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This book focuses on the essay writing process and includes a writing toolbox which has been adapted to meet the specific needs of MBA applicants.

MBA Admissions Strategy is a bestseller that shows MBA applicants: • What MBA Admissions Committees value and how they work • What to say in a b-school application, and how to say it well • How to answer tricky essay and interview questions It guides the reader through the four key aspects of competitive MBA admissions: navigating the admissions process; enhancing profile value; managing essay and interview communications; and writing better. MBA Admissions Strategy is about what is hard for MBA applicants to find: the candid “what-I-wish-they’d-told-me” insights about what really works in MBA admissions. It is what to do to win in MBA admissions, and a step-by-step guide how to do it. The 3rd edition, updated throughout, contains new material on success in MBA interviews and wider admissions inputs, in addition to the traditional essays.

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This lively and accessible new book takes you step-by-step through the process of producing a successful MBA application, with primary emphasis on the essays.

The Complete Start-to-Finish MBA Admissions Guide provides practical advice and exercises to help students differentiate themselves from other MBA applicants and grab that coveted acceptance letter. The MBA admissions process is fiercely competitive, yet success can be remarkably simple: differentiate yourself from a sea of applicants and gain that coveted letter of acceptance. But how do you discover your unique attributes? How do you create an application that will ensure you truly stand out from the pack? The Complete Start-to-Finish MBA Admissions Guide is filled with exercises and examples that take you step by step through the entire MBA admissions process. Our guide includes chapters on the following:

- Long-term planning to ensure a competitive candidacy
- Creative brainstorming to build a foundation for standout essays
- Writing dynamic personal goal statements and essays
- Drafting an eye-catching and results-driven resume
- Obtaining compelling and supportive recommendations
- Preparing for a persuasive and effective interview (including 100 potential interview questions)

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The top secrets to getting into the best MBA programs, from a leading industry expert Top MBA programs reject more than 80 percent of their applicants, but author Chioma Isiadinso's admissions consulting firm has successfully guided 90 percent of her students into the best business schools around the world. As a former Admissions Board Member, Isiadinso offers insider tips and strategies to help applicants get into the school of their choice by building and promoting their personal brand. This revised and updated edition now offers:

- the do's and don'ts of social media networking
- sample admissions essays that worked
- an international perspective for global admissions appeal

The MBA has rapidly become the world's most desired degree, with graduates of top business schools landing six-figure pay packages in private equity, high-tech, investment banking, and management consulting. As a result, the competition for admission into select programs is fierce; some schools admit less than 10 percent of applicants. This third edition of *Your MBA Game Plan* includes even more sample essays and resumes from successful applicants, fresh insight on 35 leading business schools from around the world, and advice specifically tailored to international applicants. It will show you how to: Select target schools and highlight the personal

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characteristics and skill sets they seek Navigate the “GMAT or GRE?” question Assess your own candidacy with the objective eye of an MBA admissions officer Craft compelling essays and resumes that highlight your most salient attributes and make you stand out to the admissions committee Avoid the mistakes that ruin thousands of applicants’ chances each year Perform flawlessly during your admissions interviews

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Expert guidance to help you write the essay that gets you accepted by the best business schools If you're applying to a business school these days, you need more than good grades, high GMAT scores, and an impressive resume. You need to write attention-grabbing essays that express your individuality, identify your goals, and play up your talents and strengths. Written by a renowned admissions consultant who has helped applicants get accepted into the nation's top schools, this all-in-one guide will show you what today's top-level admissions offices are looking for. Filled with clear guidelines, insider tips, and winning samples, it will lead you through every step of the application essay process. You'll learn how to organize and structure your writing, avoid common pitfalls, and market yourself like a pro. The book includes: The 8 most common essay questions--and how to answer them 22 actual essays by successful applicants to top schools Interactive exercises and self-quizzes to guide you in the right direction Self-marketing strategies to highlight your individual talents Candid insights from admissions officers at top-ranked business schools

Since 2001, when she launched Stacy Blackman Consulting, Stacy

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Blackman has helped clients gain admission to every top business school in the world. Stacy has been profiled in several publications, including Fortune Magazine, BusinessWeek, and the Wall Street Journal. Since his graduation from the Harvard Business School, Daniel J. Brookings has worked as a strategy consultant. Since 2003, Daniel has advised scores of MBA applicants on how to create an effective personal branding strategy and craft compelling applications. Now Stacy Blackman and co-author Daniel J. Brookings share their MBA admissions secrets in this concise guide, featuring 56 short, easy-to-digest chapters! From the Book... If you are reading this book, you have taken a solid first step in your business school admissions process. Some people will argue that the applications are harder than the curriculum. So, don't give up—business school will be a breeze if you can survive the grueling admissions process! . The challenge is the process of reflection and introspection that can be terrifying and truly daunting. If done correctly, it can also be revealing and personally rewarding. not to mention exhilarating when you end up attending a dream school and hopefully altering the course of your life.