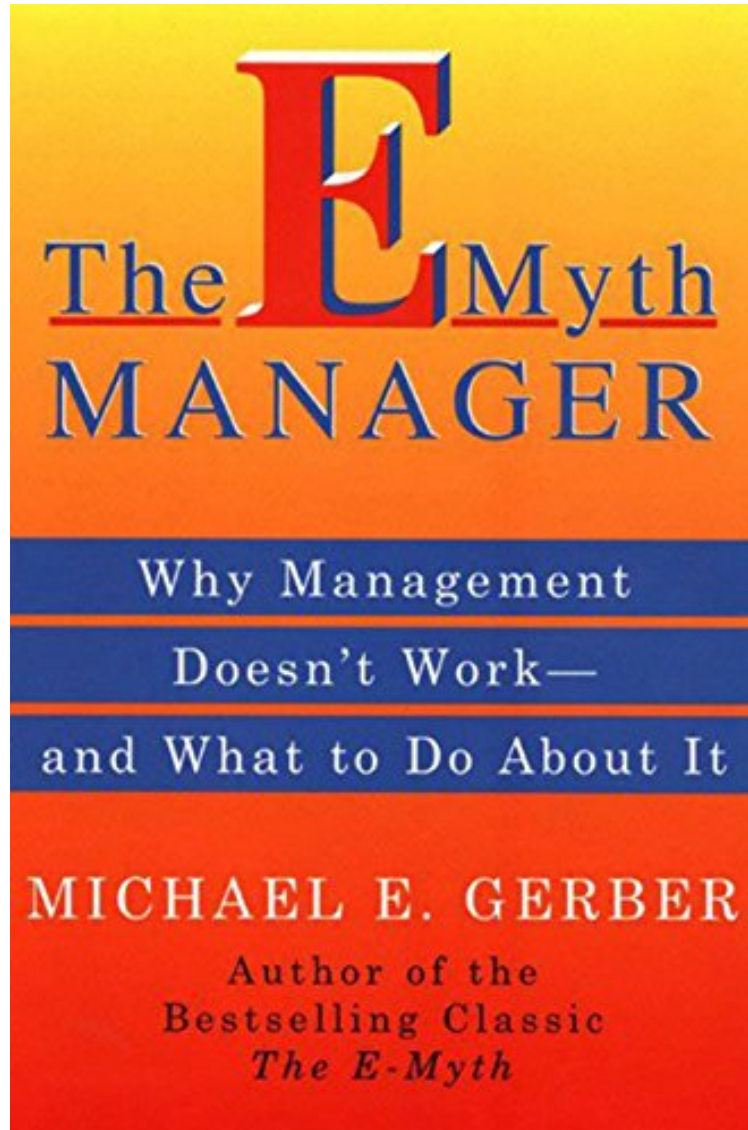


The E-Myth Manager: Leading Your Business Through Turbulent

Michael E. Gerber

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Michael E. Gerber : The E-Myth Manager: Leading Your Business Through Turbulent before purchasing it in order to gage whether or not it would be worth my time, and all praised The E-Myth Manager: Leading Your Business Through Turbulent:

0 of 0 people found the following review helpful. Interesting Insights into the Manager as well as ManagementBy Edward J. BartonAnother Gerber classic. While the E-Myth/E-Myth Revisited are the cornerstone of the franchise, and should be read before diving into this work, Gerber brings some fresh insights into both management and manager in the E-Myth Manager.As the E-Myth approach emphasizes, the fundamentals revolve around a system - in this case

both a management system for business and career, that can be worked on, rather than merely in. Gerber takes us through the transformation of a composite manager - Jack - from frustrated middle management cog to E-Manager. He works through the development of a Vision, Primary Aim, Strategic Objective, Financial Strategy, Organizational Strategy, Management Strategy, People Strategy and Marketing Strategy. At each point, the emphasis is on system and consistent results - as well as self-knowledge and the preeminence of vision in the process. The book will make you think and provides opportunities for both introspection and development. A good read. 0 of 0 people found the following review helpful. E Myth for Managers is a must read! By D. Bush This book has distilled the essence of what motivates and moves anyone in the workplace. It defines what motivates people from top to bottom and how you must act to empower the people you manage or get lost in the process of managing. As an owner, the book opened my eyes to how empowerment can and hopefully will set me free. 0 of 0 people found the following review helpful. Fair Offering By Jim Hilburn This book follows in the vein of the E-Myth Revisited, which is fine and expected. I disagree with Mr. Gerber's stance that all other methods of leadership fail to allow managers to be successful, the strategies he lays out are similar, but with different labels - for example "Primary Aim" is very much like "Begin With The End in Mind". I would suggest that rather than using this book, use the E-Myth Revisited and tailor it for your management team.

More than ten years after his first bestselling book, *The E-Myth*, changed the lives of hundreds of thousands of small business owners, Michael Gerber, entrepreneur, author, and speaker extraordinaire, releases the next salvo in his highly successful *E-Myth Revolution*. Drawing on lessons learned from working with more than 15,000 small, medium-sized, and very large organizations, Gerber has discovered the truth behind why management doesn't work and what to do about it. Unearthing the arbitrary origins of commonly held doctrines such as the omniscience of leader (Emperor) and the most widely embraced myth of all, *E-Myth Manager* offers a fresh, provocative alternative to management as we know it. It explores why every manager must take charge of his own life, reconcile his own personal vision with that of the organization, and develop an entrepreneurial mind-set to achieve true success.