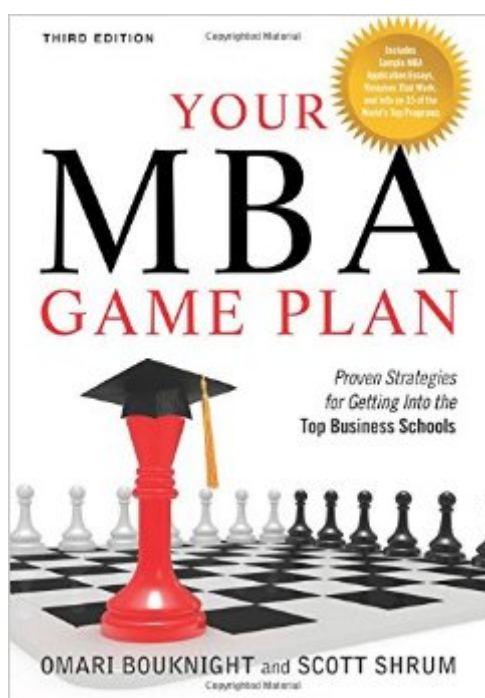


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# Your MBA Game Plan, Third Edition: Proven Strategies For Getting Into The Top Business Schools



## Synopsis

"Terrific resource. Your MBA Game Plan provides a fresh perspective and really helps readers focus on what matters in the MBA admissions process. Applicants will finish this book much better prepared to represent themselves and their career aspirations to top business schools." --Soojin Kwon Koh, director of admissions, Ross School of Business at the University of Michigan "With everything from essays and resume tips to detailed insider information, this handy guide is a must-have for MBA candidates." --Karen Schweitzer, [businessmajors.about.com](http://businessmajors.about.com) "Two pioneers in the MBA admissions guidebook space have revised their classic. A great resource for applicants." --Paul Bodine, author, *Great Applications for Business School* "This book has it all--dozens of in-depth school profiles, loads of sample essays, and specific advice for different types of business school applicants. Follow the plan in this book and you will be sure to improve your odds of success in the MBA admissions process." --Eric Bahn, founder, *Beat the GMAT* 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 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

## Book Information

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## Customer Reviews

The book is based on the 2 main points - to get into an MBA Program of your choice you have to demonstrate that you have a unique profile (differentiation) and that you fit the school. With potentially a 50-70% chance to get into the program of choice if you have these 2 attributes. ~~~ PROS: ~~~- Fairly concise and can be read/covered pretty quickly (the fact that the book is well written helps)- I like very much the suggestions for the 4 key dimensions of an applicant (Leadership, innovation, teamwork, and maturity). The book then creates a table with these as column headings and numerous parts of the application as the rows (such as transcript, work experience, resume, LOR, essays, GMAT, extracurricular activities) and allows you to tick off each element that contributes to any of the 4- Chart of GMAT 80% distribution scores for the top 20 programs and a few other stats/charts- Applicant profiles - the book splits up the application tips/strategy based on the applicant profiles, such as Consulting, Creative Engineers Entrepreneurship Government International (goes in depth to categorize further), IB & Finance Marketing, Military Non profit Recent grad- Typical backgrounds of students at the MBA programs and also their career backgrounds.

This review is of the Third Edition of a book first published in 2002. My comments are based on three assumptions: o That you are determined to earn an MBA degree o That you intend to apply to a business school that offers an MBA degree o You are convinced that what earning that degree requires is worth it Obviously, the "terms of engagement" for applying to any of the top business schools have changed since 2002. Even this revised and updated edition cannot be expected to accommodate all of those changes, nor can the co-authors, Omari Bouknight and Scott Shrum, guarantee success if all of their "proven strategies for getting into top schools" are followed. I highly recommend that the Preface to this latest edition be read and re-read. It is refreshingly candid. As I began to work my way through the narrative, I was again reminded of the fact that anyone who aspires to earn a graduate degree in any field of study (medicine, dentistry, law, humanities, natural science, mathematics, and engineering as well as business) needs a cohesive and comprehensive game plan. For those who aspire to earn an MBA degree, I know of no other single source that

offers more and better information, insights, and advice than does this one. Bouknight and Shrum carefully organize their material within (you guessed it) seven chapters that cover a series of subjects that correlate with the sequence of stages that comprise the application process. In Appendix A, they provide additional admissions essays; in Appendix B, additional resources. Obviously, it remains for each reader to determine what is most valuable among the material provided.

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