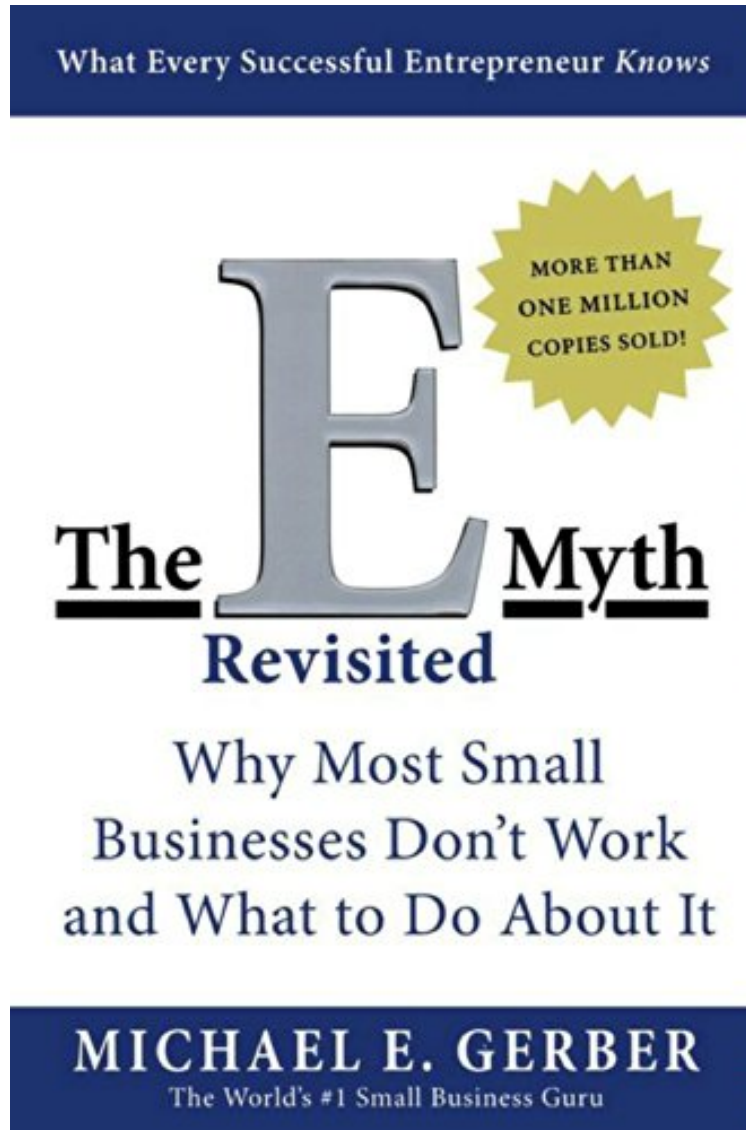


# The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

Michael E. Gerber

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**Michael E. Gerber : The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It** before purchasing it in order to gage whether or not it would be worth my time, and all praised The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It:

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Best book ever written on starting your own business. Its older but timeless. I was a business broker and lender and saw how ill prepared people are to start their own business. Must read. Learn how to do it right the first time and save heartache and money. I use this regularly in mentoring millennials to boomers. Steven Monahan, author the One Thing 66 Day Workbook.

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.

.com 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  
Copyright 1995 Reed Business Information, Inc. "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