



# 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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In this first new and totally revised edition of the 150,000-copy underground bestseller, *The E-Myth*, Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He 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. He then shows how to apply the lessons of franchising to any business whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. After you have read *The E-Myth Revisited*, you will truly be able to grow your business in a predictable and productive way.

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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*

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#### Carrie Rivas:

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People live in this new time of lifestyle always aim to and must have the extra time or they will get lot of stress from both day to day life and work. So , when we ask do people have spare time, we will say absolutely indeed. People is human not only a robot. Then we ask again, what kind of activity are you experiencing when the spare time coming to an individual of course your answer may unlimited right. Then do you try this one, reading books. It can be your alternative within spending your spare time, the actual book you have read is actually The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It.

**Laura Clark:**

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