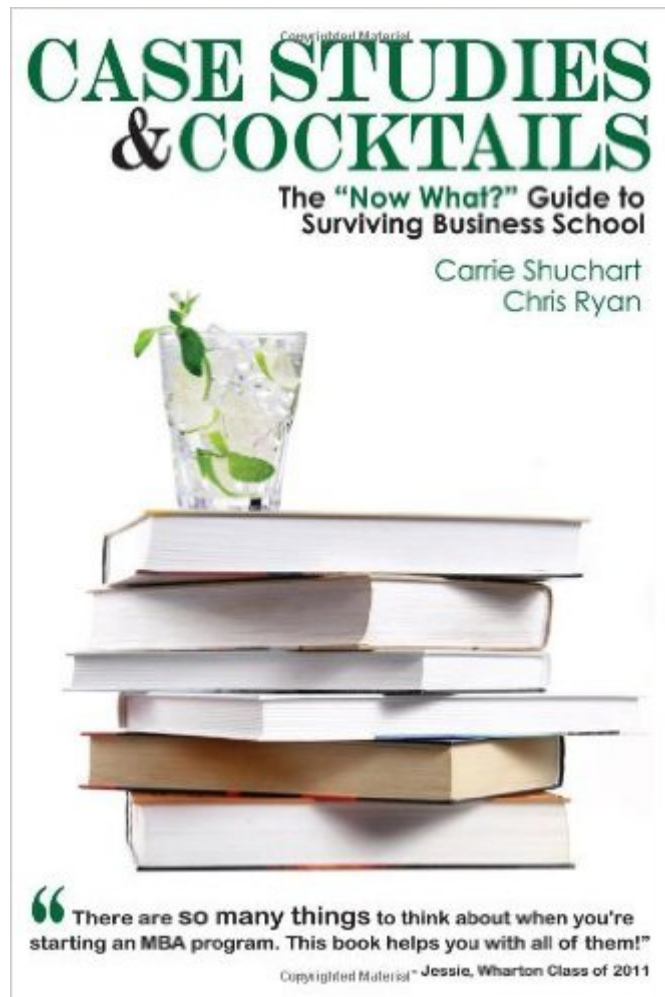


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Case Studies & Cocktails: The "Now What?" Guide To Surviving Business School



Synopsis

After all the hard work on your application, you're finally in to business school. Now what? The acceptance letter is just the beginning of your MBA experience. Even before classes start, you'll face all kinds of new challenges: financing your degree, readjusting to homework, schmoozing recruiters. Now you can turn to this book, produced by Manhattan GMAT--one of the leading names in GMAT preparation--to ready you for the challenges you'll face as a newly-minted MBA candidate. *Case Studies & Cocktails* will be your go-to guide as you prepare to enter your MBA program and throughout your time at b-school. The authors--MBAs themselves--have drawn on their own experiences and interviewed current students for the inside scoop on every aspect of b-school, from telling the boss you're going back to school to balancing wine and cheese in one hand while networking. The result is both a handbook for the social side of school and an academic primer on the material you'll have to master. The book even includes a glossary of need-to-know jargon, so you won't feel lost when classmates start slinging around acronyms. *What Faculty & Students Are Saying*: "I think this is an awesome idea. There are tons of books out there about how to get in but nothing about how to survive business school." -Dr. Tim Flood, Assistant Professor of Management and Corporate Communication, UNC's Kenan-Flagler School of Business "This is a totally underserved market. The elation of getting in is awesome but then reality sets in. You have to make a decision. Then you send in your thousand dollar check and you get this giant book of stuff to do and a t-shirt and it's overwhelming. You're proud to wear your t-shirt, but it's tough to get through the rest. No one tells you when to quit your job, when to stop traveling, how to find roommates and a place to live. I would definitely have read [*Case Studies & Cocktails*] if I knew it was around. I might have even read it as an aspirational thing before I applied." -Matt, Ross '11, President, Student Government Association "I love what this book is talking about. There's a real need for this. I'm so glad to see that someone is getting this done -- I just wish we'd thought of it." -Al Catrone, Chief Administrative Officer, University of Michigan's Ross School of Business "Any insight is great. Read all of this advice and it will make you more wide-eyed and ready to absorb. Be ready to take it all in because you never know what's next." -Liz, Berkeley - Haas '11, President, MBA Association

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Customer Reviews

There are so many books on the market on how to get into the BSchool of your dreams but really was nothing to help you manage this prized possession of an experience - how do you take the most advantage of your 2 years? Or do you even need help? After all, you have managed to surpass many other applicants - you must be pretty smart! Bottom line is that you actually could use a lot of help at this point, and have quite a bit to gain or lose. I wish I have read this book before doing my MBA - a number of things made me cringe in the book and realize how I have not taken advantage of opportunities that were right there in front of me and how I have not utilized all the time I had off compared to where I am today in my job and with my family. Think of this book as a personal advisor through the 2 years ahead of you. The book is 600+ pages, but it reads very quickly and 3 hours will get you quite a bit through. You should plan to revisit it every few months or perhaps every semester and make sure that any plans/ideas you picked up, are written out, and tracked! ===== Here are some highlights and very helpful elements of the book: ===== Sets expectations about the next 2 years- Removes the curtain from some of the mysteries (what makes you a better manager/leader)- Helps with a lot of the daily questions (where to live, roommates, pros, cons). It even has a spreadsheet on how to split the rent fairly using a bidding or game theory models- MONEY! You will have a much easier time if you setup your finances from the get go. The book covers questions such as: "there is an optional Asia experience trip coming up in the summer but it is \$2K and I don't have it - should I save the \$2K or go?". I personally struggled through one of these choices.

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