

## Hiring the best and the brightest: a roadmap tp MBA recruiting

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### Abstrak

This text offers a strategic approach to building a successful MBA hiring programme or revitalizing an old one. This comprehensive, practical guide takes a look at how some of the best comapnies do it and explains how readers can too. Companies covered include: Goldman Sachs; McKinsey; Bertlesmann; Yahoo; General Mills; and select start-ups. The book provides a step-by-step recruiting guide, covering: planning; interviewing; making the offer; campus do's and don'ts; and follow-ups.