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Taking a step-by-step approach, "The McKinsey Mind" looks at the McKinsey mystique from every angle. Owners, executives, consultants, and team leaders can look to this comprehensive treatment for ways to: follow McKinsey's MECE (mutually exclusive, collectively exhaustive) line of attack; frame business problems to make them susceptible to rigorous fact-based analysis; use the same fact-based analysis in conjunction with gut instinct to make strategic decisions; conduct meaningful interviews ...

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9780071374293: The McKinsey Mind: Understanding and ...
I found The McKinsey Mind a much more grounded and practical book than I expected. Yes it is a peek into the minds of two McKinsey-ites but what I loved about it was being able to pick up a couple of different tools and approaches that I could integrate into my existing business practices right now.

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consultants, describe the methods that the famed firm uses in improving the performance of its consultants. These techniques, which relate to problem solving, management and communications, combine to produce the equivalent of a basic MBA textbook.

McKinsey Mind: Rasiel, Ethan, Friga, Paul:
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This complete summary of the ideas from "The McKinsey Mind" explores the reasons behind the tremendous success of the eponymous strategic consulting firm, and presents the structured

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order to develop (and often
help implement) solutions to
their client's strategic
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