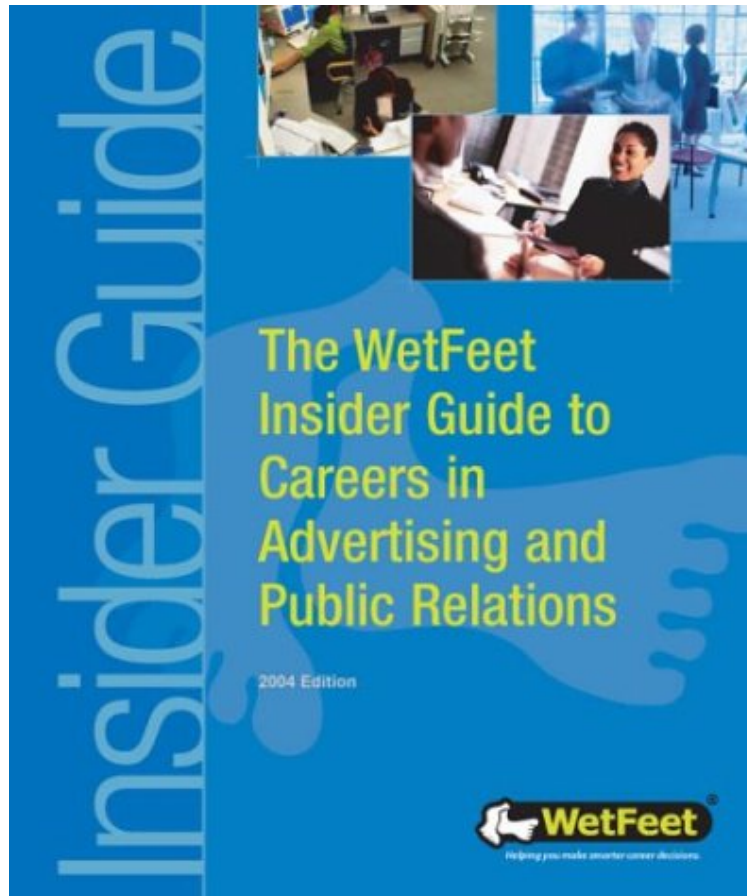


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The WetFeet Insider Guide to Careers in Advertising and Public Relations

WetFeet

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WetFeet : The WetFeet Insider Guide to Careers in Advertising and Public Relations before purchasing it in order to gage whether or not it would be worth my time, and all praised The WetFeet Insider Guide to Careers in Advertising and Public Relations:

1 of 1 people found the following review helpful. A good primerBy A CustomerThis is the second guide I've bought from Wetfeet (the other was Careers in entertainment), and so far, they haven't let me down. The editorial team is top-notch over there. they really do a good job at helping me visualize and place myself within specific jobs as well as understand the full spectrum of what's possible for someone with my background (in PR) to cross-over into in terms of job roles. i'm now pretty sure the Ad world is for me. thanks a bunch for boiling all of the info floating around out there down into a succinct guide that gives me the most important stuff to prepare me for my interviews.1 of 1 people found the following review helpful. A Great Introduction to the BizBy A CustomerI really enjoyed reading this informative guide. Not only was it packed with helpful information, but it was written in a fun, upbeat style that didn't

put me to sleep and got me really excited about my decision to change careers. The vocab section was a great way to get accustomed to the industry lingo. I'll sound like a pro by the time my interviews come up. The company profiles provided a good start for company research and the job descriptions helped me get a good idea of where I want to be. This is a great buy for anyone thinking about a career in advertising.

Are you an English major who's wondering just what the heck the business world has to offer you? A banker who's frustrated because your job doesn't let you express your creativity or take advantage of your abiding interest in popular culture? A struggling writer or artist who's tired of living on Ramen and happy-hour buffets? Then maybe the advertising industry is for you. This WetFeet Insider guide will give you all the information you need on how to get a job in advertising and what to expect once you start in this dynamic industry. You'll get interviews with real people doing real jobs in the industry, descriptions of 20 major advertising agencies, a look at where the industry has been and where it's heading, and a detailed look at just who does what within the walls of an advertising agency. Careers in Advertising will tell you everything you want to know about advertising and how you can get a job in the industry. Specifically, you'll learn about: The difference between account planning and account management. The difference between account-driven and creative agencies. The effect of the Internet on advertising. The difference between a "spot" and a "spot market." How an agency wins new business. How new ad campaigns are developed. How to shine in your interviews. What to expect in terms of salary and hours per work week.

"Congratulations on setting the standard for interviewing from here on out. I imagine that it's only a matter of time before interviewees whose unpreparedness is detected will hear (besides a ding) 'Come on! You could have at least ordered the Wet Feet report!'" -- Stanford MBA "Considering a potential income of \$70,000 per annum, an investment of \$70 now is well worthwhile. This stuff really is a must have." -- Columbia MBA About the Author Gary Alpert and Steve Pollock are the founders of WetFeet.com, a San Francisco-based research and Internet publishing firm that produces the leading series of Insider's Guides for job seekers. The WetFeet Insider Guide series is used by top caliber job seekers worldwide to prepare for their interviews with leading management consulting, financial services, consumer products and high technology firms. Alpert and Pollock have recently been recognized by the New York Times, Forbes, Business Week and Fortune magazine as founders of one of the most influential information resources for top-tier job seekers. Alpert and Pollock are 1993 MBA graduates of Stanford Business School.