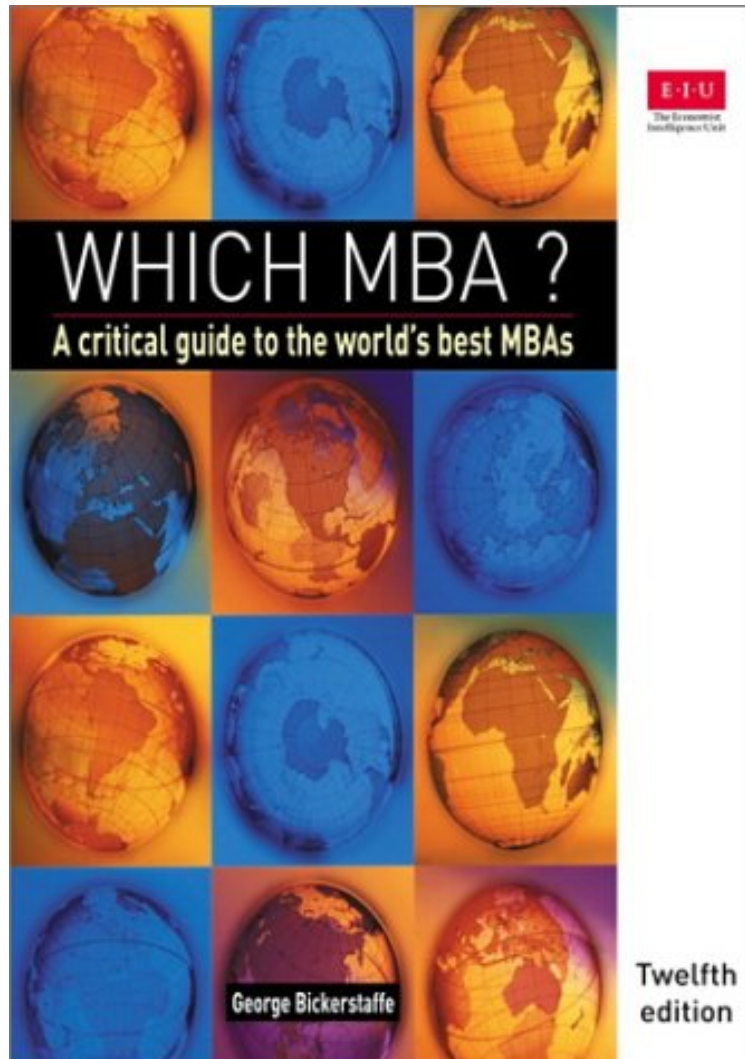


(Mobile ebook) Which MBA?: A Critical Guide to the World's Best MBAs (12th Edition)

Which MBA?: A Critical Guide to the World's Best MBAs (12th Edition)

George Bickerstaffe

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George Bickerstaffe : Which MBA?: A Critical Guide to the World's Best MBAs (12th Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Which MBA?: A Critical Guide to the World's Best MBAs (12th Edition):

22 of 22 people found the following review helpful. Most in-depth b-school guidebook I've seenBy CustomerI'm wondering why nobody ever thought to write a b-school guide like The Fiske Guide to Colleges (or Insider's or Barrons top 50) with in-depth reviews of schools and programs? I'd like to know what students and alumni think of their professors, classmates, atmosphere, class asignments, internship opportunities, recruitment on campus, etc...

Alas, no b-school guide I've seen provides all those insights about which you can read before shelling out \$\$\$ to visit some of the schools you're interested in. Oh, well...Mr. Bickerstaffe and the people from the Economist's Intelligence Unit summarize some of the interesting facts about programs, students, atmosphere, recruiting, location, job prospects, etc. for a good selection of U.S. and international b-schools. Each school is given about 2-3 pages. If you're looking to go to b-school outside of the U.S., this guide is absolutely indispensable. If you're living outside of the U.S. and want to go to a US b-school, you may want to check out another guide that will have more than the top 30-50 schools this guide has. If you're looking at top U.S. b-schools, this guide will provide you with more in-depth information about programs than any other b-school guide I've seen. It includes not only facts (which are available pretty much everywhere on the web), but distilled views and opinions of the real people who've at least visited (if not attended) the schools in question. Be warned, however, that quite a few U.S. b-schools are not included in this guide (most first- and second-tier schools are in there). I should add a bit about the structure of this book. The first part (100 pages or so) gives advice about selecting a business school and application process. The second, more voluminous part is comprised of the actual school descriptions. The second part is divided into four sections: UK schools, rest of Europe schools, North American schools (not just the US schools, although they definitely predominate), and the rest of the world schools. If there were more opinions from students, alumni, and recruiters included in this volume, I would have given it 5 stars. Given the competition, however, this is still the best b-school guide your money can buy (which is not necessarily to say that you should spend \$...+ on a guidebook if the money is tight).

...Buy Which MBA, of course. The MBA is becoming a business necessity for anyone wanting to explore new career opportunities, accelerate personal development and increase their salary. Taking an MBA isn't a decision that anyone takes lightly; there is too much to consider. How am I going to finance it? how do I choose the right programme? how long will it take? where should I take it? etc. Which MBA? sets out to answer the questions that every prospective MBA student should ask, offering advice and guidance to individuals and organisations in assessing the opportunities available to them. This new edition also covers how business schools are keeping up to speed with the Internet revolution, including the many schools which are setting up incubator units to allow students to implement net companies as part of their course work.

"With more than 800 business schools in Europe and the US offering MBA programmes, the choice can be bewildering. How do you weigh up the reputation of the school, programme content and the method of delivery?" - The Times"From the Back CoverRevised and restructured, the twelfth edition of Which MBA? offers a fully comprehensive and authoritative guide to MBAs worldwide. Based on extensive research by the Economist Intelligence Unit, including on-campus visits, advice, and quotes from current students or recently graduated alumni, this book presents an unbiased, detailed assessment of all the key issues to consider before embarking on an MBA. It sets out to answer all the crucial questions asked by prospective MBA students and provides essential information, including: * Coverage of the many ways of gaining an MBA, especially as the majority now involve part-time study and distance learning * Entry requirements, application details, advice on references, GMAT, and interviews * The huge impact that the Internet has had on all types of MBAs * What to look for when choosing a school and how to get into the school of your choice * Advice on how to finance your MBA, including availability of sponsorship and financial aid * Comparative data on tuition fees and starting salaries of graduates * How to use your MBA to get a better job About the AuthorFor over 50 years the Economist Intelligence Unit has provided information on business development, economic and political trends, government regulations and corporate practice worldwide. George Bickerstaffe is an experienced business writer and commentator.