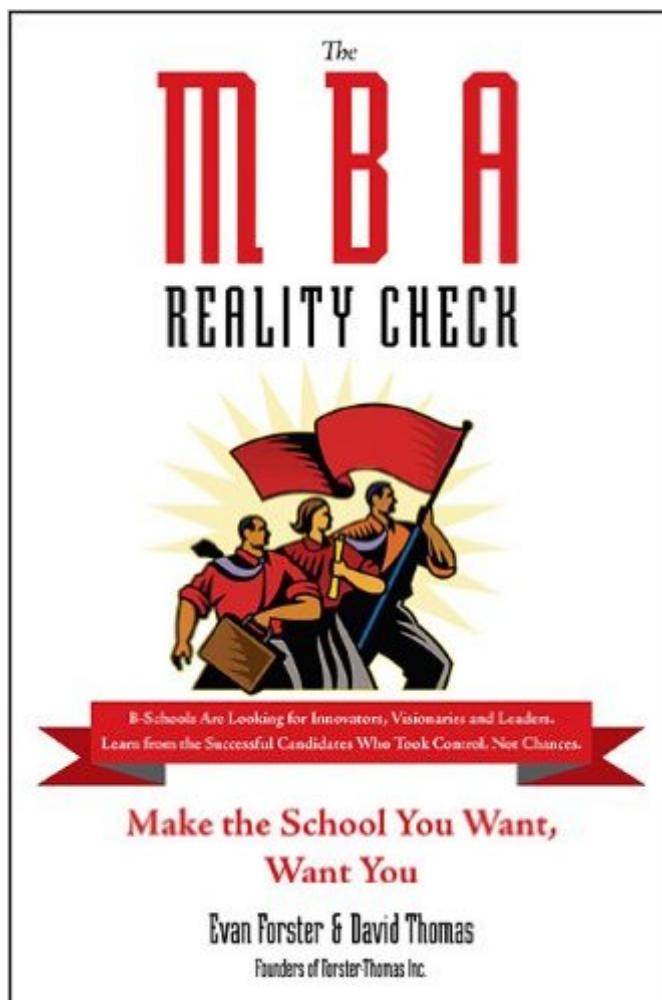


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# The MBA Reality Check: Make The School You Want, Want You



## **Synopsis**

A no-nonsense guide to getting into business school at a time when the industry requirements are evolving and competition is at a record level. MBA programs are redefining their mission and seeking a new generation of business visionaries. No longer simply about grades or test scores, top schools now look for students with a transformative vision. The *MBA Reality Check* covers everything from the specifics of the application process to how applicants can position themselves among the crop of tomorrow's business innovators. Through their work with hundreds of MBA hopefuls, Forster and Thomas have shown what it takes to succeed in today's highly competitive marketplace, including:

- How applicants can find their own exceptional story to set them apart
- What to include in an MBA application-and what to leave out
- What b-schools really want to learn about candidates
- How to turn any question into an opportunity to illustrate unique leadership qualities

## **Book Information**

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## **Customer Reviews**

This book really worked for me for a lot of reasons. Least important but most interesting was the

tone--these guys seem to really enjoy what they do and the book reads like they have a great time doing it. It helps to have a sense of humor when the subject matter is so heavy. But when it really counts, helping me get into a top program, that's where this book is truly effective. It works because almost every chapter is centered around a real person (or more than one person) who has already gone through the process and has all the same questions and fears that I have right now. Evan Forster writes about his one-on-one experience helping these people like it's a little short story. I found it both engaging and entertaining, but most of all, useful and practical. The book is in three parts:I) "Upping your game" in advance of applying (you will find this useful even if you're not applying for another year or two, or frankly even if you're applying for a job).II) The essays. This part has some of the funniest chapters. I loved how you can read the applicants' personal struggles with the essay topics, how they resolved them, and then finally get to read the actual essay they came up with afterward. That's the best part--seeing how their thinking about the topics turns into an actual essay. I especially loved the "Sadie the Sasquatch" story.III) After you've submitted the app. This includes waitlist and re-app stuff (hope I don't have to deal with these chapters, so I just skimmed them). Loved the chapter on interview skills. There are also workbooks in the back that help you organize your thoughts and think about your life/experiences in new ways. Guys, if you read this, make the workbooks available online in PDF format!

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