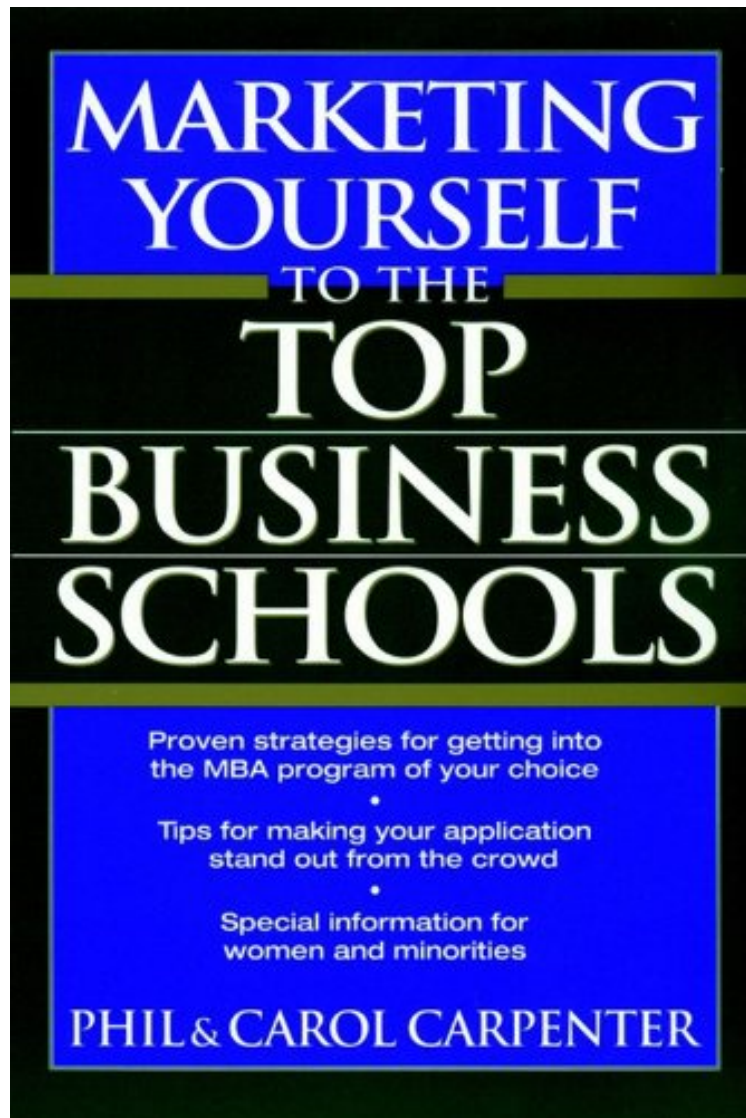


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## Marketing Yourself to the Top Business Schools

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Expert advice helps you get into the business school of your choice  
Earning an MBA from a leading business school can be an important career boost. But first you have to get accepted. This straight-talking guide is dedicated to helping you conquer the business school admission process. Here, Phil and Carol Carpenter show you, step-by-step, how to confidently develop your own winning marketing campaign, including: \* Tips on matching your strengths and interests with those of your target schools \* Candid interviews with admissions directors and alumni \* Advice on writing focused, persuasive essays \* Twenty actual applicant essays on frequently asked topics --with frank evaluations of why these essays worked \* Ratings of the top programs from U.S. News World Report  
"This easy-to-read guide demystifies the MBA admissions process. It provides a detailed and useful strategy for all MBA applicants by illustrating ways in which applicants can exert control and influence over the process." --"Candid and comprehensive...the Carpenters write with the voice of experience and share practical knowledge rather than generalized suggestions." --Jon Megibow, Director of Admissions University of Virginia, Darden Graduate School of Business Administration

From the Publisher  
This essential guide offers a clear, concise description of how to develop and implement a unique personal marketing program for getting into the school of your choice. It provides a proven marketing-oriented plan that will set you apart from competitors. Includes numerous examples and writing tips to help you pitch yourself more effectively to specific programs.  
From the Back Cover  
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About the Author  
PHIL and CAROL CARPENTER received their MBAs from Harvard Business School, where they also worked as admissions counselors. They now work in marketing in the San Francisco Bay Area.