



Finding the Best Business School for You: Looking Past the Rankings

Everette E. Dennis, Sharon P. Smith

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Ultimately, finding the best and most appropriate business school requires more than following trends and assessing rankings. Dennis and Smith offer an approach that is designed to help prospective MBA students cast their nets widely, thinking more expansively, creatively, and strategically, with both short- and long-term implications in mind. Discussing the pros and cons of a formal business education (in the context of evolving attitudes toward management and the role of the MBA in developing successful leaders), the authors help readers identify their underlying motivations for pursuing an MBA, learn how to read between the lines of the popular rankings, and utilize the concept of return on investment (ROI) to evaluate programs on the basis of their contribution to long-term professional and personal goals. At a time when one-fourth of all master's degrees conferred are in business, *Finding the Best Business School for You* offers practical insights for making wise decisions and getting the most out of the MBA experience.

The truth is that, in response to changes in the global business environment, many schools are redesigning their curricula, forging closer ties with businesses, and giving students more freedom to customize their degrees. Some of the most innovative programs are being designed at public universities and other institutions out of the spotlight.

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