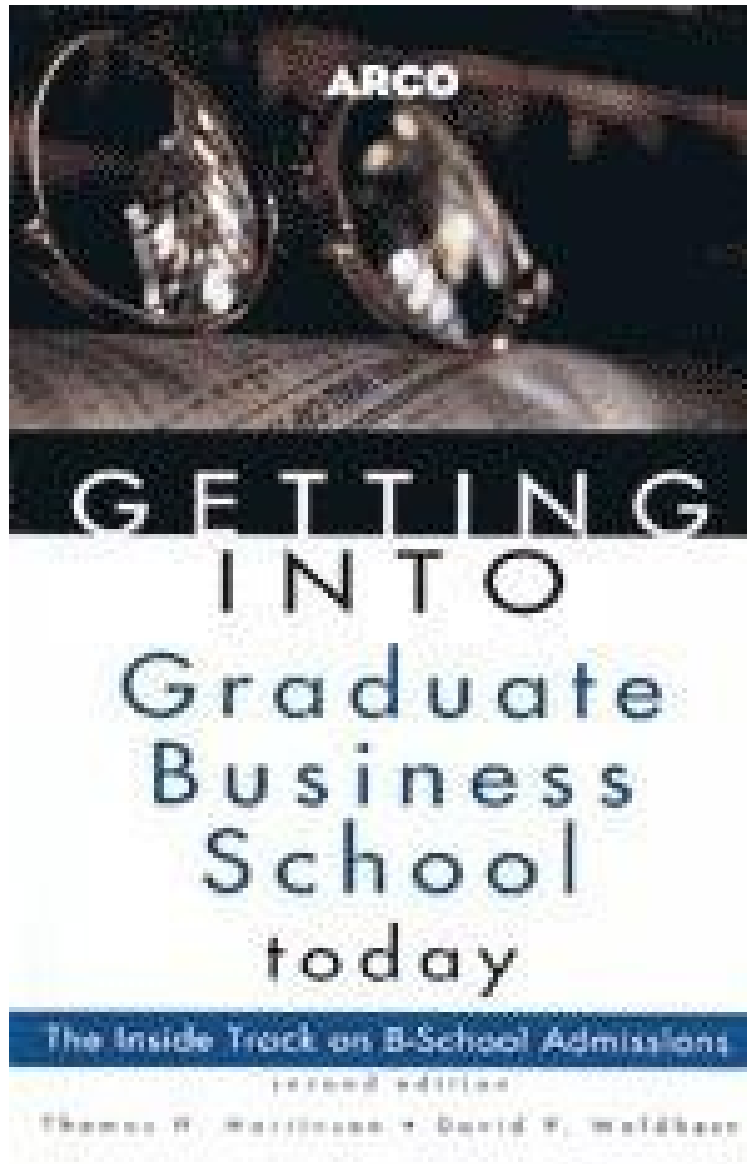


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Arco : Getting Into Business School 2E (Arco Getting Into Graduate Business School Today) before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Into Business School 2E (Arco Getting Into Graduate Business School Today):

4 of 4 people found the following review helpful. Limited content and out of date  
By bensmomma  
As a business school professor, I am constantly surprised at the number of unhelpful books about getting into B-school. I often read reviews crediting the writer's acceptance at a big-name school to a book. Really, it is your own intelligence, abilities, and persistence that have the strongest impact on getting you in; what's in even the best book is mostly fine-tuning. This is not one of the best books, however. This book will add nothing meaningful to the skills you already have. There is very little in this book that you the applicant do not know instinctively. The advice on how to beef up your resume, for example, is pretty standard stuff that you will find in any "get a job" book. There is no school-specific content (i.e., what does Kellogg look for, vs. Wharton, vs. Chicago, etc.) to help you tailor your application to the particular hot-buttons of the school. Furthermore, although copyright date on this book is 2000, it is based on an earlier edition and its age shows. So it's really out of date. For example, virtually no mention is made of the on-line application process. There is more information about the application process--in Montauk's book "How to Get Into the Top MBA Programs." Even better, application advice ALONG WITH information about specific schools--is plentiful in the Business Week "Guide to the Best Business Schools" book (make sure you get the most recent (7th) edition of that one). Good luck!

8 of 8 people found the following review helpful. Not a good source.  
By A Customer  
Vaguely written, without focus, this book is of no use to any b-school applicant who has any common sense and has bothered to familiarize him/herself with the application process. For example, the author states "a weak personal statement is almost sure to compromise an applicant's chance for success." Is this not obvious to any reasonable adult? This book may be useful to someone who has no idea what is entailed in applying to business school, but a quick look at several b-school applications will tell you everything this book has to say. I recommend you spend your time and money on another source. I found "Marketing Yourself to the Top Business Schools," by Phil and Carol Carpenter much more insightful and helpful.

0 of 4 people found the following review helpful. It is a very practical book  
By A Customer  
I am a MBA applicant. This book give me a hand in writing the essay on time. Thank you for your on-line help.

Two of America's best-known GMAT coaches offer practical advice and proven strategies to gain admission to first-choice schools, including writing effective applications and personal statements, preparing for the GMAT CAT, and securing recommendations .