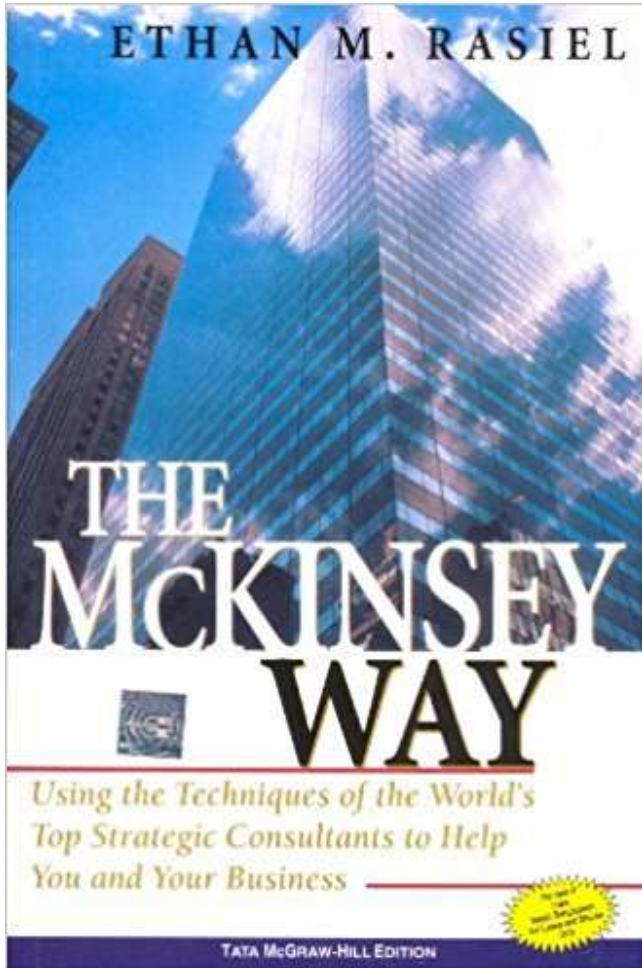


# The McKinsey Way

Dr. Sridhar Manohar



The book titled “The McKinsey Way” is an enjoyable and showers information for the readers who needs brief information on Management Consulting and all related to it? Better picture on what and how work culture and environment in McKinsey & Company. Written by a former associate at McKinsey, Mr. Ethan M. Rasiel who wants to share his experience on some principles about the way McKinsey does business.

McKinsey, the world's largest and most successful strategic consulting firm, has produced many senior partners and "alumni" who have risen to international prominence: Guru Tom "In Search of Excellence Peters", President of American Express Harvey Golub, and best-selling author Kenichi Ohmae, to name a few. The best-selling book "The Witch Doctors" calls McKinsey a "breeding ground for gurus." McKinsey has earned its stellar reputation by selling advice to world-class companies, and when McKinsey speaks, business people, the media, and book buyers listen. And now the McKinsey Midas touch will be available to everyone.

Ethan M. Rasiel shares on how an effective when a message is brief, structured and thorough. Further the practice which he advocates in his book which is less than 200 pages covers a range of topics relevant to consulting. The book is majorly divided into five parts as: (1) The McKinsey way of thinking about business problems, (2) The McKinsey way of working to solve business problems, (3) The McKinsey way of selling solutions, (4) Surviving at Mckinsey and finally (5) Life after Mckinsey. In the first part the author shares on how the management consulting in general are fact based and hypothesis driven with a rigid structure. In the second, the author puts in front the McKinsey's approaches to sell a study followed by the description on the basics of team assembling, hierarchy management, research process, scheduling interviews and brainstorming sessions.

The following section discussion on how the solution could be sold to a client successfully is briefed along with short advices on making presentations, working with clients and getting buy-in from all necessary parts of an organization. The fourth section the global staffing model which requires of frequent travelling, working for long hours, job pressure are discussed along with

authors tips on survival and recruitment styles. The last section goes with Ethan's lesson learned and ends with his memories with McKinsey.

This book probably suits you when you are looking for fun, easy read that teaches more about the management consulting. Secondly, when you don't know much about the McKinsey and Company and when you are eager to learn more on the working culture and structure in the company. Further the book is fruitful for those who wants an overview of how the company approaches the business problems and opportunities that could potentially apply in your own business.

### **From the Back Cover**

**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" Peter A. Brooke, Chairman, Advent International.

**Paperback:** 208 pages

•**Publisher:** McGraw Hill Education; 1 edition (1 July 2017)

•**Language:** English

•**ISBN-10:** 0070534071

•**ISBN-13:** 978-0070534070

•**Product Dimensions:** 38.1 x 3.6 x 58.4 cm

M.R.P.: Rs. 525/-



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