chapter on "text message speak and other ways to ruin your chances" was particularly condescending. The entire chapter screamed a great big "DUH." I'm a millennial myself and give people the benefit of the doubt that they'd know better.

If you're committed to doing whatever it takes to rock the career of your dreams, Aliza Licht wants to set the record straight: Zombies need not apply. In other words, your career success starts with (and depends on) YOU taking responsibility for owning your passions, actively managing your career and walking your talk. And as a professional career coach and someone who shares Aliza's passion and vigor for helping people land their dream jobs, I couldn't agree more and enthusiastically dove in. Whether you are just launching your career or are an experienced professional, you're in luck, because social media superstar and PR powerhouse Aliza Licht has written the bomb-diggity bible of career development that traverses all ages and industries. And as SVP of Global Communications for Donna Karan International, a global mentor and the identity behind DKNY PR GIRL (with over half a million Twitter followers to boot), Licht knows a thing or two about building and leveraging a powerful personal brand to catapult your career forward. Part personal branding blueprint, communication and etiquette code and motivational makeover, LEAVE YOUR MARK is Licht's way of sharing a cup of joe and some candid career conversation with her global mentees past, present and future, all-in-one. Chock full of saavy strategies, eye-opening anecdotes, as well as don't do's and must-do's, Licht dishes out solid, actionable advice that she has personally experienced, learned and tested. And the fact that she delivers it with a healthy and heartfelt dose of street smarts, wit, humor, sass and passion, is what makes its messages and morals all the more easy to gobble up, digest and jump in feet first and get crankin' on applying.

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