



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

Evan Forster, David St. John Thomas

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The MBA Reality Check: Make the School You Want, Want You Evan Forster, David St. John Thomas 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



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