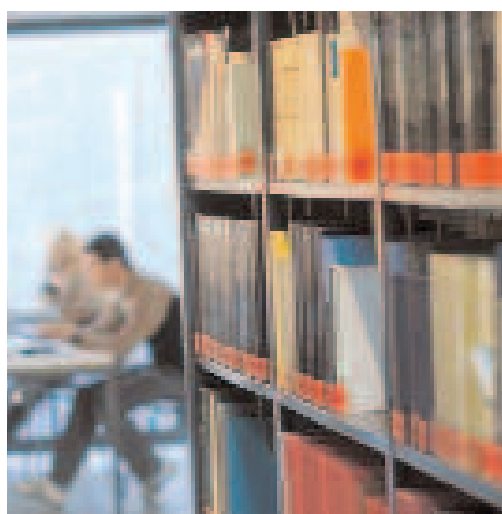




The Business of Branding 2012



understand
how and why
students
choose your
school



discover
tomorrow's
business
school

The Business of Branding

We wish to participate in The Business of Branding 2012. We understand that First degree students, Full-time MBAs, Part-time MBAs, Other Business Masters, PhDs, Alumni, Faculty and Administrative staff will take part in an online study to collect data for this research.

Name and address of Business School: _____

Our School's Survey Coordinator to work with CarringtonCrisp for The Business of Branding.

Name: _____ Title: _____

Telephone Number: _____ Email Address: _____

Please accept this completed application form and a cheque or send me an invoice for the amount shown below.

- The Business of Branding** **£2700/€3000**
Participation in the market research Analysis of the data received
Report on global market trends Report on the respondents from your business school
On-site presentation at your business school of the findings from the study
- Add up to five questions specific to those responding from your own school.** **£525/€600**

All prices are exclusive of VAT which, where required, will be added at the applicable rate.
Data collection will take place in March and April 2012 and reports will be available for participating schools in June 2012.

Signature of Lead Contact _____ Date _____

Please send your completed booking form to

CarringtonCrisp Ltd, 34 Ladbroke Square, London, W11 3NB, UK
or fax to +44 (0) 20 7229 9310.

For more information, please contact us on +44 (0) 20 7229 7373 or by email at info@carringtoncrisp.com

Supported by:



The Business of Branding can tell you:
How your business school is perceived?
What are its strengths and weaknesses?
What marketing activity has the greatest impact?
Where to get the best return from your marketing spend?
How to improve your career services?
How to strengthen your alumni relations?
What students think of your key competitors?
What role sustainability should play in your offer, curriculum and operations? and
How to grow the reputation of your programmes and stand out in a crowded and competitive market?

Over seven years, more than 60,000 respondents have taken part in The Business of Branding. Respondents have been drawn from almost 100 business schools in over 20 countries.

Each participating school receives a global report and a personalised report on the strengths and weaknesses of their business school, as well as an on-campus presentation with a detailed discussion of the survey results. Data is broken down by the different staff, student and alumni groups responding.

The Business of Branding helps you to better promote your business school to prospective students, to improve marketing effectiveness, to enhance career services and build stronger alumni relations.