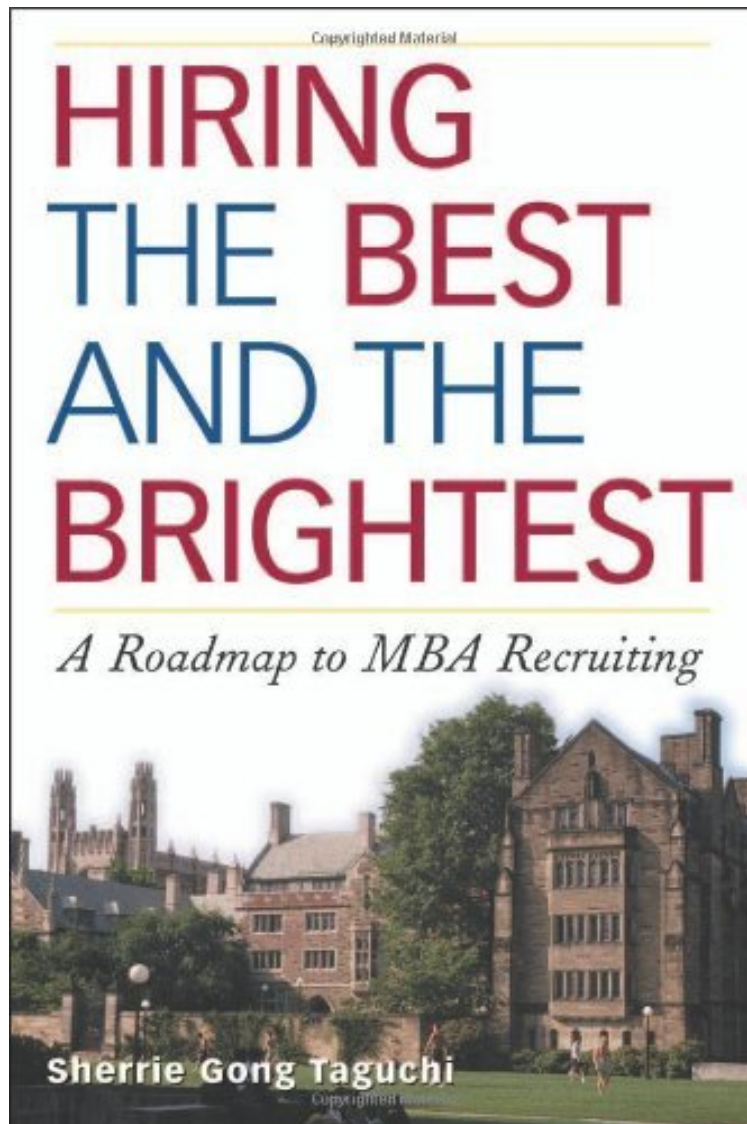


Hiring the Best and the Brightest: A Roadmap to MBA Recruiting

Sherrie Gong Taguchi

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Sherrie Gong Taguchi : Hiring the Best and the Brightest: A Roadmap to MBA Recruiting before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hiring the Best and the Brightest: A Roadmap to MBA Recruiting:

0 of 0 people found the following review helpful. A gem of practical wisdom By Shirzad Chamine Ms. Taguchi has clearly done her homework and come up with a practical and thought provoking gem. What comes through clearly is that she knows her stuff, having experienced MBA recruiting from multiple angles including corporate HR and MBA

career management director at Stanford. I approached this book with modest expectations. As an MBA with years of experience in the career development and HR fields, and having hired MBAs as CEO of my own software company, I didn't expect to learn much that was new from this book. I was more interested in the book as something to refer others to. Ms. Taguchi's intelligence and pragmatic expertise jumps off the page from the very beginning and fills the book with many practical ideas that even the most experienced in the field would find thought provoking. The book is nicely organized and does not assume anything about its reader. It is brilliant in covering all the basics in recruiting with precision and insight to appeal to both long time recruiters and new team managers. It first covers the four major phases of MBA recruiting, from preparation, to pre-recruiting, interviews, second rounds, and offers. An extremely useful section is best practices and worst mistakes. As I was reading them I couldn't help but catch many of the mistakes I had made myself and wonder how much time and money I would have saved if I had read this book at the time I was running my company. I could see how the powerful lessons of this section could become a classic foundation for training recruiting and hiring managers. Ms. Taguchi then proceeds to cover profiles of top 20 schools. I checked my own school for curiosity and discovered she had nailed it on the head. The information is quite specific on each school, including top 3 Dos and Don'ts for that school. A particularly brilliant section of this book is the chapters covering the specific perspective of established as opposed to smaller companies. The strengths and weaknesses of each are analyzed from the perspective of the cultural upheaval that recruiting has undergone in the post-dot-com period. This analysis should help the reader in coming up with an effective positioning, pitch, and strategy that would appeal to the psychology of today's skittish MBA. An entire chapter is dedicated to helping you leverage your own website and other commercial sites for recruiting. It is a very comprehensive and thorough section. The final chapter reminds us all of how important it is to spend some effort in retaining the great talent which we have gone through such length to hire. This is a critical lesson which is too often ignored, relegating retention to others in the company. Ms. Taguchi wisely implies that as recruiting and hiring managers we would be in the best position to ensure that our efforts result in a more lasting impact in our companies. Her advice, once again, is quite practical. In short, my hat is off to Ms. Taguchi for a job well done. This is without a doubt the best book written on the subject and bound to become a classic.

4 of 4 people found the following review helpful. Comprehensive Guide Fills a Gap By Roger E. Herman

As this review is written, America is still in a recession. Layoffs abound. Hiring is down or frozen at most companies. Employers who recruited on college campuses have cancelled the offers made to graduating students. Employers have hunkered down for a tight period that may last a few months or, as some pessimists forecast, for years. While campus recruiting is down dramatically, wise employers will still visit top colleges and universities looking for the best and the brightest. If they're just going to hire a few people, it makes sense to go for the cream of the crop. The question becomes just how to do this kind of specialized recruiting in an employment market that was highly competitive, then became quiet, but that will pick up again. Hiring top MBAs and other highly desirable candidates is now a strategic issue. To maintain a competitive advantage now and later when the pace picks up again, it's essential to gain the knowledge and insight that fosters high performance and stunning results. There hasn't been much written about this specialized field. Now there's a book that will teach you how. Whether you're a neophyte at this kind of recruiting or an old hand, you will learn from Taguchi. Some things change; some remain the same. Taguchi presents a wide range of accepted protocols that have not and will not change. All of these elements are important for recruiters to fully understand if they are to gain the needed cooperation and support of the career professionals at their targeted schools. One thing that is changing is that "compensation may have won out in the past, but nowadays it takes a whole lot more to attract and keep top talent." This is a job that must be done well, since so much is riding on your success. Reading this book, I learned that there are four phases to MBA recruiting: up-front preparation, pre-recruitment, interviews, and second rounds and offers. Cutting corners won't work; each of these phases must be handled carefully. Each of these phases is explained for the reader in chapters 3, 4, 5, and 7. Chapter 6? Page after page of lessons learned by 15 experienced recruiters, a treasure in itself. This author has done her homework. The chapter on Best Practices and Worst Mistakes brings out more lessons to learn from. Chapter 10 is by far the largest: School Profiles of the Top Twenty Picks. For each school, the book presents an overview of the MBA program and what degrees are granted. On campus recruiting at that institution is explained, with advice, followed by a school-specific list of dos and don'ts. Other recruiting options and key go-to people are included. While this is incredibly valuable information that will save recruiters a considerable amount of time, the personal resources could become outdated quickly. Hint: use this information now! Other helpful chapters cover advice for established companies and for start-ups. The chapter on recruiting on the fly may be particularly valuable if you simply don't have time to plan and design an elaborate recruiting program. If the economy heats up quickly or you have a fast-growing company with immediate needs, this chapter will be a vital resource. Web recruiting is explored in chapter 14, followed by a couple of chapters on retention. There is no question that developing and keeping the MBAs you hire is critical, but the title of the book is specifically hiring. It's nice to have the obligatory retention chapters, but the book is strong without them. The three appendices provide some metrics and additional resources. Bonus insight: Sherrie Taguchi's experience glows in this book. She gained experience as Vice President of University Relations for Bank of America and Director of Corporate Human Resources for Dole Packaged Foods. Now she's on the other side of the

desk as Director of MBA Career Management and Management Communication at Stanford Graduate School of Business. Her conversational writing style gives the reader the feeling of sitting in a big, comfy chair in front of a warming fire, chatting away about how specialized college recruiting really works . . . the inside story.0 of 1 people found the following review helpful. A Must for Hiring and Retaining The Best PeopleBy John CelonaHaving been a senior manager in a strategy consulting firm and later a CEO myself, I applaud this book for its strategic yet accessible insights. The best I have seen on the market. Nothing like it.The author knows has lots of firsthand experice to offer and a unique integrated perspective having been a Stanford MBA, recruiter, and head of a MBA career center.I am also recommending it to friends facing the on going tough job market. It will help them understand the recruiting process and prepare for interviews.

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.

From Publishers WeeklyRecruiting M.B.A.s is a competitive business, regardless of the economy. These days recruiters are more creative and ambitious as they try to woo candidates from the best schools. Taguchi, assistant dean of the Stanford School of Business, uses examples from leading companies, including newer ventures like Yahoo!, and old-line firms like Goldman Sachs and General Mills. Informative Web sites and timely, informative follow-up interviews are the most helpful practices, but giveaways of food or even mugs can still win over some candidates. A solid guide for any employer hiring M.B.A. students. Copyright 2001 Cahners Business Information, Inc.From Library JournalAssistant dean and director of the Stanford MBA Career Management Center, Taguchi has written this comprehensive guide to helping companies recruit MBA students. Chapters cover how to build a recruitment program at a company, what preparations to make before recruiting on campus, and how to attract prospective interview candidates. A chapter on interviewing outlines the process and lists many typical questions asked by recruiters, making it a source of valuable information for job seekers and companies alike. Interviews with a number of professional recruiters provide advice about interview techniques as well as how to learn from recruiting mistakes. The book also presents information on following up and hiring candidates and how to structure compensation packages. Profiles of the top 20 business schools are included, as are tips about on-campus recruiting offerings and advice for each of the schools. Finally, the last chapter outlines how to develop and keep employees once they are hired. An appendix includes sample job descriptions from a variety of well-known companies. Recommended for public and academic libraries. Stacey Marien, American Univ., Washington, DC Copyright 2001 Reed Business Information, Inc. This book gives readers everything they need ... to make their companies top destinations for top MBA talent. -- BIZLIFE August 2002ldquo;A solid guide for any employer hiring M.B.A. students.rdquo; -- Publishers Weekly October 2001