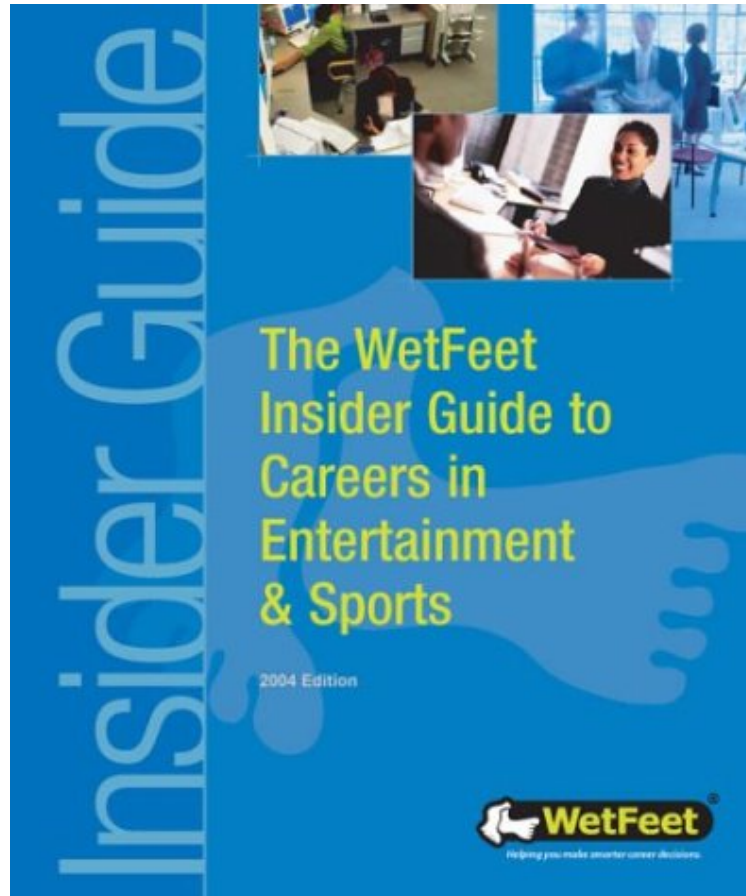


The WetFeet Insider Guide to Careers in Entertainment and Sports

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WetFeet : The WetFeet Insider Guide to Careers in Entertainment and Sports before purchasing it in order to gauge whether or not it would be worth my time, and all praised The WetFeet Insider Guide to Careers in Entertainment and Sports:

1 of 1 people found the following review helpful. just starting outBy A Customerif you're a person who's just starting out (24 years old) and really interested in breaking into the entertainment industry (on the biz side of things), then this guide is something you'll want to pick up. my college advisor suggested i look into it, and i did. i've since moved to LA and looked up all of the alums connected to the industry and now have an internship at a big music label. this guide gave me the big picture, got me in the right frame of mind to figure out whether it was movies or music that i wanted to focus on (since i love both on a personal level!) ... i'm still open to moving into film, but for now, i'm happy where i am. thanks to wetfeet for getting me grounded and off to a good start.1 of 1 people found the following review helpful. Nice General OverviewBy A CustomerThis guide was helpful in getting a general picture of what behind-the-scenes careers can be had in entertainment. It covers television, music, and the movie industry, so it was really helpful in my decision as to just where in the entertainment industry I want to be. Note that this is not a guide for breaking into

the industry as a performer. But for those of you who think you might want to run the show instead, I highly recommend it. 10 of 10 people found the following review helpful. Helpful for those who know NOTHING in Entertainment JobsBy Marni E FurtadoFor those who are just entering the industry, I recommend this book. I have been in the industry for approx. 2 years now. I didn't learn anything I didn't already know, except maybe the salaries of various job titles. New to the Industry? Buy it! Been in the Industry for a while? Never mind!

Not everyone can be a rock star, movie star, or TV personality, but that doesn't mean that you can't bask in at least a little limelight. There's just as much going on behind the scenes as in front of the cameras and mikes: acquisitions, legal affairs, production, publicity, talent, marketingthese are just a few of the job areas in which you can make your mark in the entertainment industry. And there are jobs aplenty, though you'll find a lot of competition for them. The reason: entertainment is one of the last fields in which the little guy or doll can start at the bottom and claw to the top with hard work, resourcefulness, and a little bit of luck. At least, that's the view of itself that Hollywood projects. Want the inside scoop? Check out *Careers in Entertainment: The Wet Feet Insider Guide*. Off the record, on the QT, and very hush-hush. This Insider Guide will tell you everything you want to know about entertainment--and how you can get a job in the industry. Specifically, you'll learn things like: Who the players are and what they do What vertical integration is and how it can make you happy or miserable Where you should live--New York or LA--and why living anywhere else is a handicap What the entertainment buzzwords are, and how to use them like the insiders do What the culture is like and why it varies based on where and who you are in the industry How much you can earn How to manage your career How the recruiting process works and what to do to get ready for your interviews.

"I know I'll get a brief but valuable summary of the industry, written in a style that does not induce sleep..." -- Reader from Philadelphia, PennsylvaniaIn short, I think your books gives candidates an invaluable insight into the interview process, what is going to happen, and what is expected of them and what they need to know. I believe its paramount to have a competitive edge over the rest of the applicants. I commend you on your work ! (University of Milan 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 MBAAbout the AuthorGary Alpert and Steve Pollock are the founders of Wet Feet Press, a San Francisco-based research and Internet publishing firm that produces the leading series of Insider's Guides for job seekers. The WFP 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. We've recently been featured in the New York Times and Fortune Magazine as one of the most influential information resources for top-tier job seekers researching companies during the job hunt. The founders are 1993 MBA graduates of Stanford Business School.