

6 May 2005

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Dear Sir

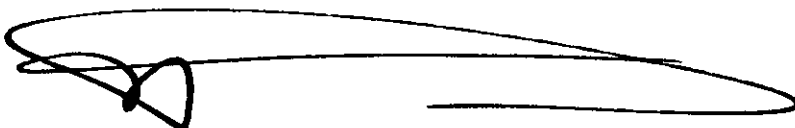
### **Cranfield MBA Scholarships**

I am writing to you with an offer that I hope you, and your membership, will find attractive.

I have recently been appointed to the post of MBA Recruitment Director at the Cranfield School of Management and a feature of the Cranfield MBA Programme that I am anxious to enhance is the wide range of occupations that our students are drawn from. A broadly based student body brings additional value to the Programme owing to the range of experiences and knowledge that are brought to bear on business problems. Studying for an MBA is not cheap and in view of the value we place on broadening the student cohort we are prepared to offer any candidates who are members of your Institution, and who meet our entry requirements, a generous scholarship toward tuition fees.

I believe this offer will be of great value to younger members of your Institute who would like the opportunity to study management at a high level in preparation for a senior management role in the near future. I would appreciate it if you could bring this offer to the attention of your membership, and may I suggest you invite anyone who is interested to visit the Cranfield School of Management's web site at [www.cranfieldmba.info](http://www.cranfieldmba.info). The website contains full details of the Full-time MBA Programme, including a downloadable application form. I hope you will view this opportunity for a promising manager to study for an MBA at one of the country's best management schools as an offer of real value.

If you or any potential candidates wish to discuss the offer further, please contact Eileen Fisher or Andrea Colman on 01234 754431/2 or email [mbadmissions@cranfield.ac.uk](mailto:mbadmissions@cranfield.ac.uk).



**SÉAN RICKARD**  
Director of MBA Recruitment