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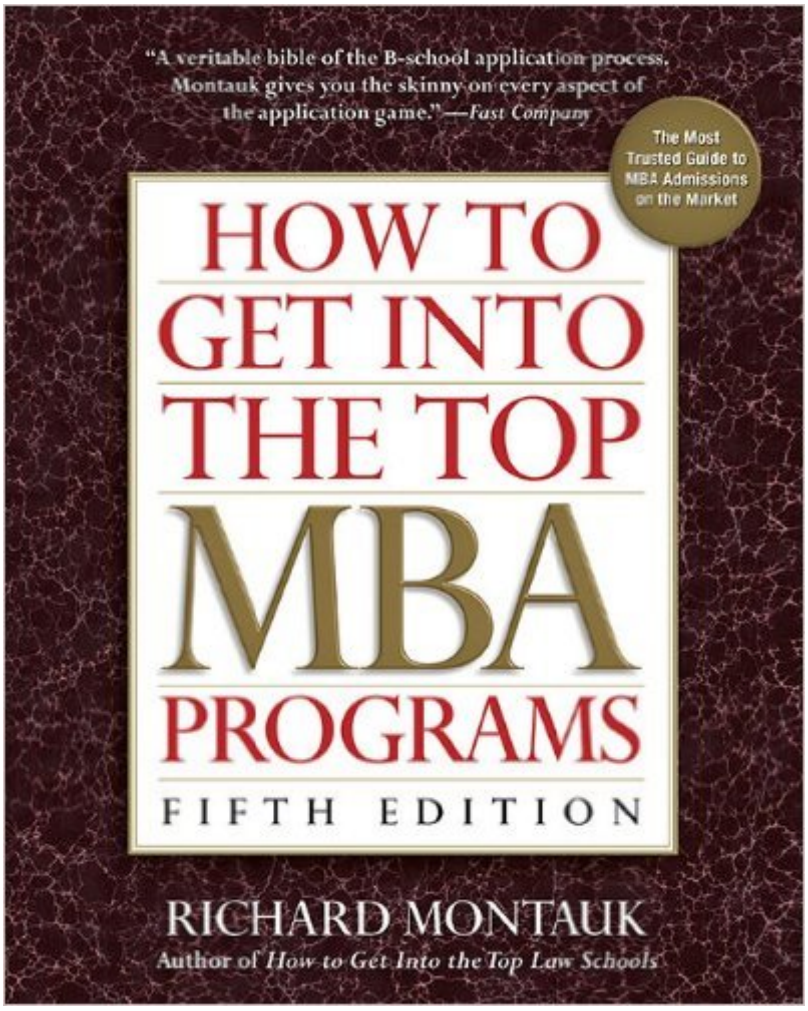
How To Get Into The Top MBA Programs, 5th Edition



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Synopsis

Surefire Strategies for Getting Into the Top MBA Programs Now with new and expanded information on international MBA programs, comprehensive rankings of the leading schools, and new interviews with admissions officers, How to Get Into the Top MBA Programs provides a complete overview of what the top schools look for. This book features a step-by-step guide to the entire application process with in-depth advice from more than thirty admissions directors. It shows you how to: ? Develop your optimal marketing strategy ? Assess and upgrade your credentials ? Choose the programs that are right for you ? Write quality essays for maximum impact ? Choose and manage your recommenders ? Ace your interviews Prepare for business school and get the most out of your program once you go.

Book Information

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Customer Reviews

I am actually a professor at one of the top MBA programs in the country. My students tell me it is getting harder and harder to get into the best programs. That’s especially true just now that the economy is bad - everyone decides to drop out of the economy for a couple of years, at the same time. Our applications are up 40-50%.So yes, you could use some advice, and some of Montauk’s is OK. But you should remember that NO book can change some basic facts about you: your GPA. Your work experience. Your basic intelligence. If you do not score well on EVERY one of these, you will probably not end up in what the book calls a "top" program.Don’t let that get you down - there

are a lot of great programs out there. Instead of obsessing about whether you will get into Wharton (or whatever), obsess about learning more about LOTS of program, to find the one where you will FIT the best. This book does not really offer you any help in the way of describing the pluses and minuses of the various programs, so don't make this the first MBA admissions book you get.That said, I found some useful pointers in this book, particularly when it comes to recommendations. Pick your recommendation writers wisely (make sure they know how to write!), and PREP them. Remind them what makes you special, send them a resume, etc. I write a dozen or more letters a year. The students who give me more information about themselves make it easy for me to help them stand out.Give yourself enough time to take the GMATs more than once in case you are not happy the first set of results.And (this one is mine, not Montauks) don't be in a hurry to do it this year if you don't have to. If you will be able to tell a better story about your work experience 12 months from now, wait to apply.

"How to Get into the Top MBA Programs" is a very good resource on the business school application process. The book expounds upon three points very well:1. Know yourself. Understand why you are considering a business school, determine what you expect to get out of it, and identify which programs are best for *your needs*. Be honest with yourself.Assuming you've determined an MBA program is the way you need to go, you have to determine which offering is most appropriate. Objectively evaluate schools, don't blindly go off of the numerous "rankings." These are purely quantitative and may not be the best fit. (For example, if you want to do marketing and not finance, Northwestern might be a better choice than Wharton.) Evaluate programs, interview alumni and current students, and VISIT campus. Pay attention to any "gut" feel.2. Market your strengths and weaknesses.The ideal applicant will have a 4.0 undergraduate GPA, 800 GMAT, speak seventeen languages, served president of IBM, and have several gold medals in swimming. If this doesn't describe you, you're "just folks" (to borrow from Harry Bauld) and need to market yourself.Montauk has some interesting generalizations for backgrounds (e.g., engineer, sales) and their general strengths and weaknesses.One valuable suggestion is to choose and manage your recommenders. They should say what they want, and in their own words, but you can help guide the perspectives they emphasize on your candidacy so you come across as a multidimensional applicant.The essay writing suggestions are generally very good, especially the "angle" that some of the questions are taking. (This is very similar to the "Knock 'em Dead" by Martin Yate.

If you could only buy one book on MBA admissions, make it this book. How to Get Into the Top MBA

Programs is the most thorough and comprehensive guide to MBA admissions; Montauk answers nearly every possible question an MBA hopeful could have. The caveat is that because this book is slightly outdated, it is best paired with a more updated book like,"Your MBA Game Plan," by Omari Bouknight and Scott Shrum. Although Montauk has this new edition (I am referencing the 2nd edition, so be sure to get whatever the most recent edition is), I think Your MBA Game Plan puts forth some important, more up-to-date advice that is slightly different, because it comes from the perspective of recent admits to a top b-school. However, it is not nearly as comprehensive as Montauk's book.A short summary of the good and the bad:The Good:1. Many great sample essays from a variety of candidates and a variety of schools.2. A solid section on interviewing.3. A very helpful section on MBA essay topics, why certain questions are asked and how to approach them.4. School specific quotes from actual MBA admissions officers.5. All the sample essays are not perfect - the commentary at the end of the essays shows this. This analysis can really help applicants analyze their own work and understand what works in a b-school essay and what doesn't.6. Useful sections like Appendix I, a Personal Organizer, which will help candidates begin to analyze their own applicant profiles and start the process of highlighting strengths and mitigating weaknesses.The Bad:1. This book overall would benefit from an even more recent edition. For example, there are sample essays in there at this point that would no longer work.

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