

Mace Your Case

How to beat the living shit out of your job interview!

Hey there, college senior! As you might have noticed, the economy totally sucks! It doesn't take a professional i-banker to know that the business world is in the throes of some serious belt-tightening. That means no more lavish lunches. No more Friday afternoon money fights. And, most importantly, no more blowing \$60k a year on some fresh-out-of-college hack just because she founded a school for deaf Nepalese kids with AIDS over spring break. Yes, getting a sweet consulting job is going to be harder than ever, and that's why we wrote this guide—to help you kick the crap out of your case interview, and get started on the corporate-whore career you always thought you'd never dream of having!

If you're reading this guide, chances are you've been thinking about a career in consulting ever since you could say "supply-chain logistics." You do know what we mean by "consulting," don't you? Wait, don't you? Okay, to be honest, neither do we. But, according to our research, a consultant's job is to make money by being smarter than the CEO of the company that hired her. As a student at an elite university, you should already know what percentage of the population you're smarter than. If that number's high—and it must be, because you bought our guide!—then you should consider consulting as a career, or at least a quick way to pay your student loans.

But, there's a catch! The job market for aspiring consultants is tighter than ever, and the major firms are becoming more skilled at separating future MBAs from future McManagers. Their most effective tool is the "case interview," in which they'll ask you to solve a hypothetical business problem given zero resources, insufficient information, and barely enough time to pee your pants. They want to see your capacity for thinking through complex issues, coming up with creative ideas, and expressing yourself with an abundant use of jargon. In other words, it's just like philosophy section. To come away from a case interview with top marks, you'll need an edge.

Something that sets you apart. Something that says, "I'll bathe in the blood of your competitors while devouring the hearts of their children." And that's where this guide comes in.

Our recommended approach, like the board game Othello, is easy to learn yet difficult to master. It consists of three parts:

(1) Select an appropriate framework for answering the question. This may be a simple costs vs. revenues tally, or the famous "3C" model—customer, competition, carnage. In a pinch, a few jabs to your interviewer's face can be a clear way of saying, "Here's your framework, beeyotch!"

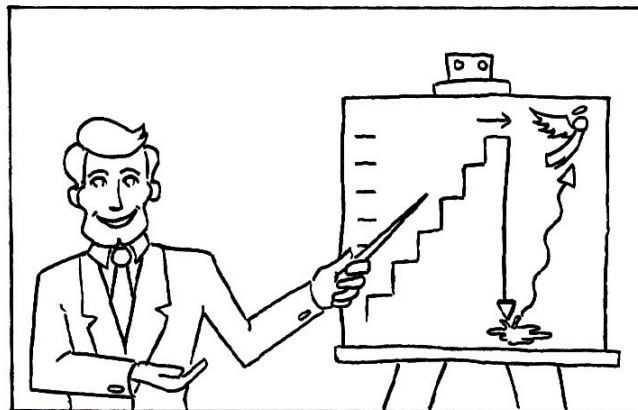
(2) Think "outside the box"! For instance, don't forget that the mafia is a cost-efficient way to increase market share and profits. Many successful corporations (e.g. Disney, Martha Stewart Living Omnimedia) thrive because they know exactly who their enemies are and how to take them out. Bring a cell phone! It's never poor form to make your point by calling in a hit on someone in the waiting room.

(3) Remember: personality counts! Always smile and shake hands. Be sure to get your interviewer's business card, and don't forget to inform him that you already know where he lives!

To help you see our strategy in action, here's an excerpt from an actual final-round interview at Merbainsey Partners:

Interviewer: *Pretend you've been hired to build a commuter rail system to connect the ten most populous suburbs of Des Moines with the city center. How much will it cost to complete the project?*

Candidate: That's a great question! I think we should look at this project using Hornwick and Gerapolous's exploitation/extortion model, which I learned about in the graduate-level economics seminar that I got an 'A' in. According to their theory,



any civil engineering project can be accomplished at zero cost if you know, as they say in the business world, "whose nuts to grab." In order to build the railways, we should use convicts from a local prison—they'll prefer grueling round-the-clock labor to being raped by their cellmates. The train cars will be donated by the Amtrak Corporation, in exchange for the only extant copy of a video I will obtain of the CEO's daughter flashing her assets at a biker bar. Finally, to figure out all the details, we'll hire a professional firm to draw the up the blueprints—and then we'll fire-bomb their office when they come to collect payment. By the way, did you know that I've been trained to kill a man using only a ball-point pen and my own necktie? That's pretty economical, too!

Our candidate was hired faster than you can say "sociopath"—a word, as we like to point out, just a few letters away from "successful businessman." He went on to secure six figures and a private parking space through careful negotiation with the firm's human resources director—involving a metal folding chair and a randy orangutan.

We hope our advice has prepared you to utterly annihilate any pansy-ass case question that might be lobbed your way. Remember, being competitive in today's job market isn't about what you know—it's about how dangerous the other guy thinks you are. ☺

Thank-yous from Teresa

Thank you

Dear Uncle Luke,
Thanks for the \$500 check. It would have really helped pay for my books, if only the check hadn't bounced. Could it be because of Aunt Miriam's trip to B. Ford's over Labor Day weekend?
Hope it all works out,
Teresa

Thank you

Dear Dad,
Thanks for the \$25. I bought beer. Red Dog. I hope you have fun with Suzie in Atlantic City this weekend. Tell her I keep her husband in my thoughts, and I'm sure he'll come out of the coma any day now.
Crossing my fingers,
Teresa

Thank you

Dear Aunt Nikki,
I really appreciate the 10-page birthday letter about your husband, kids, and liver problems. I was thinking, you know how you complained about little Oscar chatting excessively? Well, there's this condition called Williams syndrome, where a person has an incredible mastery of language, yet also has an extremely low IQ. I think it's hereditary.
Praying for you,
Teresa

Thank You

Dear Mark,
The picture you drew for me was really interesting. I'll keep it with the ones you've given me for all my birthdays. I used to wonder what it would be like to have a younger brother, but I realized when you turned 30 that you're only technically my "older" brother. Good luck with those remedial reading classes.

Sincerely (that means from the bottom of my heart),
Teresa

Thank you

Dear Annie,
Thank you for the party last night. The gifts your drunk friends left in the shower were really appreciated. I hope your hang-over clears up soon. Don't mind me if I practice my French horn today while you're sleeping - it's been years since I've played.
Your grateful roommate,
Teresa

Thank you

Dear James,
I just wanted to drop you a note to thank you for the beautiful necklace. I'll stop by later tonight to show my appreciation.
Love,
Teresa

From the Desk of James

Dear Mom,
I don't know what happened to your antique diamond necklace, but I'll keep a look out for it. Maybe grandma stole it when she came over last week. She's so senile in her old age. Did I tell you she tried to cook a soufflé in the washing machine?
Your devoted son,
James

Cars Bring Meaning to My Life

by Thomas Lubitz, resident of Car Commercial World

Don't you just love car commercials? The windy roads, the rerecorded pop hits, the hilarious automobile-based comedy that seems to permeate all aspects of life? Haven't you ever wished you could visit that world?

Well, that's where I live! It's a magical place where getting to the nearest car dealership is as easy as off-roading up a heavily forested mountainside. I go to

Sometimes my anticipation is so intense that I actually have full-body hallucinations of driving upon touching the hood!

each of the major dealerships at least once a week. Nothing compares with the thrill I get when I talk to a friendly car salesman about the newest Excitra, Sportletica, or Statussymbolantra. I become overwhelmed with the thought of the adrenaline rush and spiritual enlightenment that always accompany my first experience in a new car. Sometimes my anticipation is so intense that I actually have full-body hallucinations of driving upon touching the hood! My powers of reason are defense-



less against this sensory overload, making it hard to decide whether or not to buy a particular model. But it's okay, because our government finances a new car for each citizen every week. If it feels right, I say, "I'll take it." What's \$23,817.99?

Although I don't have to give the slightest thought to any aspect of financing my car purchases, I nonetheless get a visceral thrill when I find a price that the manufacturer proclaims as "low." Often my incredulity gets the better of me, and the salesman has to reassure me that, yes, the deals really are that good. And although I don't understand what mysterious buzzwords like "MSRP" and "cash-back incentives" mean, I love hearing them!

I always make sure my cars have good stereo systems, because I like listening to 30-second covers of mediocre songs. I often enjoy it when the lyrics have been rewritten to be about my favorite dealership, but sometimes I just want to hear a slick, formally trained singer soullessly deliver the original lyrics. I'm kind of a purist that way, I guess.

My life is filled with comedy, often at 30-second intervals. Sometimes I laugh at others because their cars lack an obscure special feature that's standard on mine. My cars' features always seem to come in

handy in ways that are so embarrassing for those inferior consumers! But that's not to say I'm perfect. No, I have my share of (admittedly adorable) foibles that are regularly noted by my wise and attractive wife Montana. For example, I often get out of bed in the middle of the night just to go to the garage and stare in wonder at the beautiful car I bought that day. Montana usually arrives about half a minute later to chide me humorously.

All joking aside, there's more than a grain of truth to an ancient saying in my country, "The automobile is the only reason to live." Cars are the source of my excitement, joy, love, and entire identity. Since I can buy a new car every week—two per week if I actually go to work—living my life in a state of eternal bliss and oneness with the universe is no sweat. The good news is that you too can have this life, but you had better act now, because the portal to my world is only open for a limited time. ☺

(Excludes tax, tags, and freight. Some restrictions may apply.)

Thomas Lubitz is a professional driver on a closed course.

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Reading Comprehension

The passage below is followed by questions analyzing its content. Answer the questions on the basis of what may or may not be stated, implied, or vaguely hinted at in the passage.

The following is an excerpt from a work published in 2000 by Antwan "Andre Three Thousand" Patton:

5 Sir Luscious got gator belts
And patty melts and Monte Carlo's
And El Dorado's
I'm waking up out of my slumber feeling like Ralo
So follow it's your time at the Apollo
Minus the Kiki Shepard
What about a ho in a leopard - print
Teddy Pender - grass cooler than Freddie Jackson
10 Sippin a milkshake in a snowstorm
Left my throat warm in the dorm room at the AU
We do hey you And might do some cake too
But you must have me mistaken
With them statements that you make
15 Ain't nobody dope as me I'm dressed so fresh so clean
(So fresh and so clean clean)
Don't you think I'm so sexy I'm dressed so fresh so clean
(So fresh and so clean clean)
Ain't nobody dope as me I'm dressed so fresh so clean
(So fresh and so clean clean)
20 I love when you stare at me I'm dressed so fresh so clean
(So fresh and so clean clean)

25 Canary yellow seven house of business on display
My n***a Bungle whipped it up so I gone get my rims today
So a n***a can ride out to the colorful hideout
I'ma show you how to wild out like Jack Trippa
Let me be bambino on your snippas
YKK on yo zippa lick you like a lizard
When I'm slizzard or sober 6 million ways to fold ya
Like Noah I get crews to choose and you get pretty deep
30 But I'll call yo ass round 8 - ish I know you'll be there for me

- The mood of this piece is best described as
(A) confident
(B) quirky
(C) fresh
(D) clean

- Which of the following does Sir Luscious lack?
(A) Gator belts
(B) Patty melts
(C) Organic pelts
(D) A slizzard

- What is the purpose of the Kiki Shepard allusion?
(A) It tells the name of Ralo's lover
(B) She is the ho in the leopard
(C) She's dead like Teddy Pender-grass
(D) She might not be dead, but she's definitely not fresh and clean

- The term "AU" in line 10 refers to:
(A) A precious metal
(B) An educational institution
(C) A continent with kangaroos
(D) The freshest/cleanest vowels in the alphabet

- Which of the following is an endangered species?
(A) Snippa (26)
(B) Zippa (27)
(C) Slizzard (28)
(D) Kiki Shepard (6)

- Lines 15, 17, 19 and 21 show which literary device?
(A) Chiasmus
(B) Synecdoche
(C) Onomatopoeia
(D) Repetition

- Which of the following terms would the speaker most likely use while referring to "snowstorm"?
(A) "waking up out of my slumber" (4)
(B) "a ho in a leopard-print" (7)
(C) "cooler than Freddie Jackson" (8)
(D) "like Noah I get crews to choose" (29)

- The speaker's attitude towards the people he mentions is best described as a combination of:
(A) Approval and resentment
(B) Respect and curiosity
(C) Biblical adoration and post-modern arrogance
(D) Drug fumes and shampoo

- What does "it" in line 23 refer to?
(A) "my throat" (10)
(B) "house of business" (22)
(C) "my rims" (23)
(D) "YKK on yo zippa" (27)

- What is the speaker's didactic message about cleanliness?
(A) Cleanliness in one's dress is present if and only if there is considerable freshness.
(B) Cleanliness will only be maximized with a lizard licking one's body.
(C) Only opulent types like Sir Luscious are clean.
(D) Alright, I'll admit it, even we don't know what the hell he's talking about.



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A Sharp Solution to New Haven's Economic Woes

In the sink-or-swim world of American tourism, cities try to distinguish themselves in many different ways. Some towns have tried to attract tourist dollars through the construction of a "world's largest" object. For example, Akron, Ohio is home to the largest tennis racket in the world. Yorkville, Vermont proudly displays the world's largest jar of hot sauce. Unfortunately, a cash-strapped city like New Haven may not possess the up-front capital needed to build a world's largest object. I therefore propose an alternate solution to New Haven's economic ills—we must become the something-or-other capital of the world. For instance, Wellfleet, Massachusetts bills itself as the peat moss capital of the world; they have more peat moss than anybody else. The citizens of Barry, Illinois spent years emptying out their pockets in order to become the world's capital of lint. You get the idea.

Happily, our fair city doesn't have to change a thing to earn a title as laudable as this. We already do something better than any other city on Earth: stab each other. That's right, the latest census data states that New Haven has more stabbings per capita than any other place in the world. All that's left to do is appropriately package this concept.

The Office of Public Relations recently came up with a new slogan for the city: "New Haven: C'mon, Live a Little." This slogan should be immediately changed to "New Haven: C'mon, Get Stabbed a Little." Every tourist from Muncie to Munich would surely make it a point to stop off during his American visit to get stabbed in the place where they do it better than anyone else. And after the stabbing is complete, a certified EMT will patch you back up for just \$49.95. If you want your lost blood to be put towards a good cause, representatives from the Red Cross will also be on hand. And don't forget the gift shop, be-



Stabbings in downtown New Haven, October 2003 (City Hall Board of Statistics)

cause who wouldn't like to commemorate their brush with death in the form of, say, a souvenir plastic knife emblazoned with an outline of the mythic New Haven skyline (patent pending).

If that plan makes you feel a little too squeamish, I've got more. How about this one: "New Haven: C'mon, Get Your Car Jacked a Little." Or "New Haven: C'mon, Contract Syphilis a Little." Or maybe "New Haven: C'mon, Live a Little...and Then a Little Less." ☺

THE OSCAR WILDE WEST
 BY MICHAEL RAE-GRANT



Unbiased Reporting?

For about a week, www.cnn.com@66.111.43.11 let users create a facsimile CNN.com webpage that displayed their own fake "news story" that they could send out to fool their friends. The site spread rapidly, but was quickly shut down because of obvious legal difficulties. Here, completely unedited, are just a few of the headlines.

CNN Mark Wallace is Gay

CNN Olsen Twins decided on Bowling Green University

CNN Eaton, Ohio named a possible site for Olympic games

CNN Local serial killer moves into the neighborhood

CNN Superman is Real!

CNN Kevin Receives Nobel Prize

CNN Harry Potter actor eaten by wolves

CNN Olsen Twins to Attend Texas A&M

CNN Actor Ewan McGregor Reveals He is Gay

CNN A BOY NAMED NICK IS GAY

CNN Justin Baum is a fucking gaylord

CNN Breaking News - Mike Fedor Is Gay

CNN Mike Dusch is a Punk

CNN Nick Butler is my Bitch

CNN Mathew Wilson is in fact a retard

CNN Young Man Is Victorious in Norway

CNN Olsen Twins Set to Attend Xavier University of Ohio

CNN Indiana University Student Kathy Nott Voted Sexiest Filipino

CNN Matt Dudley named Biggest Fat Ass in the World

CNN Alicia LaFrance wins 'World's Biggest Hooker' contest

CNN Kate Kalowski found in bed with 12 females!

CNN DIANE LOVES THE COCK

CNN Dave Pohr found Masturbating in own Feces

CNN Nate Staab Murders Douche Bag that Created Fake Olsen Twin Story

CNN Rodolfo is Gayyyyyyyy!!!



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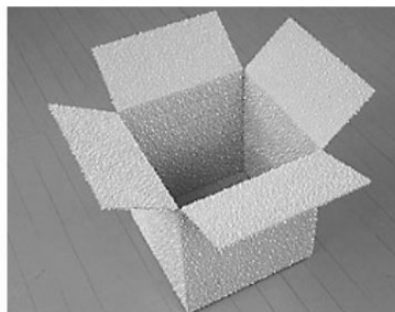
BY GEORGE L. BILBE

The book concerns the theatrical depiction of manic-depressive behavior and the evolution of a screenplay involving a manic episode during mid-life despondency. It provides a law teacher's take on legal education and an insider's view of manic-depression. The scatology is intended only to be humorous and may disappoint those seeking primarily that element. Hailed as hilarious, it's received good reviews from both shrinks and English professors. Excerpts and reviews can be found at www.sinewavepress.com. Buy a copy there or through other on-line sellers. Also available at the Yale Bookstore. Pick it up for \$14.95 (excluding tax and postage).

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