Kellogg on Branding
Creating, Building and Rejuvenating Your Brand

Top Five Countries
- United States: 47%
- Peru: 12%
- Brazil: 4%
- India: 4%
- Australia: 3%

Top Five Industries
- Manufacturing: 39%
- Services: 36%
- Retail Trade: 11%
- Transportation, Communications, Electric & Gas: 7%
- Public Administration: 4%

Top Five Job Functions
- Marketing: 77%
- Consulting: 8%
- Business Development: 3%
- Sales: 2%
- General Management: 2%

Management Levels
- Top 26%
- Senior 40%
- Middle 30%

Past Participant Profile

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North America: 59%
South America: 23%
Europe: 11%
Africa: 3%
Asia: 11%
Australia: 3%

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