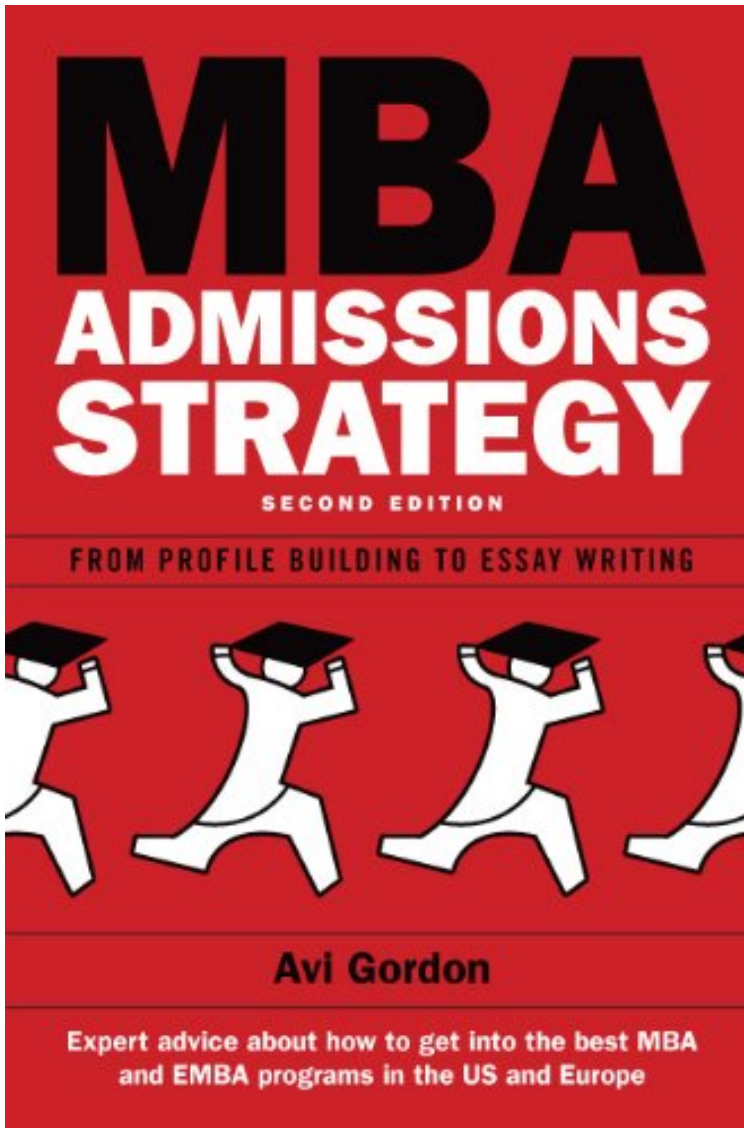


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# Mba Admissions Strategy: From Profile Building To Essay Writing



Par Avi Gordon

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**Description :** Description du produit"I would definitely buy this book if I were applying again."--Rodney Bryant, Macquarie Bank, Australia, formerly of Morgan Stanley, New York Learn all about MBA admissions techniques and skills from an expert! MBA Admissions Strategy guides candidates through the four most important aspects of a successful, competitive business school application: -Competitive Strategy -Profile Development -Essay Management and -Writing Technique 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 book outlines a system for candidates to identify the competitive value of their past and construct an application profile and compelling message from this. The book then deals with the typical essay questions that applicants face and shows candidates how to fit their profile message to each question:

how to know what to write, which essay to write it in, and how to write it well. Along with specific templates and solutions for improving expression, the book shows readers how to avoid common essay pitfalls. An essential must-read for all those considering applying for a MBA.

**Présentation de l'auteur** This accessible, well-written book is a must-have for the aspiring MBA applicant. The 2nd edition of *MBA Admissions Strategy* is an essential guide to the four aspects of a successful, competitive business school application.

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**Biographie de l'auteur** Avi Gordon, BA, MBA, is a recognized expert in MBA admissions and has published widely in the industry, including for *Business Week* and *The World MBA Tour*. He is admitted as a full member of the Association of International Graduate Admissions Consultants (AIGAC). He directs *The MBA Admissions Studio* (<http://mbastudio.net>) where he has advised and guided many hundreds of MBA applicants towards admission to the world's top business schools.