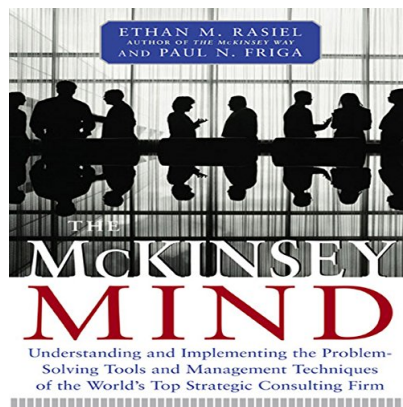


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The groundbreaking follow-up to the international best seller - a hands-on guide to putting McKinsey techniques to work in your organization. McKinsey & Company is the most respected and most secretive consulting firm in the world, and business listeners just can't seem to get enough of all things McKinsey. Now, hot on the heels of his acclaimed international best seller The McKinsey Way, Ethan Rasiel brings listeners 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 listeners up and running.

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