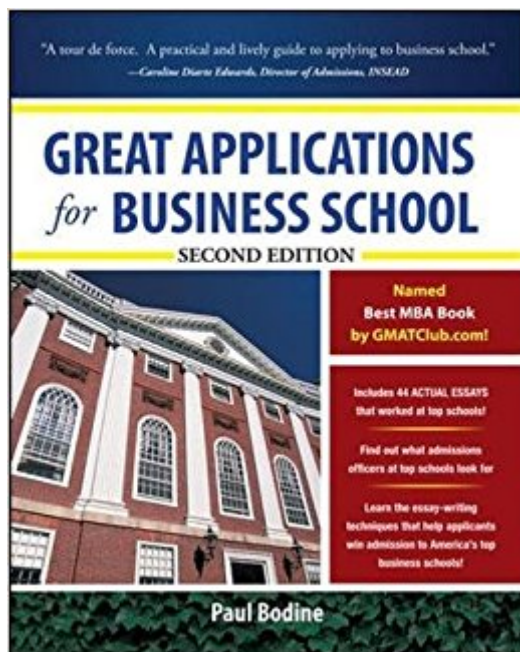


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# Great Applications For Business School, Second Edition (Great Application For Business School)



## Synopsis

'Great Applications for Business School' provides a flexible, practical system for enabling business school applicants to find their applications' central theme, brainstorm their essays' raw material using personal 'data-mining' techniques, craft an outline using theme and evidence sentences, and write, revise, and edit effective essay drafts. Bodine provides detailed strategies for answering the most common MBA admissions essay topics--from goals, accomplishments, and "self-revelation" essays to diversity, leadership and teamwork, failure, and creative or multimedia topics. "Great Applications" includes practical guidelines for understanding what schools actually ask, choosing the appropriate stories for each essay type, and structuring essays so they provide context, analysis, and the all-important takeaways. The foundational material that earned "Great Application Essays for Business School" GMATClub.com's "Best MBA Book" award in 2010 remains the core of this new edition. • But the second edition--30% larger than the first--also contains substantially new material: • Forty-four actual, complete essays or admissions documents (versus 22 in the first edition) written by admitted applicants to the very best business schools (Harvard, Stanford, Wharton, Chicago, Tuck, Columbia, London, Kellogg, INSEAD, and MIT Sloan, among others). • Treatment of the newest trend in admissions essays: creative, PowerPoint, and multimedia essays. • Ten case studies showing how real applicants with specific challenges overcame their admissions obstacles to gain admission to top programs. • Five "Put Yourself on the Couch" question sets that will spark the kind of reflection and analysis from which truly self-aware essays can emerge. • Extended appendixes on admissions interviews (containing sample interview responses) and wait-list letters (featuring before-and-after versions of two successful letters).

## Book Information

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## Customer Reviews

"A must read... a smart and important book." --John Byrne, founder of PoetsandQuants.com and former executive editor at BusinessWeek. --Poets & Quants.com"A tour de force--a practical and lively guide. Paul Bodine really understands the inside track and offers his readers a wealth of useful information. Thorough and wide-ranging."Â ----Caroline Diarte Edwards, Director of Admissions, INSEAD"A very thorough and witty explanation of the admissions process. Excellent advice as to what to do and how to do it skillfully."Â ----Christie St-John, Senior Associate Director Admissions & Recruiting, Dartmouth Tuck School of Business:"Great Applications for Business School' has great advice for any student interested in earning their MBA from a top school!"

Expert guidance to help you write the essay that gets you accepted by the best business schools If you're applying to a business school these days, you need more than good grades, high GMAT scores, and an impressive resume. You need to write attention-grabbing essays that express your individuality, identify your goals, and play up your talents and strengths. Written by a renowned admissions consultant who has helped applicants get accepted into the nation's top schools, this all-in-one guide will show you what today's top-level admissions offices are looking for. Filled with clear guidelines, insider tips, and winning samples, it will lead you through every step of the application essay process. You'll learn how to organize and structure your writing, avoid common pitfalls, and market yourself like a pro. The book includes: The 8 most common essay questions--and how to answer them 22 actual essays by successful applicants to top schools Interactive exercises and self-quizzes to guide you in the right direction Self-marketing strategies to highlight your individual talents Candid insights from admissions officers at top-ranked business schools --This text refers to an out of print or unavailable edition of this title.

I read and referenced Paul's book (Great Application's for Business School) as I worked on my application essay for the University of Minnesota's Executive Master of Healthcare Administration

program - it made all the difference. Although the primary audience for this book is MBA applicants, the tips and insights were exactly what I needed to compose a successful MHA statement of purpose. Similar to top MBA programs (and other masters' programs), the top MHA programs are highly competitive. Added to this is the competition for one of a few slots for an "executive" program - where standard applicants are highly accomplished healthcare professionals. The University of Minnesota has firmly held a top three slot among MHA programs for countless years running and has an impressive alumni base. As a non-clinician and early career professional, I had a steep road to acceptance. My first attempt at a statement of purpose was written without the insights and guidance of Paul's book - when I read it now, even I am painfully bored! After reading this book, I was able to craft a compelling narrative that pulled together my personal story, my experience, and the unique aspects of the program so as to clearly articulate how the program was a natural fit for me and my career path. More importantly, I was able to paint the picture of how I was the perfect fit for the program. So, what was the result? I was amazed to receive an enthusiastic acceptance within the first round. Overall, I credit Paul and Great Applications for Business School for my successful application.

I promised Paul that I would write a review after all my admission decisions have been released. His book was the only resource I used throughout the application process. The combination of a decent GMAT score (I'd say 700+) + Paul's book is the key to admission to M7 schools. I am very pleased to report that I will likely be matriculating at HBS. I heavily leveraged Paul's guide in prepping my interviewers with respect to what to say/what not to say in their recommendation letters.

I found this book very helpful in my graduate school application process. I am a slightly unique grad school candidate in that I applied to both MBA and MS in Marketing programs. I am already strong writer, but whenever I begin writing I really need a lot of "inspiration" and examples to produce a coherent "story" for myself, and this book provided exactly what I needed. Being able to read a lot of sample essays really helped me generate strong personal statements. There were also a lot of tips, pointers and guidance provided as well. In the end, after using this book I was accepted to 4 out of the 5 graduate schools to which I applied, and I was offered scholarships to 2 of them. I highly recommend this book if you are going through the application process!

I Bought the second edition of this book right before I started working on my round 1 apps. I think this is one of the best books I have read on the subject. In my opinion ,it is well thought, clear and

concise. Paul has done an excellent job at explaining all the intricacies of the B-School application process in one book of reference. In most sections, he has published examples of actual essays of admitted applicants and has explained how each example aligns with the explanation provided for the respective essay type. There were parts of the book when I literally put myself on the couch -- to think. I was surprised at how little I knew about writing essays for MBA programs. I highly recommend Great Applications for Business School for all those planning to get an MBA. It helped me get into Kellogg and Duke!

I wasn't what I would consider the obvious choice as an MBA candidate. I didn't get my undergrad in business and I wasn't in a career like finance or banking, that typically feeds into MBA programs. I was determined to get my MBA, and I was set on going to only one program. In fact that was the only program I applied to. I knew that I had to make every inch of my application count. There was no room to give admissions even a hesitation when reviewing my materials. If I could go back and choose one source of information (not just for the essays but the whole admissions process) I wouldn't change anything, I'd choose this book again and again. The admissions essays are the ONLY part of your application that you have 100% control over the content. Paul's book does a great job of guiding you to make every single letter count. More importantly it provides a strategy for tackling every type of essay question out there, even the more obscure ones. The most helpful factor of this book is that the author does a fantastic job of pushing you to develop your "story" which helps you to solidify your message across the essays, your interview, and even the less creative aspects of your application. I'm certain I could not have succeeded without the guidance from this book.

This book was very helpful as I was applying to Chicago Booth's Evening MBA program. It was an excellent resource and I owe Paul a big thanks for all the insight he provided. It paid off as I was accepted into Booth!

This book is a must-read for anybody applying to top business schools. There is no one formula to get into a great MBA program and this book does an exemplary job explaining that while also detailing (with vivid examples) what are things that work for you and work against you. I also loved the systematic way the book encourages applicants to approach the application process. For example, the author's strong recommendation to compile your life experiences, how it shaped you from the inside and the outside, etc., helped me tremendously during my application. I was accepted

into a top 5 MBA program and this book definitely got me started the right way.

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