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The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

By Michael E. Gerber



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The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It By Michael E. Gerber

An instant classic, this revised and updated edition of the phenomenal bestseller dispels the myths about starting your own business. Small business consultant and author Michael E. Gerber, with sharp insight gained from years of experience, points out how common assumptions, expectations, and even technical expertise can get in the way of running a successful business.

Gerber walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.

The E-Myth Revisited will help you grow your business in a productive, assured way.



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The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It By Michael E. Gerber Bibliography

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Editorial Review

Amazon.com Review

Michael Gerber's *The E-Myth Revisited* should be required listening for anyone thinking about starting a business or for those who have already taken that fateful step. The title refers to the author's belief that entrepreneurs--typically brimming with good but distracting ideas--make poor businesspeople. He establishes an incredibly organized and regimented plan, so that daily details are scripted, freeing the entrepreneur's mind to build the long-term success or failure of the business. You don't need an M.B.A. to understand or follow its directives; Gerber takes time to explain buzzwords and complex theories. Read in a clear and well-paced manner, listening to *The-E Myth* is like receiving advice from an old friend. --*Sharon Griggins*

From Library Journal

Indicating that 40 percent of small businesses fail within their first year, Gerber, a small business expert, talks about how to be successful. In this revision of his 1986 book, he describes the "E-Myth," which basically states that a person with technical but few management skills can do well in business. Gerber describes developing a precise business system that produces consistent results because it has been tested and refined. He says that businesses thrive because of innovation, quantification, and orchestration. Visualize what is true success to you as a person, Gerber advises, and work from the ideal to the specific. While the author is a consummate salesman who reads his material in soothing tones, he offers too many abstract ideas and too few concrete plans. There is little useful content here. Not recommended.

Mark Guyer, Stark Cty. Dist. Lib., Canton, Ohio

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Review

"Gerber loves to exhort people to develop powerful visions for their companies." -- *Fortune*

"Thanks to Gerber I have freed up over three hours a day, significantly increased my sales, more than doubled my bottom line, and been able to take my first vacation in four years." -- *Trish Lind, T. Lind Graphics, St. Paul, Minnesota*

"Without a doubt, the most important message for our company over the next decade." -- *The John Hancock Insurance Group*

Users Review

From reader reviews:

Thomas Bedwell:

Now a day those who Living in the era just where everything reachable by connect with the internet and the resources within it can be true or not demand people to be aware of each details they get. How a lot more to be smart in having any information nowadays? Of course the reply is reading a book. Looking at a book can help folks out of this uncertainty Information particularly this The E-Myth Revisited: Why Most Small

Businesses Don't Work and What to Do About It book since this book offers you rich facts and knowledge. Of course the knowledge in this book hundred pct guarantees there is no doubt in it you know.

Andrew Murphy:

Reading a e-book tends to be new life style within this era globalization. With reading through you can get a lot of information that will give you benefit in your life. Having book everyone in this world can share their idea. Publications can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or their experience. Not only the storyline that share in the guides. But also they write about the data about something that you need instance. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors on this planet always try to improve their ability in writing, they also doing some investigation before they write for their book. One of them is this The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It.

Marlyn Melia:

Exactly why? Because this The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will jolt you with the secret the idea inside. Reading this book close to it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining way but still convey the meaning fully. So , it is good for you for not hesitating having this any more or you going to regret it. This book will give you a lot of advantages than the other book possess such as help improving your skill and your critical thinking way. So , still want to postpone having that book? If I were you I will go to the e-book store hurriedly.

Rachel Haley:

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