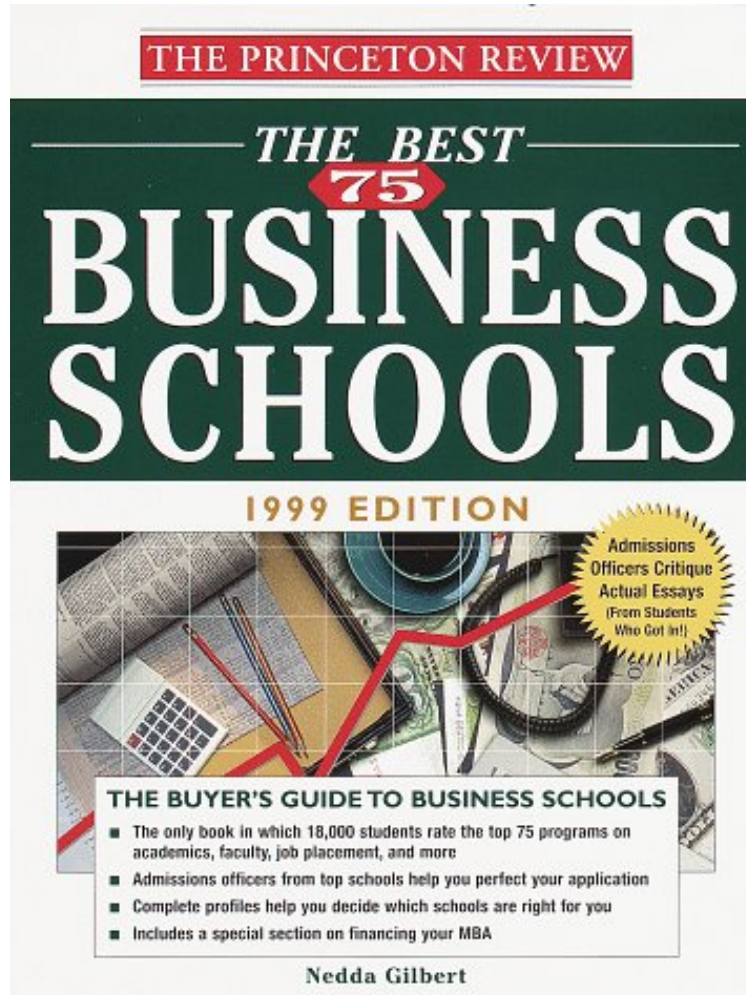


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The Best 75 Business Schools, 1999 Edition (Annual)

John Katzman

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#18232802 in Books 1998-09-14 1998-09-14 Original language: English PDF # 1 10.75 x 7.75 x .751, #File Name: 0375752005296 pages | File size: 44.Mb

John Katzman : The Best 75 Business Schools, 1999 Edition (Annual) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Best 75 Business Schools, 1999 Edition (Annual):

9 of 9 people found the following review helpful. After a while it all looks the same By Jim Carson Seventy-five schools are covered, each with a two-page overview highlighting basic statistics, comments by students, and informal 'rankings' of the three best and worst things about a particular school. Schools are *not* ranked against each other. There is a bunch of supplemental material describing the application process and some sample 'good' essays. The information is a little dated, but the book does provide a basic starting point. The overviews tend to follow a basic form and are generally favorable in their description of each school -- these are the 'top 75 business schools,' after all. After reading (and re-reading) the overviews, it became difficult to differentiate between specific schools. This is a problem. A fictional example might be in this form:----- Business University's business program established {many years ago}

by {insane monk, prominent business person, benevolent megacorporation}. The students describe the curriculum as 'rigorous, but fair.' The school receives high marks for its {campus, location, diversity, team spirit, student friendliness}, but students feel {MIS, parking, career placement, professors in core classes} could use improvement. Several students remarked 'the faculty is excellent and professors can walk and chew gum at the same time.' However, some disagree, 'not all of the professors are great gum chewers.' The first year students take core classes in accounting, finance, marketing, and gum chewing. Second year students can select from {a lot of really cool} electives. The admissions committee considers {GPA, GMAT, essays, recommendations, prior work experience, credit worthiness, and quality of penmanship} all equally. 'We want a student with strong {academics, leadership potential, likelihood of donating, well-roundedness} [...]-----Because the format has anonymous comments and does not provide any sense of the scale or number of people with a particular opinion about the school, the two-page summaries ultimately come across as wishy-washy. The student surveys add some color, but they, too, have flaws. For example, Dartmouth appears at the top of almost all of the 'good' attributes for each school (e.g., 'great professors' 'strong marketing' 'strong teamwork'). I'm sure there are a lot of happy people there, but I couldn't help but wonder if proud students were sandbagging the surveys to pump up their school. Finally, any book like this is only a snapshot of the school. What ultimately should guide your decision is whether the program and the environment meet your needs. You should definitely sit in on classes and visit campus. s and visit campus.0 of 0 people found the following review helpful. Great categories!By A CustomerThe Best 75 Business School's new edition for 1999 looks at the schools from many perspectives. For more than 15 academic qualities it ranks the top 10 schools. It also ranks the schools from other perspectives. Overall if you look through the different qualities that are important for you, you end up with a list of schools that might fit you best. It also has the regular, information on each school.0 of 0 people found the following review helpful. Different Rankings, Different ViewsBy A CustomerThis is a very good reference for those who want to apply to a business school. Besides giving the school profiles, which is very good, its very best part is its categories ranking that includes Academics, Pressure, Social Life, Facilities, among others. Very interesting.

What makes The Best 75 business Schools the leading business school guide?THE LARGEST ANNUAL STUDENT SURVEYIf you want to know what life is really like at the country's leading business schools, then listen to the students who attend them. This book contains the results of the largest annual business school student survey. More than 18,000 students told us what they think, and we've included their comments here in the most comprehensive and definitive guide ever produced.ALL THE INFORMATION YOU NEED TO MAKE A CRUCIAL DECISIONThe school you choose determines how you'll spend the next two years of your life and greatly influences how well you will do in the job market when you graduate. The updated 1999 Edition of The Best 75 Business Schools advises you of the positive attributes and possible drawbacks of the top 75 business programs. Each profile includes information on the curriculum, faculty, workload, admissions, financial aid, and job placement statistics, as well as the addresses and telephone numbers you'll need to apply. We even tell you how to research business schools online.Putting Together a Winning ApplicationSample essays critiqued by admissions officersAdmissions case studies that show you what it takes to get inHow admissions criteria are weighted (GPA, GMAT, recommendations, etc.)Fifteen application blunders that can hurt your chancesEXCLUSIVE RANKINGS IN FIFTY-SIX CATEGORIESWe rank the top (and bottom) schools according to student opinion on topics including academics, pressure, social life, campus facilities, and job placement and recruiting.MORE THAN JUST FACT AND FIGURESThe Best 75 Business Schools is an all-inclusive review of business education. This book explores recent b-school trends, tells you what to expect from the curriculum, and gives you the lowdown on a day in the life of a student, including a complete glossary of insider lingo.

.com How do you get into Carnegie Mellon? Practice, practice, practice! Well, no, that's not really all it takes to get into business school, but the test-prep mavens at the Princeton can help you choose where and how to apply. The Best 75 Business Schools is much more than just a ratings sheet--it's got extensive sections on choosing a school, the life of the grad student, paying for it all, and getting in. Best of all for nervous writers, there are several essays written by successful applicants and critiqued by admissions officers. Of course, knowing how to get in won't help you unless you also know where you want to go, and here The Best 75 Business Schools lives up to its name. Each school is described with sections on "Academics," "Placement and Recruiting," "Student/Campus Life," and "Admissions," and sidebars presenting the plain facts of costs, admissions, special programs, and student survey results. Well organized and easy to use, this book condenses the jungle of business school information into a well-tended garden! --Rob LightnerFrom the Inside FlapWhat makes The Best 75 business Schools the leading business school guide?THE LARGEST ANNUAL STUDENT SURVEYIf you want to know what life is really like at the country's leading business schools, then listen to the students who attend them. This book contains the results of the largest annual business school student survey. More than 18,000 students told us what they think, and we've included their comments here in the most comprehensive and definitive guide ever produced.ALL THE INFORMATION YOU NEED TO MAKE A CRUCIAL DECISIONThe school you choose determines how you'll spend the next two years of your life and greatly influences how well you will do in the job market when you graduate. The updated 1999 Edition of The

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