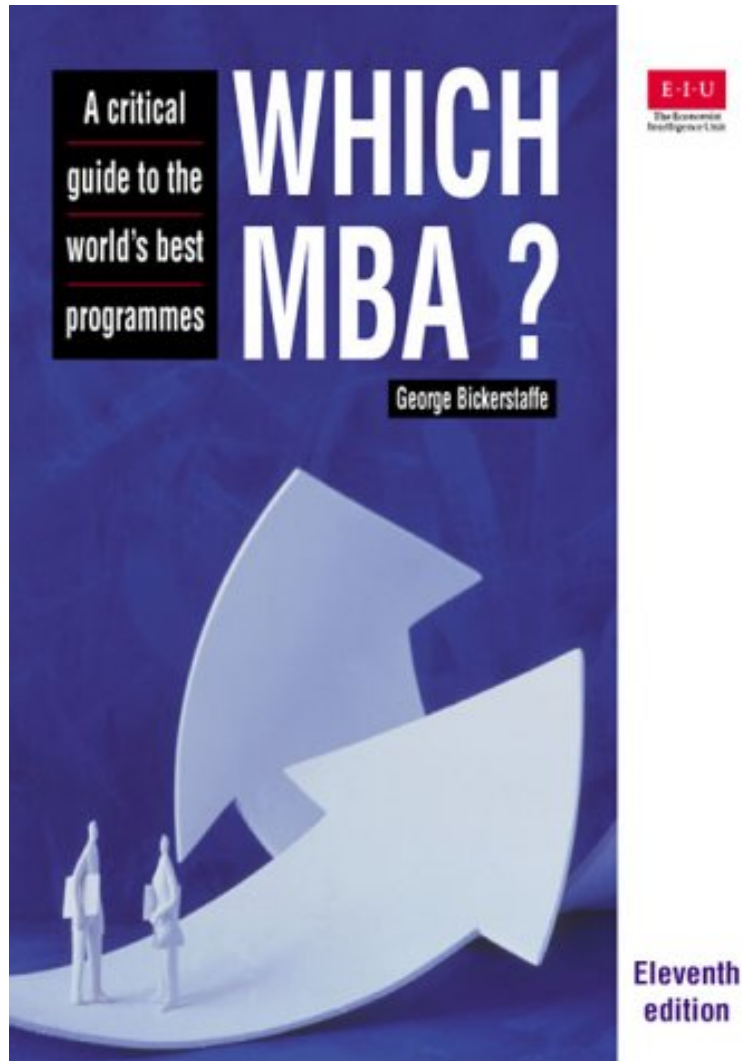


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Which MBA?: A Critical Guide to the World's Best Programmes (11th Edition)

George Bickerstaffe, The Economist Intelligence Unit
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Comprehensive, authoritative guide to MBA programs worldwide.

From the Inside Flap Preface The 11th edition of Which MBA? contains all the regular features that have made it such an invaluable guide for prospective MBA students and anyone interested in the MBA scene. These include coverage of the best full-time, part-time and distance-learning programmes around the world, a review of the progress of the MBA degree and some thoughts about where it might be heading (Chapter 1). There are also comments from four eminent MBA holders revealing when and why they studied for the degree and the effect it has had on their business lives (Chapter 2). Most chapters have comments from students attending MBA courses during 1999 and recent graduates that give a feel for the realities of business school life. The 11 years of Which MBA? have coincided with a dramatic rise in the popularity of MBA programmes around the world. They have also reflected the highs and lows that show how closely the MBA is linked to the business cycle. In the late 1980s, for example, when the guide was first published, MBA programmes and business schools were basking in the success engendered by the strong economic performance of that decade. By the early 1990s interest in the degree was flagging as the worldwide economic recession had an adverse effect on recruitment rates. As economies, especially that of the US, strengthened in the mid-1990s, so did MBA recruitment and admission applications. The end of the 20th century appears to be another golden age for MBA students. The degree itself has also become more credible and more important. It is increasingly a prerequisite for any serious management job, and, as has always been the case, where you study for your MBA matters just as much as having one. Which MBA? aims to help readers decide which business school to attend and which programme to choose. The philosophy of Which MBA? is that there is no "best" school, only a school that is best for a particular individual. This is why there is no league-table ranking within the guide. In Chapter 3, however, some useful comparisons between schools are made, using data from the Which MBA? 1999 survey of business schools and MBA students and graduates. In the introductory chapters and the directory entries for each school, Which MBA? sets out to answer some of the basic questions every prospective MBA student should ask. These include the following. What is an MBA? Do I need to take one? What sort should I take? Where should I take it? Will it get me a better job? What is it like? Can I afford it? It is not easy either to choose an MBA programme or to be accepted by a top-ranked business school. We hope that this guide provides relevant information and advice to make the process a little easier. George Bickerstaffe August 1999

From the Back Cover Finding the right programme can make the difference between an enjoyable and rewarding experience or an unhappy and frustrating one. Based on extensive research by the Economist Intelligence Unit, including on-campus visits and interviews with current students and recent graduates, Which MBA? gives you completely independent assessments of every aspect of studying for an MBA. It sets out to answer all the key questions asked by prospective MBA students and provides essential information including: coverage of the best full-time, part-time and distance-learning programmes entry requirements, application details, references, GMAT, interviews and essays what to look for when choosing a school how to finance your MBA, including availability of sponsorship and financial aid comparative data on tuition fees and starting salaries of graduates how to get into the school of your choice how to use your MBA to get a better job details of principal recruiters profiles and interviews with successful MBA alumni advice from current students on where to go and what to do details of accredited schools/courses Excerpt. Reprinted by permission. All rights reserved. Preface The 11th edition of Which MBA? contains all the regular features that have made it such an invaluable guide for prospective MBA students and anyone interested in the MBA scene. These include coverage of the best full-time, part-time and distance-learning programmes around the world, a review of the progress of the MBA degree and some thoughts about where it might be heading (Chapter 1). There are also comments from four eminent MBA holders revealing when and why they studied for the degree and the effect it has had on their business lives (Chapter 2). Most chapters have comments from students attending MBA courses during 1999 and recent graduates that give a feel for the realities of business school life. The 11 years of Which MBA? have coincided with a dramatic rise in the popularity of MBA programmes around the world. They have also reflected the highs and lows that show how closely the MBA is linked to the business cycle. In the late 1980s, for example, when the guide was first published, MBA programmes and business schools were basking in the success engendered by the strong economic performance of that decade. By the early 1990s interest in the degree was flagging as the worldwide economic recession had an adverse effect on recruitment rates. As economies, especially that of the US, strengthened in the mid-1990s, so did MBA recruitment and admission applications. The end of the 20th century appears to be another golden age for MBA students. The degree itself has also become more credible and more important. It is increasingly a prerequisite for any serious management job, and, as has always been the case, where you study for your MBA matters just as much as having one. Which MBA? aims to help readers decide which business school to attend and which programme to choose. The philosophy of Which MBA? is that there is no "best" school, only a school that is best for a particular individual. This is why there is no league-table ranking within the guide. In Chapter 3, however, some useful comparisons between schools are made, using data from the Which MBA? 1999 survey of business schools and MBA students and graduates. In the introductory chapters and the directory entries for each school, Which MBA? sets out to answer some of the basic questions every prospective MBA student should ask. These include the following. What is an MBA? Do I need to take one? What sort

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