

Most common essay problems

1. Supporting facts in defining nanotechnology were shaky.
2. No mention of McKinsey whatsoever.
3. No concrete suggestions for what McKinsey could actually do as a consulting firm (not a tech company).
4. Poor writing or poor writing style.
5. Not enough facts marshaled as to why McKinsey should get involved (Funding levels? Projected market?)
6. References?
 - a. Not citing
 - b. Citing badly
 - c. Not giving a good reason for mentioning someone's name (Roco, Swiss Re)