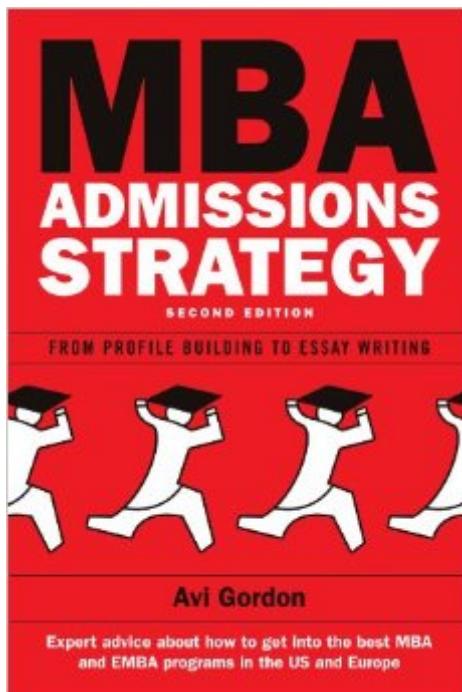


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# MBA Admissions Strategy: From Profile Building To Essay Writing



## Synopsis

"Avi Gordon has achieved what most MBA admissions books strive for. In concise and clear prose he unravels the complexities of getting into a top business school... This second edition covers everything from GMAT preparation to knowing the needs of admissions committees better than they do while constantly asking the candidate to continually evaluate him or herself ... An essential new addition to the MB applicant's bookshelf." Ross Geraghty, Managing Editor, Top MBA "MBA Admissions Strategy is a no-nonsense, streamlined book that will be especially helpful to applicants of top 20 business schools. Gordon does a great job of thoroughly covering all topics of the MBA application process ... His advice is smart, savvy and written with a hands-on approach to successfully guide an applicant through their application process." Leila Pirnia, Founder, MBA Podcaster "Avi Gordon's newly revised guide to MBA admissions strategy is like a golden ticket for aspiring MBAs. The guide not only addresses the latest trends in MBA applications, it also provides can't-miss tips for students seeking admission to the most competitive business programs." Karen Schweitzer, the About.com Guide to Business School MBA Admissions Strategy is a bestseller that shows MBA applicants: What Admissions Committees value and how they work What to say in a b-school application, and how to say it well How to turn a good application into a great application 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. The second edition updates and enhances all chapters, and contains new material on success in MBA admissions interviews.

## Book Information

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## Customer Reviews

This is an excellent book that provides tons of insights about the MBA admission process. The author's writing style is very informative. He always conveys a list of key points for everything that makes it easy to remember or refer to the most important information. Early on the author conveys the 22 qualities Bus Schools are looking for. Next, he maps them out elegantly within a four dimension vent diagram (academic, professional, communal, personal). He mentions the 5 objectives of admission officers. At the end of the book, he restates the main 12 key points (if you forget everything remember at least those 12 points). There is no miracle to getting into a top MBA program. You need the grades (GPA 3.3+), the GMAT scores (690+), the successful working experience. Those are the essentials to make the first cut so your application is not immediately rejected. In essence, that's where the real work begins because there are a lot more candidates (3.3+/690+/strong work exp.) than there are available seats at the top programs. The author guides you on how to differentiate yourself. It is all about deep introspective analysis (know thyself), and communicating clearly who you are, what is unique about you, how you fit the mission of the school, what are your life goals, why you need an MBA, why are you applying to this specific school. It is all about your communication proficiency in interviews and even more importantly in the essays. More than half the book is about the essays. Excellent essays with a 690 on the GMAT make for a more competitive application than a 720 with poor essays. The author covers everything about the essay writing techniques including how to address the hardest questions such as writing about your failures.

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