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The pyramid principle -
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I chanced upon this book
(one of the early 1989
editions) from an ex-
consultant friend. Cursory

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glances on virtual
bookshelves and passing
references about it in other
readings aside, I had
expected the book to be a
bland textbook manual
instructing you about what
you already know - in one
way it is - and in more than
one ways I was wrong.

The Minto Pyramid Principle: Logic in Writing, Thinking

...

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

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omitting important details.
The principle of the
McKinsey Pyramid is to cut
to the chase in written
texts or presentations.

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 thinking process
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The Pyramid Principle
advocates that "ideas in
writing should always form a
pyramid under a single

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thought." The single thought
is the answer to the
executive's question.

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and ...**

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ANALYTICAL ACTIVITIES PERFORMED BY THE MIND •

Second rule of Minto Pyramid Principle is that, “ideas in any grouping must be in logical order”. • This makes sure that ideas brought together truly belong together and none has been left out. • Mind can perform only 3 analytical activities : • 1.

Minto pyramid - SlideShare

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:

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Why organizing your ideas
into a pyramid structure
will make them easy for
someone else to grasp.

The Minto Pyramid Principle® Textbook – Barbara Minto

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Ever heard of it? In 1987, Barbara Minto wrote a book called the Pyramid Principle - Logic in Writing and Thinking. Minto is an ex McKinsey & Company consultant and wrote this during her early days there. She went on to train Bob Waterman and Tom Waters, co-authors of the best seller book - In Search of Excellence.

The Pyramid Principle Book Review | Management Consulted

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