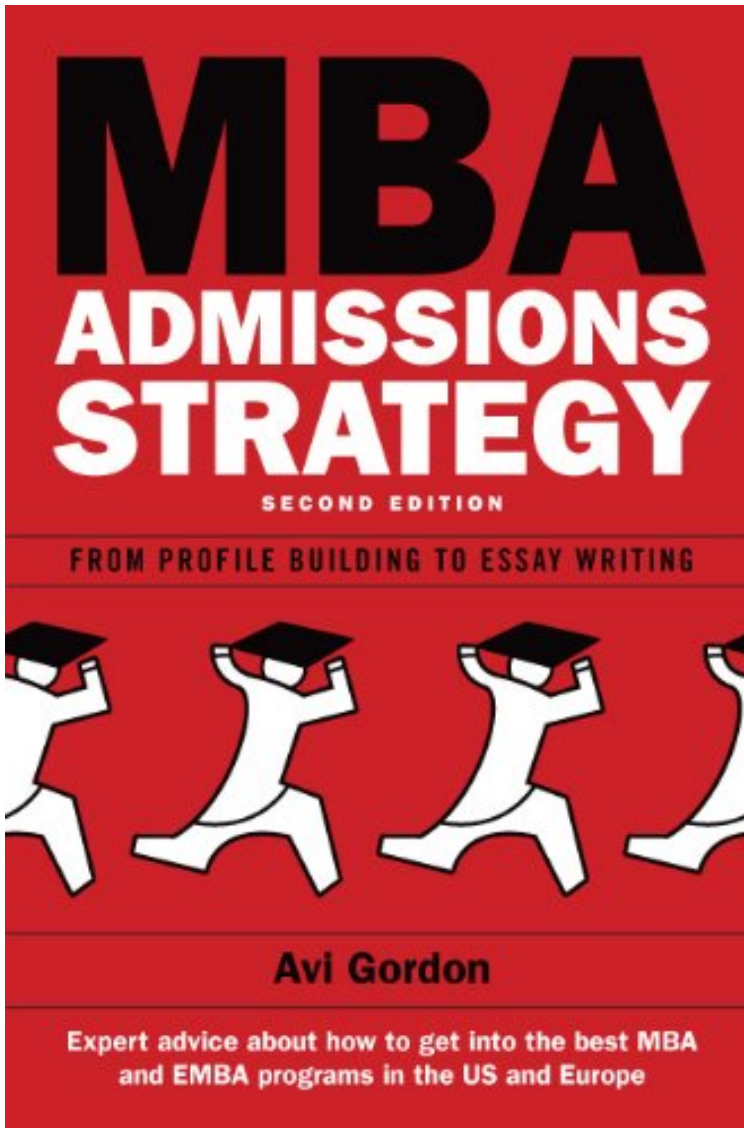


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# Mba Admissions Strategy: From Profile Building To Essay Writing



Par Avi Gordon

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how to know what to write, which essay to write it in, and how to write it well. Along with specific templates and solutions for improving expression, the book shows readers how to avoid common essay pitfalls. An essential must-read for all those considering applying for a MBA.

**Prsentation de l'diteur**This accessible, well-written book is a must-have for the aspiring MBA applicant. The 2nd edition of *MBA Admissions Strategy* is an essential guide to the four aspects of a successful, competitive business school application.**Prsentation de l'diteur**This accessible, well-written book is a must-have for the aspiring MBA applicant. The 2nd edition of *MBA Admissions Strategy* is an essential guide to the four aspects of a successful, competitive business school application.**Biographie de l'auteur**Avi Gordon, BA, MBA, is a recognized expert in MBA admissions and has published widely in the industry, including for *Business Week* and *The World MBA Tour*. He is admitted as a full member of the Association of International Graduate Admissions Consultants (AIGAC). He directs *The MBA Admissions Studio* (<http://mbastudio.net>) where he has advised and guided many hundreds of MBA applicants towards admission to the world's top business schools.