

## 2013 The MBA Guide

**The MBA reference guide for German-speaking countries compares over 400 different MBA and Executive Programs.**

**The MBA Guide offers readers great user value and presents your university or programs with accurately targeted and effective advertising!**

The MBA degree is becoming increasingly more important for companies and the career opportunities of young professionals and managers in German-speaking countries. At the same time, there is a wide variety of MBA programs available, making it difficult to find the most suitable one. Now in its twelfth edition, the MBA Guide bridges this information gap.

But it offers even more: for some time now, there have also been alternative programs on the further education market, which could more readily be classified as Executive Education. The MBA Guide also provides extensive information on these programs.

### **Structure of the MBA Guide:**

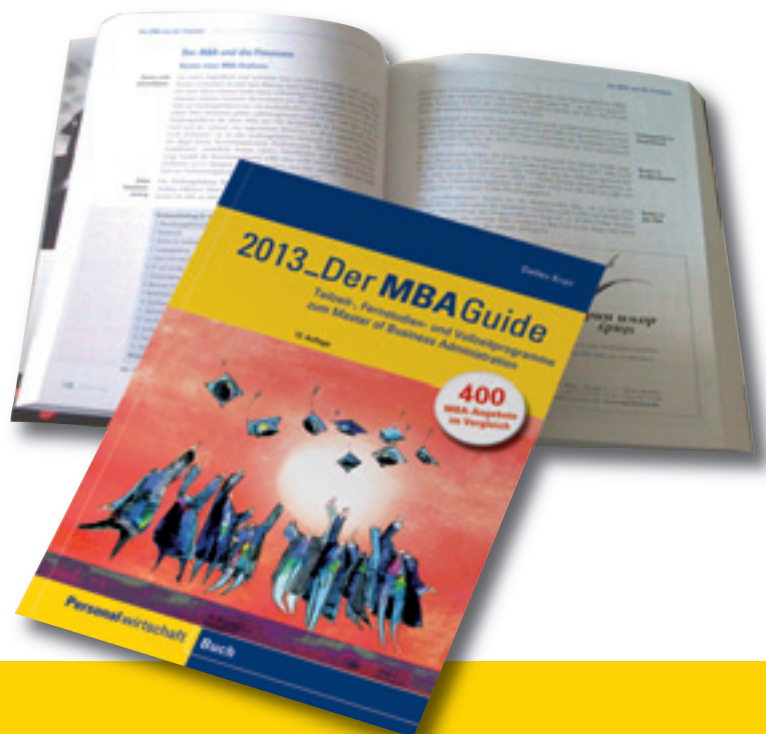
- Analysis of the domestic and international MBA market with valuable tips for making the correct choice of the desired program and how to successfully apply to the chosen educational institution. The reader is fully informed about various quality criteria, school rankings, entrance examinations, fees, financing, careers, income, elite business schools – and which ones to avoid!
- A uniform presentation of over 400 MBA programs currently being offered in German-speaking and neighboring European countries.
- An outline of alternative further education programs for Executive Education.

### **Your benefits at a glance:**

- A circulation of over 2,000 copies
- Target group: high potentials and executives in German-speaking countries
- The MBA Guide is sold at all larger book stores - market presence at all the relevant HR and career fairs across Germany
- Free copies provided to individuals with wide-ranging contacts in science, politics and industry
- Professional distribution under the umbrella brand "Personalwirtschaft"
- Inexpensive advertisement with exact targeting
- Additional online presence at [www.mba-guide.de](http://www.mba-guide.de)

**Important note: Editorial deadline to update your online profile on [www.mba-guide.de](http://www.mba-guide.de) is 31 July 2012**

**Now also available at**  
[www.mba-guide.de](http://www.mba-guide.de)





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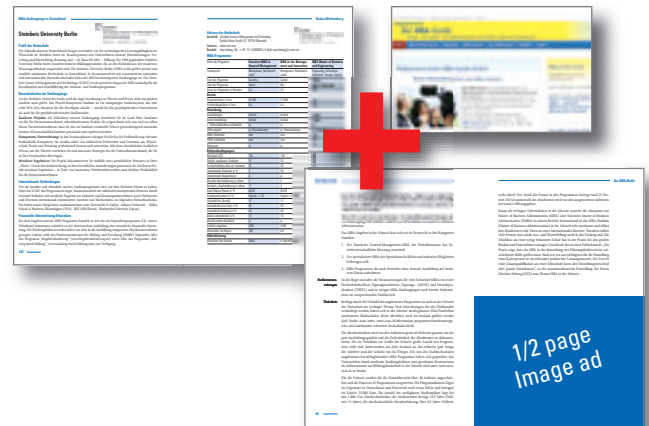
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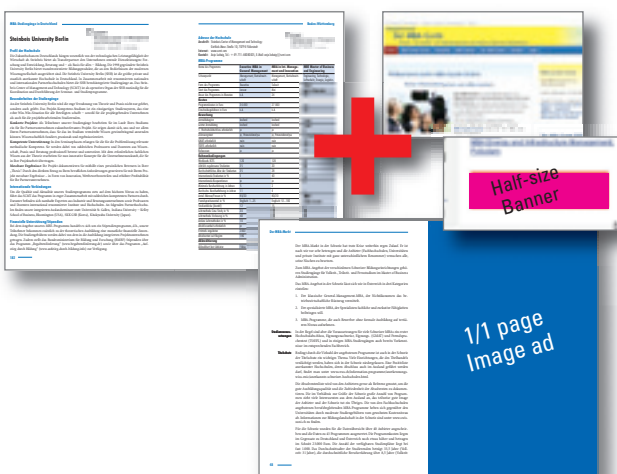
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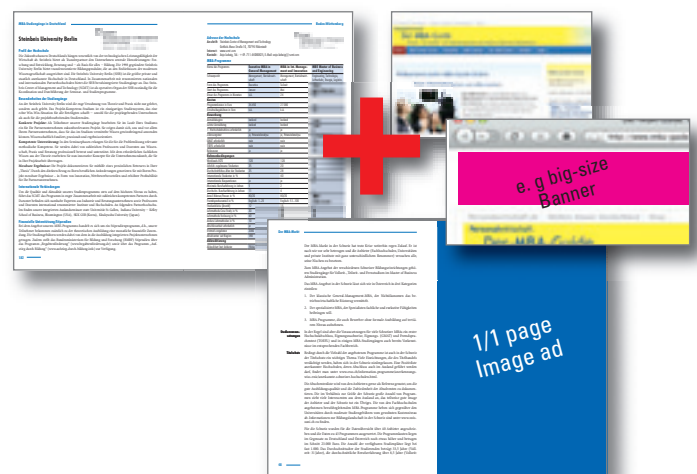
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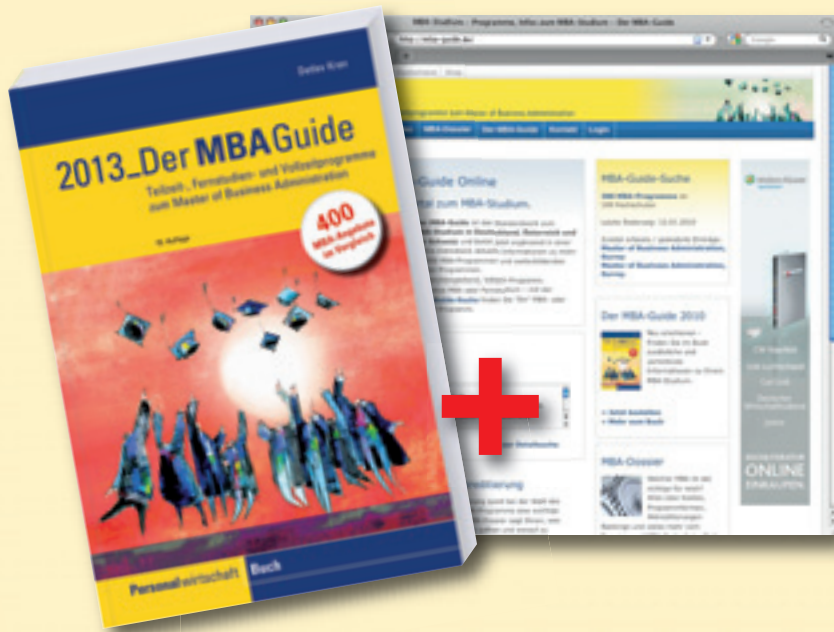


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**Printing deadline for advertisements: 20. August 2012**

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