

## Mckinsey Case Book

In "The Ultimate Case Interview Workbook," you'll sharpen your case interview skills to dominate your upcoming interview and land your dream consulting job. Taylor Warfield, a former Bain management consultant and interviewer, provides essential practice problems and challenging cases to develop the skills needed to get multiple job offers. Use this workbook to access: 65+ problems tailored towards each type of question in case interviews Feel confident across a range of interview questions including framework questions, market sizing problems, profitability assessments, breakeven analysis, charts & graphs analysis, brainstorming questions, and other qualitative questions 15 full-length cases based on McKinsey, BCG, and Bain interviews Build business acumen across a variety of industries (e.g., technology, retail, healthcare, energy, finance, non-profit) and functions (e.g., strategy, operations) Efficient practice that can be done individually or with a partner Save yourself time by working through carefully crafted practice problems and cases that teach you a new concept, strategy, or takeaway each time Warfield's former students include undergraduates, MBAs, advanced degree holders, and experienced hires. They have landed job offers at top consulting firms, including McKinsey, BCG, Bain, Deloitte, L.E.K., Oliver Wyman, and Accenture as well as at Fortune 500 strategy groups. "I felt really confident after my McKinsey interview - this book's cases prepared me perfectly! They were very similar to the ones I received in my first and final round interviews." -McKinsey Consultant, Wharton MBA Candidate "I had very little time before my next BCG interview. This book provided me with plenty of practice that I could do by myself. After working through these cases, I felt excited going into my interviews." -BCG Associate, Experienced Hire "These cases were much higher quality than those found in other case books. The explanations were detailed and thorough and I got to practice thinking like a true consultant." -Bain Consultant, Stanford Undergraduate Also visit [HackingTheCaseInterview.com](http://HackingTheCaseInterview.com) for a one-week online crash course to pass your upcoming interview.

Do you want to develop a counterintuitive strategy insight and/or lead a team to develop a counterintuitive strategy insight? You have enough experience to know that frameworks, decision trees, applying MECE and 80/20 principles, hypotheses, and structured problem solving are important, but they are not enough. You know a brilliant insight often looks like a mediocre insight. A great strategy often looks like a bad strategy. Analysis is messy. Data is flawed and misleading. Best practices routinely fail. Hypotheses change. Data changes. Linear thinking often does not work. This book helps solve this problem. We present the background to a client. You get to follow the design of the strategy study and watch how the solution is developed. Over the past 10 years on [StrategyTraining.com](http://StrategyTraining.com) and [FIRMSconsulting.com](http://FIRMSconsulting.com), you have seen us help numerous clients solve complex business problems: developing a big data strategy, a corporate strategy, a digital & IT strategy, a pandemic & disaster strategy, a luxury brands strategy, a turnaround & transformation strategy, and more—all based on the combined best practices of the author and the ex-McKinsey, BCG et al., partners who produce all the strategy training programs on [StrategyTraining.com](http://StrategyTraining.com). This book shows you the daily steps, actions, processes, and considerations that go into developing a unique insight for a major company under tight timelines and intense scrutiny. You will

get to see which data is used, why it was used, which data was discarded and why it was discarded. On a daily and weekly basis, you will see us use strategy considerations, engagement update reports, storyboards, analyses tools, strategy maps, client management tools and more, summarizing the best practices from ex-McKinsey, BCG et al., partners and our most successful clients, to help you solve mankind's most pressing problems. The book helps you learn the process to solve strategy and business problems like a strategy partner. You will get to see the numerous contradictions, nuances, and trade-offs that the highest-performing strategy thinkers face. You will learn how to make ethical and balanced decisions based on who is the client and who is not the client. The core of this book revolves around the daily guides to show you how the study is designed, planned, staffed, structured, and run, all the way from focus interviews to day-in-the-life-of studies to financial analysis, financial modeling, and case studies. The book is divided into weeks. Each week is split into days. Days are split into key activities and observations from the study. While we can't guarantee the results of each reader, clients who have used the book and FIRMSconsulting Insiders who have used the accompanying online training program consisting of 270+ videos on which the book is based report: Deeper insights Greater recognition Rapid promotions Deeper understanding of executives Happier teams Greater productivity Project success Superior assignments The book takes you step by step, week by week and day by day through the process to receive a problem, frame the problem, structure the analysis, assemble the team, manage the team, and manage the client toward the solution. You get to go inside the mind of a strategy partner. That is the greatest benefit of this book. At times you will see references to additional resources that our most loyal members, FIRMSconsulting Insiders and SLIDES members, have access should they need to dive deeper into a specific topic (e.g., competitive strategy, digital & IT strategy, implementation, problem-solving, etc.). Note: Due to the page number restrictions for print books, this book is split into two parts. You can follow the rest of the engagement in Part 2.

### Case Interview Secrets A Former McKinsey Interviewer Reveals how to Get Multiple Job Offers in Consulting

Case Closed is an award-winning, detailed guide to acing the consulting interview. Other consulting prep materials are written by those who have been out of the industry for decades. Case Closed is the only guide written by former McKinsey consultants and interviewers who have been intimately involved in the interview process in the last 2 years. This authoritative resource covers some never-covered-before topics, including: How to write your resume to attract the attention of resume-graders and recruiters at McKinsey, Bain, and BCG Why the "personal experience" (fit) interview matters, what interviewers are probing for, and what types of experiences to prep How the interviewers evaluate your case performance: what matters, and what doesn't How to tackle non-traditional cases that interviewers may throw at you, which no canned framework from the typical case interview books can help with How to prep if you have 60 days, 30 days, or just 2 weeks before your expected first interview How to hack both in-person interactions and video interview interactions, in a time of COVID-19 The surprisingly good - and surprisingly bad - questions to ask your interviewer during Q&A How to master innovative, universally-adaptable case interview frameworks. Any candidate can regurgitate the frameworks from Case In Point or Case Interview

Secrets; nothing there will "wow" an interviewer. Countless example cases spanning profitability, new market entry, new product / growth, pricing, M&A, and even non-traditional archetypes. Whether you are a current undergrad or MBA looking for an internship or full-time role, or an experienced professional, *Case Closed* is an investment into your professional future. Stand out from the pack with the latest, cutting-edge secrets to wow your consulting case interviewers. Sean Huang's former proteges span undergraduates, MBAs, advanced degree holders, and experienced hires. These students have landed job offers at top consulting firms, including McKinsey, BCG, and Bain; many have also used the structured thinking he has taught them to land roles at Goldman Sachs IBD, Google BizOps & Strategy, as well as at Fortune 500 strategy groups. "Case Closed has been a lifesaver. It truly contains everything you need to know to ace your consulting interviews and Sean explains things in a clear manner that is easy to understand. After studying *Case Closed*, I landed my dream job at McKinsey and I've raved about this book to all my friends." -McKinsey New York full time offer, Wharton MBA "I used to be intimidated by the notorious consulting case interviews. For anyone looking to get a job offer to a top consulting firm, *Case Closed* is honestly the best interview prep book (and I've read all of them). The case interviews in *Case Closed* were by far the best and most similar to the cases I got in the actual interviews." -Bain San Francisco internship offer, UC Berkeley Haas (undergraduate) "In my panic, I read all of the case interview frameworks from different case prep books. And that ended up confusing me more because there were so many frameworks but no easy way to remember when to use what. *Case Closed* walks you through the interview process in such a great way that I started loving case interviews and landed the job." -BCG Boston full time offer, University of Virginia (undergraduate)

*Case Interview Success* is a must-read for anyone applying for a consulting position. The book takes you inside a typical consulting case interview by exploring in detail the entire case interview process, and will leverage you to crack the most complex business cases. The main features of this book are: A detailed discussion of the entire case interview process. Key business case frameworks with practice cases and solutions. Key strategies to crack presentation cases, guesstimates and brainteasers. Tom Rochtus works as a strategy consultant at Bain & Company, one of the world's most prestigious management consulting firms. For more information please visit: [aceyourcase.com](http://aceyourcase.com)

The *Case Interview Workbook* contains 60 case questions for management consulting interviews, with complete solutions. Every case is compiled and edited by a team of ex-consultants from McKinsey & Company, the Boston Consulting Group, and Bain & Company. This book fills the gap left by others by providing you with plenty of high-quality cases to practice on before your interview. Many cases are from actual interviews at the top-tier firms and cannot be found elsewhere. After working through this book, you will be prepared for every type of case question you may encounter: market sizing, estimation, operations, industry analysis, pricing, growth strategy, marketing, investment, M&A, market entry, customer segmentation, profitability, valuation, logic, issue identification, cost analysis, market expansion, and brainteasers, to name a few. These cases will help you prepare for interviews at leading management consulting firms, including McKinsey & Company, The Boston Consulting Group, Bain & Company, Oliver Wyman, Strategy& (formerly Booz & Company), A.T.

Kearney, Roland Berger, and L.E.K, as well as for consulting roles at large firms such as Accenture, Deloitte, PwC, EY, and KPMG. Note that is a workbook, designed to complement other preparation books. You will have a hard time solving these cases without learning first elsewhere how to do so, e.g. which frameworks to use, how to use them, and how to structure a solution.

This case book provides examples of multi-stakeholder partnerships that aim to create sustainable enterprises for both the for-profit sectors and for individuals who live in conditions of poverty. Ideal for teaching, after a brief introduction to the case method, the cases are presented as descriptions with no comments or criticisms. The cases are arranged thematically and cover a broad array of solutions in diverse countries including India, Bangladesh, Vietnam, Tanzania, the United States, South Africa, Mozambique, Peru, Ghana, Haiti, and Mexico. Specific programs for alleviating—or even eradicating—poverty through profitable partnerships come from myriad sectors such as banking, health, education, infrastructure development, environment, and technology. The cases highlight solutions that focus on bringing about substantive shifts in the conditions of life for those living in poverty.?

To land a management consulting job at any of the top firms, including McKinsey, Bain, BCG, Deloitte, Oliver Wyman, and Accenture, you must get through several rounds of case interviews. Whether your interview is in a few weeks or even tomorrow, this book is written to get you the maximum amount of knowledge in the least amount of time. Think of this book as taking the express lane towards beginning to master consulting case interviews. I cut out all of the filler material that some other consulting books have, and tell you everything that you need to know in a clear and direct way. With this shortcut guide, you will: Understand and become proficient at the nine different parts of a case interview, and know exactly what to say and do in each step Learn the only framework strategy that you need to memorize to craft unique and tailored frameworks for every possible case scenario Gain knowledge of basic business terms and principles so that you can develop an astute business intuition Acquire the skills to solve any market sizing or other quantitative problem Uncover how to differentiate yourself from the thousands of other candidates who are fighting to get the same job you are Practice your case interview skills with included practice cases and sample answers

Game-changing tips and tricks to nail the case interview and launch your consulting career. Management consultants Destin Whitehurst and Erin Robinson give you need-to-know techniques for polishing your poise and tightening your case interview skills. 20 Days to Ace the Case Interview preps you with the nuts and bolts of the case interview process with daily exercises, mock interviews, and industry know-how designed to help you ace your interview. Think of this book as your twenty-day intensive, management consulting boot camp, the perfect supplement to your arsenal of case interview lessons and material. With this guidebook, you will: Gain day-by-day structure: Daily case interview exercises progressively prep you Ask the right questions: Fundamental frameworks teach you exactly what to ask under pressure Learn from the pros: Review real-life stories from consulting experts Uncover unique strategies: Discover custom-developed case interview tips straight from the authors Go off script: Adapt what you've learned with our bonus case interview guides

' Worldwide Casebook in Marketing Management comprises a large collection of case

studies in marketing and business management. It covers a huge array of decision-making areas and many different industries ranging from computers, petrol retailing and electronic gaming to drinks, fashion, airlines and mobile communication. The worldwide cases are all related to many well-known brands and corporations like British Airways, Red Bull, Nintendo, Google, Microsoft, Cacharel, etc. Contents: Introduction to Case Analysis Consumer Behaviour: San Pellegrino (Italy) Nintendo Wii (Japan) Zara (Spain) Branding: Lenovo (China) Red Bull (Austria) SingTel (Singapore) Marketing Communication: Foster's (Australia) Google (The US) Walkers (The UK) TAG Heuer (Switzerland) Cirque du Soleil (Canada) Retailing: Currys (The UK) Cold Storage (Singapore) Marketing Programming: Microsoft (The US) National Australia Bank (Australia) Acer (Taiwan) Kerry (Ireland) Siemens (Germany) ING (Holland) Electrolux (Sweden) Strategic and Global Marketing: British Airways (The UK) Grundfos (Denmark) Petrobras (Brazil) Accor (France) Readership: Graduate students and researchers who are interested in marketing management. Key Features: Comprises of a large collection of case studies in marketing and management Covers many different industries, well-known brands and companies Offers studies on new trends and innovative marketing concepts Keywords: Marketing Management; Innovation; British Airways; Red Bull; Nintendo; Google; Microsoft; Cacharel'

Cheng, a former McKinsey management consultant, reveals his proven, insider's method for acing the case interview.

The McKinsey PEI (Personal Experience Interview) is by far the most underestimated part of the McKinsey interview procedure and the most likely reason why candidates fail in their interviews. Lots of candidates are not even aware that the McKinsey PEI is a distinct interview format and hasn't basically anything to do with general CV-related questions you might come across at other consulting firms like "what are your strengths", "tell me about your weaknesses", etc. Therefore, mastering the McKinsey PEI requires an in-depth understanding of this interview format and very diligent preparation. With the McKinsey PEI Toolkit You Are Going To... Master the whole PEI prep process effectively and efficiently by understanding McKinsey's underlying mindset regarding the PEI. Choose the right examples for your McKinsey PEI stories by acquiring in-depth knowledge of the three PEI interview dimensions and what specifically to emphasize. Lay out and prepare all your PEI stories exactly the way McKinsey wants you to have them delivered. Eliminate the huge risk of going into a wrong direction in your PEI and only assuming that you are well prepared, recognizing it only on your interview day that you are way off, once it is too late already. Get started in your PEI prep now and avoid procrastination by following a proven, time-tested process. Save a lot of time in preparing for the PEI by doing it right the first time instead of reworking it several times, especially if you are under time pressure after having received your interview slot on short notice. Score high on all PEI evaluation criteria by comprehending McKinsey's scoring sheet. To put a long story short: Make sure you are well prepared for the PEI, go to your interviews in a confident manner with peace of mind, and don't risk to fail on your interview day and lose your McKinsey job offer unnecessarily if you could have prepped for it easily. A Long Story Short: 100% First Hand Information 6-Step Proven Process For In-Depth Prep 15 Sample Stories From Successful Candidates 20 Real-Life PEI Sample Questions 100+ Pages Of Pure Content You can find more information as well as the ebook version for instant



you how each page will 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 promotions Career fulfillment Happier colleagues Improved skills Increased productivity Increased focus Client success THERE ARE 16 TYPES OF PAGES IN THIS WORKBOOK: Project Logic and Overview Decision-Tree of Options Hypotheses & Hypotheses Tests Storyboarding Charter Timeline Project Update Report Focus Interviews Executive Update Guide Financial Analyses Benchmarks Case Studies Project Checklist Opportunity Chart Benefits Chart Daily 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 Journal is that you write in them. They are not typically published in digital format. We published the digital edition of The Strategy Journal for those clients who found great value in having a reference version with them at all times. The digital format is therefore best purchased along with the print version. The digital format is not intended to be a substitute for the print format.

Contains 20 case studies which span various industries, from services to fast-moving consumer goods. This comprehensive set highlights the dos and don'ts of operating in China and appeals to those who are interested in and actually doing business in China.

'IT in Business: A Manager's Casebook' examines the impact of new IT initiatives from the business angle. The case material is derived from the year's best research projects from three leading UK Business Schools - Bath, Cranfield and Warwick. This incisive exploration of managing processes in IT companies is essential reading for IT managers in 'end-user' businesses who have to deliver strong business benefits from IT. In a climate of rapid and continual change, such contemporary information is invaluable. 'IT in Business: A Manager's Casebook' tackles managerial issues using specific case studies such as Tesco, Johnsons News Limited and the Department of Health to illustrate these points. David Targett is the Professor of Information Management at Imperial College Management School, University of London. For eight years, 1990-98, he was the Professor of Information Systems and Director of the Centre for Research into Strategic Information Systems (CRSIS) at the University of Bath. Previously, he was at the London Business School and before becoming an academic he was an industrial engineer in the motor industry. David Grimshaw is Senior Lecturer in Information Systems at Cranfield School of Management and was previously at the University of Leeds and Warwick Business School, University of Warwick. He has wide teaching experience and has taught in Australia, Hong Kong, Malaysia, Portugal, Russia and Singapore. He has ten years' practical experience in information systems and as an independent consultant has advised many companies on strategic information systems planning and on geographical information systems. Philip Powell is Professor of Information Systems at Goldsmiths College, University of London. Prior to this he was Reader in Information Systems and ICAEW Academic Fellow in the Operational Research and Systems Group, and Director of the Information Systems Research Unit at

Warwick Business School. Before becoming an academic he worked in insurance, accounting and computing. He has taught in Southampton, Australia and Portugal and held a number of other posts overseas.

The first collection of cases on “big data” analytics for supply chain, operations research, and operations management, this reference puts readers in the position of the analytics professional and decision-maker. Perfect for students, practitioners, and certification candidates in SCM, OM, and OR, these short, focused, to-the-point case studies illustrate the entire decision-making process. They provide realistic opportunities to perform analyses, interpret output, and recommend an optimal course of action. Contributed by leading “big data” experts, the cases in *The Applied Business Analytics Casebook* covers: Forecasting and statistical analysis: time series forecasting models, regression models, data visualization, and hypothesis testing Optimization and simulation: linear, integer, and nonlinear programming; Monte Carlo simulation and risk analysis; and stochastic optimization Decision analysis: decision making under uncertainty; expected value of perfect information; decision trees; game theory models; AHP; and multi-criteria decision making Advanced business analytics: data warehousing/mining; text mining; neural networks; financial analytics; CRM analytics; and revenue management models

The #1 guide to corporate valuation is back . . . and better than ever! "The best valuation book just got better. This edition's greater emphasis on what drives value and how to measure it will improve the way practitioners conduct financial analysis and, ultimately, make strategic decisions. It is required reading for all executives." —Professor Benjamin C. Esty, Harvard Business School, author of *Modern Project Finance: A Casebook* "The bible in its field. Anyone wanting to understand what drives corporate value should read this latest edition." —Dr. Raymund Breu, former chief financial officer, Novartis AG "Valuation gets to the heart of how to measure and manage value in a company. Whether you are evaluating an acquisition, restructuring a corporation, or formulating strategy, this book will help you do it well." —John A. Manzoni, Chief Executive Officer, Talisman Energy Inc. "A 'how-to' guide for corporate executives who want to get at the unrealized shareholder values trapped in public companies." —New York Times "The book's clarity and comprehensive coverage make it one of the best practitioners' guides to valuation." —Financial Times

McKinsey & Company's #1 best-selling guide to corporate valuation—the fully updated seventh edition *Valuation* has been the foremost resource for measuring company value for nearly three decades. Now in its seventh edition, this acclaimed volume continues to help financial professionals around the world gain a deep understanding of valuation and help their companies create, manage, and maximize economic value for their shareholders. This latest edition has been carefully revised and updated throughout, and includes new insights on topics such as digital, ESG (environmental, social and governance), and long-term investing, as well as fresh case studies. Clear, accessible chapters cover the

fundamental principles of value creation, analyzing and forecasting performance, capital structure and dividends, valuing high-growth companies, and much more. The Financial Times calls the book “one of the practitioners’ best guides to valuation.” This book: Provides complete, detailed guidance on every crucial aspect of corporate valuation Explains the strategies, techniques, and nuances of valuation every manager needs to know Covers both core and advanced valuation techniques and management strategies Features/Includes a companion website that covers key issues in valuation, including videos, discussions of trending topics, and real-world valuation examples from the capital markets For over 90 years, McKinsey & Company has helped corporations and organizations make substantial and lasting improvements in their performance. Through seven editions and 30 years, *Valuation: Measuring and Managing the Value of Companies*, has served as the definitive reference for finance professionals, including investment bankers, financial analysts, CFOs and corporate managers, venture capitalists, and students and instructors in all areas of finance.

This text consists of cases of European Businesses in Asia Pacific, Asian Businesses in Asia Pacific and Asian Businesses in Global Competition. It covers a wide range of topics including, human resources, corporate culture, strategic planning, cross-cultural marketing, marketing strategy, manufacturing, alliances and partnership, utilising information technologies, entry into new markets and many more. It will be relevant to many courses in the areas of general management, international management and strategy.

Boost business performance, prepare for change and implement effective strategies This book is a 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 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 50MINUTES.COM| Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

THE GUIDE Management consulting job interviews are insanely difficult and the odds are heavily stacked against the interviewee. Most people are not even invited to the interview. Where do they go wrong? *Smashing The Case Interview* is a mentoring piece that teaches you how to change the odds in your favor. It is a rare end-to-end guide, written by a former McKinsey and Company consultant. The core offerings are as follows: 7 rules to write a correct résumé with a sample attached 7 paragraph format for a cover letter with a sample attached Problem solving theory based on a hypothesis-driven approach Framework development

and communication methodology Key accounting, economics, and decision theory concepts 8 mathematics tricks to arrive at the correct answer 6 common case interview frameworks 5 solved cases based on interview communication style 12 case interview mistakes to avoid 11 rules for the behavioral interview 8 sample answers to behavioral interview questions Interview attire and techniques for optimizing interview day performance ABOUT THE AUTHOR Ali Zubair has worked with McKinsey & Company where his role focused on business strategy, restructuring and implementation. He has based this book on his successful interview experiences with top consulting firms and coaching multiple interview candidates in his spare time. By education, Ali is a Fulbright scholar who graduated as a Master of International Affairs from Columbia University. If you're interested in consulting, you've almost certainly heard of a case interview -a job interview in which you are presented with, and asked to solve specific business challenges. But increasingly, case interviews aren't just for consultants. Professionals in finance or business operations, as well as those seeking high-level positions within an organization, may very well encounter these challenging interviews as well. This book will help you: Write the perfect consulting resume and cover letter that gets multiple interview invitations from top consultancies Learn the 7 different parts of a case interview and exactly what you need to do in each step Master maths tips and tricks to solve market sizing and other case interview questions quickly and accurately Discover the most commonly used frameworks in consulting and how you can use them for inspiration, without over-relying on them Practice with 5 full-length sample cases that are based on McKinsey, BCG, and Bain case interviews Prepare answers to behavioral interview questions, like Why consulting?, Why McKinsey?, or Tell me about a time you led a team.

Complex problem solving 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 modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In *Bulletproof Problem Solving: The One Skill That Changes Everything* you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that 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 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 to strategic issues in business to global social challenges. The authors, with decades of experience at McKinsey and Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. With this bulletproof approach to defining, unpacking, understanding, and ultimately solving problems, you'll have a personal superpower for developing compelling solutions in your workplace. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ Learn how a simple visual

system can help you break down and understand the component parts of even the most complex problems Build team brainstorming techniques that fight cognitive bias, streamline workplanning, and speed solutions Know when and how to employ modern analytic tools and techniques from machine learning to game theory Learn how to structure and communicate your findings to convince audiences and compel action The secrets revealed in Bulletproof Problem Solving will transform the way you approach problems and 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 create measurable value. Readers can view the templates used in consulting studies and how they are used. All the foundational strategy and business 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 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 deep and persistent organizational issues over an 8-week assignment. Readers will learn how they successfully navigate a challenging client environment, frame the problem and limit the scope, develop hypotheses, build the analyses and provide the final recommendations. We have placed the explanation of management consulting techniques within a lively and engaging storyline, which allows the reader to truly understand the challenges faced on consulting engagements, connect with the characters, and understand both how and why they debated elements of the study. 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 as McKinsey, Bain, and BCG. To make the story realistic and useful, we have worked with one client engagement throughout the book. Using different examples 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 client and engagement are fictitious. The data presented are also fictitious, but they are based on actual consulting engagements and the experiences of the author and the contributing McKinsey, BCG, et. al. partners at [FIRMSconsulting.com](http://FIRMSconsulting.com) & [StrategyTraining.com](http://StrategyTraining.com). RESERVE YOUR SPOT FOR FREE EPISODES FROM EX-MCK ET AL. PARTNERS AT [FIRMSCONSULTING.COM/PROMO](http://FIRMSCONSULTING.COM/PROMO) FREE EPISODE FROM THIS BOOKS COMPANION COURSE AT [FIRMSCONSULTING.COM/SAAMC](http://FIRMSCONSULTING.COM/SAAMC)

Top consulting firms like McKinsey, BCG, and Bain only hire about 1% of their job applicants. Becoming a management consultant is difficult, but it is possible if you use a proven approach at each stage of the process. Cracking Case Interviews is a comprehensive "one-stop shop" for landing a job in consulting. This book will help you: Write the perfect consulting resume and cover letter that gets multiple interview invitations from top consultancies Learn the 7 different parts of a case interview and exactly what you need to do in each step Master maths tips and tricks to solve market sizing and other case interview questions

quickly and accurately Discover the most commonly used frameworks in consulting and how you can use them for inspiration, without over-relying on them Practice with 5 full-length sample cases that are based on McKinsey, BCG, and Bain case interviews Prepare answers to behavioural interview questions, like "Why consulting?", "Why McKinsey?", or "Tell me about a time you led a team." Max Serrano and Jonathon Yarde are former consultants and instructors at IGotAnOffer, the #1 website for case interview preparation, which has helped place over 2,000 applicants in consulting careers since 2015. This book translates the countless hours the authors have spent coaching undergraduates, MBAs, PhDs, MDs, JDs, and experienced hires on their consulting applications. In *The Best Book on How to Crack the Case Interview*, consulting guru Abhinav Agrawal breaks down the anatomy of a case interview and guides readers through each step of the process. This guide goes beyond right answers and leads readers through the process behind effectively completing the case interview with a top consulting firm such as McKinsey, Bain and BCG. The shift from college to a full-time career has always been a hard transition, but arming yourself with knowledge will not only help you succeed but improve your overall confidence in yourself as a professional. This book allows readers to develop their knowledge of the structure of the case interview and carry that confidence with them to every interview that could lead them to their big break in the consulting industry. This book will provide you with everything you need, along with additional free resources such as sample questions and answers to deliver a phenomenal interview technique and help you attain the consulting job you want. The goal of this book is to help you get a job with a top management consulting company. Its primary audience is current and prospective MBA students, although it should also be very useful to anyone going through one of the other channels into consulting, including undergraduate recruiting and experienced hires. It gives candidates an in-depth, insider look at the entire process of recruiting, including how to get the most out of on-campus events, how to network, how to prepare for interviews, and how to succeed in interviews. Why should you listen to me (or buy this book)? I believe I'm in a fairly unique situation that gives me a lot of insight into consulting recruiting. I've been through it as a student, a consultant, and now a career coach at Tuck, a top Business School, where it's my job to counsel students and help them get their dream consulting job. Each year I provide personal counseling and coaching to over a hundred students who are trying to get a job in consulting. Many of the students I've counseled are now working at top consulting companies like McKinsey, Bain and BCG or are headed there soon. I also work closely with recruiters to help them achieve their goal of hiring the best candidates. Part of my job is to understand the nuances between firms, and to keep abreast of how each firm runs its recruiting and interviewing process. I do this by maintaining close relationships with both senior consultants and recruiting staff at each firm and regularly talking with them about these issues.

You often hear in discussions about case interviews that you should not use standard business frameworks and concepts at all, because they just don't fit to the specific case question and interviewers don't like it when candidates use standard frameworks to solve cases. However, when challenging this shallow, generalized and popularized statements, there aren't any of those arguments remaining on the table. It is most definitely true that you can't crack a realistic interview case by relying solely on standardized frameworks - but all those business frameworks and concepts are extremely helpful templates which you can and even should put into your toolbox and use them whenever appropriate (if not to the full extent, at least partly!). Such a standard business framework is just a tool - and the tool itself is rarely good or bad, it mainly depends on how and for which purpose you use it. With this book, you achieve all of the following: - Get a profound overview of the most important business concepts and frameworks needed in consulting case interviews. - Really understand those business concepts and frameworks, instead of possessing only knowledge of dangerous half-truths. - Impress your interviewer on how structured and therefore client-friendly you tackle tough case interview questions. - Quickly learn how to actually apply those frameworks to concrete business situations, instead of just having a shallow theoretic knowledge of them. - Be more MECE (mutually exclusive, collectively exhaustive) in setting up your overall case structure at the beginning of your case interview. - Better structure your answers to particular questions later on in your case interview, again being more MECE. - Save tons of time by having high-quality content from 10+ years of consulting and interview experience together in one single book. - Significantly reduce the risk of losing a tier-1 consulting firm job offer because you were not structured enough in your interview (and we all know how important it is to be ABS - Always Be Structured).

Time compression technologies such as rapid prototyping and manufacturing offer enormous potential benefits. Where time can be saved in the development of new or modified products, expenditure can also be reduced. Swifter development can also give a competitive edge to those using these techniques. However there are a number of different systems and processes that can be used. Ensuring that the most appropriate rapid prototyping and manufacturing technology is applied to a problem is vital to the success of a project. The case studies, compiled by the experienced team of the Warwick Manufacturing Group at the University of Warwick in the UK, represent a range of different real experiences drawn from a variety of industries, using a range of materials and processes. CONTENTS INCLUDE: Overview of product design and development Computer-aided design and rapid prototyping The introduction of CAD/CAM in the ceramics industry Product design and development – reverse engineering Reducing the risk of new product development by utilizing rapid prototyping technologies Stress analysis using rapid prototyping techniques Case studies in rapid prototyping and manufacturing techniques–flow visualization using rapid prototype models Overview of utilizing bureau facilities Using bureau services

Running an internal rapid prototyping bureau Overview of rapid casting techniques An alternative route to metal components for prototype and low-volume production Rapid prototyping in pattern making and foundry applications Rapid prototyping – enhancing product development at Parker Hannifin Cast tooling with rapid prototype patterns Overview of rapid tooling The role of rapid immediate production tooling (IPT) in new product development Rapid tooling – cast resin and sprayed metal tooling.

College2Consulting prepares you for the grueling and unique management consulting recruitment process. Anecdotes from dozens of consultants at top-tier firms show you how to stand out before, during, and after the interview, ultimately leading to offers from your favorite firms. "This book provides a great overview of consulting and definitely helps in positioning yourself to earn an offer with a great consulting firm" - Booz & Company Consultant "This is the only book in the business that comes from a student's perspective. It's very helpful for someone who doesn't have any background in how to get a consulting job" - McKinsey Business Analyst "This book should be THE book you read if you are planning to go through the recruitment process in consulting and want to know how to survive every step of the process. Not only did it provide detailed tips, the book was in every aspect highly relevant and accurate" - L.E.K. Consulting Associate

In this competitive industry, it's not enough to ace the case interview. C2C offers a holistic approach to consulting recruitment. From the preparation process to the paper process to the people process, C2C details effective strategies every step of the way.

- Preparation - Don't procrastinate; simple preparation tips to help you succeed
- Info Sessions - Forget elevator pitches and stand out in a memorable way
- Resumes - Grab recruiters' attention by quantifying your accomplishments
- Cover Letters - Discover strategies from real cover letters that landed interviews
- Fit Interviews - Impress industry veterans by preparing for common questions
- Case Interviews - Learn to develop frameworks instead of relying on canned ones

C2C's authors recently went through consulting recruitment and have an intimate understanding of every facet of the process. To add perspective, the authors also interviewed managers, consultants & analysts from the firms below: Accenture Boston Consulting Group Booz & Company Deloitte McKinsey & Company L.E.K. Consulting PricewaterhouseCoopers Together, the team has helped dozens of students land jobs at top consulting firms.

About the Authors Charles Benkendorf, C2C author and founder, is a former associate at L.E.K. Consulting, a global strategy consulting firm. He started writing College2Consulting shortly after his consulting recruitment experience in 2008, when he noticed how many people struggled through recruitment; existing resources were too focused on case interviews and did not cover the overall recruitment process. Charles teaches private classes covering the consulting recruitment process from start to finish and provides mock interview services at Northwestern University. He has also taught multiple primers on consulting recruitment at both University of Chicago and Northwestern University in winter

and fall 2011. He currently works as a Business Analyst at Ustream.tv, the leader in live streaming video. Reed Walker, C2C author, co-founder, and marketing director, is currently a consultant at Avascent, a strategy consulting firm specializing in developing growth strategies for firms doing business with government customers. At Avascent, Reed is also Avascent's recruitment lead for Duke University and has supported recruitment efforts at Georgetown, Stanford, and WashU conducting resume screens as well as 1st/2nd round interviews. Shannon Clark, C2C editor and co-founder, has published two books, currently works at Abbott Laboratories, and specializes in human factors design and usability of products and websites.

Need to learn case interviews but don't know where to start? This book is designed to get you up and running. By using scripted examples and interviews with experienced recruiters it gives readers an understanding of what a case actually is, and how they can start to prepare. Case interviews are used extensively by most major recruiters, including McKinsey, Bain, BCG, Amazon, Google and many more, and this book contains interviews with recruiters from all of the above companies. The author, Stephen Pidgeon, is a former McKinsey consultant and interviewer who now works as a career coach at the Tuck School of Business. He coaches hundreds of candidates every year, many of whom are successful in their goal of landing their dream job. He is also the author of 'How to get a job in consulting'.

The groundbreaking follow-up to the international bestseller 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 readers just can't seem to get enough of all things McKinsey. Now, hot on the heels of his acclaimed international bestseller *The McKinsey Way*, Ethan Rasiel brings readers 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 readers up and running.

Packed with insights and brainstorming exercises for establishing the McKinsey mind-set, this book is an in-depth guidebook for applying McKinsey methods in any industry and organizational environment. Taking a 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 comprehensive

treatment for ways to: Follow McKinsey's MECE (mutually exclusive, collectively exhaustive) line of attack Frame business 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 Conduct meaningful interviews and effectively summarize the content of those interviews Analyze the data to find out the so what Clearly communicate fact-based solutions to all pertinent decision makers Capture and manage the knowledge in any organization to maximize its value

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