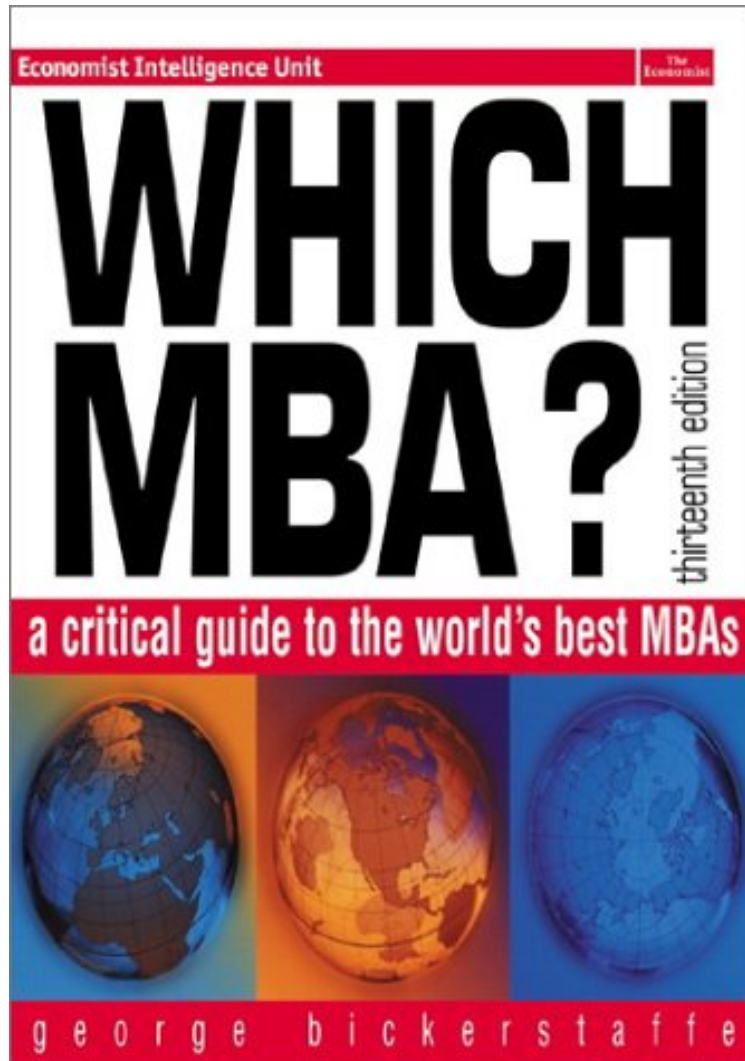


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Which MBA?: A Critical Guide to the World's Best MBAs (13th Edition)

George Bickerstaffe

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"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 Cover Which MBA? is the authoritative guide to the best MBAs around the world. With such a wide range of MBAs available, choosing the right one can be difficult. Which MBA? will help you make the right decision. There are 116 of the world's best schools listed, and more than 4,500 MBA students and alumni contributed to the survey that you will benefit from in this edition. The book presents a comprehensive, unbiased assessment of all the key issues you will want answered before embarking on your MBA. Which MBA? gives advice and guidance on the crucial questions asked by anyone assessing MBA opportunities, including: the different types of MBA course available entry requirements, application details, interviews and GMAT what to look for in a school and how to get into the school of your choice financing your MBA how to use your MBA to get a better job results of the 2001 survey of schools, students and graduates comparative tables of student ratings and starting salaries About the Author George Bickerstaffe is author of the EIU's "Which MBA?" He was previously Editor of "Business Voice", the magazine of the CBI, and prior to that editor of the "Financial Times" "Mastering Management ". He developed and commissioned the original FT Mastering Management and subsequent series. He has contributed to the "Financial Times", "The Times" and the "Observer".