



# Careers in Brand Management, 2005 edition: WetFeet Insider Guide

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# Careers in Brand Management, 2005 edition: WetFeet Insider Guide

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## **Careers in Brand Management, 2005 edition: WetFeet Insider Guide** WetFeet

From Milk-Bone to Colgate, there are more brands in the marketplace than teenagers in a shopping mall. For those interested in brand management, this WetFeet Insider Guide explores typical career paths; what makes a brand successful; profiles of major players; industry trends; the salary, benefits, and company culture you can expect; and online resources to aid in your job search.

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