

AKAD MBA Application Method: 2010 Edition

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AKAD MBA Application Method 2010 Edition

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By Andy Teyarajkul I came across this book through a friend's recommendation. As an aspiring MBA student myself, this book will guide you with how to create a successful applications package. The author, top MBA grad, is well qualified to write about this topic. Providing you with insight to the mind of admission officers at a top institution plus the challenges that these officers face in selecting the right applicants. Advice received from this book will help you with your MBA applications plus job applications process. I highly recommend this book to someone who prefers to approach the application process holistically and also for anyone who consults an MBA candidate on the process.

MBA Admissions Committees (AdCom) routinely reject smarter and more accomplished applicants in favor of applicants who make better arguments that they will use their MBA to achieve significant success. This book, written by a graduate of Harvard and Wharton who has spoken at both universities' business schools, and based on AKAD Group's extensive knowledge of MBA application consulting, takes you through the entire process of planning and executing a winning MBA application. And yet, it also saves you a lot of time by keeping you organized and focused.

TRY IT FOR FREE: go to www.akadgroup.com/en, use the menu bar to navigate to "Services", "MBA", "MBA Method". From here you can download the first chapter of the book for free; there's no need to sign up for anything! The AKAD Method has 3 steps:

- * Application Strategy: This step poses a series of introspective questions that help you choose which schools to apply to, helping you create a Mission Statement that details your career goals and how an MBA from each of your chosen schools would help you achieve them.
- * Communication Strategy: This step helps you evaluate yourself along critical dimensions and evaluate how AdCom will view you. The output of this section is your Admission Case, a summary of your argument for why you deserve admission.
- * Application Preparation: This step helps you carefully plan how you will reflect the pieces of your Admission Case in different parts of your application, and then provides detailed advice on how to create a resume, write essays, select recommenders, and pass interviews.

This guide has everything Americans will need to succeed, but also has special sections tailored to international applicants. To supplement this book, AKAD also provides the AKAD Excel Worksheet, which will help you quickly complete the AKAD Method. This worksheet is available on our website for free.

About the Author Alex M. Grove has a BA and MA from Harvard University, an MBA from Wharton, and an MA from UPenn. He has worked at both Monitor Group and Morgan Stanley. More recently, he is a founder of AKAD Education Group (www.akadgroup.com), an application and career consulting firm that assists its clients in, among other things, applying to MBA programs. Alex has spoken at both HBS and Wharton about AKAD's rapid growth.