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The story of the Manchester Shoe Company, told by Benjamin Zander in his book *The Art of Possibility*, neatly encapsulates the significance of a positive mind-set. In the early 1900s, inspired by a desire to enter a faraway market, two traveling salesmen were sent as a beachhead into the region.

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The McKinsey Mind is a great resource for creating a framework in one's own company for addressing any issue, be it an integration project, staving off a threat, or starting a new venture. There are some areas in the book where it varies in quality and depth, likely because there might be some proprietary information involved.

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Models of organizational effectiveness go in and out of fashion, but the McKinsey 7-S framework has stood the test of time. The model was developed in the late 1970s by Tom Peters and Robert Waterman, former consultants at McKinsey & Company. They

identified seven internal elements of an organization that need to align for it to be successful.

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McKinsey-ite goes through the same rigorous training programs and suffers through the same long nights in the office. To outsiders, this can make the Firm seem monolithic and forbidding—one recent book on management consulting likened McKinsey to the Jesuits. In truth, as I hope this book will communicate, McKinsey is as human as its employees are.

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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.

"The McKinsey Mind unlocks the techniques of the world's preeminent consulting firm and presents them in a format that is easy to understand and even easier

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