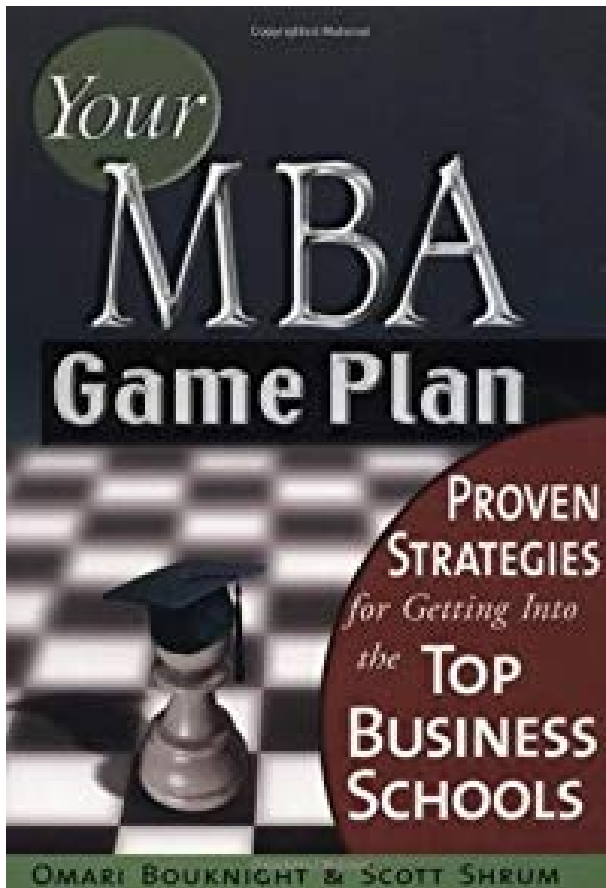


# Your MBA Game Plan: Proven Strategies for Getting Into the Top Business Schools



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During the 2000-2001 MBA (Masters in Business Administration) application season, nearly 100,000 applications were sent to top graduate business school programs. This number will almost certainly be surpassed in 2001-2002, as applications are anticipated to reach an all-time high. With the rapid upswing in the number of applications, the competition to gain acceptance into the top MBA programs is intensifying. During the past four years, the mean GMAT (Graduate Management Admission Test) score of accepted applicants to top programs has risen from 670 to 685. Your MBA Game Plan provides business school applicants with a holistic approach to getting into the most prestigious programs in the world. As the business world continues to pervade our everyday lives, more professionals are looking into the MBA as a method to advance in the workplace. The difference between graduating from a top MBA program and a middle-to-low-tier program has been enlarged. The mean compensation package that a graduate from a top program can expect to receive can be 120 percent greater than what a graduate from a lower-tier program can expect to receive. The convergence of these two trends means that it is not only more important to attend a top-tier business school, but it is also harder than ever to get accepted by a top program. Your MBA Game Plan will help applicants navigate the mysterious waters of the application process and assist in differentiating them from the ever-growing competition. The premise of Your MBA Game Plan is that by displaying a good fit with a graduate business school program and by differentiating yourself from the competition, you can greatly increase your chances of getting into a top program. Your MBA Game Plan shows the reader how to get the upper hand using a thorough marketing and action plan, essay and recommendation templates, detailed

insights from successful candidates and admissions directors, and an analysis of every component of the application process.