The European MBA Ranking 2021

from
puls Marktforschung GmbH
Franziska Erber
+49 (0) 911 9535-448
erber@puls-marktforschung.de

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The European MBA Ranking 2021

Rank 2017-2019	Institution	Country	Graduates' salaries in US dollars	Employment rate	Index
1	London Business School	UK	164,046	94%	117.1
2	University of Cambridge: Judge	UK	163,371	88%	113.6
3	Iese Business School	ES	149,051	93%	111.0
4	IE Business School*	ES	161,235	85%	110.3
5	HEC Paris	FR	138,184	92%	106.4
6	IMD Business School	CH	154,454	81%	106.3
7	University of Oxford: Said	UK	148,738	82%	104.6
8	Zurich Elite Business School	CH	117,145	100%	102.5
9	Cranfield School of Management	UK	123,146	92%	100.7
10	SDA Bocconi School of Management	IT	126,614	87%	99.1
11	Warwick Business School	UK	113,791	95%	98.8
12	Imperial College Business School	UK	119,354	88%	96.7
13	Mannheim Business School	DE	104,769	95%	95.4
14	City, University of London, The Business School (formerly Cass)	UK	122,948	83%	95.0
15	University of St Gallen	CH	134,184	75%	94.7
16	Alliance Manchester Business School	UK	126,652	76%	92.8
17	University College Dublin Smurfit	IE	110,870	86%	92.3
18	The Lisbon MBA Catolica / Nova	PT	113,595	81%	90.7
19	Essec Business School*	FR	100,161	67%	76.8
20	Vlerick Business School*	BE	97,960	62%	73.7

Source: *puls* Marktforschung GmbH

* Values not available for all years: Vlerick Business School only 2017, IE Business School only 2017 and 2019, Essec Business School only 2018 and 2019

Introducing ourselves

Founding year:	1992
Permanent employees:	18
Head office:	Schwaig near Nuremberg
Core business:	Individual market research concepts and recommendations for successful brand strategies and marketing concepts.
Goal:	*For Better Decisions*
Membership:	ADM.

Source: *puls* Marktforschung GmbH

References

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BCG
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Ford
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REIFF
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VGN
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Vive la Car
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webmobil24
WHEELS
WESTERN UNION
Yareto
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ZF

puls – market research and recommended measures for better decisions and strategies

For Better Decisions – For more than 25 years, *puls* Marktforschung has concentrated on securing the market success of companies through implementation-oriented market research.

18 highly qualified employees work on the implementation of customised market research studies. There is no market research project at *puls* without recommendations for measures to optimise customer loyalty and market exploitation.

The guiding principle of *puls*' work is the performance promise *"For Better Decisions".* A steadily growing number of national and international companies are convinced by the brand navigation concept developed by puls. Global players such as Audi, Opel, Volkswagen, GORE-TEX, ZF Services, Uniqa or BASF secure their further growth through customised market research by *puls*, as do medium-sized companies.

puls Marktforschung GmbH

Röthenbacher Straße 2
90571 Schwaig near Nuremberg
Germany

Phone **+49 911 9535-400**
Fax **+49 911 9535-404**

info@puls-marktforschung.de
www.puls-marktforschung.de

pulsMarktforschung · pulsmarktforschung · pulsMafo · puls Marktforschung