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(from McKinsey)

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strategy consultant

Barbara Minto, founder of the Minto
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The Minto Pyramid Principle: Logic in
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Barbara Minto (May 1, 1996) Paperback
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However, if any group of ideas are arranged into a pyramid structure in the first place, not only will it save valuable time and effort to write, it will take even less effort to read and comprehend it. The Pyramid Principle explains how to:

- think creatively, reason lucidly, and express ideas with clarity
- define complex problems and establish the objectives of any document
- assess your ideas and recognize their relative importance
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The Pyramid Principle: Logic in Writing and Thinking ...

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The difference between merely getting by and making an impact in your writing is totally dependent upon a few key strategies that you take: Barbara Mento's "The Pyramid Principle" shows you how to structure your thoughts before writing. It is not a style manual and it is not an easy book to read. You will really have to "want" it.

The pyramid principle: Logic in writing:
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The Minto Pyramid Principle: Logic in Writing, Thinking, & Problem Solving [Barbara Minto, Vera Deutsch] on Amazon.com. *FREE* shipping on qualifying offers. The Minto Pyramid Principle: Logic in Writing, Thinking, & Problem Solving

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Coined by Barbara Minto, a former
McKinsey consultant, the Minto Pyramid
Principle is a writing framework that

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suggests structuring information in a pyramid format. At the top, you start with the most important takeaway. Then, from there, you support your conclusion with layers of evidence that flow in a logical order.

The Minto Pyramid Principle: A Proven Framework for ...

This book introduces a structured approach, called the Pyramid Principle, which is a logical ordering of the ideas presented in a written document. Author argues that this is a top-down ordering of ideas, and more understandable by readers. Abstract concepts are in the beginning (the top of the pyramid).

The Minto Pyramid Principle: Logic in Writing, Thinking ...

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Minto Pyramid Principle, also referred to as the McKinsey's Pyramid Principle, is a tool used to process and structure large amounts of information to convey a story, message or presentation without omitting important details. The principle of the McKinsey Pyramid is to cut to the chase in written texts or presentations. This ensures that the audience's attention is captured and that a riveting story can be created that's easy to remember and understand.

Minto Pyramid Principle, a powerful communication tool ...

The Minto Pyramid Principle: Logic in Writing, Thinking and Problem Solving (2010 edition) supersedes the Pyramid Principle book, which was written in 1987 and re-issued by the publisher unchanged in 2002. The Minto Pyramid Principle textbook explains in detail the entire

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thinking process that should precede writing.

The Minto Pyramid Principle: A powerful and compelling ...

The Minto Pyramid Principle: Logic in Writing, Thinking and Problem Solving (2010) explains a technique for working out your thinking on any subject, so that you can present it clearly to someone else. It explains: Why organizing your ideas into a pyramid structure will make them easy for someone else to grasp.

The Minto Pyramid Principle® Textbook - Barbara Minto

The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into

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The Pyramid Principle: Logic in Writing
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The Minto Pyramid Principle by Barbara
Minto

The Minto Pyramid Principle Logic in
Writing, Thinking and Problem solving
(Chinese Edition)

Editions of The Minto Pyramid Principle:

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The clear communication of ideas, whether to clients, colleagues or the management board, is a key factor in determining personal success. Applying the Pyramid Principle will enable you to present your thinking so clearly that the ideas move off the page and into the reader's mind with a minimum of effort and a maximum of effect.

Minto, The Pyramid Principle: Logic in Writing and ...

About the author (2009) Barbara Minto developed The Pyramid Principle through her early years as a consultant at McKinsey & Company, Inc. She now runs her own consultancy, International, Inc.....

The Pyramid Principle: Logic in Writing

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The Pyramid Principle: The framework for all persuasive ...

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- think creatively, reason lucidly, and express ideas with clarity
- * define complex problems and establish the objectives of any document
- * assess your ideas and recognize their relative importance
- * structure your reasoning into a coherent and transparent argument
- * analyze your argument to confirm its effectiveness.

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