



## Great Applications for Business School, Second Edition

By Paul Bodine

McGraw-Hill. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 9.0in. x 7.3in. x 0.9in. Great Applications for Business School provides a flexible, practical system for enabling business school applicants to find their applications central theme, brainstorm their essays raw material using personal data-mining techniques, craft an outline using theme and evidence sentences, and write, revise, and edit effective essay drafts. Bodine provides detailed strategies for answering the most common MBA admissions essay topics--from goals, accomplishments, and self-revelation essays to diversity, leadership and teamwork, failure, and creative or multimedia topics. Great Applications includes practical guidelines for understanding what schools actually ask, choosing the appropriate stories for each essay type, and structuring essays so they provide context, analysis, and the all-important takeaways. The foundational material that earned Great Application Essays for Business School GMATClub. coms Best MBA Book award in 2010 remains the core of this new edition. But the second edition--30 larger than the first--also contains substantially new material: Forty-four actual, complete essays or admissions documents (versus 22 in the first edition) written by admitted applicants to the very best business schools (Harvard, Stanford, Wharton, Chicago, Tuck, Columbia, London, Kellogg, INSEAD, and MIT Sloan, among others). Treatment of the newest trend in...



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