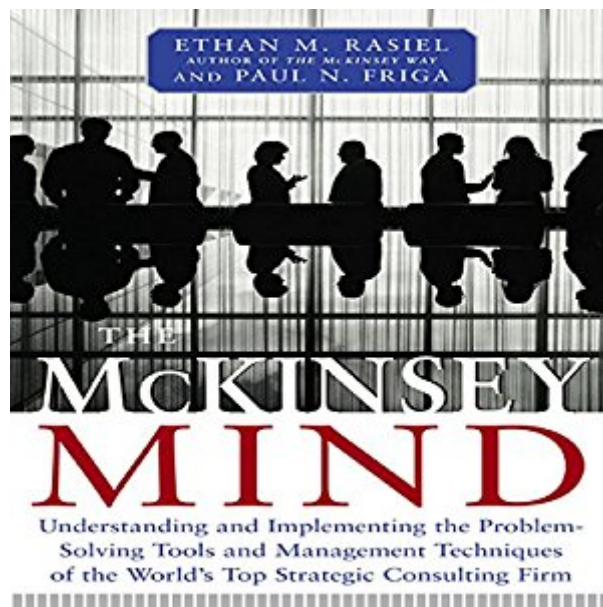


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The McKinsey Mind: Understanding And Implementing The Problem-Solving Tools And Management Techniques Of The World's Top Strategic Consulting Firm



Synopsis

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.

Book Information

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Customer Reviews

This book is more talk and no walk. The book itself does not detail anything new and is very similar to their previous book (*The McKinsey Way*). Infact the authors themselves (in the introductory section of the first chapter) mention that they cannot delve into McKinsey methodologies, but have

gone on to describe methodologies that are _like_ the ones used at McKinsey. If you have read the contents page, you have read the book (this may sound harsh, but it's true). Also the book is brand leveraged and does not even talk about the McKinsey ways. All the authors do, is interview some ex-McKinsey consultants and get high level opinions from them. Extremely superficial read. Do yourself a favor - go get a quantitative business analysis book like: 1. Quantitative Business Analysis: Text and Cases by Bodily, et al 2. Quantitative Analysis for Management by Bonini, et al - and you will have learnt much more than this book can offer. You can then realize what you learnt into daily decision making. Not recommended. Save your money.

For MBAs or others interested in getting a peek inside McKinsey & Company, just read Rasiel's previous book, the McKinsey Way. With some experience working as an Associate (consultant) in New York office, he is eloquent in pointing out the basic consulting skills and some nice-to-have insights into how McKinseyites work. Actually I would recommend Pyramid Principles by Barbara Minto for any MBA student trying to understand how McKinsey consultants think and reason (it will help you in job interviews too), though it is not very reader-friendly and may take you quite some work to understand it. I agree with a previous reviewer that there are no additional insights on how McKinsey works. I would say Rasiel tried but failed miserably. Like a two-year GE manager trying to describe how Welsh ran GE, Rasiel bit off more than he could chew by trying to fathom how McKinsey partners or senior people work and run the firm. 60% of his comments are totally wrong and the worst thing is it would be difficult for outsiders to tell which is right from wrong. Rasiel also tried to stay very high-level and common-sensical which basically made most of the book useless. Skip this one. Don't waste your time and money.

In the introduction the authors cite three McKinsey alums (those that left McKinsey to pursue other careers) who became famous in the biz world: one of them is Jeff Skilling, the ex-CEO of Enron who lied without blinking at Congress hearings! I work as a member of the CSS at the McKinsey NYO and find that the book won't help you a bit whether you are looking to find a job at McKinsey, looking to enhance your position at the firm (and thus to avoid getting "counseled out"), or just wanting to learn how "the Firm" discovers magic pills for corporate diseases. The book follows the same hollow structure as Rasiel's first book and is half a rip-off of McKinsey's BCR training program (plus the ILW and some from the ELW) and half useless interviews with McKinsey alumni who boast after they received the latter end of the "up-or-out" policy they were able to show how inferior their new employers were on the management IQ scale. If you want concrete case studies -- which is why I

picked up the book -- it contains none. It does contain more words than the "McKinsey Way" book, but nothing that will set fire to your imagination or career or profits.

Ok, everyone wants to know how McKinsey does it. Works with leading companies, drives corporate strategy, has great influence and often wind up CEOs in their own right. Unfortunately this book does not deliver in any depth in my opinion. It is more of a casual conversation about McKinsey, how great it is with brief discussions of how they work. Notions such as 'always involve your client' and 'recognize that you may not always have great data' are obvious and not worth the price of the book -- even if you purchased it used -- which I did. If you really want to know how the McKinsey mind works I heartily recommend K. Ohmae's "The mind of the strategist" Ohmae was Mr. Strategy at McKinsey and his book really shows you what's in the mind of this influential company and its consultants. The two who authored this book, are really trading on McKinsey's name, brand and reputation. It's a shame and do not be lured in by the title, read Ohmae's book.

Nothing new in the book. This book is very similar to the first (the McKinsey Way) - more fluff and nothing concrete. Ah! "structure your study", "gather data and interpret it correctly", ... come on.. anybody knows that! How else does one come to conclusions (other than fact based, structured reasoning). If you have read the contents page you have read the book! (This may sound harsh, but seriously it's true!) 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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