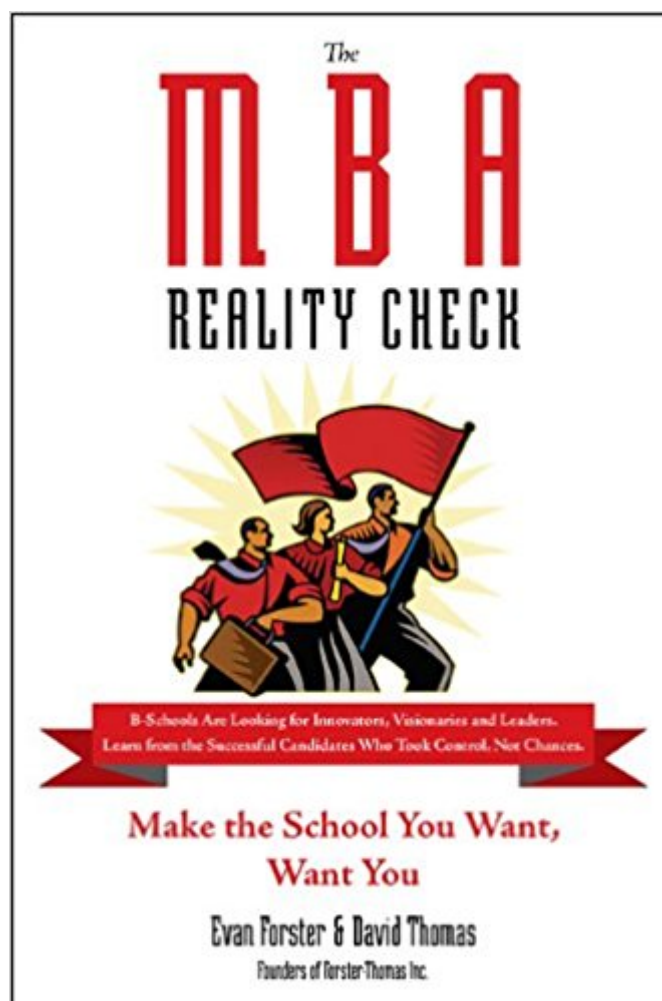


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# The MBA Reality Check: Make The School You Want, Want You



## Synopsis

A no-nonsense guide to getting into business school at a time when the industry requirements are evolving and competition is at a record level. MBA programs are redefining their mission and seeking a new generation of business visionaries. No longer simply about grades or test scores, top schools now look for students with a transformative vision. The MBA Reality Check covers everything from the specifics of the application process to how applicants can position themselves among the crop of tomorrow's business innovators. Through their work with hundreds of MBA hopefuls, Forster and Thomas have shown what it takes to succeed in today's highly competitive marketplace, including:

- How applicants can find their own exceptional story to set them apart
- What to include in an MBA application-and what to leave out
- What b-schools really want to learn about candidates
- How to turn any question into an opportunity to illustrate unique leadership qualities

## Book Information

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## Customer Reviews

I am an author of a few books and attest: if you're serious about your MBA, you need to get this book. The Reality check is a great book. The author has a sense of humor. The book helps to understand what's going on inside of the admission committees of top b-schools. Moreover, it helps to think about transforming yourself into becoming a better human and leader. I am surprised that it has only 25 reviews. For a few dollars I got a great education and entertainment. Gist: if you got great stats (GPA, GMAT) don't play it safe on essays, reveal your true self (find it first if you don't know it). If your stats are not great do the same with essays and your chances might go up. PS: MBA is not about the end result, it's about your experience. It's the ultimate process that will reveal all your hidden skeletons. This book hints at some of the tough questions you need to ask yourself. Click buy now.

MBA Reality Check is a refreshingly candid and colorful read with excellent pointers for anyone considering applying to an MBA program, grad school, or even college! Evan and David never hesitate to tell the truth and speak to their rich experience with hundreds of clients. So many books offer up a magic formula to writing the "right" essay or crafting the "right" application. Evan and David take an alternate path, one grounded in authenticity rather than posturing. The key to creating an application that will stand out from the pack is to craft an application that is genuine, that comes from a place of honesty, passion, vulnerability. The authors give dozens of examples of students who take the right kind of risks with their essays, and allow the admissions readers to get glimpses of their character, their fears, their deepest desires. Essays like these are innately inspiring, and they simply ring true. Authenticity is powerful!! I have personally broken out my copy of the MBA reality check on multiple occasions to illustrate to students what it looks like to take the right risks in their applications. The book beautifully lays out "before" and "after" examples from a wide variety of students with greatly divergent life experiences. This is incredibly instructive. There is no ideal essay; but there is an essay that goes deeper, that cuts through the marketing into the depth of one's experiences. I use this book to inspire my students- take the risk- put yourself out there. Don't be afraid of letting people in to see your wounds or your deepest desires; that's the most powerful tool you have to recruit and engage others. We're all part of the human team, and we can move and inspire others when we let our true colors shine. I highly recommend this book!

MBA applicants are divided into two kinds of people -- those who think they know everything about the process, and those who feel completely overwhelmed by it all. Both need to read The MBA Reality Check. Auntie Evan drops his truth bombs with ruthless and hilarious accuracy, exposing

the fallacies that sink WAY too many promising essays. If you don't see yourself in these pages, white boy ... you're just not looking hard enough. And for those of you saying, I'm not a white boy ... just read the book.

This is my first review on but felt I needed to give a 5 star rating to this book. I used the book extensively as it goes through the entire application process from start to finish giving very insightful analysis. It is filled with funny anecdotes and helpful suggestions that will help strengthen your essays and general approach to filling out applications. I would recommend it to anyone who is looking for a resource book to go through the lengthy process of applying to business school.

David and "Auntie Evan" do a fabulous job out outlining what it takes to be a successful MBA applicant. I like the personal examples interweaved throughout the narrative. It makes it really clear not only how to build your candidacy for business school, but how to communicate your strengths in your applications. A must read for anyone applying to get his/her MBA.

David and Evan provide truly thorough and valuable advice. If you are interested in applying to an MBA program, I can't recommend this book enough. Essays are a crucial part of any application, and their advice helps you get the best version of yourself onto paper.

It really is incredible how much Reality Check applies to everyday life as well as Business School. I find myself thinking about the book, the essays, the stories and the techniques more and more and truly believe this book will help me become better at discovering what I am truly passionate about.

Great read and super helpful with the essays.

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