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## MBA Admissions Strategy: From Profile Building to Essay Writing

By Avi Gordon

McGraw Hill Professional - Open University Press, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction SECTION ONE: STRATEGY FOR THE ADMISSIONS PROCESS 1. Marketing to Adcom Getting elected. Seeing the world through Adcom's eyes. "People people." The reward system for admission officers. Business schools compete too. 2. What Satisfies the Admissions Committee? The key attributes. Summary: A CEO in waiting. It's your future not your past that counts. The four attribute dimensions. A four-part interlocking profile. Class balance. Highlighting diversity contribution. A two-way fit. Understanding the school's market positioning. Start with your needs. 3. Strategy Fundamentals Researching and choosing schools. Dig behind the websites and glossy brochures. Visiting the campus. How many schools? GMAT strategy. Managing references and referees. Priming referees. Referee fatigue. Interview strategy. Understanding behavioral questioning. International applicants. Foreigners for US schools. Americans for foreign programs. 4. What Goes On After You Hand In Your Application The committee meeting. Application timing issues. A basic timeline. The role of the essays. Fine-tuning selection. Rewarding strengths outside the classroom. Communication skills. Meeting the essay requirements. SECTION TWO: PROFILE-BUILDING TECHNIQUES 5. The Profiling Project Profiling: Why do it? Creating an alternative basis for essay responses. Preparing for behavioral questioning. Brainstorming methodology.

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