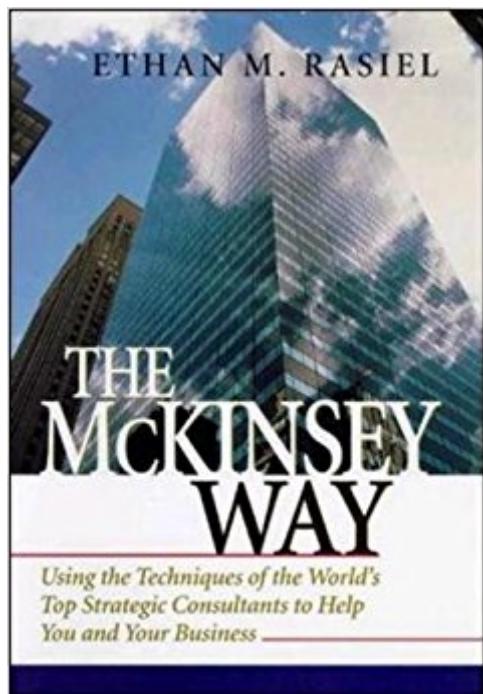


The book was found

The McKinsey Way



Synopsis

"If more business books were as useful, concise, and just plain fun to read as THE MCKINSEY WAY, the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT. "Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

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Customer Reviews

The *McKinsey Way*, by former *McKinsey & Company* associate Ethan M. Rasiel, provides a through-the-keyhole perspective on the way this worldwide consulting institution approaches--and solves--the myriad professional problems encountered by its high-powered clientele. His goal, Rasiel writes, is simple: to communicate "new and useful skills to everyone who wants to be more useful in their business." He then does so by explaining the highly structured, fact-based proprietary methodology that *McKinsey*ites are taught to employ with their Fortune 100 clients, complete with details on the entire process from first considering the basic situation at hand through finally selling a solution to the appropriate powers that be. All of the critical steps (assembling a team, managing a hierarchy, doing research, conducting interviews, brainstorming) are broken down into specific actions and fleshed out with applicable examples that Rasiel has gathered through interviews with dozens of other former *McKinsey* employees. The concluding sections on surviving the mythically grueling pace at the organization, known simply to insiders as "the Firm," are designed to help readers successfully tackle the similar challenges and obstacles they regularly face in their own work environments. --Howard Rothman

Penetrate the *McKinsey* mystique and learn the secrets of the world's most sought after consulting firm. Praise for *The McKinsey Way*: "If more business books were as useful, concise, and just plain fun to read as *The McKinsey Way*, the business world would be a better place." - Julie Bick, Best-selling author of *All I Really Need to Know in Business I Learned at Microsoft* "Enlivened by witty anecdotes, *The McKinsey Way* contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brain-storming." - Paul H. Zipkin, Vice-Dean, The Fuqua School of Business, Duke University "Apt to become the reference book on business management. With the help of *The McKinsey Way*, managers can approach issues they face as if they had a *McKinsey* expert beside them. It will certainly help those of use who cannot afford *McKinsey*!" - Mord Weisler, Chairman, PRI Automation, Inc "The closest thing to getting three years of consulting experience in three hours." - John Alsop, President, Progress Software "The *McKinsey Way* describes a course of analysis that is very powerful, well-written, and

effective."Ã- Ä-Ã- Peter A. Brooke, Chairman, Advent International

Advice is very high level; not exactly a deep dive into McKinsey practices but more of an overview of problem solving and critical thinking as it relates to projects. I understand that the author was trying to make the content relatable to a wide audience, but it comes across as very generic. Reader beware: this book was written in 1999. Methodologies and tools have changed dramatically and I do not believe there has been any revisions/new editions. I would not recommend this book to experienced consultants, but if you are in college and considering consulting then this could be a great introductory text.

As you probably know if you're reading this, if you search for anything "McKinsey" or "consulting" this book is often at the top of your search results, and as you also probably know if you've been looking for a good book on McKinsey, nothing else promises what this provocative title does. I read the reviews and I thought I knew what to expect. Many people said the book was filled with generalities and wasn't useful to anyone with graduate or real world business experience. I took that into consideration but being a 2nd year undergrad I thought I should find at least a few enlightening ideas. Some people even recommend it as useful for the "16-21" crowd, but I would charge even for the average achiever in college the book falls short of expectations and is not worth owning. I'd recommend skimming a borrowed copy though, just to satisfy your temptation for a glimpse at the "McKinsey Way".

It's a decent book but it's clear that the writer is not one of the top partners and you can sense from it that you don't get too deep into the strategic part of McKinsey. It's interesting though as there are few books getting even close to this. Thanks

I got this book for \$1.99. It's definitely worth that amount and my 3 hours of time, but I wouldn't pay a lot more for it. There's nothing you can't find with a good Google search and the a lot of the stories do not add much value to the book.

This book's worth reading if you are a consultant or wish to become one. Don't expect the mystique and dark secrets of McKinsey to be revealed. The "way" is quite simple and obvious to experienced consultants; but probably what new consultants need to accelerate their technique. The style of the book is a little frivolous for my liking in places. It could do with a decent editor. Grammatical

mistakes abound and some of the content could do with it's own medicine - MECE. Waffle and padding abound. In summary: it's worth reading, but take note that the author only spent 3 years at McKinsey and, based on an average engagement length of 6 months, that means about 6 engagements (assuming one engagement at a time). Is that enough to qualify as an authority on the Firm & its "way"? And then there's this constant reference to one consultant named McDermott - shouldn't he just have written the book himself?

Works for anyone interested in subject

It was a good read. It was a book that anyone who is considering consulting as a career. Many of the concepts apply to all consulting firms and businesses

Good read, comprehensive information, good coverage, lots of implementable knowledge and flowing writing makes it comprehensible, gripping and understandable. Thanks

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