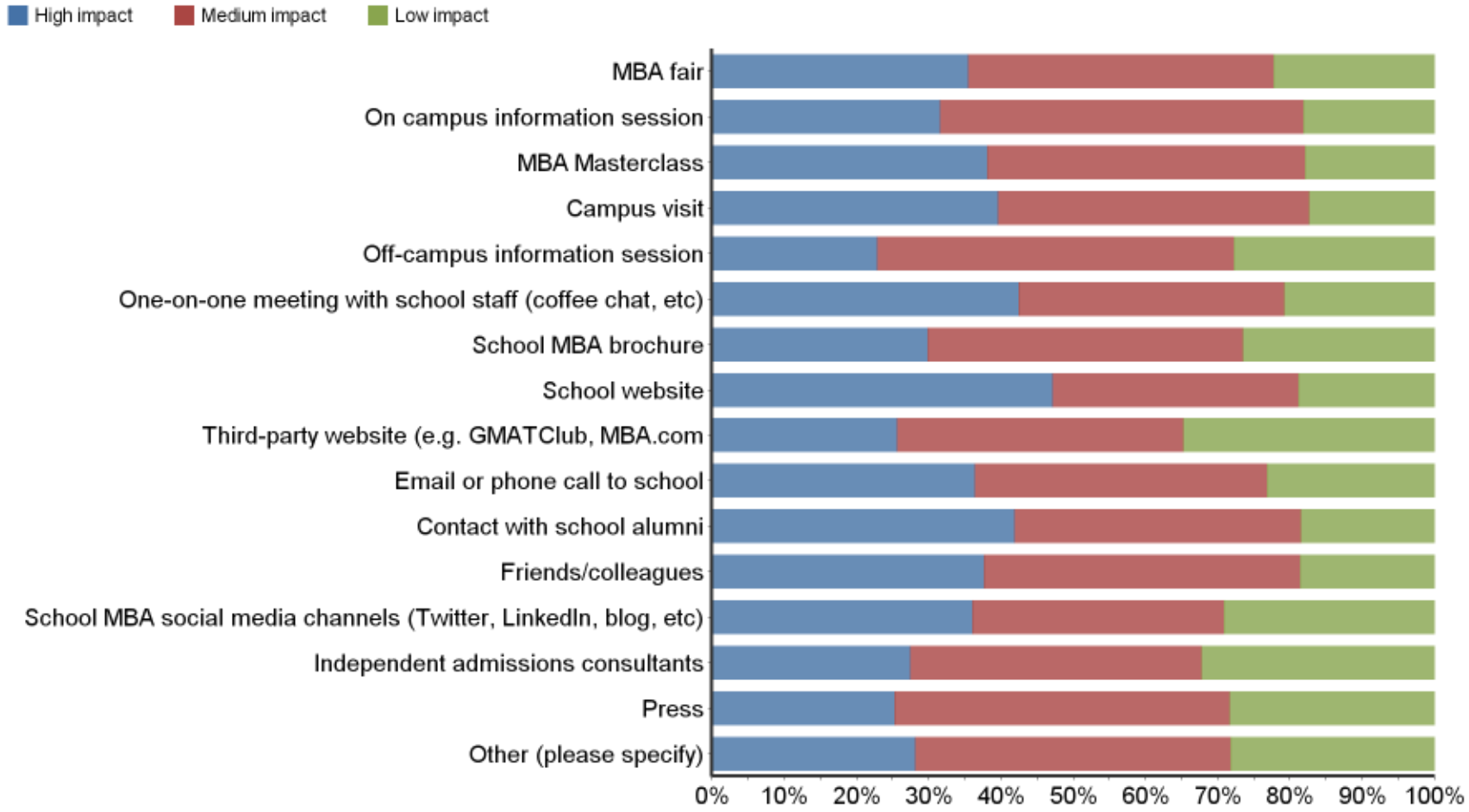
The future of business education marketing

Andrew Crisp, CarringtonCrisp

If you want to know what people like us will do tomorrow, you look at what teenagers are doing today.

Cheryl Sandberg, COO, Facebook

What impact are the following information sources/events likely to have on your decision to apply to a business school for an MBA?



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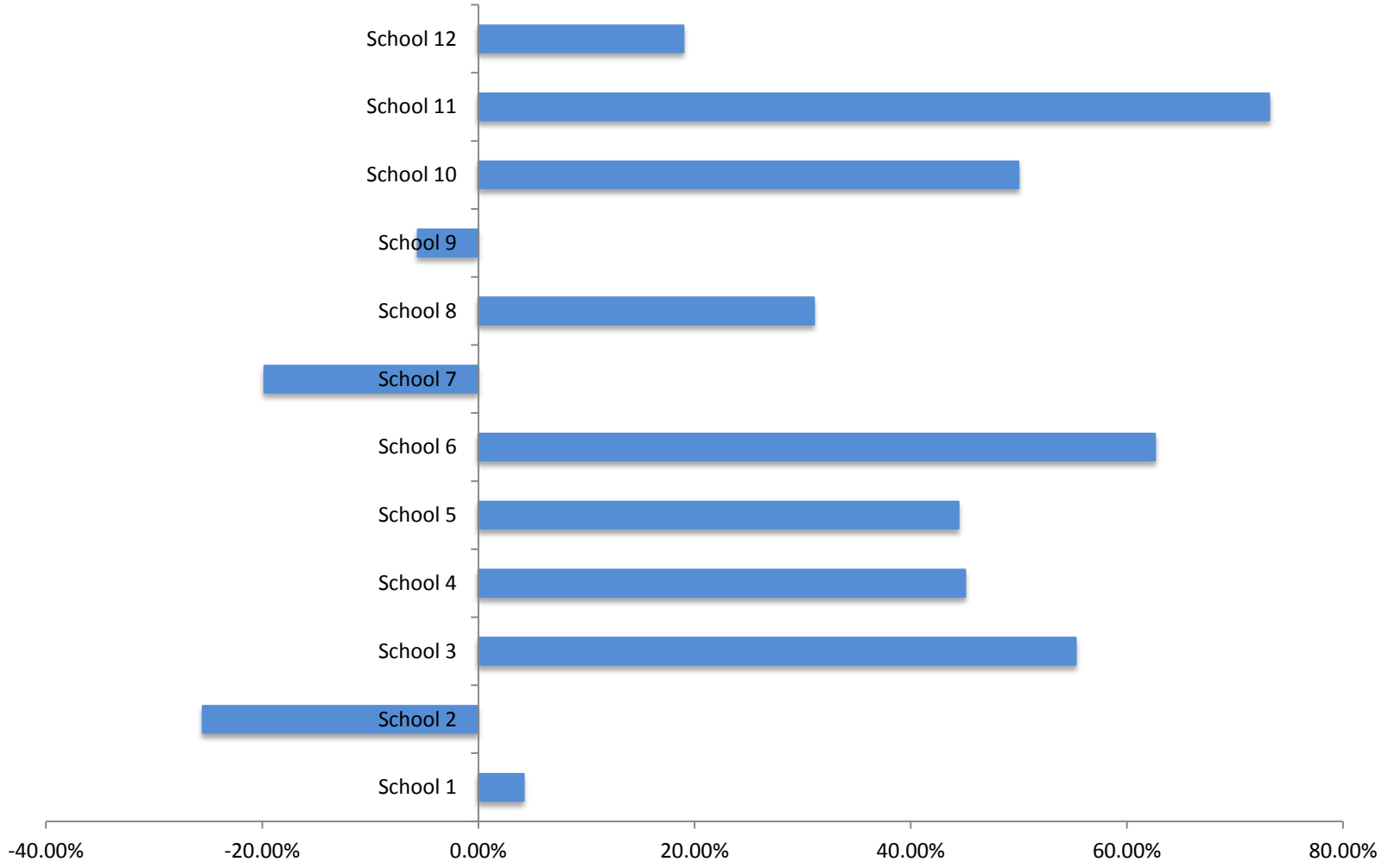
Having seen a site, would you have been more or less likely to apply?



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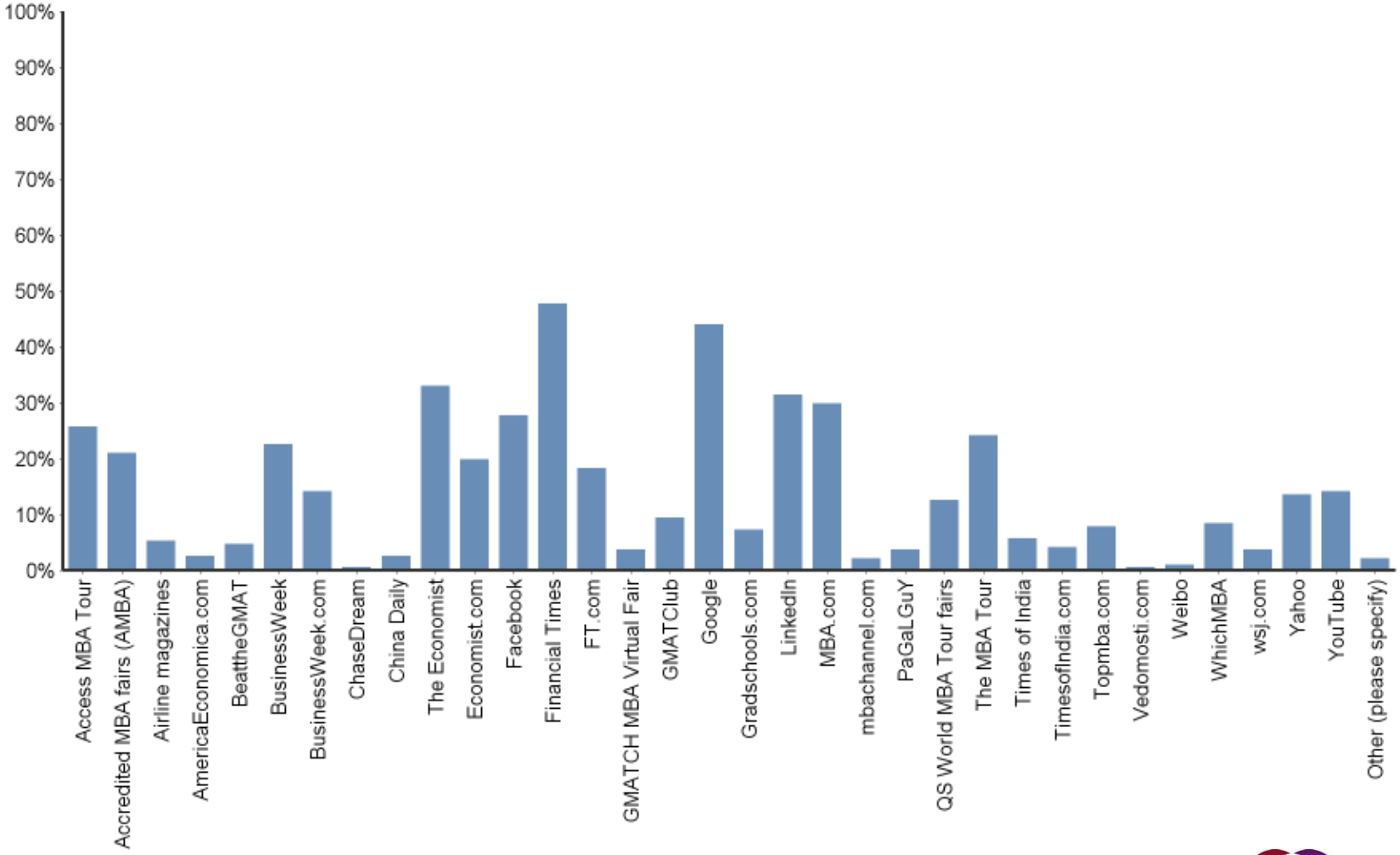
Which of the following media are likely to have/had an impact on you when deciding where to study?



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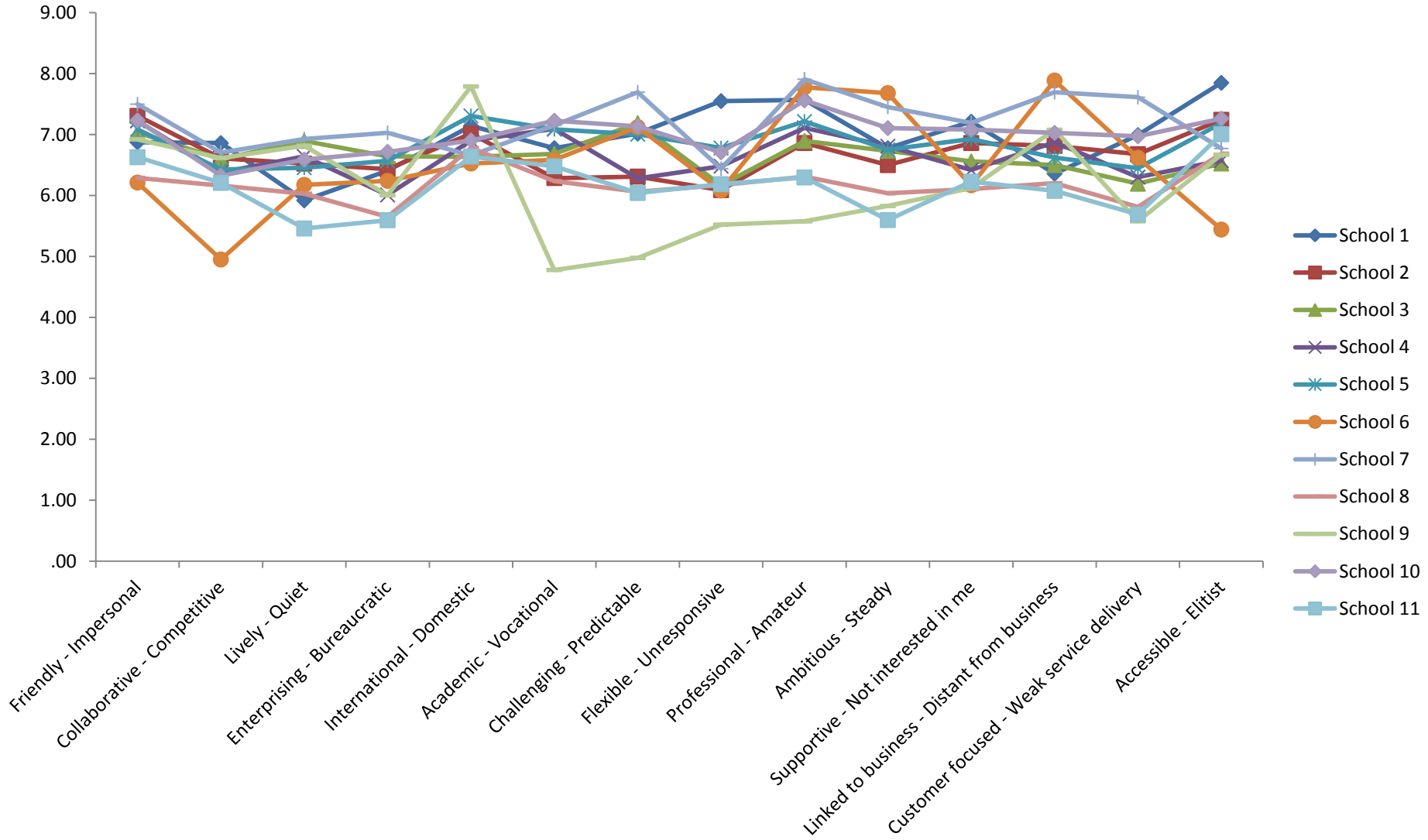
Who do you think you are?



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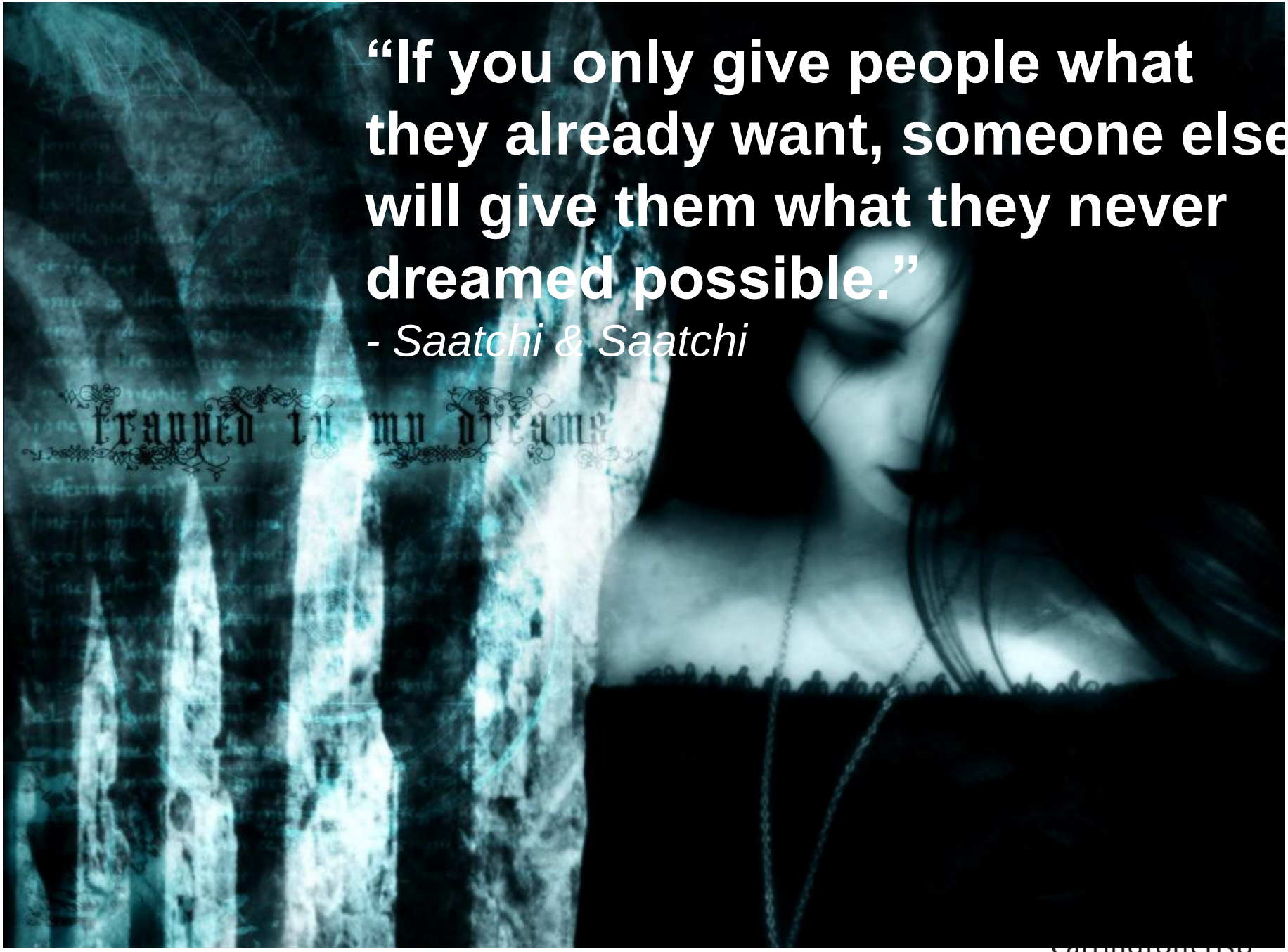
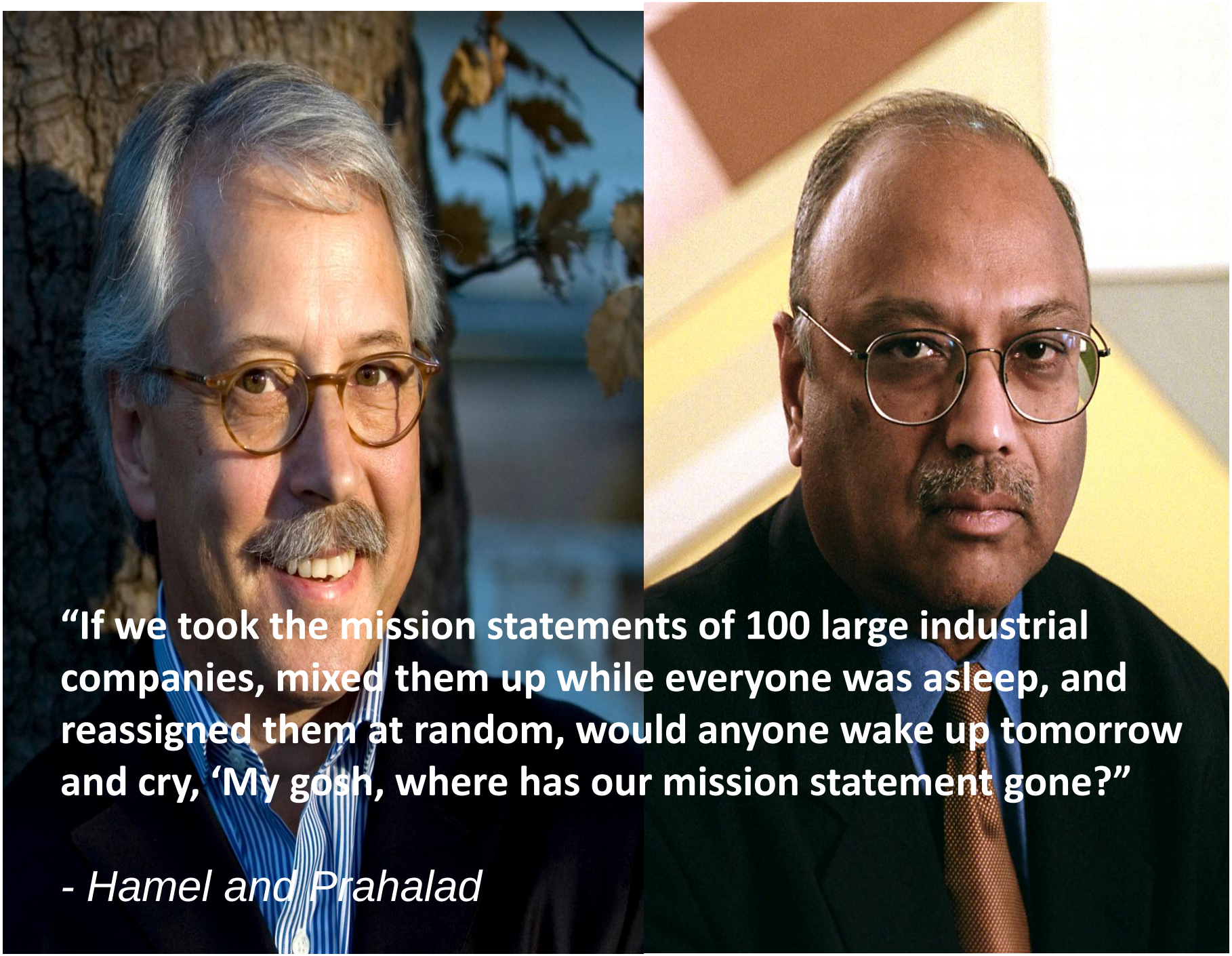


“If you only give people what they already want, someone else will give them what they never dreamed possible.”

- Saatchi & Saatchi



“If we took the mission statements of 100 large industrial companies, mixed them up while everyone was asleep, and reassigned them at random, would anyone wake up tomorrow and cry, ‘My gosh, where has our mission statement gone?”

- Hamel and Prahalad

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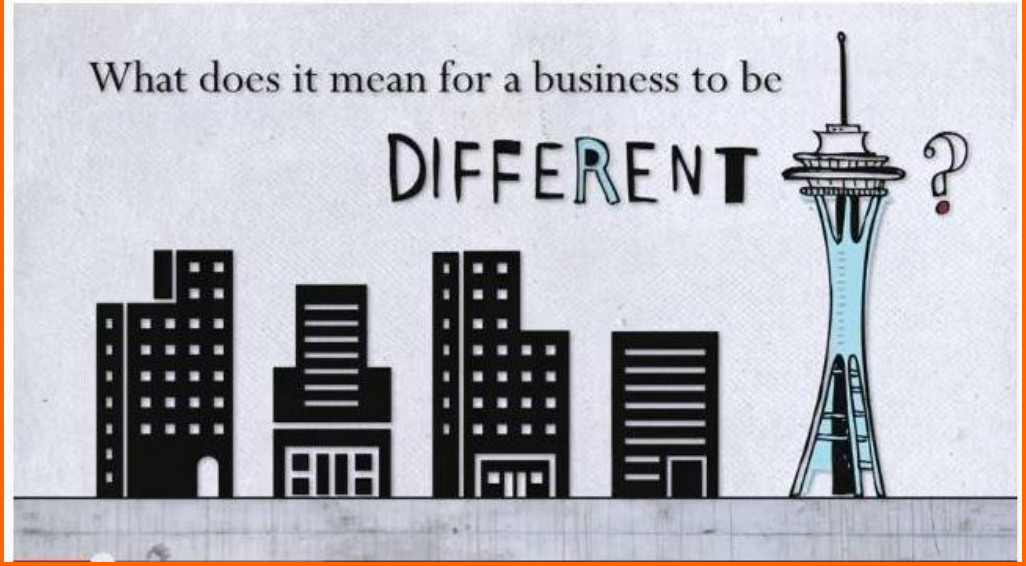
What does it mean for a business to be
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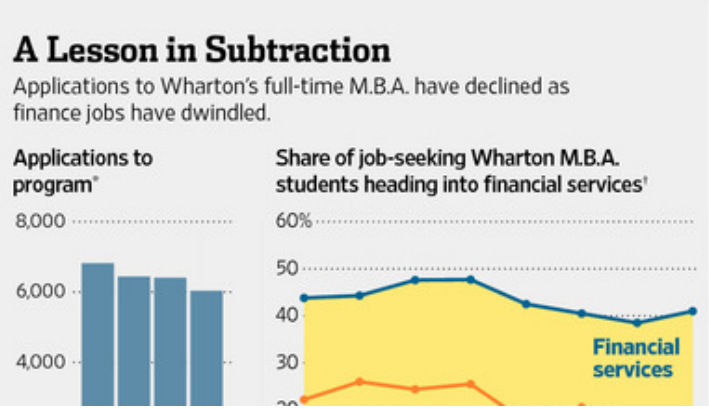
What's Wrong With Wharton?

Business-School Experts and Students Say School Has Lost Its Luster

By MELISSA KORN

Something at Wharton doesn't add up.

Applications to the University of Pennsylvania's business school have declined 12% in the past four years, with the M.B.A. program receiving just 6,036 submissions for the class that started this fall. That was fewer than Stanford Graduate School of Business, with a class half Wharton's size.



Wharton says the decline, combined with a stronger applicant pool and a higher percentage of accepted applicants who enroll, proves that the school is doing a better job targeting candidates.

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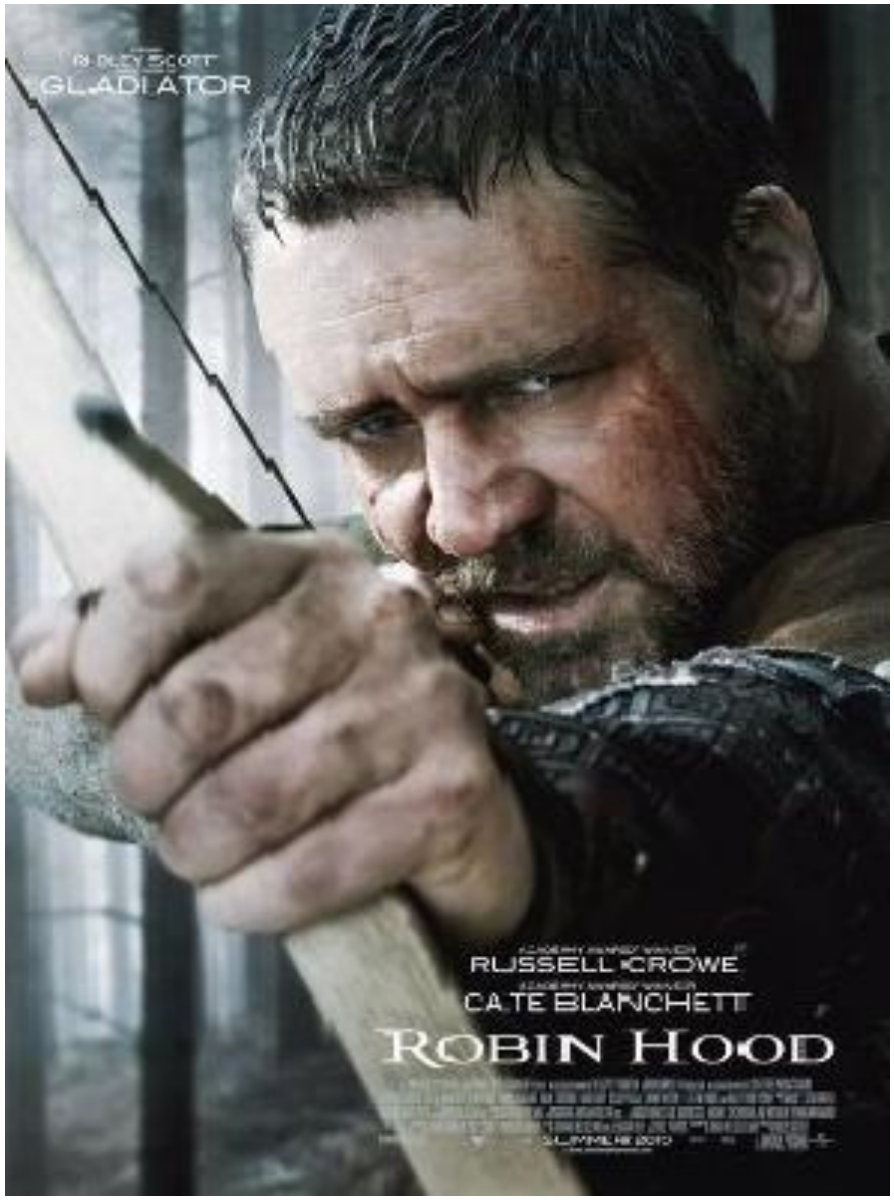
Wharton AdCom Makes An Abrupt Exit

by John A. Byrne

Five days after a critical story on Wharton in *The Wall Street Journal*, Director of MBA Admissions and Financial Aid Ankur Kumar has resigned her job.

Kumar, who had been in the position for just two years, apparently told staff last week that she was resigning. In a note to colleagues on Wednesday–two days before the publication of the Journal article–Kumar said she had been "pursuing several different



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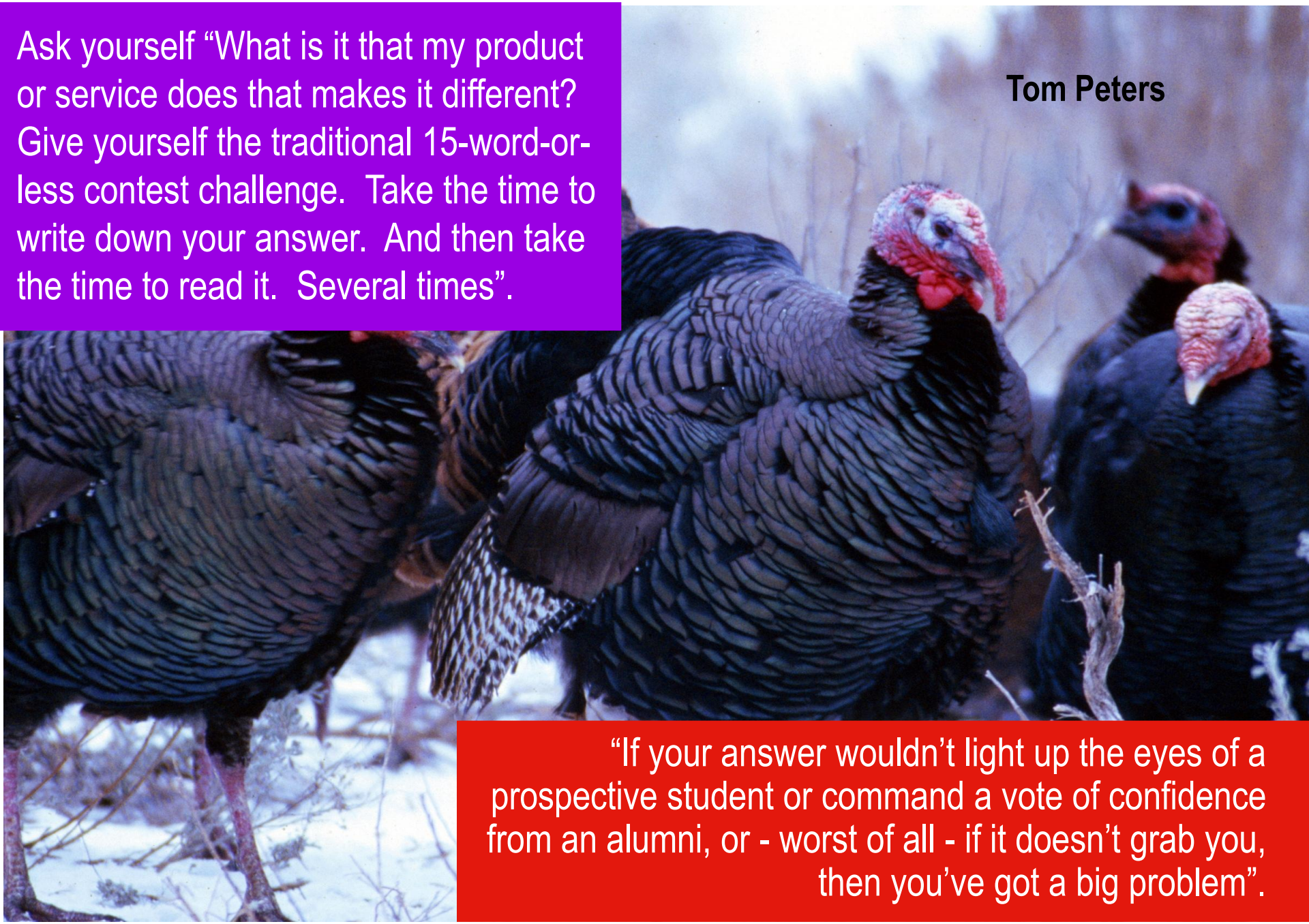
Ask yourself “What is it that my product or service does that makes it different? Give yourself the traditional 15-word-or-less contest challenge. Take the time to write down your answer. And then take the time to read it. Several times”.



“If your answer wouldn’t light up the eyes of a prospective student or command a vote of confidence from an alumni, or - worst of all - if it doesn’t grab you, then you’ve got a big problem”.

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