

## USER GUIDE

# McKinsey & Company

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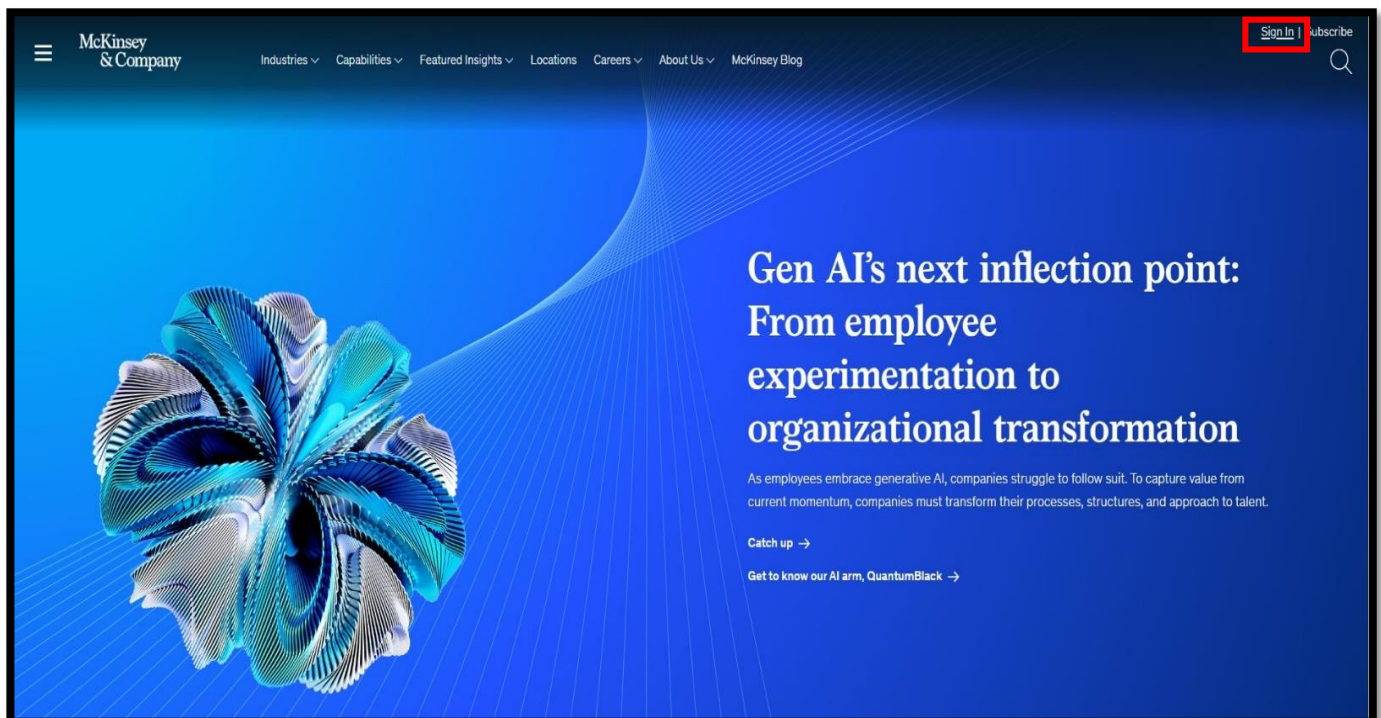
<https://www.mckinsey.com/>

The Quarterly combines powerful insights from McKinsey with ideas from other world-leading experts and practitioners to help readers stay at the cutting edge of management thought, become more effective leaders, and boost the performance of their organizations.

**Major Subject Areas Covered:** General Management; Economics; Econometrics and Finance; Political Science and International Relations; Business; Management and Accounting.

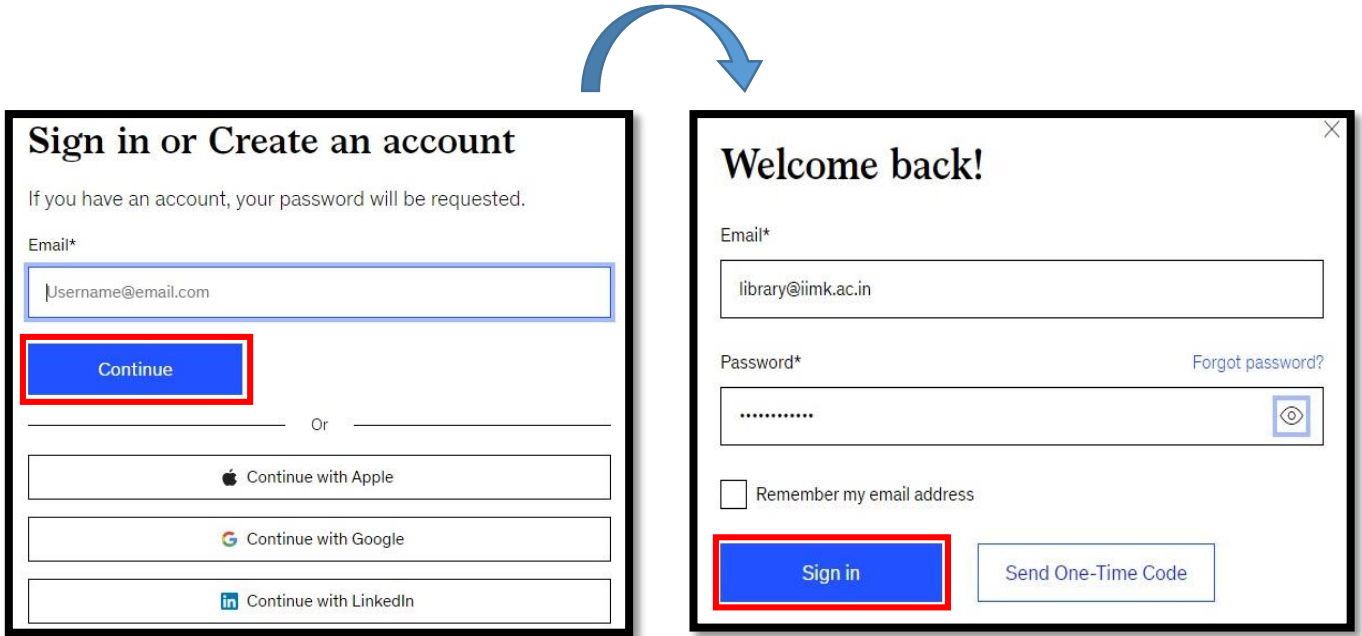
**Access Method:** Common Login

**How to use:** Go to <https://www.mckinsey.com/> and click on sign in button.

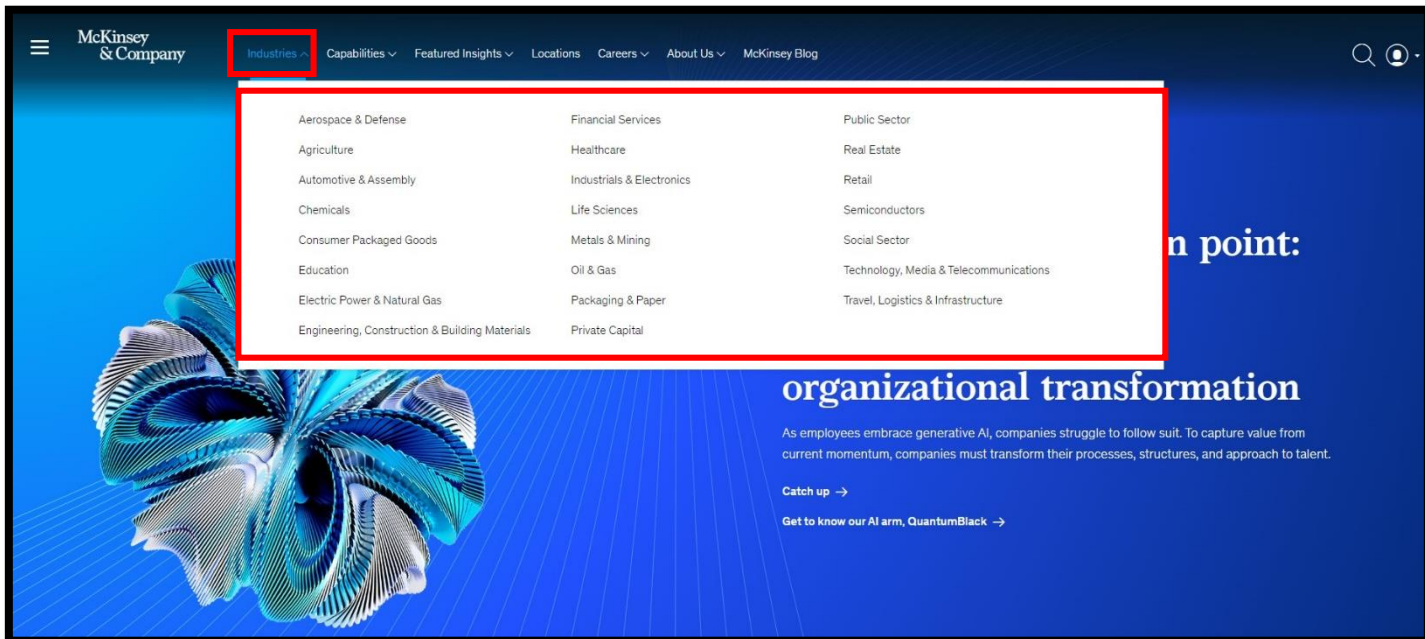


Use common login id to sign in.

**User ID: library@iimk.ac.in, Password: Library@2025**

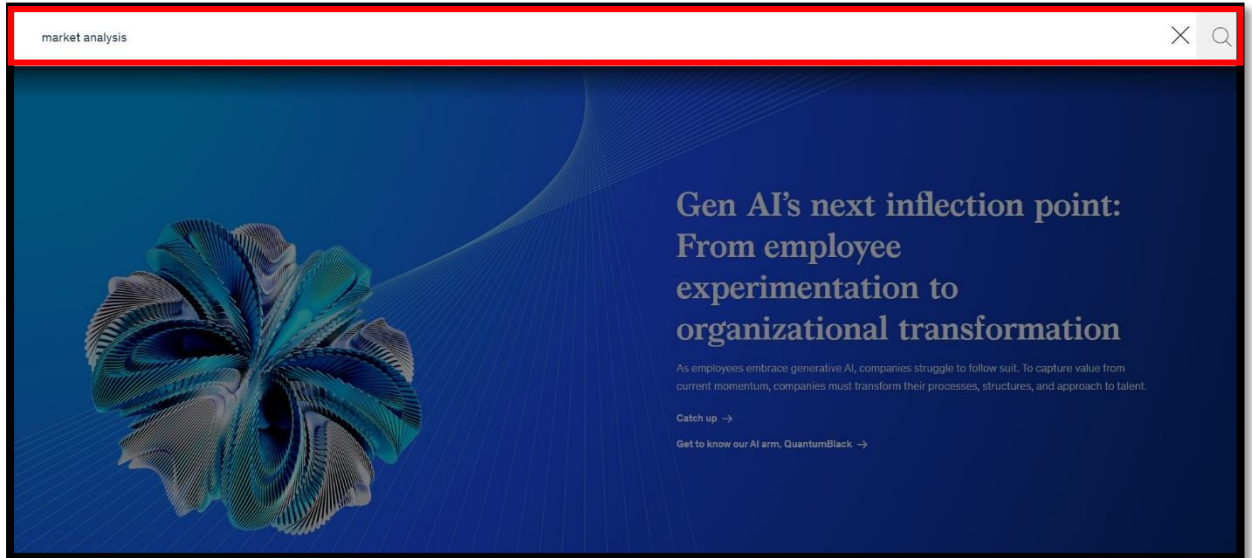


Choose the industry that best suits your needs and start exploring.



## Basic search:

Use keywords related to your query. For instance, if you're looking for market trends, you might enter terms like "market analysis," "growth trends," or "consumer behavior."



Utilize filters such as date ranges, industry sectors, or geographic regions to refine your search results.

