
If you're planning to go to one of these business schools and you have what it takes to get in, you don't need this blend of repetitive descriptions and INSISTINGLY obvious advice. If you don't have what it takes, this book will not give it to you, despite its claims that it will.

The first part of The Insider's Guide to the Top Ten Business Schools is an "in-depth" profile of each of the ten schools: Harvard, Stanford, University of Pennsylvania (Wharton), Chicago (MIT Sloan School), Northwestern University, University of Michigan, UCLA, Columbia, and Dartmouth (Tuck). For each, a graduate of the school (whose name appears only in a footnote) analyzes the curriculum, admission requirements, academic and social environment, and job prospects of each and provides a "Summary Overview." Finally, a "Summary Overview" of the whole group is presented. If you can't already tell, Fischgrund is addicted to jargon, redundancy, and organization techniques.

Organization technique don't save the analyses from confusion. They are written in the "exposition interspersed with personal glimpses and anecdotes" with the "personal glimpses" set in italics, however, the italicized sections are almost indistinguishable in style and content from the rest of the prose.

The second section consists of tips on getting into business school, filling out the business school application, succeeding at business school, and getting a great job after business school. These chapters are repetitions of what any college student has heard and read ad nauseum: No matter how exceptional your resume (career counselor) and placement officers' lairs, "Build up your college grade point average." "Pursue leadership roles in college and community activities." "Make

Then, as though repeating the obvious didn't enough, Fischgrund devotes up to a page to amplifying each. His instructions are so detailed they appear insufficient, yet they are actually insubstantial. He tells WHAT business schools and employers look FOR (winners), but not how to become the ideal. Of course, no book can really tell an individual how to achieve his dreams, but this one gives the casual reader the impression that it can.

If you read it, as I did, out of curiosity about what business school is like, why people go to business school, what employers look for, and what business schools and business school application look professional, typos exist, and error free. "Take your time and don't let your application look professional: typos exist, and error free." "Take your time and don't let your application look professional: typos exist, and error free." "Take your time and don't let your application look professional: typos exist, and error free." "Take your time and don't let your application look professional: typos exist, and error free."

I learned only three interesting things from this book: 1) Most business schools held classes only four days a week. 2) MIT Sloan School graduates earn the highest starting salaries of any B-school graduates: $36,900 a year. 3) Dartmouth-Tuck School of Business has a much more open, open campus tunnel system than we do. Dermatologists, cafeterias, libraries, and classrooms are linked by underground corridors and are removed that a great deal of expenses. "Twenty-eight-consecutive midwinter days" without going outside is "It's good trivia, but not worth $8.95, as any real businessman would know.

Brenda Ben-Aaron

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Ken Meltsner

Arsenal Mall, Watertown, Mass.

How do you review a shopping mall? While MIT students rarely see the outside world during the term, the winter buying season (scarcely Christmas for those of us who are non-Christians) is now upon us. Shopping for one's siblings and parents is a fine way to ignore the rude realities of MIT and Cambridge life. And of course, as so many advertisements would have us believe, one should shop at the new Arsenal Mall in Watertown (Arsenal Street, a few blocks from Memorial Drive).

When I worked at the Army Materials and Mechanics Research Center, I would peddle my Rudge past the deserted Arsenal. It is now has been converted into the Arsenal Mall, the first big suburban shopping mall close to Boston. The remake of Faneuil Hall into its present form as a marketplace is the usual sort of historical conversion job—lots of little cards and trendy stores. They look the same from Pier 39 in San Francisco to Ballyhoo's Waterfront. The Arsenal Mall is yet another historic site conversion. It is nothing more than a suburban mall that used the shells of a few old buildings to give the appearance of attention to the past.

This is not to say that Arsenal Mall is not a good mall. It fulfills the basic goal of every major mall: shopping in every major type of chain store B. Dalton's (books), This End Up (furniture), and Marshall's (clothes) are several of the major chains which are represented at the mall. The mall's anchor store, or primary tenant, is Ann & Hope. This store seems to be a cross between Filene's and Purdy Supreme, and has an absolutely gigantic building.

The mall's developers retained little of the old buildings. The only clue that the buildings were part of the arsenal complex is the massive brick wall west of the original dark brick was ripped out in the conversion and was replaced by normal gray- red bricks. Neon signs blaze away, pointing to different cutely named sections of the mall and store, the signs of the stores do not even take advantage of the high ceilings and look just like those at other malls. The fact that the buildings were once used to make the artillery and armor for both World War I and World War II, and are sold from the omnipresent brick is the great number of muted-colored steel trusses. A steel ceiling, at the end of the original dark brick was ripped out in the conversion and was replaced by normal gray-red bricks. Neon signs blaze away, pointing to different cutely named sections of the mall and store, the signs of the stores do not even take advantage of the high ceilings and look just like those at other malls. The fact that the buildings were once used to make the artillery and armor for both World War I and World War II, and are sold from the omnipresent brick is the great number of muted-colored steel trusses. A steel ceiling, at the end of the

The selection of shops is fine. Many major chains are represented and if you don't look too hard, you may be able to believe that you are back in your favorite suburban mall back home. The illusion is quite complete—the Arsenal Mall employs hundreds of high-school aged kids, along with a smattering of college students. The most distinctive features of the mall are the food gallery on the second floor and the pouchard bridge on a bridge between two buildings. The food arcade sells cute food like french fries in soda cups and shish-kabobs. Cute gifts like rats and stickers are sold from pouchards with equally cute names. There is nothing wrong with "cute" in a mall, and this was a well-calculated decision. To the customers' credit, the mall also has discount stories among the neon-lit, shined stories. The Arsenal Mall is no Faneuil Hall, but is a good example of a modern suburban mall. This is a good place to go if you want to get away from MIT, but like all shopping malls, it will invariably be crowded. When we went there on a Tuesday night, it was packed with teen-age girls and their worried parents. The old Waterfront Mall across the street does have a shop & Shop, and a small book there, gives free tokens to college students.

Directions: By bus, take the 70 or 523 from Central Square (55¢). By bicycle, take Memorial Drive to Arsenal Street (a scenic 40 minutes, but you'll have to ride along the road's edge for a mile near the end) or Western Avenue from Central Square, which turns into Arsenal Street in Watertown (30 minutes, but cars all the way there).