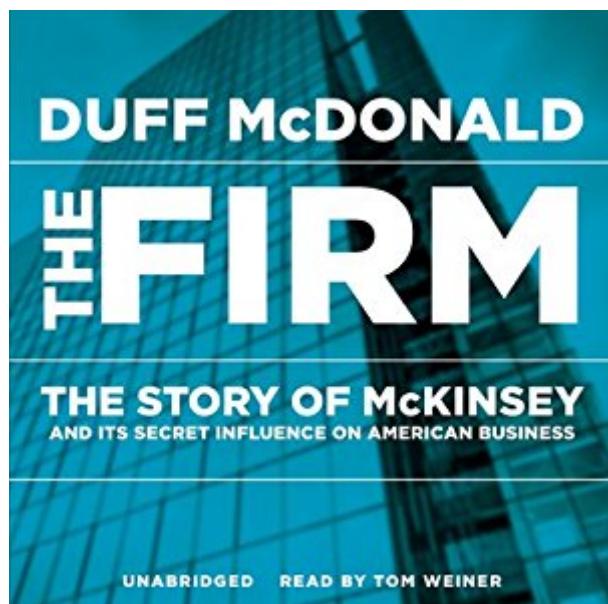


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# The Firm: The Story Of McKinsey And Its Secret Influence On American Business



## **Synopsis**

A behind-the-scenes, revelatory history of McKinsey & Company, America's most influential and controversial business consulting firm, told by one of the nation's leading financial journalists. Founded in 1926, McKinsey & Company has become one of the world's leading management consulting firms, helping to invent American business and shaping its course for decades. Ushering in the age of American industrial dominance, McKinsey remapped the power structure in the White House, helped create the bar code, revolutionized business schools, and introduced the idea of budgeting as a management tool. McKinsey consultants have created the corporate behaviors that shaped our world - reinventing our idea of American capitalism and exporting it across the globe. At the same time, however, McKinsey can also be associated with a list of striking failures. Its consultants were on the scene when General Motors drove itself into the ground, and they played a critical role in building the bomb known as Enron. Yet they are rarely blamed for the failures - at least not publicly. McKinsey employees are trusted and distrusted, loved and despised. And far from prying eyes, they are doing behind-the-scenes work for the most powerful people in the world. In *The Firm*, star financial journalist Duff McDonald uncovers how these high-powered, high-priced business savants have ushered in waves of structural, financial, and technological shifts to the biggest and best American organizations. With unrivaled access to company documents and current and former employees, McDonald reveals the inner workings of what just might be the most influential private organization in America.

## **Book Information**

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## Customer Reviews

The book is basically a history of McKinsey through the lens of its leaders. Main focus in the book is on **WHAT** happened to the firm and not **WHY** it happened. Since it's more of a biography of the company not much attention is given to the actual work of consultants (e.g. long hours, team structure, etc.), which is a bit disappointing and does not allow to fully understand the Firm

There have been many stories on the power of McKinsey and its brand. Having been a client of McKinsey's, I have the other view of them. They are sea gulls, just like all consulting firms - they swoop in and crap all over the place, leaving a stinking pile behind. The author shows both the successes and the failures of McK - that is a good thing. Consultants are rarely successful in their endeavors, and the client usually is left with the mess. This book demonstrates that aspect. But the author tells of successes for the client as well, and why the client was able to achieve the success - guess what it is not all McKinsey !! Read this book and take away the lessons on how the consultant and the client can achieve a successful outcome.

This could have served the same contents in a slightly more compact package. A good read nevertheless, giving a complete history of the firm.

Looking forward to more in depth analysis of discrepancies in income McK has helped create by helping executives above all, or more about how their solutions' short term outlook has negative effects more broadly. Regardless, solid book. Read straight through without skimming more than a few pages.

This book is great. The author provides a complete history of a very interesting company...one that is perhaps overhyped, but extremely successful. I worked with a number of McKinsey people over the years and found them to be nothing special. Marketing and networking are so important, and McKinsey is living proof.

I can only think of three other "business" books to ever bother read. This is one of them. I don't think the author intended it, but it perfectly outlines the fall of respect, trust and soul of American business in the past 40 years.

good book very entertaining

As I work myself in the consulting business I found value in the book, but also found it interesting and entertaining to learn about the history (and present) of such a company.

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