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*Hone your management
strategy and skills for
long-term success—the*

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*McKinsey Way Two books
in one eBook package!
The international
bestseller The McKinsey
Way provides a through-
the-keyhole look at
McKinsey & Company, the*

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*world's leading
management consulting
firm. The McKinsey Mind
reveals the hands-on
secrets behind the
firm's success—and
explains how executives*

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*from any industry can
use those tactics to be
more proactive and
successful in their day-
to-day decision-making.
Now, McKinsey Management
Techniques combines both*

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*books into a single
ebook—so you can access
valuable management
lessons of this
legendary firm wherever
and whenever you have
your eBook reader. The*

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McKinsey
Way-INTERNATIONAL
BESTSELLER

*Get an inside
look at how the
secretive McKinsey works
its magic-and learn how
to emulate the firm's*

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*well-honed practices in
problem solving,
communication, and
management. This
detailed guide teaches
you how to think about
business problems, solve*

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*them, and approach every
aspect of a task the
McKinsey way. Learn how
to: Recruit and mold
elite consultants Sell
without "selling"
Jumpstart research and*

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*make brainstorming more
productive Keep a team
at the top its game*

*Create and deliver
powerful presentations*

The McKinsey Mind The

McKinsey Mind reveal the

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ways in which McKinsey
consultants consistently
deliver their magic—and
how you can apply their
lessons to achieve
exceptional results in
companies from 10

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employees to 10,000.
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Packed with insights and
brainstorming exercises
for honing your
"McKinsey mindset," this
in-depth guidebook helps
you: Frame business

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*problems to make them
susceptible to rigorous
fact-based analysis Use
the same fact-based
analysis—in conjunction
with gut instinct—to
make strategic decisions*

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*Conduct meaningful
interviews and summarize
the content of those
interviews Analyze the
data to find out the "so
what" Clearly
communicate fact-based*

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*solutions to all
pertinent decision
makers Capture and
manage the knowledge in
any organization to
maximize its value
Complex problem solving*

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*is the core skill for
21st Century Teams
Complex problem solving
is at the very top of
the list of essential
skills for career
progression in the*

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*modern world. But how
problem solving is
taught in our schools,
universities, businesses
and organizations comes
up short. In Bulletproof
Problem Solving: The One*

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*Skill That Changes
Everything you'll learn
the seven-step
systematic approach to
creative problem solving
developed in top
consulting firms that*

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*will work in any field
or industry, turning you
into a highly sought-
after bulletproof
problem solver who can
tackle challenges that
others balk at. The*

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*problem-solving
technique outlined in
this book is based on a
highly visual, logic-
tree method that can be
applied to everything
from everyday decisions*

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*to strategic issues in
business to global
social challenges. The
authors, with decades of
experience at McKinsey
and Company, provide 30
detailed, real-world*

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*examples, so you can see
exactly how the
technique works in
action. With this
bulletproof approach to
defining, unpacking,
understanding, and*

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ultimately solving
problems, you'll have a
personal superpower for
developing compelling
solutions in your
workplace. Discover the
time-tested 7-step

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*technique to problem
solving that top
consulting professionals
employ Learn how a
simple visual system can
help you break down and
understand the component*

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*parts of even the most
complex problems Build
team brainstorming
techniques that fight
cognitive bias,
streamline workplanning,
and speed solutions Know*

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*when and how to employ
modern analytic tools
and techniques from
machine learning to game
theory Learn how to
structure and
communicate your*

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*findings to convince
audiences and compel
action The secrets
revealed in Bulletproof
Problem Solving will
transform the way you
approach problems and*

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*take you to the next
level of business and
personal success.
Written for business
leaders and consultants
who are trying to solve
significant problems and*

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*create measurable value.
Readers can view the
templates used in
consulting studies and
how they are used. All
the foundational
strategy and business*

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*analyses tools are
taught along with the
soft skills and
practical tools to solve
any business problem.
This is the only book of
its kind walking the*

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*reader step-by-step
through a complete
consulting study. This
book follows an
engagement team as they
assist a large company
in diagnosing and fixing*

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*deep and persistent
organizational issues
over an 8-week
assignment. Readers will
learn how they
successfully navigate a
challenging client*

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*environment, frame the
problem and limit the
scope, develop
hypotheses, build the
analyses and provide the
final recommendations.*

We have placed the

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*explanation of
management consulting
techniques within a
lively and engaging
storyline, which allows
the reader to truly
understand the*

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*challenges faced on
consulting engagements,
connect with the
characters, and
understand both how and
why they debated
elements of the study.*

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*It is written so that
the reader may follow,
understand, and
replicate a strategic
engagement using the
same techniques used by
the leading firms, such*

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as McKinsey, Bain, and
Consultants To Help You And
BCG. To make the story
Your Business
realistic and useful, we
have worked with one
client engagement
throughout the book.
Using different examples

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*and different clients to
explain concepts would
have made it difficult
for readers to see the
data linkages and
development of the final
recommendations. The*

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*client and engagement
are fictitious. The data
presented are also
fictitious, but they are
based on actual
consulting engagements
and the experiences of*

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the author and the
contributing McKinsey,
BCG, et. al. partners at
FIRMSconsulting.com &
StrategyTraining.com.
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FREE EPISODE FROM THIS
BOOKS COMPANION COURSE
AT FIRMSCONSULTING.COM/S
AAMC*

Learn the fundamentals

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Consultants To Help You And
Your Business
*for a successful career
in Consulting Follow
these 101 tips to become
an expert consultant
Consulting 101 is an
instructional and easy
to read book providing*

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*101 tips for success in
consulting. Using case
studies in many of the
tips, Lew Sauder
provides the reader with
real world situations
that he has experienced*

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*and observed over his
more than 25 year
career. Consulting 101
provides advice on:How
to develop strong
relationships with
clientsHow to develop a*

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*sales focus early in
your consulting
careerHow to become a
better communicatorHow
to develop your personal
brand to advance your
career fasterAnd much*

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more

*Joosr Guide to ... the
Mckinsey Way by Ethan
Rasiel*

*A Former McKinsey
Interviewer Reveals how
to Get Multiple Job*

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Changes Everything

The Essentials

The McKinsey Engagement:

A Powerful Toolkit For

More Efficient and

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*Effective Team Problem
Solving
Beyond Collaboration
Overload
The Firm
House of Lies
The McKinsey Way* McGraw Hill

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Professional

In this pragmatic and accessible business ethics guide, students, entrepreneurs, and professionals learn that business ethics is about so much more than right and wrong. Harvard-educated and

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McKinsey & Co.-trained business
Consultants To Help You And
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leader Robert Zafft shows that
being ethical is not an obstacle to
but an essential building block for
success. --Steven Hellman, CEO
(former), Credit Suisse Russia/CIS
Our intuition on how the world

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works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from

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nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, No Ordinary Disruption: The Four

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*Forces Breaking all the Trends is
a timely and important analysis of
how we need to reset our intuition
as a result of four forces colliding
and transforming the global
economy: the rise of emerging
markets, the accelerating impact*

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*of technology on the natural
forces of market competition, an
aging world population, and
accelerating flows of trade, capital
and people. Our intuitions formed
during a uniquely benign period
for the world economy—often*

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*termed the Great Moderation.
Asset prices were rising, cost of
capital was falling, labour and
resources were abundant, and
generation after generation was
growing up more prosperous than
their parents. But the Great*

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Moderation has gone. The cost of capital may rise. The price of everything from grain to steel may become more volatile. The world's labor force could shrink.

Individuals, particularly those with low job skills, are at risk of

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*growing up poorer than their
parents. What sets No Ordinary
Disruption apart is depth of
analysis combined with lively
writing informed by surprising,
memorable insights that enable us
to quickly grasp the disruptive*

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*forces at work. For evidence of
the shift to emerging markets,
consider the startling fact that, by
2025, a single regional city in
China—Tianjin—will have a GDP
equal to that of the Sweden, of
that, in the decades ahead, half of*

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*the world's economic growth will
come from 440 cities including
Kumasi in Ghana or Santa Carina
in Brazil that most executives
today would be hard-pressed to
locate on a map. What we are now
seeing is no ordinary disruption*

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but the new facts of business
life— facts that require executives
and leaders at all levels to reset
their operating assumptions and
management intuition.

*"Based on extensive interviews
with today's . . . corporate leaders,*

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*this look at how the best CEOs do
their jobs focuses on the mindsets
and actions that foster an
environment of excellence"--*

*McKinsey's Marvin Bower
No Ordinary Disruption
Strategic Storytelling*

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Your Business
*How Management Consultants
Steal Your Watch and Then Tell
You the Time*

McKinsey 7S Framework

*Using the Techniques of the
Worlds Top Strategic Consultants*

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*to Help You and Your
The McKinsey Way*

The must-read summary of
Ethan Rasiel and Paul Friga's
book: “The McKinsey Mind:
Understanding and Implementing
the Problem-Solving Tools and

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Management Techniques of the
World's Top Strategic Consulting
Firm". This complete summary of
the ideas from "The McKinsey
Mind" explores the reasons
behind the tremendous success
of the eponymous strategic

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consulting firm, and presents the
structured problem-solving

process each McKinsey

consultant uses in order to

develop (and often help

implement) solutions to their

client ' s strategic problems. In this

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useful summary, you will learn
how to use the McKinsey
problem-solving methodology, so
as to improve your decision-
making success rate, structure
your thinking about business
problems, and win more people

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Worlds Top Strategic
over to your way of thinking.

Added-value of this summary: •
Your Business

Save time • Understand the key
concepts • Expand your business
knowledge To learn more, read
"The McKinsey Mind" and
discover how to solve problems

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efficiently!

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From the bestselling author of
Blink and The Tipping Point,
Malcolm Gladwell's Outliers: The
Story of Success overturns
conventional wisdom about
genius to show us what makes

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an ordinary person an extreme
overachiever. Why do some
people achieve so much more
than others? Can they lie so far
out of the ordinary? In this
provocative and inspiring book,
Malcolm Gladwell looks at

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everyone from rock stars to
professional athletes, software
billionaires to scientific geniuses,
to show that the story of success
is far more surprising, and far
more fascinating, than we could
ever have imagined. He reveals

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that it's as much about where we're from and what we do, as who we are - and that no one, not even a genius, ever makes it alone. Outliers will change the way you think about your own life story, and about what makes us

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all unique. 'Gladwell is not only a brilliant storyteller; he can see what those stories tell us, the lessons they contain' Guardian
'Malcolm Gladwell is a global phenomenon ... he has a genius for making everything he writes

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seem like an impossible
adventure' Observer 'He is the
best kind of writer - the kind who
makes you feel like you're a
genius, rather than he's a genius'
The Times

Imagine, if you can, the world of

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business - without corporate
strategy. Remarkably, fifty years
ago that's the way it was.

Businesses made plans,
certainly, but without
understanding the underlying
dynamics of competition, costs,

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and customers. It was like trying
to design a large-scale

engineering project without

knowing the laws of physics. But

in the 1960s, four mavericks and

their posses instigated a

profound shift in thinking that

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turbocharged business as never
before, with implications far
beyond what even they

imagined. In The Lords of
Strategy, renowned business
journalist and editor Walter
Kiechel tells, for the first time, the

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story of the four men who
invented corporate strategy as
we know it and set in motion the
modern, multibillion-dollar
consulting industry: Bruce
Henderson, founder of Boston
Consulting Group Bill Bain,

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creator of Bain & Company Fred
Gluck, longtime Managing
Director of McKinsey & Company
Michael Porter, Harvard
Business School professor
Providing a window into how to
think about strategy today,

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Kiechel tells their story with
novelistic flair. At times inspiring,
at times nearly terrifying, this
book is a revealing account of
how these iconoclasts and the
organizations they led
revolutionized the way we think

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about business, changed the
very soul of the corporation, and
transformed the way we work.

The first report in a new flagship
series, WIPO Technology
Trends, aims to shed light on the
trends in innovation in artificial

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intelligence since the field first
developed in the 1950s.

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The Mckinsey Way: Using The
Te

How Great Organizations Build
Ultimate Competitive Advantage
McKinsey Mind

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Boost business performance,
prepare for change and
implement effective strategies

CEO Excellence

The Story of Success

Succeeding as a Management
Consultant

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The Six Mindsets That
Distinguish the Best Leaders
from the Rest

*Change is the one constant
in business, and we must
adapt or face
obsolescence. Yet certain*

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*challenges never go away.
That's what makes this
book "must read." These
are the 10 seminal
articles by management's
most influential experts,
on topics of perennial*

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*concern to ambitious
managers and leaders
hungry for
inspiration--and ready to
run with big ideas to
accelerate their own and
their companies' success.*

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*If you read nothing else -
full stop - read: Michael
Porter on creating
competitive advantage and
distinguishing your
company from rivals John
Kotter on leading change*

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through eight critical
stages Daniel Goleman on
using emotional

intelligence to maximize
performance Peter Drucker
on managing your career by
evaluating your own

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strengths and weaknesses
Clay Christensen on
orchestrating innovation
within established
organizations Tom
Davenport on using
analytics to determine how

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*to keep your customers
loyal Robert Kaplan and
David Norton on measuring
your company's strategy
with the Balanced
Scorecard Rosabeth Moss
Kanter on avoiding common*

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*mistakes when pushing
innovation forward Ted
Levitt on understanding
who your customers are and
what they really want C.
K. Prahalad and Gary Hamel
on identifying the unique,*

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*integrated systems that
support your strategy
"Do you need to produce
clear reports, papers,
analyses, presentations
and memos? If so, you need
The Pyramid Principle.*

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*Communicating your ideas
concisely and articulately
to clients, colleagues or
to the management board is
a key factor in
determining your personal
business success. To gain*

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*the maximum effect you
need to make maximum
impact with your ideas
upfront." "Applying the
Pyramid Principle means
you will save valuable
time in writing and waste*

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*no time in getting your
message across to your
audience, making sure they
grasp your meaning at
once.*"--BOOK JACKET.

*A Wall Street Journal
bestseller Named one of 10*

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**Best New Management Books
for 2022 by Thinkers50**

*Creating a culture of
learning and growth.*

Growth is the goal.

*Helping people develop
their potential—enabling*

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*them to articulate and
become the self they want
to be, are capable of
being, and that best
serves them and others in
the short and long term—is
what we as individuals and*

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*leaders strive toward. But
how do we grow? It turns
out it happens in a
predictable way, which
means we can understand
where we are in our growth
and chart a way forward.*

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Worlds Top Strategic
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*In this compact, complete
guide, Whitney Johnson
dives more deeply than
ever into the S Curve of
Learning so that you can
envision how growth
happens and direct*

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*yourself and others in
your organization to
create a culture that
fosters it. The growth and
learning journey comes in
three phases: the Launch
Point, the Sweet Spot, and*

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*Mastery. Compelling
examples of successful
people will show you when
and why growth is slow,
how to keep going, what to
do when growth and
learning are almost too*

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*fast to keep up with, and
how to leap from one
growth journey to another.*

*As individuals grow, so do
organizations and
societies. Growth is
learning put into*

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*action—action that betters
the world as we better
ourselves and our small
niches, both personal and
professional, within it.
Growth occurs when
learning is*

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*internalized—when we try
something new and invest
the effort to move it from
being something we do to
something we are.*

*"I had the privilege of
working closely with*

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Marvin and McKinsey for many years. This book makes Marvin come to life and perpetuates him as a role model." -Peter F.

Drucker "A wonderful book about a wonderful man. In

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*many ways, Marvin's
McKinsey framed the
hypotheses in our own
search for excellence—for
example, passion for
values, belief in people
as the prime resource, and*

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*willingness to let people
experiment. As well as I
thought I knew Marvin,
however, this remarkable
book, drawing on the
collective memories of
those who worked most*

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*closely with him, taught
me a ton about how
extraordinary the man
really was and what made
him that way. Many have
called Drucker the man who
invented management; I*

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*think history will
conclude that both he and
Marvin Bower share that
pedestal." -Bob Waterman,
coauthor of In Search of
Excellence "Marvin Bower
became a legend, not just*

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within McKinsey & Company,
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but within professional
services and the business
world more broadly. In
everything he did and
said, he embodied the
professional approach and

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the importance of values.
This book sheds remarkable
insight on a remarkable
man and on the power of
constancy of purpose."

-Ian Davis, Worldwide
Managing Director,

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McKinsey & Co. "It is as
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Marvin would have wanted
it-simple, honest, fact-
based, wonderful stories
with a long-term
perspective. An insightful
read about the father of

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management consulting."

-Lois Juliber, retired
COO, Colgate-Palmolive

"This book provides
fascinating insight into
the early days of modern
management consulting. It

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*is an extremely
enlightening look at the
origin of one of America's
most important professions
and one of America's most
innovative leaders."*

-Thomas H. Lee, founder,

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Chairman, and President,
Thomas H. Lee Partners
L.P.

The Strategy Journal
The Four Global Forces
Breaking All the Trends
Smart Growth

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**An Easy & Proven Way to
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Bad Ones**

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Perseverance***
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Poker" comes a
devastatingly accurate
and darkly hilarious

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behind-the-scenes look
at the wonderful world
of management

consulting.

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brainstorming exercises
for establishing the

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McKinsey mind-set, this book is an in-depth guidebook for applying McKinsey methods in any industry and organizational environment. Taking a

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step-by-step approach,
The McKinsey Mind looks
at the McKinsey mystique
from every angle.

Owners, executives,
consultants, and team
leaders can look to this

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comprehensive treatment
for ways to: Follow
McKinsey's MECE

(mutually exclusive,
collectively exhaustive)
line of attack Frame
business problems to

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make them susceptible to
rigorous fact-based
analysis Use the same
fact-based analysis in
conjunction with gut
instinct to make
strategic decisions

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Conduct meaningful
interviews and
effectively summarize
the content of those
interviews Analyze the
data to find out the so
what Clearly communicate

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fact-based solutions to
all pertinent decision
makers Capture and
manage the knowledge in
any organization to
maximize its value
A behind-the-scenes,

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revelatory history of
the controversial
consulting firm traces
its decades-long
influence in both
business and political
arenas, citing its role

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in the establishment of
mainstream practices and
modern understandings
about capitalism while
evaluating the failures
that have compromised
its reputation. 60,000

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NEW YORK TIMES

BESTSELLER • The

groundbreaking

investigation of how the

global elite's efforts

to "change the world"

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preserve the status quo
and obscure their role
in causing the problems
they later seek to
solve. An essential read
for understanding some
of the egregious abuses

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of power that dominate
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Anand Giridharadas takes
us into the inner

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sanctums of a new gilded
age, where the rich and
powerful fight for
equality and justice any
way they can—except ways
that threaten the social
order and their position

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atop it. They rebrand themselves as saviors of the poor; they lavishly reward "thought leaders" who redefine "change" in ways that preserve the status quo; and they

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constantly seek to do more good, but never less harm. Giridharadas asks hard questions:

Why, for example, should our gravest problems be solved by the unelected

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upper crust instead of
the public institutions
it erodes by lobbying
and dodging taxes? His
groundbreaking
investigation has
already forced a great,

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sorely needed reckoning
among the world's
wealthiest and those
they hover above, and it
points toward an answer:
Rather than rely on
scraps from the winners,

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we must take on the
grueling democratic work
of building more robust,
egalitarian institutions
and truly changing the
world—a call to action
for elites and everyday

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citizens alike.

The Mckinsey Mind

WIPO Technology Trends

2019 - Artificial

Intelligence

Grit

Beyond Performance

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The Secret Intellectual
History of the New
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internationally bestselling
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McKinsey Engagement is an
action guide to realizing
the consistently high level
of business solutions
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the world's most respected consulting firms. Former consultant Dr. Paul Friga distills the guiding principles first presented in the bestselling The McKinsey Way and the tested-in-the-trenches

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methodologies outlined in
The McKinsey Mind, and
combines them with many of
the principles and
procedures implemented by
the military and other
organizations. The result is
nothing less than the

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business equivalent of a
Special Forces Field Manual.

True to its stated goal of
arming consultants and
corporate problem solvers
with a blueprint for
achieving consistently
phenomenal results, The

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McKinsey Engagement is short
on theory and long on
action. Each chapter focuses
on one element in the
celebrated TEAM FOCUS
problem-solving model and
features a concise
discussion of a key concept

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or principle, followed by:

Clear rules of engagement A

set of operating tactics

Sophisticated problem

solving tools Easy-to-follow

action steps Exercises,

checklists, and training

tips War stories and best

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practices case studies A
toolkit for bringing
clarity, discipline, and
purpose to all your problem-
solving and change
management initiatives, The
McKinsey Engagement is an
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consultants, as well as for
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most innovative management
consulting firms in the

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and practical lessons for
managers, executives, and
entrepreneurs in every
industry. Here's a sampling
of the provocative
thinking you'll find inside:

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"You have to be the scientist of your own life and be astonished four times: at what is, what always has been, what once was, and what could be." "The majority of products in most companies are cash traps . .

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..[They] are not only
worthless, but a perpetual
drain on

corporateresources." "Use
more debt than your
competition or get out of
thebusiness." "When
information flows freely,

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reputation, more
than reciprocity, becomes the
basis for trust." "As a
strategic weapon, time is
the equivalent of
money, productivity, quality,
even innovation." "When
brands become business

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systems, brand management
becomes far too important to
leave to the marketing
department." "The winning
organization of the future
will look more like
a collection of jazz ensembles
than a symphony orchestra."

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Your Dreams

"Most of our organizations today derive from a model whose original purpose was to control creativity." "Rather than being an obstacle, uncertainty is the very engine of transformation in a business, a continuous

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source of new opportunities."

"IP assets lack clear
property lines. Every bit of
intellectual property you can
own comes with connections
to other
valuable innovations."

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new guide to putting
McKinsey concepts and skills
into action The McKinsey
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used case studies and
anecdotes from former and
current McKinseyites to
describe how "the firm"

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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

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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

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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

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readers up and running.
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Company “Every once in a
while, a genuinely fresh
approach to business strategy**

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**appears” - legendary
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using—is a must-read for all C-suite executives looking to create winning corporate strategies. Strategy Beyond the Hockey Stick is spearheading an empirical revolution in the field of strategy. Based on an

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companies, the book offers a
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enables you to objectively
assess your strategy's real**

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**discovered that over a
10-year period, just 1 in 12
companies manage to jump
from the middle tier of
corporate
performance—where 60% of
companies reside, making
very little economic profit—to**

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**the top quintile where 90% of
global economic profit is
made. This movement does
not happen by magic—it
depends on your company's
current position, the trends it
faces, and the big moves you
make to give it the strongest**

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**chance of vaulting over the
competition. This is not
another strategy framework.
Rather, Strategy Beyond the
Hockey Stick shows, through
empirical analysis and the
experiences of dozens of
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successfully made multiple big moves, that to dramatically improve performance, you have to overcome incrementalism and corporate inertia. “A different kind of book—I couldn’t put it down. Inspiring new insights

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**on the facts of what it takes
to move a company's
performance, combined with
practical advice on how to
deal with real-life dynamics in
management teams.” —Jane
Fraser, CEO, Citigroup Latin
America**

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**The #1 New York Times
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Habits offers a proven
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improving--every day. James**

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leading experts on habit
formation, reveals practical
strategies that will teach you
exactly how to form good
habits, break bad ones, and
master the tiny behaviors
that lead to remarkable**

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**results. If you're having
trouble changing your habits,
the problem isn't you. The
problem is your system. Bad
habits repeat themselves
again and again not because
you don't want to change, but
because you have the wrong**

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**system for change. You do
not rise to the level of your
goals. You fall to the level of
your systems. Here, you'll get
a proven system that can take
you to new heights. Clear is
known for his ability to distill
complex topics into simple**

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**behaviors that can be easily
applied to daily life and work.
Here, he draws on the most
proven ideas from biology,
psychology, and neuroscience
to create an easy-to-
understand guide for making
good habits inevitable and**

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**bad habits impossible. Along
the way, readers will be
inspired and entertained with
true stories from Olympic
gold medalists, award-
winning artists, business
leaders, life-saving
physicians, and star**

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comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);**
- overcome a lack of motivation and willpower;**
-

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**design your environment to
make success easier; • get
back on track when you fall
off course; ...and much more.
Atomic Habits will reshape
the way you think about
progress and success, and
give you the tools and**

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**strategies you need to
transform your
habits--whether you are a
team looking to win a
championship, an
organization hoping to
redefine an industry, or
simply an individual who**

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**wishes to quit smoking, lose
weight, reduce stress, or
achieve any other goal.**

**In this instant New York
Times bestseller, Angela
Duckworth shows anyone
striving to succeed that the
secret to outstanding**

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**achievement is not talent, but
a special blend of passion and
persistence she calls “grit.”**

**“Inspiration for non-geniuses
everywhere” (People). The
daughter of a scientist who
frequently noted her lack of
“genius,” Angela Duckworth**

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**is now a celebrated
researcher and professor. It
was her early eye-opening
stints in teaching, business
consulting, and neuroscience
that led to her hypothesis
about what really drives
success: not genius, but a**

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**unique combination of
passion and long-term
perseverance. In Grit, she
takes us into the field to visit
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their first days at West Point,
teachers working in some of
the toughest schools, and**

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young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned

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**from interviewing dozens of
high achievers—from JP
Morgan CEO Jamie Dimon to
New Yorker cartoon editor
Bob Mankoff to Seattle
Seahawks Coach Pete Carroll.
“Duckworth’s ideas about the
cultivation of tenacity have**

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**clearly changed some lives for
the better” (The New York
Times Book Review). Among
Grit’s most valuable insights:
any effort you make
ultimately counts twice
toward your goal; grit can be
learned, regardless of IQ or**

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**circumstances; when it comes
to child-rearing, neither a
warm embrace nor high
standards will work by
themselves; how to trigger
lifelong interest; the magic of
the Hard Thing Rule; and so
much more. **Winningly****

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**personal, insightful, and even
life-changing, Grit is a book
about what goes through your
head when you fall down, and
how that—not talent or
luck—makes all the
difference. This is “a
fascinating tour of the**

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**psychological research on
success” (The Wall Street
Journal).**

**Double your odds of leading
successful, sustainable
change Leaders aren't short
on access to change
management advice, but the**

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**jury has long been out as to
which approach is the best
one to follow. With the
publication of Beyond
Performance 2.0, the verdict
is well and truly in. By
applying the approach
detailed by authors, Scott**

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Keller and Bill Schaninger, the evidence shows that leaders can more than double their odds of success—from thirty percent to almost eighty. Whereas the first edition of Beyond Performance introduced the authors' “Five

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Frames of Performance and Health” approach to change management, the fully revised and updated Beyond Performance 2.0 has been transformed into a truly practical “how to” guide for leaders. Every aspect of how

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**to lead change at scale is
covered in a step-by-step
manner, always accompanied
by practical tools and real-life
examples. Keller and
Schaninger's work is
distinguished in many ways,
one of which is the rigor**

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**behind the recommendations.
The underpinning research is
the most comprehensive of its
kind—based on over 5 million
data points drawn from 2,000
companies globally over a
15-year period. This data is
overlaid with the authors'**

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**combined more than 40 years
of experience in helping
companies successfully
achieve large-scale change.
As senior partners in
McKinsey & Company,
consistently named the
world's most prestigious**

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management consulting firm,
Keller and Schaninger also
draw on the shared
experience of their colleagues
from offices in over 60
countries with unrivaled
access to CEOs and senior
teams. Beyond Performance

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2.0 also dares to go against the grain—eschewing the notion of copying best practices and instead guiding leaders to make choices specific to their unique context and organization. It does this with meticulously

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balance of focus on short- and long-term considerations, and on fully addressing the hard technical and oft cultural elements of making change happen. Further, the approach doesn't just focus on delivering change; it builds

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**an organization's muscle to
continuously change, making
it healthier so that it can act
with increased speed and
agility to stay perpetually
ahead of its competition.
Leaders looking for a proven
approach to leading large-**

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**scale change from a trusted
source have found what they
are looking for in Beyond
Performance 2.0.**

**Summary: The Mckinsey Mind
Outliers
Strategy Beyond the Hockey
Stick**

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**Learn the skills used by the
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Moves to Beat the Odds
Review and Analysis of Rasiel
and Friga's Book**

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Cutting, Restructuring, and
Renewal
Valuation**

The secret of achieving and
sustaining organizational
excellence revealed In an
ever-changing world where

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only a third of
excellent organizations stay
that way over the long term,
and where even fewer are able
to implement successful
change programs, leaders
are in need of big ideas and
new tools to thrive. In

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BeyondPerformance, McKinsey
& Company's Scott Keller and
ColinPrice give you

everything you need to build
an organization that can
execute in the short run and
has the vitality to
prosper over the long term.

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Drawing on the most
exhaustive research effort
of its kind on organizational
effectiveness and change
management, Keller and Price
put hard science behind
their big idea: that the
health of an organization is

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equally as important as its performance. In the book's foreword, management guru Gary Hamel refers to this notion as "a new manifesto for thinking about organizations." The authors illustrate why copying

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management best
practicesfrom other
companies is more dangerous
than helpful Clearly
explains how to determine
the mutually
reinforcingcombination of
management practices that

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best fits your organization's
context Provides practical
tools to achieve superior
levels of performance and
health through a staged
change process:

aspire, assess, architect,
act, and advance. Among

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these are new techniques for
dealing with those aspects
of human behavior that are
seemingly irrational (and
therefore confound even the
smartest leaders),
yet entirely predictable
Ultimately, building a

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healthy organization is an intangible asset that competitors copy at their peril and that enables you to skillfully adapt to and shape your environment faster than others—giving you the ultimate competitive

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advantage.

47 strategies elite managers
follow to reach the highest
level of success The
McKinsey Edge culls the
personal best practices of
an exclusive group of
managers connected to

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selected, battle-tested,
immediately implementable,
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process management, and
going the extra mile to
reach the next leadership
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REALLY NEED TO KNOW IN
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team-building, and

brainstorming." --Paul H.

Zipkin, Vice-Dean, The Fuqua

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for gurus." McKinsey &

Company is the gold-standard

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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

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Ethans 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

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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

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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

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keep a team at the top its
game; Powerful presentation
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famous waterfall chart,
rarely seen outside
McKinsey; How to get
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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

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MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

A plan for conquering collaborative overload to drive performance and

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innovation, reduce burnout,
and enhance well-being. Most
organizations have created
always-on work contexts that
are burning people out and
hurting performance rather
than delivering
productivity, innovation and

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engagement. Collaborative work consumes 85% of employees' time and is drifting earlier into the morning, later into the night, and deeper into the weekend. The dilemma is that we all need to collaborate

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more to create effective organizations and vibrant careers for ourselves. But

conventional wisdom on teamwork and collaboration has created too much of the wrong kind of collaboration, which hurts our performance,

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Collaboration Overload,
Babson professor Rob Cross
solves this paradox by
showing how top performers
who thrive at work
collaborate in a more

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purposeful way that makes
them 18-24% more efficient
than their peers. Good
collaborators are
distinguished by the
efficiency and
intentionality of their
collaboration—not the size

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of their network or the
length of their workday.

Through landmark research
with more than 300
organizations, in-depth
stories, and tools, Beyond
Collaboration Overload will
coach you to reclaim close

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to a day a week when you:
Identify and challenge
beliefs that lead you to
collaborate too quickly
Impose structure in your
work to prevent unproductive
collaboration Alter
behaviors to create more

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efficient collaboration It
then outlines how successful
people invest this reclaimed
time to: Cultivate a broad
network—not a big one—for
innovation and scale
Energize others—a strong
predictor of high

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performance Connect with
others to reduce micro-
stressors and enhance
physical and mental well-
being Cross' framework
provides relief from the
definitive problem of our
age—dysfunctional

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collaboration at the expense
of our performance, health
and overall well-being.

The Elite Charade of
Changing the World
How to Create Persuasive
Business Presentations
Consulting 101

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How to Work Smarter, Get
Ahead, and Restore Your Well-
Being

The McKinsey Edge: Success
Principles from the World's
Most Powerful Consulting

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Firm
Atomic Habits To Help You And
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101 Tips for Success in
consulting

***"Strategic Storytelling" is a
complete guide to creating
persuasive business***

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*presentations. Based on intensive
study of presentations developed by
leading management consulting
firms, this step-by-step playbook
shows you how to craft stories using
proven narrative frameworks,
design data-driven slides, and*

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delivery.*

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transformation Fit for Growth* is
a unique approach to business
transformation that explicitly
connects growth strategy with cost*

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restructuring. Drawing on 70-plus
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experience and in-depth research,
the experts at PwC's Strategy& lay
out a winning framework that helps
CEOs and senior executives*

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*transform their organizations for
sustainable, profitable growth. This
approach gives structure to strategy
while promoting lasting change.*

*Examples from Strategy&'s
hundreds of clients illustrate
successful transformation on the*

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*ground, and illuminate how senior
and middle managers are able to
take ownership and even thrive
during difficult periods of
transition. Throughout the Fit for
Growth process, the focus is on
maintaining consistent high-value*

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*performance while enabling
fundamental change. Strategy &
has helped major clients around the
globe achieve significant and
sustained results with its research-
backed approach to restructuring
and cost reduction. This book*

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*provides practical guidance for
leveraging that expertise to make
the choices that allow companies to:
Achieve growth while reducing costs
Manage transformation and
transition productively Create
lasting competitive advantage*

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***Deliver reliable, high-value
performance Sustainable success is
founded on efficiency and high
performance. Companies are
always looking to do more with less,
but their efforts often work against
them in the long run. Total business***

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transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert

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*guidance on getting it right. *Fit
for Growth is a registered service
mark of PwC Strategy& Inc. in the
United States*

*Boost business performance,
prepare for change and implement
effective strategies This book is a*

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*practical and accessible guide to
understanding and implementing
the McKinsey 7S framework,
providing you with the essential
information and saving time. In 50
minutes you will be able to: •*

Understand the 7 aspects of this

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*dynamic model • Realize how these
aspects are interconnected and the
impact this has on your business •*

*Use the 7S framework to implement
new projects and changes into your
business ABOUT*

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to take action and push your
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Nonprofit leadership is messy

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Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not

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*enough money, an abundance of
passion. It's enough to make you
feel overwhelmed and alone. The
people you help need you to be
successful. But there are so many
obstacles: a micromanaging board
that doesn't understand its true role;*

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insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who's a star in her sector but a difficult boss... And yet, many nonprofits do thrive. Joan Garry's

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Guide to Nonprofit Leadership will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in

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*1997. Joan will teach you how to:
Build a powerhouse board Create
an impressive and sustainable
fundraising program Become seen
as a 'workplace of choice' Be a
compelling public face of your
nonprofit This book will renew your*

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*passion for your mission and
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***Vision, Leadership, and the
Creation of Management
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HBR's 10 Must Reads

Beyond Performance 2.0

Better leadership, better results

How to Grow Your People to Grow

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*You need to solve a
critical business
problem. What if you had
one tool that you could
carry into meetings and*

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*write inside that guided
you step-by-step to
understand the problem,
develop a structure,
develop hypotheses,
design the tests for the
hypotheses, track your*

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*daily and weekly tasks,
plan the message for
your team and manager,
manage the project,
guide you through
critical update
meetings, calculate the*

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*benefits case to
convince your colleagues
and start the pilot
implementation of your
recommendations? Now you
do. The Strategy Journal
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*the world and solve
their most pressing
business problems via to-
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and the ex-McKinsey, BCG
et al. partners who
produce all the strategy
training programs on
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have seen us over the
last 10 years help
numerous clients solve
complex business
problems: restructure a
utility, merge tech*

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*giants, help a bank
enter the US Market,
rebuild an innovation
division, build an
electric car business,
build a luxury brands
business, build a mining*

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*company and more. The
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successful clients and
summarizes the approach
we used to help them
increase their*

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*productivity, transform
their careers, set
daunting career goals,
outperform peers and
measure the value they
create. Through daily
and weekly prompts, to-*

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completed examples,
checklists and
reminders, the Journal
takes the best practices*

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most successful clients,
to help you solve
mankind's most pressing
problems. The Journal
helps you learn the

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*routine to solve
strategy and business
problems like a partner.*

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you will learn the
habits of the highest-
performing strategy*

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teaches you how to be a
balanced and successful
professional with a
strong ethical compass.
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Journal revolves around*

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*the pages to plan your
study: from clarifying
the problem statement
all the way to
developing the
presentation and
quantifying the benefits*

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*case in \$. The Journal
is divided into 3 parts:
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Example, and Your Study.
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entire process we will*

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*use to create a highly
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*customized solution for
your client. In the*

*GUIDED EXAMPLE, we will
work together through a
study/project to show
you how each page will*

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*be used. Thereafter, we
create daily/weekly
templates and guides for
you to use on YOUR
STUDY. Clients who have
used the Journal report:
A sense of purpose Rapid*

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*promotions Career
fulfillment Happier
colleagues Improved
skills Increased*

*productivity Increased
focus Client success*

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PAGES IN THIS WORKBOOK:
Project Logic and
Overview Decision-Tree
of Options Hypotheses &
Hypotheses Tests
Storyboarding Charter
Timeline Project Update

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Benefits Chart Daily

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Pages The Journal

summarizes the most

important things you

need to do and

eliminates all the noise

from the process. The

greatest value of a

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business conditions in
today's volatile global
economy, Valuation,
Fifth Edition continues
the tradition of its*

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by providing up-to-date
insights and practical
advice on how to create,
manage, and measure the
value of an
organization. Along with*

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*all new case studies
that illustrate how
valuation techniques and
principles are applied
in real-world
situations, this
comprehensive guide has*

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*been updated to reflect
new developments in
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