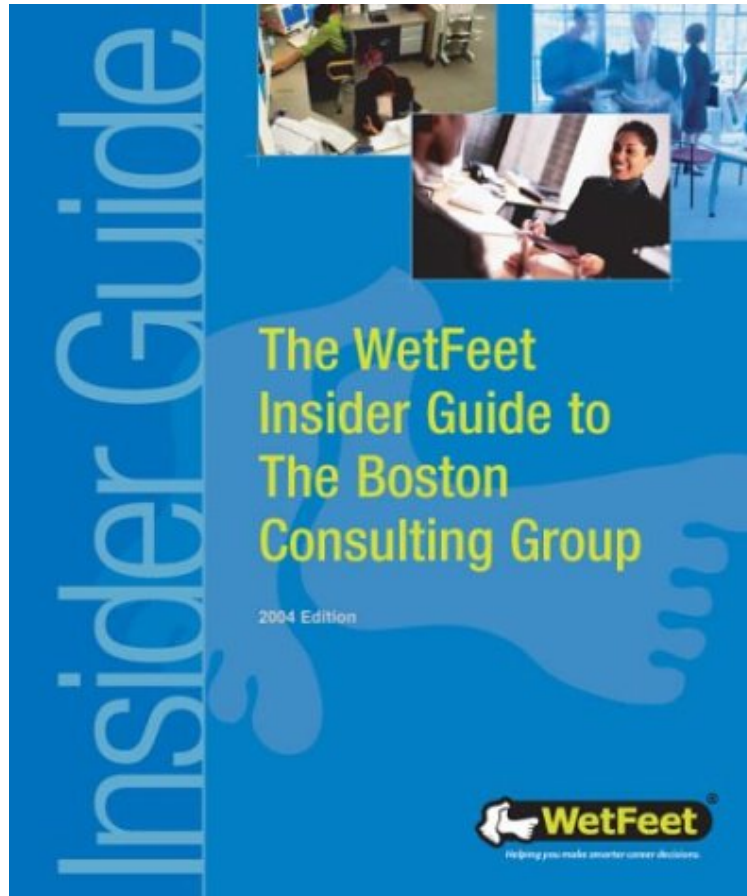


## The WetFeet Insider Guide to the Boston Consulting Group

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2 of 2 people found the following review helpful. worth the readBy A CustomerIf you're interested in BCG, then i'd say this is a must-read. This guide really gets into the nitty gritty of what's going on at BCG, how they got to where they are, and where they're going in the future. I got a good feel for what it's like to work there. The liberal use of quotes and insider data made it feel like Wetfeet had really done its homework--which is great for me and lets me focus on learning the stuff rather than having to scramble and search to find all of this valuable info. i'll be sure to use it when i go after a job there. i've also had a look through your other company guides--Booz, Bain and McKinsey--and am glad to say that I got a lot out of all of them. this is definitely not marketing/PR .... i appreciate the strong point of view injected in these guides. and the fine balance struck between the good and bad in every company.1 of 1 people found the following review helpful. Current InformationBy A CustomerThis updated guide was a big improvement on the previous version. The information was current, accurate and really helpful in my decision to apply to the company. I especially like the "day in the life" section and the interview preparation tips. A worthwhile investment.

With offices in places like Helsinki, Sao Paulo, and Warsaw, and about 70 percent of total revenues (which were \$1.05 billion in 2001) coming from overseas, The Boston Consulting Group defies its provincial name. The firm is comfortably settled within the top tier of management consulting firms, and its widely recognized strategy work and international status make it competitive with the likes of McKinsey, Booz Allen, and Bain. With 2,700 consultants (compared to more than 8,000 for McKinsey) and a reputation for generating innovative ideas, BCG manages to stand out despite its small size. What is it that differentiates BCG from its other high-brow competitors? WetFeet has searched high and low for the answer to this question and many more in our exclusive BCG Insider. If you're planning to interview with BCG, this report is for you! You'll explore: What is the history of BCG? What are some of the frameworks developed by BCG and used by companies and MBA students the world over? What are the new and exciting developments at BCG? What are the key responsibilities for MBAs and undergrads at BCG? What is a day in the life of a BCG associate like? Or that of a consultant? What is BCG's attitude toward non-MBA hires? How should you prepare for your BCG interview?