



Great Applications for Business School, Second Edition (Great Application for Business School)

By Paul Bodine

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Great Applications for Business School, Second Edition (Great Application for Business School) By Paul Bodine

'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).

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Editorial Review

Review

"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."

---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."

----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!"

From the Back Cover

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

About the Author

One of America's most experienced admissions consultants (serving clients since 1997), Paul Bodine (paulbodine(at)yahoo(dot)com) has helped hundreds of clients earn admission to the world's top business, law, medical, and graduate schools as well as elite colleges. Paul's MBA clients have consistently earned

admission to the most selective business schools, from Harvard, Stanford, Wharton, MIT Sloan, and Kellogg to Chicago, Columbia, Dartmouth Tuck, Berkeley Haas, Michigan, London Business School, INSEAD, and NYU Stern, among many others.

Aside from "Great Applications for Business School," Paul is also the author of "Perfect Phrases for Business School Acceptance," "Great Personal Statements for Law School," "Perfect Phrases for Law School Acceptance," "Perfect Phrases for Medical School Acceptance," and "Perfect Phrases for Letters of Recommendation" (McGraw-Hill). He has been interviewed by Business Week, Christian Science Monitor, MBAPodcaster, Law School Podcaster, and Law School Interactive and featured on Poets&Quants.com, GMAT Club, and BeatTheGMAT.com.

Users Review

From reader reviews:

Gerald Rountree:

Spent a free time for you to be fun activity to try and do! A lot of people spent their sparetime with their family, or all their friends. Usually they performing activity like watching television, gonna beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Could possibly be reading a book may be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the e-book untitled Great Applications for Business School, Second Edition (Great Application for Business School) can be great book to read. May be it could be best activity to you.

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