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https://www.100test.com/kao_ti2020/333/2021_2022_personal_s_c107_333816.htm LANCASTER，也是最喜欢的学校，通知我被录取之后……总算有资格说一点点经验了。我重申一下我的条件，北大电子系，GPA2.18out of4），没有任何工作经验，除了一些协会活动。现在边写书，边申请。经过姐夫和外教修改的PS……已经很PP了

Personal Statement
Being brought up in Beijing in an educated family, I was fortunately given the best education in China. In my childhood I preferred reading books to satisfy my curiosity. I never ceased to contemplate over the questions I encountered. Such objects as history and psychology had a special fascination to me and my knowledge of social science as well as interest in this field was increasing rapidly. Gradually, my interest and curiosity becomes commitment toward business studies. As a high school student in China, I had to concentrate on the College Entrance Examination (CEE), even so, books not related to the exams were never excluded from my life. Unfortunately when I was admitted to Peking University with an outstanding CEE result in the millennium year, a frustrating period began. I enrolled in the department of electronic and information technology. Although I am interested in, I was not allowed to study social science because of the pressure from the social atmosphere years ago. Any attempt to persuade myself to focus on my major was failed at the beginning of my college life. After several terms, I realized that I would never be interested in being a scientist or an engineer. At that moment, I lost

my direction and objectives. My persistence in reading saved me from the dark situation. As a matter of fact, I enjoyed reading the books included Encyclopedia Americana, “ History Study ” by Toynbee, and some magazines of marketing and advertisement. I began to notice something interesting: Why do we prefer this product to another? Why some company could sell more than others do? Why companies spent so much money on advertisement? With the questions in my mind, I started to read many relevant books. I was lucky to read “ The End of Advertisement As We Know It ” by Sergio Zyman, who disillusioned those addicted in the myth of advertisement and pointed out sharply that advertising is not an art but a part of marketing, the final goal of which is merely earning money. I even sat before a television just to analyze advertisements. Studying by myself for more than 1 year, I answered some of my questions when more questions were found. Moreover, I began to design advertisements myself for some products as if I had been a manager. definitely I was increasingly interested in what I was doing. By December, 2002, I have finally determined to take marketing as my career instead of IT. To answer the unsolved questions and accumulate more relevant knowledge, I decided to find some part-time job and read more books after my graduation. At that time, The president of Advertising Association of PKU offered me an opportunity to participate in an training held by a famous Japanese company , DENTSU , in Renmin University of China in Nov ,2003. During in-depth discussions [1] [2] [3] 下一页 100Test 下载频道开通 ,

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