

"A voice that is authentic, unique, and engaging."
—Nina Garcia, Editor in Chief, *Elle*, and *Project Runway* judge

ALIZA LIGHT



**LAND YOUR DREAM JOB.
KILL IT IN YOUR CAREER.
ROCK SOCIAL MEDIA.**

"An indispensable guide to success."
—Kelly Cutrone, New York Times bestselling author of
If You Have to Cry, Go Outside

Aliza Licht

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



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Today UPDATED WITH FIVE NEW CHAPTERS AND A NEW FOREWORD BY NEW YORK TIMES BESTSELLING Writer DAVE KERPENAliza Licht--global fashion communications executive, AKA fashion's favorite 'PR gal' and former Twitter phenomenon--is right here to tell her story, complete with The Devil Wears Prada-like moments and close-guarded strategies. She delivers personal and professional guidance for people just starting their careers and for people who are well on their way.Drawing invaluable lessons from her experience, Licht shares advice, motivation, and a healthy dose of real speak in LEAVE YOUR MARK.Right now updated and in paperback, Licht shares the decisions she faced in leaving her fantasy work and launching a new career after 17 years with the business. With a particular emphasis on communicating and building your personal brand--something she knows a thing or two about--Aliza can be your sassy, knowledgeable guide to the modern working globe, where personal and professional lines are blurred and the main thing you can have is a strong sense of personal. With an additional five chapters of fresh material focusing on entrepreneurship and making a significant career change, Licht has not only updated all the advice throughout the original hardcover version, but takes the reader along on her behalf new trip, sharing the problems she faced along the way and the lessons discovered. Original fans will surely fall in love with LEAVE YOUR MARK all over again.



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annoying, unhelpful, poorly written Very disappointing. I genuinely loved the fashion-market insider tidbits, and I thought her explanation of how she got her early encounter (by doing her study!) would be valuable to anyone beginning or making a modification in their career. Nevertheless, there wasn't very much else there for anyone who was searching for a few solid strategies in navigating their workplaces. However, the entire tone of the publication was pretty good, and it carried a whole lot of solid information for only 288 web pages. And, I found the entire tone of the composing to end up being shallow. The "INSIDER Suggestion"s were especially annoying and generally did not impart anything brand-new or important. I definitely enjoy her social media existence, sass and all, and appearance forward to reading anything else she decides to printing. Super disappointed with another reserve that promises to delivery solid details, but really is just a memoir. #ShearMegan #GirlBoss A Book For The Age of Social Media Leave Your Mark;.. This was among the first motivational career books I read and it will be made an excellent impression. This was an excellent book, but it lacked meaning and seemed a .) and it could feel like she was yelling at the reader for something they hadn't done, but that there is a small possibility they might do in the future. This book was more of a memoir and a vague at best how to break into the fashion industry. What I loved about it most is usually that it was refreshing, real, and straight to the point. This is a good book, nonetheless it lacked meaning and seemed a little boring to learn sometimes.. Good advice, but the flow might have been better. Leave Your Mark by Aliza Licht can be part memoir, part tips book, and part essential kick in the trunk end. Aliza, formerly referred to as DKNYPRGIRL across social mass media, was the Senior Vice President of Global Communications for Donna Karan International. After rising to success on Twitter and inspiring other brands to place Public Relations on leading lines, Aliza answered the many inquiries for assistance from young Style and PR professionals and college students with this book, which she terms sort of written mentorship. Like this story. Her suggestions is fantastic, and the movement of the book is mostly fantastic, but the formatting might use some work. Great Great My all time favorite fashion book This has been the most helpful how exactly to book. Occasionally, Licht would go on a rant (a thing that, IMO, should be saved for opinion columns and reviews, not found in memoirs or advice books, although I can understand the urge.. I came across myself feeling somewhat upset and bewildered after these parts and having to put the book down to be able to remind myself that I hadn't done whatever it had been before I could pick the book back up and try to get back into it. Although I know Licht was simply trying to be thorough and professional and when she announced in the beginning that she would be altering names and actually genders of people she would make reference to in order that their identities would say key and the reader, if they be a man or a woman, would feel similarly represented, the complete concept rang through my head like a song on replay whenever I was reading the book and ended up rendering it feel somewhat contrived and slightly significantly less than genuine. I was particularly disappointed by the way she glossed over the public media areas of her profession, and I didn't find much that was innovative in her use of different platforms. I think it was a tiny cautious beginning for Licht in the literary world, but I obtain the feeling that she'll probably publish even more, and that she will improve with each publication. I've not been able to complete the book because There is it to be therefore annoying. I would suggest the reserve in its entirety to anyone looking for guidance on a profession in social media, fashion, or PR specifically, and the resume section to every person I have ever met or will meet later on. Curio Street Reads Rating: 3.5 Stars[..
Definitely did not teach me much that I didn't already know, but still an excellent little book to check out if you are interested in social press and brand management particularly popular and similar industries.] Insider Tip: skip this publication if you're older than 21.. It is targeted at readers who remain in college. How to compose a resume and tips about being an intern do not speak to a majority of the population who read this reserve. I bought this for tips on how to "eliminate it" in my own career (small to no substantial guidance there. Stories of past work experience don't count!) and win over social media. Discussing DKNYPRGIRL on twitter and how it developed isn't exactly advice. I expected something much more, and much better

created, from a high-placed public relations executive. Land Your Dream Work. Her story revolves around the fashion industry, and some points I was able to relate with my industry (Cosmetology), but the business points can be related to any industry. It'll light a fire under your drive and professionalism, offer you great applying/hiring suggestions, and certainly entertain/make you laugh. Wishing I had just checked it from the library rather than wasted my money. #ShearMegan I highly recommend this book for anybody in any industry. If you want more out of your career, you wish to grow your brand and you wish to hear stories of anyone who has done this, Leave Your Mark by Aliza Licht may be the book for you. Out of this book, Aliza displays she has a lovely heart and that I can be kind on my method to the top. By Aliza Licht (foreword by Donna Karan) contains among the next information; Taking Selfies (web page 9), (web page 46) researching prospective employers and analyzing the photographs of a varied range of future coworkers through their body language, avoiding text message speak (web page 129), skillfully managing a social media crisis (page 187), plus much more. Licht shares guidance, inspiration, and a healthy dose of real chat in Leave Your Mark. Destroy It In Your Career . By the finish I was growing increasingly frustrated by the interruption of a flawlessly good paragraph by an "insider tip" that was generally pretty good sense, yet designed to feel so key that it might as well be the identification of Gossip Girl. I bought this reserve because I wanted some inspiration as We prepare to enter the globe of Public Relations, not to mention because my curiosity is in fashion and beauty. One of my favorite books!. Five Stars perfect Five Stars Amazing book I recommend. Super informative and motivating. Throughout its pages are sprinkled stories from her life, ranging from early career woes to the challenges of anonymous stardom. Thank you. I'm planning on reading it again. Feel great, inspiring book I enjoyed reading this publication. Aliza is normally candid and her design of writing is easy on the reader. It would go quite a distance to help those people starting out giving them practical recommend. Many people can relate to passions shifting and Aliza's response in handling her change in passion was amazing. She did not await her parents or other people, she literally grabbed the bull by the horns which can be what we all need. Rock Social Media. I also got some interesting insights into the fashion world which was fun. The reserve is inspiring and produces good reading.



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