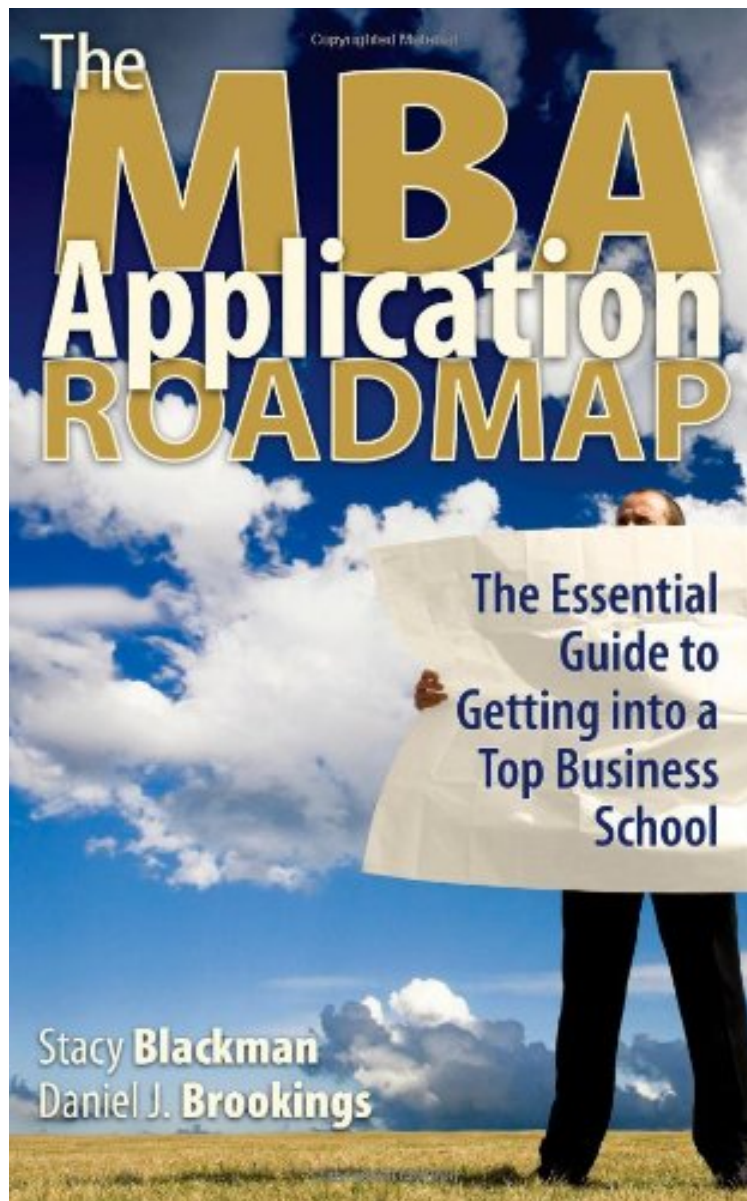


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## The MBA Application Roadmap: The Essential Guide to Getting Into a Top Business School

*Stacy Blackman, Daniel J. Brookings*  
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**Stacy Blackman, Daniel J. Brookings : The MBA Application Roadmap: The Essential Guide to Getting Into a Top Business School** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The MBA Application Roadmap: The Essential Guide to Getting Into a Top Business School:

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Thank you for such an informative online booklet. I am immensely benefitted by going through it as it helped me understand the practical route to admission and probability of success in getting admission to an MBA course which is highly competitive.  
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I began looking into an MBA with several ideas of my own on how to proceed, and this book opened up my eyes to what I was missing and where I was misguided. It is a quick read and well worth the price for those serious about an MBA.  
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By R. Morris  
This is the first book that I've read from front to back regarding the MBA admissions process. It is chocked full of great advice, anecdotes, and helps to demystify the process. It adequately puts forth what the MBA admission boards are looking for in an application, and how to \*market\* yourself without coming across as overly-confident or too flawless. There are some essay writing tips that I'm fortunate to have read because it guided me away from committing certain follies in my essays that I had planned to commit! One being starting my essays with the intention to create a mystery. If you're concerned with the content being too old (the book was published in 2009), rest assured that the content is still relevant, and I can imagine it being so for many years to come. This may be minor, but I was surprised with how many chapters this book has. It struck me as being poorly structured, although it does not take much away from the quality of the content of the book. The main shortcoming of this book is the lack of actual recommendations and essays. Perhaps it was not the goal of this book, but the addition of actual essays would have improved the usefulness of this book tremendously. As a result, I'm subtracting two stars. I had to refer to essays in "How to Get into the Top MBA Programs" by Richard Montauk to get the look and feel of actual essays and recommendations.

Since 2001, when she launched Stacy Blackman Consulting, Stacy Blackman has helped clients gain admission to every top business school in the world. Stacy has been profiled in several publications, including Fortune Magazine, BusinessWeek, and the Wall Street Journal. Since his graduation from the Harvard Business School, Daniel J. Brookings has worked as a strategy consultant. Since 2003, Daniel has advised scores of MBA applicants on how to create an effective personal branding strategy and craft compelling applications. Now Stacy Blackman and co-author Daniel J. Brookings share their MBA admissions secrets in this concise guide, featuring 56 short, easy-to-digest chapters! From the Book... If you are reading this book, you have taken a solid first step in your business school admissions process. Some people will argue that the applications are harder than the curriculum. So, don't give up- business school will be a breeze if you can survive the grueling admissions process! . The challenge is the process of reflection and introspection that can be terrifying and truly daunting. If done correctly, it can also be revealing and personally rewarding. not to mention exhilarating when you end up attending a dream school and hopefully altering the course of your life.

Excerpt. Reprinted by permission. All rights reserved. Most applicants spend a great deal of time agonizing over their school list. This is viewed as a crucial first step that must be finalized before embarking on the process. Many applicants begin with a very long, ambitious list of schools and as they move forward some schools fall off, and others are added, for all kinds of reasons; the school list evolves, as does the applicant's story. Obviously, you need at least one school to start, but much of your list can be determined as you work through the process. As you become more invested in going to business school, and your story solidifies, you may decide to add additional schools. As you clarify your goals, you may consider schools that you had never looked at in the past. Similarly, this exercise may cause you to drop schools from your list. As you form your list, one important question to ask yourself is: How committed am I to going to school next year? Am I dedicated to one or two top-choice schools, or to going back to school- period? Some applicants are content in their careers, and will only go back to school to attend a top choice. This is a fine decision- just realize that applying to one school is a risky strategy, no matter how qualified you may be. Other applicants put together a broader list in order to maximize chances of success. This is a personal decision- just be honest with yourself when assessing where you want to be next year. It's also important to be aware of the different types of programs available. Depending on where you are in your life you may decide that a traditional 2-year, full-time program located across the country is just not an option. Fortunately, there are many alternatives, with more springing up regularly.  
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