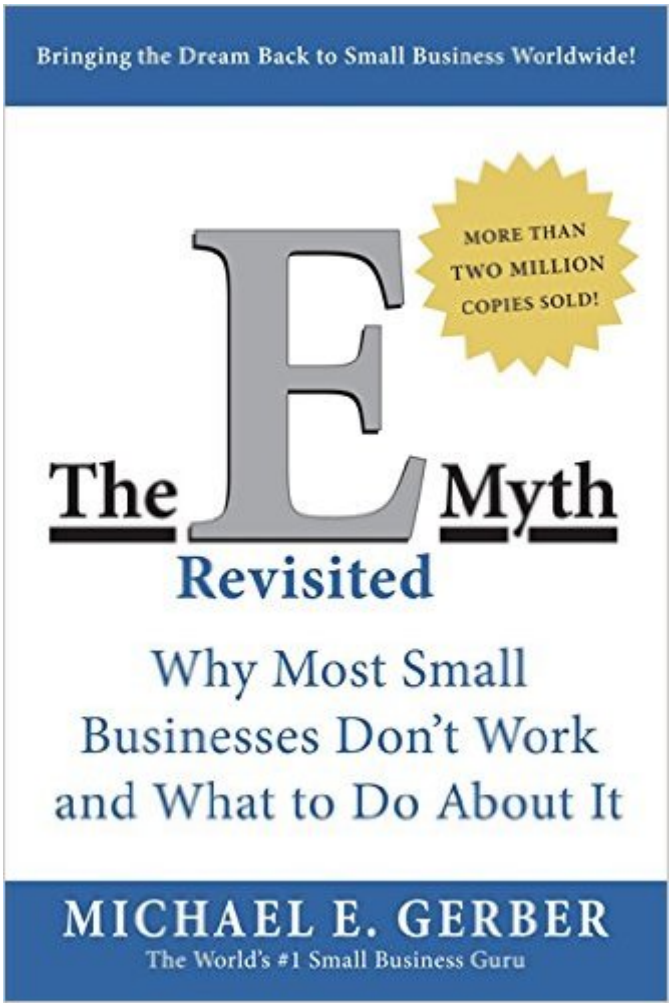
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The E-Myth Revisited: Why Most Small Businesses Don't Work And What To Do About It



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Synopsis

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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Customer Reviews

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 --This text refers to an out

of print or unavailable edition of this title.

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 consumate 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, OhioCopyright 1995 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

This book has absolutely life changing content. I’m glad I read this before starting my business. I knew I needed to think through everything carefully but did not have the tools in this book.The writing is also just absolutely stunning. Each story is told in a memorable way and the transitions are seamless.This needs a few reads to fully grasp and internalize the lessons here.

A well out book that sets expectations for anyone who wants to open a business. And get a clearer view why small business owners operate the way they do and common pitfalls by being your own boss.

This book does a great job of forcing the business owner to think about working on the business versus working in the business. The idea of building your business like a franchise that you could duplicate over and over makes a lot of sense. Imagination, quantification, and orchestration are ways to think about the business, analyze the numbers, and build the model. Quick read and very thought provoking.

As a small business owner I am constantly reading and researching ways to run my business better. To me, this means less time and effort with more revenue, profit, and stability. Michael Gerber’s strategy of organizing the typical small business similar to that of a franchise business is brilliant! Had I read his book 5 years ago I would have saved a tremendous amount of time and effort

learning the very principles that he describes in the book. His principles provide an excellent road map toward my desire to run a successful business on my terms, rather than having the business run me. Probably the best and most informative books on how to both plan and run a small business that I have ever found. Michael Gerber is not an academic and may not be appreciated by those who consider themselves such, however, I believe he addresses his audience (the typical small business owner) with an excellent understanding of the challenges we face and he provides tools for us to succeed even beyond our original dreams!

If you are considering starting a new business then this is a worthwhile read. However if your startup is in the area of professional services (such as consulting) then you might be slightly frustrated at the end because the examples given don’t cover some of the nuances of this type of business. You might also need to abstract and distil the main themes from the book in order to see the relevance to your situation. But if you do this with an open mind and interpret the authors example of opening a pie franchise then the leaning points are valuable indeed.The main message from this book is that a technical specialist is likely to fail at a new business venture unless they change their mindset to work on the business (Direct) rather than in the business (Operate). They need to be the owner in the true sense not the cornerstone employee. This requires a strategic approach to business development.Considering that much of our life is spent in our professional work, it is essential that we are fulfilled. There is nothing admirable about working in an environment that is not allowing you to express your life purpose. The author emphasises the importance of finding your own true mission and how you can integrate your new business into this purpose so that they are in synergy.The creation of a scaleable, repeatable business model (the franchise) is a mindset change that is possible for technical people, but this mindset shift needs to be deliberate since busy technical work is more compelling to many technical personalities.

More play on the original book. This version contains some great general guide-lines for systemizing your business, however, the author is more interested in guiding you to his website to purchase a variety of courses and his "dream room" seminar series. The book is heavy on concept but short on detail. If you’ve read the original E-Myth, you would probably be safe to pass on this book. It’s pretty much the same information re-framed.

If you’re a new entrepreneur like I am, you’d be doing yourself a huge favor by reading this book. It was suggested to me by my professional coaches. Being very new to this space I felt like the

information provided in this book has slingshot me past most seasoned entrepreneurs. Per the information in this book: 80% of businesses fail in the first year.... my personal opinion: don't be a part of the statistics so read this book!The author has a wonderful way with words and made the book extremely enjoyable to read with a story of and individual that you'll swear is you. After reading it, I sincerely claim that this is now my favorite book of all times (sorry Harry Potter).Don't let your dreams suffer with the demise of your business (or future business). Get this book, implement the strategies, and enjoy the life you envisioned better than you thought it would ever be.

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