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for only 10 years, but the mark she left is permanent. The first female MBA professional hire our Firm ever made, Barbara is best known for the Minto Pyramid Principle, her immortal framework for writing and presenting ideas. First published in book form more than 40 ...Barbara Minto: "MECE: I invented it, so I get to say how ...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:The Minto Pyramid Principle® Textbook - Barbara MintoBased on Barbra Minto's Pyramid Principles (You are encouraged to purchase the book). It will explain how the human mind works and therefore how you should order your ideas to ensure you...Structured Communication 1 (Minto Pyramid) - UReadyAfricaThe 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.

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