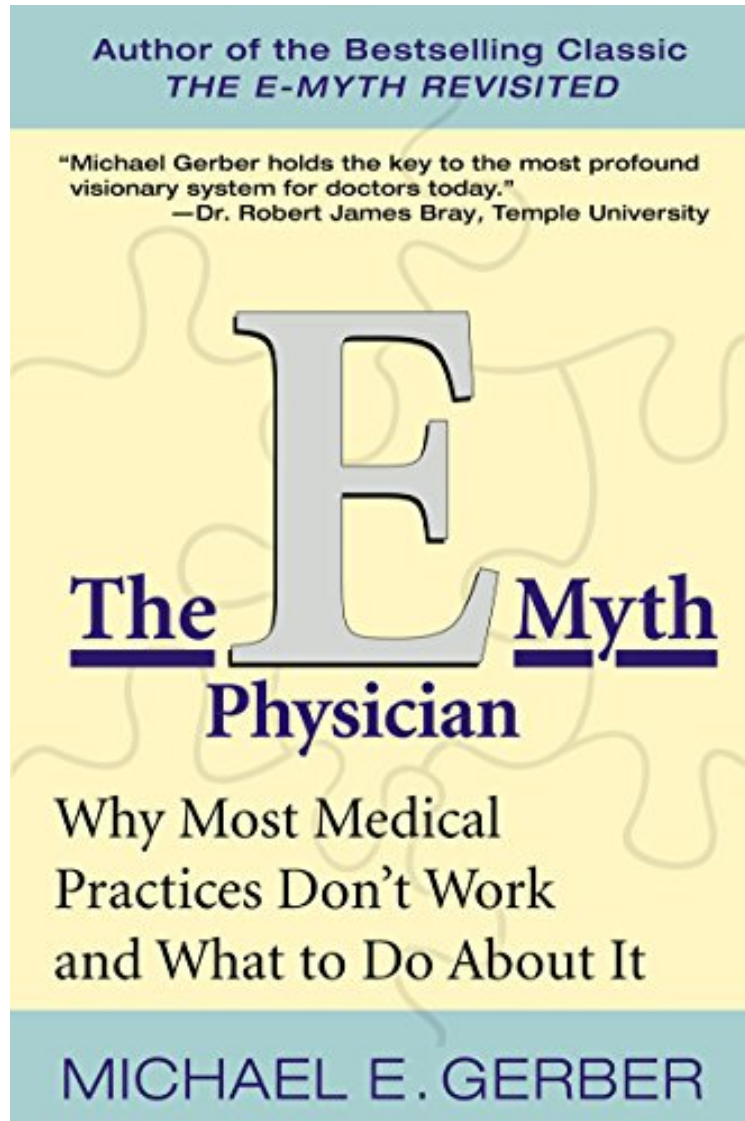


The E-Myth Physician: Why Most Medical Practices Don't Work and What to Do About It

Michael E. Gerber

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ApplemanAs an OD ready to start a new practice, this advice was invaluable. Many of us spend years perfecting our patient care, but never learn how to run a business. Easy read with some good advice.

Michael E. Gerber, bestselling author of *The E-Myth Revisited* shares his powerful insights to lead independent physicians to successful practices and enriched lives. Michael Gerber has dedicated much of his professional life to the study of entrepreneurship and business dynamics. His E-Myth Academy is renowned in the entrepreneurial world for its business insight and guidance as well as its inspirational advice. In *The E-Myth Physician*, bestselling author Gerber returns to his roots in order to provide indispensable advice to doctors who own and run their own practices. Gerber provides excellent business insights into topics such as streamlining systems, effective small-business management practices, healthy patient relations and managing cash flow, all with the goal of freeing physicians from the daily grind of running a business and leading them to a happier and more productive life while doing the job they love - practising medicine.

From BooklistGerber has had great success with his previous E-Myth books, and this is the sixth in the series. *The E-Myth* posits that, because most professional business owners are successful in their field, they assume they are going to be successful entrepreneurs as well, and this assumption often leads to failure. In doctors' harried world, time is at such a premium that the ability to work on their practice (Systems Thinking) is usually superseded by the need to continue working in their practice (Tactical Thinking). As a result, the practice suffers, with patients frustrated by waiting, a tense and impatient staff, and poor cash flow. The E-Myth teachings show the doctor how to regain control over her practice, not by trying to manage people better (which is impossible) but by creating a repeatable system that anyone can follow to success. By focusing and creating a sound business plan, the physician creates a supportive environment for himself, his staff, and his patients, which allows him to get back to what he does best--healing. David SiegfriedCopyright copy; American Library Association. All rights reservedAbout the AuthorMichael E. Gerber is a true legend of entrepreneurship. *INC.* magazine called him "the World's #1 Small Business Guru." He is the Co-Founder and Chairman of Michael E. Gerber Companies—a group of highly unique enterprises dedicated to creating world-class start-ups and entrepreneurs in every industry and economy—a company that transforms the way small business owners grow their companies and which has evolved into an empire over its history of nearly three decades.