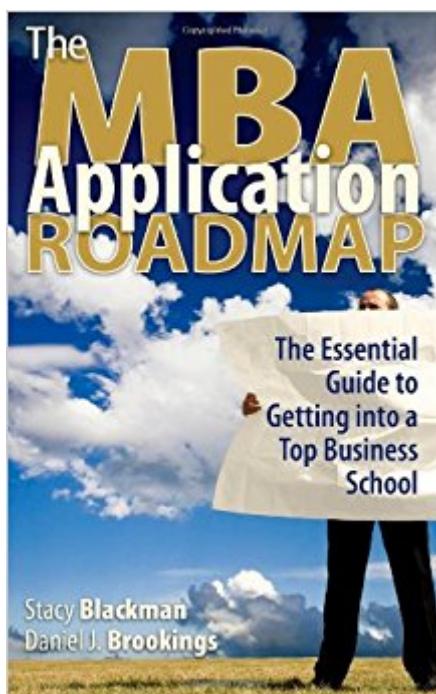


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# The MBA Application Roadmap: The Essential Guide To Getting Into A Top Business School



## **Synopsis**

Since 2001, when she launched Stacy Blackman Consulting, Stacy Blackman has helped clients gain admission to every top business school in the world. Stacy has been profiled in several publications, including Fortune Magazine, BusinessWeek, and the Wall Street Journal. Since his graduation from the Harvard Business School, Daniel J. Brookings has worked as a strategy consultant. Since 2003, Daniel has advised scores of MBA applicants on how to create an effective personal branding strategy and craft compelling applications. Now Stacy Blackman and co-author Daniel J. Brookings share their MBA admissions secrets in this concise guide, featuring 56 short, easy-to-digest chapters! From the Book... If you are reading this book, you have taken a solid first step in your business school admissions process. Some people will argue that the applications are harder than the curriculum. So, don't give up-business school will be a breeze if you can survive the grueling admissions process! . The challenge is the process of reflection and introspection that can be terrifying and truly daunting. If done correctly, it can also be revealing and personally rewarding.not to mention exhilarating when you end up attending a dream school and hopefully altering the course of your life.

## **Book Information**

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## **Customer Reviews**

Most applicants spend a great deal of time agonizing over their school list. This is viewed as a crucial first step that must be finalized before embarking on the process. Many applicants begin with a very long, ambitious list of schools and as they move forward some schools fall off, and others are

added, for all kinds of reasons; the school list evolves, as does the applicant's story. Obviously, you need at least one school to start, but much of your list can be determined as you work through the process. As you become more invested in going to business school, and your story solidifies, you may decide to add additional schools. As you clarify your goals, you may consider schools that you had never looked at in the past. Similarly, this exercise may cause you to drop schools from your list. As you form your list, one important question to ask yourself is: How committed am I to going to school next year? Am I dedicated to one or two top-choice schools, or to going back to school-period? Some applicants are content in their careers, and will only go back to school to attend a top choice. This is a fine decision- just realize that applying to one school is a risky strategy, no matter how qualified you may be. Other applicants put together a broader list in order to maximize chances of success. This is a personal decision- just be honest with yourself when assessing where you want to be next year. It's also important to be aware of the different types of programs available. Depending on where you are in your life you may decide that a traditional 2-year, full-time program located across the country is just not an option. Fortunately, there are many alternatives, with more springing up regularly.

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The MBA Application Roadmap: The Essential Guide to Getting into a Top Business School

Thank you for such an informative online booklet. I am immensely benefitted by going through it as it helped me understand the practical route to admission and probability of success in getting admission to an MBA course which is highly competitive.

I began looking into an MBA with several ideas of my own on how to proceed, and this book opened up my eyes to what i was missing and where i was misguided. It is a quick read and well worth the price for those serious about an mba

This is the first book that I've read from front to back regarding the MBA admissions process. It is chocked full of great advice, anecdotes, and helps to demystify the process. It adequately puts forth what the MBA admission boards are looking for in an application, and how to \*market\* yourself without coming across as overly-confident or too flawless. There are some essay writing tips that I'm fortunate to have read because it guided me away from committing certain follies in my essays that I had planned to commit! One being starting my essays with the intention to create a mystery. If you're concerned with the content being too old (the book was published in 2009), rest assured that the content is still relevant, and I can imagine it being so for many years to come. This may be minor, but I was surprised with how many chapters this book has. It struck me as being poorly structured, although it does not take much away from the quality of the content of the book. The main shortcoming of this book is the lack of actual recommendations and essays. Perhaps it was not the goal of this book, but the addition of actual essays would have improved the usefulness of this book tremendously. As a result, I'm subtracting two stars. I had to refer to essays in "How to Get into the Top MBA Programs" by Richard Montauk to get the look and feel of actual essays and recommendations.

While I am a GMAT tutor and naturally focus solely on that part of the quest for business school admissions, it's important to keep the test in perspective. As big of a challenge as the exam can seem, it is only part of the MBA application process. Other aspects of the process, such as essays, can be every bit as challenging and time-consuming. There are plenty of books on the market to help you get from "I want to go to B-School" to "I'm in!" but it wasn't until I recently read The MBA Application Roadmap that I found one I could enthusiastically endorse. Authors Stacy Blackman and

Daniel J. Brookings have put together a concise handbook that gives you a plan and then walks you through the steps required to get there. Blackman is well-known for her admissions consulting service, and her experience is evident throughout the book. Most striking in the first several chapters of the book is the emphasis on getting started early. Blackman and Brookings encourage you to give yourself several months to research schools, prepare for and take the GMAT, draft essays, and manage recommenders. The authors start from the very beginning, explaining the various factors that should go into your school selections. In my experience (and in theirs), too many students decide on one or two programs simply because of familiarity or a top ranking. Researching more possibilities will not only expand your options, but will also come in handy when tailoring your essays to each school's admissions committee. Nearly half of the book is devoted to application essays, and this is where you'll find the most valuable advice. By necessity, most of the tips are general in nature, but regardless of your specific situation, you'll find plenty to help you improve your application package. I wish I had always been able to point my students to this book, because it answers so many of the questions I've been hearing for years, including: How much should your essays be tailored for individual programs? Should you write an optional essay? How can you effectively handle topics such as your biggest weakness or failure? What tone should you strike in the essays? The MBA Application Roadmap weighs in at well under 300 pages, and reads even faster than that. While it's very concise, that doesn't mean it's not valuable. Many of the strategies the authors share sound simple, but far too many B-School aspirants fail to use them. I don't want you to make the same mistake. The book's content is divided into over fifty brief chapters, making it easy for you to use it as a reference guide. After an initial quick read (I went through it in about two hours), you'll go back to it many times as you choose target schools, draft essays, and put the finishing touches on your application package.

I found this book while researching the MBA admissions process and continually finding articles written by its author, Stacy Blackman. I decided to look her up, and after reviewing her credentials and reading articles she's written, I decided to buy her book. I am SO glad I did! I came into this process not knowing at all what to expect, or how to make my admissions applications stand out. Once I started reading, I realized HOW much I didn't know! The MBA Application Roadmap walks you through the process from beginning to end, highlighting the most important elements of a successful application in a really user-friendly way. In retrospect, I don't know how I would have completed my application without it! It goes above and beyond simply explaining the process like some of the other books I looked into, and really focuses on how to make your application stand

out. The advice and tips from the authors are great, and I truly received an insider's perspective on the admissions process. I used the book for every step of my application!

Awesome book! I purchased several MBA prep books and found this one to be by far the most helpful. One of the things I like most about it is that each chapter is a short, well written, easily digestible lesson. Very to the point, and very usable. As I was going through and drafting essays, I would refer back to lessons about leadership, extra-curriculars, and more, and immediately was able to apply what I learned into my writing.

This book is chock-full of great advice and tips for mastering the MBA admissions application process. It helps you think about your application from a whole different perspective. It provides a great roadmap for branding yourself and includes tips on each phase of the process from school selection to essay writing to interviews. I highly recommend this book to anyone embarking on the application process.

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