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## Your MBA Game Plan, Third Edition: Proven Strategies for Getting Into the Top Business Schools

*By Omari Bouknight, Scott Shrum*



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"Terrific resource. Your MBA Game Plan provides a fresh perspective and really helps readers focus on what matters in the MBA admissions process. Applicants will finish this book much better prepared to represent themselves and their career aspirations to top business schools." --Soojin Kwon Koh, director of admissions, Ross School of Business at the University of Michigan "With everything from essays and resume tips to detailed insider information, this handy guide is a must-have for MBA candidates." --Karen Schweitzer, businessmajors.about.com "Two pioneers in the MBA admissions guidebook space have revised their classic. A great resource for applicants." --Paul Bodine, author, Great Applications for Business School "This book has it all--dozens of in-depth school profiles, loads of sample essays, and specific advice for different types of business school applicants. Follow the plan in this book and you will be sure to improve your odds of success in the MBA admissions process." --Eric Bahn, founder, Beat the GMAT The MBA has rapidly become the world's most desired degree, with graduates of top business schools landing six-figure pay packages in private equity, high-tech, investment banking, and management consulting. As a result, the competition for admission into select programs is fierce; some schools admit less than 10 percent of applicants. This third edition of Your MBA Game Plan includes even more sample essays and resumes from successful applicants, fresh insight on 35 leading business schools from around the world, and advice specifically tailored to international applicants. It will show you how to:

- \* Select target schools and highlight the personal characteristics and skill sets they seek
- \* Navigate the "GMAT or GRE?" question
- \* Assess your own candidacy with the objective eye of an MBA admissions officer
- \* Craft compelling essays and resumes that highlight your most salient attributes and make you stand out to the admissions committee
- \* Avoid the mistakes that ruin thousands of applicants' chances each year
- \* Perform flawlessly during your admissions interviews



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"With everything from essays and resume tips to detailed insider information, this handy guide is a must-have for MBA candidates."

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About the Author

Scott Shrum and Omari Bouknight have been helping applicants get into the world's most competitive business schools since 2003, when they authored the first edition of *Your MBA Game Plan*. In 2005 they co-founded the MBA Game Plan essay and resume evaluation service, which later merged with Veritas Prep's admissions consulting business ([www.veritasprep.com](http://www.veritasprep.com)), for which both are now directors. They have assisted thousands of applicants and been interviewed by a number of media outlets, including Bloomberg Businessweek, the Wall Street Journal, Forbes, and the Financial Times. Bouknight is a graduate of Harvard Business School and resides in Fremont, CA. Shrum is a graduate of the Kellogg School of Management at Northwestern University and resides in Westlake Village, California.

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