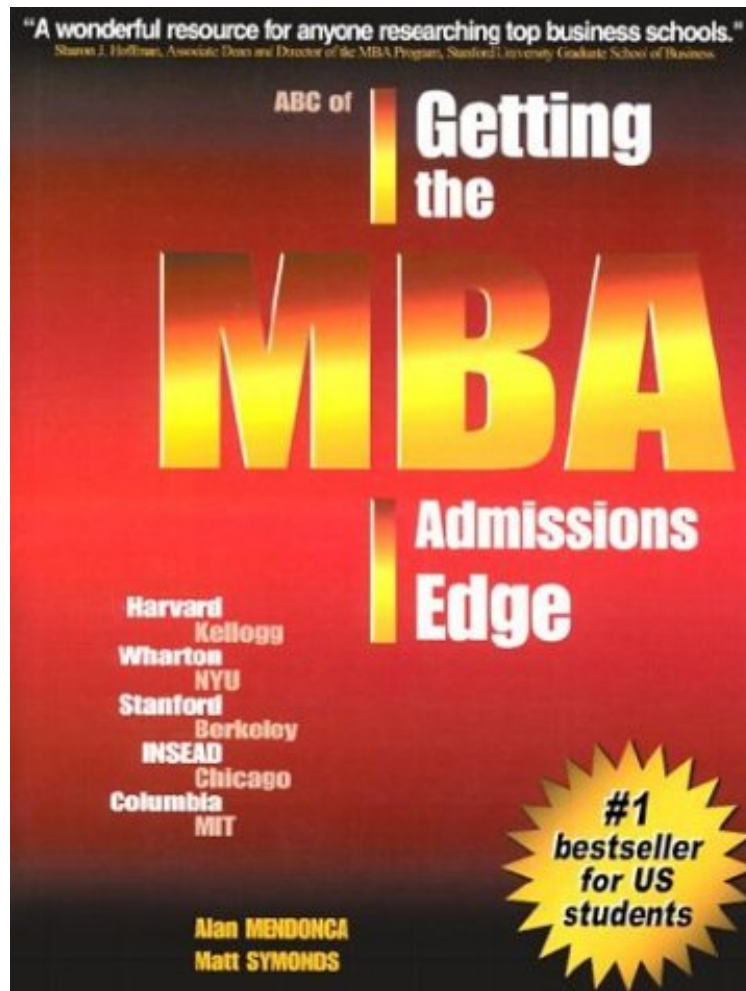


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ABC of Getting the MBA Admissions Edge

Alan Mendonca, Matt Symonds

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Alan Mendonca, Matt Symonds : ABC of Getting the MBA Admissions Edge before purchasing it in order to gage whether or not it would be worth my time, and all praised ABC of Getting the MBA Admissions Edge:

13 of 14 people found the following review helpful. Not that goodBy JohnStaffI had really high hopes for the book based on the reviews (and the price).If you are totally lost as to applying to business school, this is probably a good book for the example essays. Most of the school analysis is obvious and the essays aren't that great (I've seen ones of similar quality at various online sources).This year, with admission to the high-end schools dependent on original high-quality essays, most competitive people don't need this book. You'll find everything useful in the school-specific research that you do and the general interview/recommendation/essay information available online.I also found it erratic in tone, due to different authors for each school. This would be a really good book if it was broke down by application stage instead of school and maintained the school-specific information (and added "quirky" outliers from tier-2 schools). As it is, I read less than 1/3 of the book thoroughly (since 2/3 of the schools I wasn't applying to). This

misses valuable content when it comes to "the interview" or "the recommendation" when the broad spectrum of information is relevant (especially for non-listed schools). This book fills a niche with its honest, direct voice from people who have recently gone through the process. Amazing potential, marginal current execution. 18 of 18 people found the following review helpful. Good, but be careful. By Spicy Tofu Overall, this is an excellent book for all the reasons past reviewers have given. My only warning is to take the essays with a grain of salt. Some of the essays have a very stilted, dry, writing style. I suspect this might be because the authors were European and their first language may not have been English. Furthermore, I suspect that some successful applicants were accepted not because they wrote dazzling essays, but essays that were "good enough" in light of some extraordinary experience. I have read essays from friends that have gotten into top business schools, and by far, their essays are vastly superior. To balance this book out, I would recommend Montauk's book (which also contains some essays that are similarly stilted). 3 of 8 people found the following review helpful. This is what I want! By Jeff I buy also "88 Great MBA application tips and strategies" and online book from top10mba.com. If let me choose now, I will give this to be the no.1 must. It cover everything you need and a lot of materials that are hard to find in one place. It will make your journal to MBA more interesting and encouraging!

Getting into MBA programs is more and more competitive. This over 600 page book will improve your chances of admission to the schools of your choice. This version of The Edge, aimed at US applicants, features an in-depth analysis of applying to each school

Essential reading for candidates - a realistic view of the different programs, helping candidates to ask themselves the right questions. --Eric Chambers, Senior Associate Director of Admissions, Wharton
A thorough and accessible reference guide to the MBA application process. A wonderful resource for anyone researching top business schools. --Sharon J. Hoffman, Associate Dean and Director of the MBA Program, Stanford University Graduate School of Business
An outstanding, well-organized and informative guide to access pertinent information about the top business schools. --Linda B. Meehan, Asst Dean of Admissions, Columbia Business School
About the Author Matt Symonds A recognized expert on business education, and contributing writer for leading international media, he has created the largest MBA consulting service worldwide, working with over 260 Business Schools and 53,000 MBA candidates.
Alan Mendonca His early career was in brand management at Procter Gamble. He recently graduated from the Harvard Business School, spending his summer internship at McKinsey. He is the co-founder of an internet start-up in the travel sector.