



## HHL featured in Princeton Review's "The Best 294 Business Schools, 2012 Edition"

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According to Robert Franek, Princeton Review Senior VP-Publisher, "We recommend HHL - Leipzig Graduate School of Management to readers of our book and users of our site, [www.PrincetonReview.com](http://www.PrincetonReview.com), as one of the best institutions they could attend to earn an MBA. We chose the 294 business schools in this book based on our high opinion of their academic programs and offerings, as well as our review of institutional data we collect from the schools. We also strongly consider the candid opinions of students attending the schools who rate and report on their campus experiences at their schools on our survey for the book."

"The Best 294 Business Schools: 2012 Edition" has two-page profiles of the schools with write-ups on their academics, student life, and admissions, plus ratings for their academics, selectivity, and career placement services. In the profile on HHL, the Princeton Review editors say that the school "offers a stellar reputation along with an affordable price tag. MBA candidates at HHL would greatly appreciate the program's entrepreneurial focus and would also be quick to highlight the "great strategy and finance department?•?•. They quote from students attending it who find their teachers "very friendly, helpful, and competent.?•

In a "Survey Says . . ." sidebar in the profile, The Princeton Review lists topics that HHL students it surveyed were in most agreement about. The list includes: "Finance, Accounting, General Management." The Princeton Review's 80-question survey for the book asked students about themselves, their career plans, and their schools' academics, student body and campus life.

The Princeton Review does not rank the schools in the book on a single hierarchical list from 1 to 294, or name one business school best overall. Instead, the book has 11 ranking lists of the top 10 business schools in various categories. Ten lists are based on The Princeton Review's surveys of 19,000 students attending the 294 business schools profiled in the book. (Only schools that permitted The Princeton Review to survey their students were eligible for consideration for these lists). Conducted during the 2010-11, 2009-10, and 2008-09 academic years, the student surveys were primarily completed online. One list, "Toughest to Get Into,?• is based solely on institutional data. (All schools in the book were eligible for consideration for this list.) The lists are posted at [www.PrincetonReview.com](http://www.PrincetonReview.com).

### The Princeton Review

The Princeton Review is an education services company based in Framingham, MA, with editorial offices in New York City. It is known for its test-prep courses, education programs, tutoring services, and more than 150 books published by Random House. The Princeton Review is not affiliated with Princeton University and not a magazine.

### HHL - Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially minded leaders. In addition to HHL's international focus the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The courses of study include full and part-time Master in Management as well as MBA programs, a Doctoral program and Executive Education. In the 2011 Financial Times Masters in Management ranking HHL's full-time M.Sc. Program was ranked 19th in the world. With a leap forward of 19 places HHL has been climber of the year 2011 in this ranking in which it also holds 4th place for the salaries of alumni as well as 1st place for its "Entrepreneurship" orientation. In the 2010 Financial Times European Business School Ranking HHL reached 59th place. In the current ranking by the Latin-American business magazine *AméricaEconomía* HHL scored 33rd place and is therefore the best German business school in this ranking. Further information: [www.hhl.de](http://www.hhl.de)

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Handelshochschule Leipzig (HHL)

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden.  
[www.hhl.de](http://www.hhl.de)

Anlage: Bild

