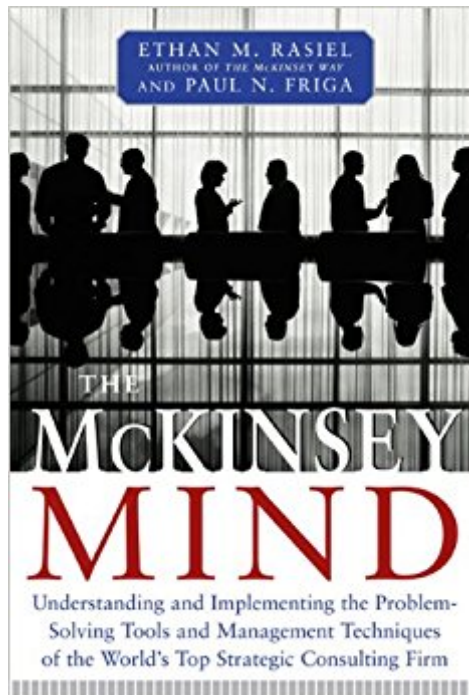




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# McKinsey Mind (Management & Leadership)



## Synopsis

The groundbreaking follow-up to the international bestseller *The McKinsey Way*—a hands-on guide to putting McKinsey techniques to work in your organization. McKinsey & Company is the most respected and most secretive consulting firm in the world, and business readers just can't seem to get enough of all things McKinsey. Now, hot on the heels of his acclaimed international bestseller *The McKinsey Way*, Ethan Rasiel brings readers a powerful new guide to putting McKinsey concepts and skills into action—*The McKinsey Mind*. While the first book used case studies and anecdotes from former and current McKinseyites to describe how "the firm" solves the thorniest business problems of their A-list clients, *The McKinsey Mind* goes a giant step further. It explains, step-by-step, how to use McKinsey tools, techniques and strategies to solve an array of core business problems and to make any business venture more successful. Designed to work as a stand-alone guide or together with *The McKinsey Way*, *The McKinsey Mind* follows the same critically acclaimed style and format as its predecessor. In this book authors Rasiel and Friga expand upon the lessons found in *The McKinsey Way* with real-world examples, parables, and easy-to-do exercises designed to get readers up and running.

## Book Information

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## Customer Reviews

This book is not as insightful as how the title makes it out to be. It misses the fundamental point is that the reason McKinsey is so successful is because it knows the subject matter cold. Or at least it knows it from one client in the industry to apply it to another. It's great to have the frameworks and ideas discussed in the book from a theoretical standpoint but the authors really need to acknowledge the whole subject matter concept. Not everybody reading this book will have the benefit of an org with a 120 year legacy (and knowledge practices on how to acquire subject matter expertise). The book should have recognized that from the outset, and at least made an attempt on how to go about (in a simpler way) the process by which the reader should acquire it.

Truly an excellent book to read about McKinsey that helps you appreciate the first and many of their best practices. Any management consultant would benefit from this read.

A very well written book with an easy to follow flow and good illustration of problem-solving tools and how to use them within one's business or for others!

Is this a 5 star book or a 2.5 star book? Well, it depends which of these 2 questions are you trying to answer: 1) Are you trying to find out the consulting methodology that the Firm uses in order to solve problems and have their clients come back for more? 2) Are you trying to find out what analytically consulting tools does the Firm use? If you have selected number 1, then you will love (5 star) this book, because it is a window into the McKinsey world and it primarily focuses on the consulting methodology used by the Firm, but at a high level. (It also touches upon a few problem solving tools like the Issue Tree, Quick and Dirty Test, Hypothesis and Decision/Logic tree, but at a superficial level.) If you have selected number 2, then you will be disappointed, since the authors show only a few tools and, even then, they only go into it at a high level; therefore, you might be inclined to rate this book poorly.

After reading McKinsey way, I immediately went out and bought this book. Don't get me wrong, there is a lot of good stuff in here, but I was just not impressed. I think I will reread it, and see if I can draw more from it, but the chapters were not interesting in the first read through. No strategy book is

a complete waste, and I got a lot out of it, it was just not what I expected. Todd Hagopian President/CEO Hagopian Institute Author of the popular "Quote Junkie" book series and the brand new "Idiom Junkie" series

This is a book of very practical content for consultants, leaders and managers...anyone who regularly solves problems or leads strategic initiatives. There are supporting illustrations and step-by-step instructions to take consulting to the next level. A must read for consultants and leaders!

It is a good book but there are no updated versions. Nevertheless, it is worth reading it.

Learning how McKinsey works and thinks is massively beneficial for anyone wanting to become a consulting, especially if they have never been exposed to the field before. I follow it when addressing large 100+ page papers, as well as presentations. The book does get a little lavish with 'the firm' and the sources of evidence used for ethos become obviously repeated and little but still a good book

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