

FOR IMMEDIATE RELEASE

The Latino community's participation in the economy and the job market has been growing rapidly in the last decade; but until now there has not been a guide specifically targeted to their needs and in their own language.

Señoras y señores: Shinx Publishing, an imprint of Sourcebooks, Inc. is proud to present *Cómo Conseguir Trabajo en los Estados Unidos, Guía especial para latinos* (ISBN 1-57248-488-8; July, 2005; \$8.95 U.S./\$13.95 CAN; paperback original) by Mariela Dabbah.

Cómo Conseguir Trabajo en los Estados Unidos addresses the fears and questions relating to a job search, interviewing, and methods for finding a job. Also, Latinos are taught how to use their strengths as an advantage. For example, Latinos are well known for their flexibility. Readers will learn how to use it as an advantage when interviewing. However, Latinos are shy to talk about their achievements, so Mariela Dabbah offers advice on how to reverse this trait.

Mariela can talk about:

- Recognizing the needs of Latino job seekers from those without a college education to those with higher education
- The need to learn the rules and codes of this society in order to succeed
- What it means to prepare for an interview
- Understanding what the language barrier means and what Spanish-speaking applicants can do
- Tapping into traditions and heritage to gain an advantage

She can also answer questions about the job search, including:

- ✓ Where do I look for a job?
- ✓ How do I decide what kind of job I want?
- ✓ What tools do I need to sell myself?
- ✓ How do I ace an interview?
- ✓ How do I negotiate an offer?

If you would like to speak with Mariela, please contact me at heather.moore@sourcebooks.com or by phone at (630) 961-3900 ext.334.

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BIO

MARIELA DABBAH, is the author of *Cómo Conseguir Trabajo en los Estados Unidos (How to Get a Job in the U.S.)* and the newly released *Ayude a sus Hijos a Tener Éxito en la Escuela (How to Help Your Children be Successful in School)*, both published by Sphinx Publishing. She has been a guest on *All Things Considered* (NPR), *Despierta América* (Univision), *Cada día con María Antonieta* (Telemundo), *Directo Desde Estados Unidos* (CNN en Español), Bloomberg Radio, *Tu Dinero con Julie Stav* (Univision Radio) and many other TV programs, radio shows and newspaper articles.

A natural and powerful presenter, Mariela, originally from Argentina, has a unique ability to simultaneously entertain, educate and involve, making her a wonderful guest expert on TV. With boundless energy and a message that invigorates as it enlightens, she helps people better understand how to Crack the American Code® to achieve success. Mariela motivates people with specific, hands-on strategies and real-life examples that launch them into action.

She received her MFA from the University of Buenos Aires. As the former owner of an educational book company, she developed training programs as well as manuals for teachers and parents. Since 2000 she has focused on her writing and speaking career. She is a contributor for *Hora Hispana* (*NY Daily News*) and writes a monthly column for *Tú Dinero* magazine. She will soon have a career advice segment on a major Spanish network. She writes and presents both in Spanish and in English.

GUEST EXPERT

Mariela Dabbah has been in this country for 18 years. She has lived through all stages of the immigration and assimilation experience and in the process learned how to use her Latino traits to her advantage in the American market. She is the author of *How to get a job in the US, guide for Latinos, Help your children be successful in school, guide for Latino parents* and –along with Arturo Poiré– of the soon to be published *The Latino Advantage*.

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