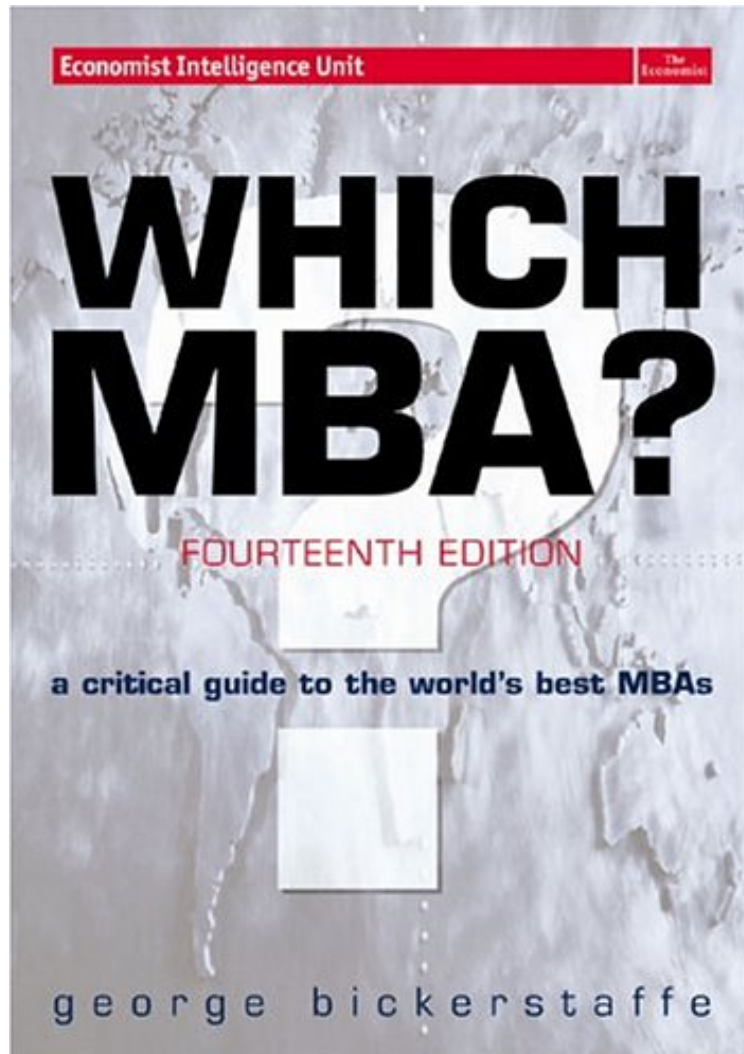


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## Which MBA?: A critical guide to the world's best MBAs (14th Edition)

*George Bickerstaffe*

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MBA's and the information is well organized. GMAT means, ratio applications/accepted, strong subjects, deadlines, number of students, main features, % of student body, all the basic information to get to know what an MBA may offer and whether it's appealing depending on your targets. The European chapter is better than anyone. The U.S. chapter is not wide enough, but not bad. If you are deciding to which MBA you should apply, this book will help you to shorten your starting list and focus on 10 to 12 MBA programs. Then which one to choose it's up to you

The MBA is becoming a necessity for anyone wanting to explore new career opportunities, accelerate personal development and increase their salary, but taking an MBA isn't a decision that should be taken lightly. There is a lot to consider, such as financing, choosing the right program school, format, duration, location etc. Finding the right program for the individual can make the difference between an enjoyable and rewarding experience, or an unhappy and frustrating one. Which MBA? sets out to answer all the questions of a prospective student. For the first time, it also offers a ranking of the business schools included in the directory section, based on data supplied by the business schools themselves and by their students and alumni.

"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

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About the Author

George Bickerstaffe 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.