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The Pyramid Principle  
reveals that the  
mind automatically  
sorts information into  
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groupings.

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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

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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: Minto, Barbara ...**

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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.

### **The pyramid principle: Logic in writing and thinking**

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The Pyramid Principle

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is the answer to this question. Developed by Barbara Minto from McKinsey to find a method for the consultants to structure their advice and consulting reports. Nowadays every McKinsey Consultant is trained to learn and apply this method and it is also used by many other consulting companies worldwide.

**Pyramid Principle,**

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# Where To Download The Minto Pyramid **Writing, Thinking ...**

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).

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The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into distinctive pyramidal groupings. However, if any group of ideas are arranged into a pyramid structure in the first place, not only

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And  
Comprehend it.

**Minto, The Pyramid  
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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

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the publisher  
unchanged in 2002. In  
The Minto Pyramid  
Principle textbook  
explains in detail the  
entire thinking process  
that should precede  
writing.

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

Minto Pyramid  
Principle, also referred  
to as the McKinsey's  
Pyramid Principle, is a  
tool used to process

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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.

**Minto Pyramid  
Principle, a powerful  
communication tool**

...

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Principle: Logic in  
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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.

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**Principle® Textbook**  
- **Barbara Minto**

The Pyramid Principle was created by Barbara Minto at McKinsey as a method of structuring communications for maximum impact. The idea is to start with your main idea, and then use logically grouped arguments to support your position. Put in simpler terms, it starts with asking for what you want, and

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explaining why you  
want it.

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## **How to Pitch your Ideas: The Pyramid Principle | Sales Hacker**

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

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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: Logic in Writing and Thinking**

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Paperback Author(s):  
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Ever heard of it? In  
1987, Barbara Minto

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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 -  
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Principle by ex-  
McKinsey consultant  
Barbara Minto outlined  
the strategy all  
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