

## Techbitch



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### ***Reviews***

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**(Zula Hayes)**

## TECHBITCH

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Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Techbitch, Lucy Sykes, Jo Piazza, Techbitch is the wickedly witty and acutely observed novel from Lucy Sykes and Jo Piazza about how to keep up in a tech-obsessed world. Imogen Tate, editor-in-chief of Glossy magazine, is a legend in the fashion world. But when she returns from a sabbatical to find her twenty-six-year-old former assistant, Eve Morton, behind her desk, she realises times are changing. Armed with a business degree, naked ambition and an iPhone, Eve announces she has been brought in to turn Imogen's beloved magazine into an app. With herself at the helm. In this terrifying new world, Imogen is almost invisible. In place of her team of dedicated staff is a constantly evolving line of twenty-something bloggers at their desks day and night ('Only losers need sleep!'), amateur snaps instead of elegant photo shoots, and a URL address in place of Imogen's glossy pages. But Imogen isn't ready to give up her hard-earned career without a fight. Where Eve has Twitter followers, Imogen has experience, talent and real relationships, and she's prepared to fight for the fashion world she knows and loves. Even if it means going to war with a ruthless Techbitch. Praise for Techbitch: "The Devil Wears Prada does digital. " (Glamour). "Sassy, smart and fun " (Heat Magazine). "A winning romp of a tale. This breezy, behind-the-scenes tale offers a fresh, modern take on a classic tale of rivalry." (Publishers Weekly). "The Devil Wears Prada for the digital age." (Good Housekeeping). "One our reading list right now is this Devil Wears Prada-esque magazine-set tale." (Cosmopolitan).

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