



Marketing Yourself to the Top Business Schools

Phil Carpenter

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Expert advice helps you get into the business school of your choice. Earning an MBA from a leading business school can be an important career boost. But first you have to get accepted. This straight-talking guide is dedicated to helping you conquer the business school admission process. Here, Phil and Carol Carpenter show you, step-by-step, how to confidently develop your own winning marketing campaign, including:

- * Tips on matching your strengths and interests with those of your target schools
- * Candid interviews with admissions directors and alumni
- * Advice on writing focused, persuasive essays
- * Twenty actual applicant essays on frequently asked topics --with frank evaluations of why these essays worked
- * Ratings of the top programs from U.S. News & World Report

""This easy-to-read guide demystifies the MBA admissions process. It provides a detailed and useful strategy for all MBA applicants by illustrating ways in which applicants can exert control and influence over the process."" --

""Candid and comprehensive...the Carpenters write with the voice of experience and share practical knowledge rather than generalized suggestions."" --Jon Megibow, Director of Admissions University of Virginia, Darden Graduate School of Business Administration

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