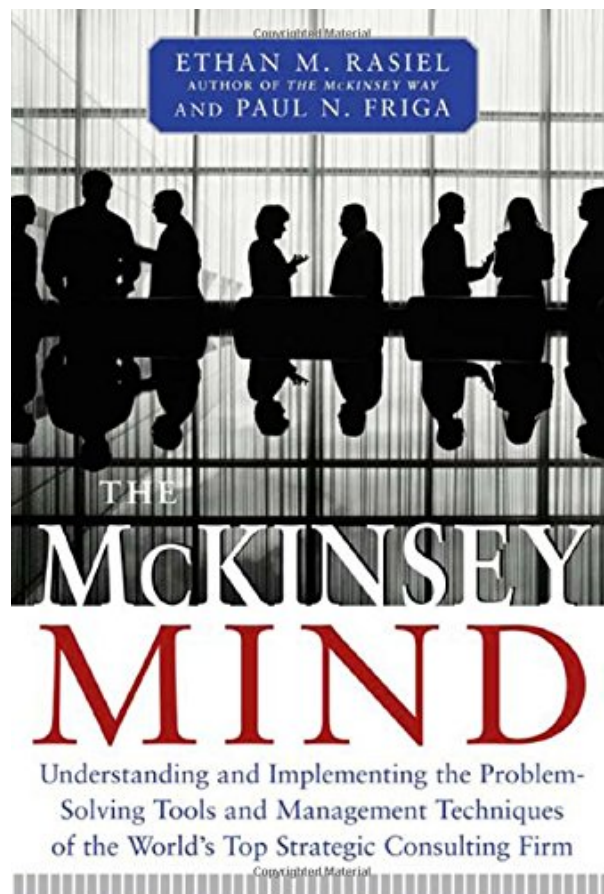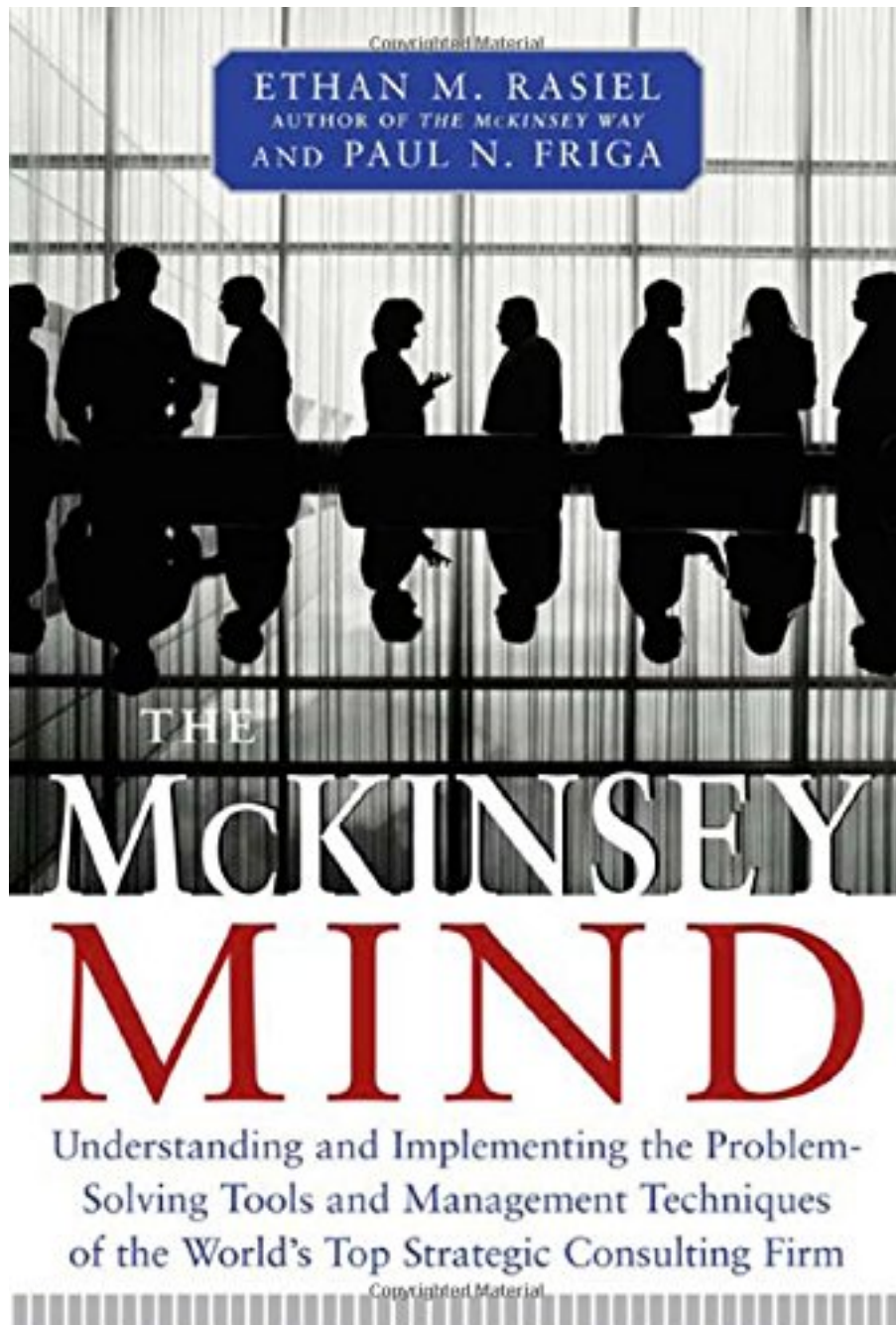# THE MCKINSEY MIND: UNDERSTANDING AND IMPLEMENTING THE PROBLEM-SOLVING TOOLS AND MANAGEMENT TECHNIQUES OF THE WORLD'S TOP STRATEGIC CONSULTI



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The groundbreaking follow-up to the international bestsellera 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 actionThe 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.

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The authors themselves mention the fact that they cannot detail McKinsey's techniques and go on to detail their own methodology "BASED" on the McKinsey methodologies. We don't need teasers and brand leveraged superficial mumbo-jumbo. Facts - these guys need to walk their talk! (Read the "About Confidentiality" section in the "Introduction" chapter).

Not recommended!

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