

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

The E-Myth is hailed as without a doubt one of the most influential business books any aspiring entrepreneur should read. In this best-selling business classic, Michael Gerber gives you a formula for building not just your business successfully, but ANY business successfully.

Gerber's book notes a fundamental and important distinction – just because someone is an exceptional technician in a business, does not make them a competent business owner- this point alone is the reason why most small businesses don't work. This concept is the E-Myth, or "Entrepreneurial Myth."

The guide is divided into 3 parts:

Part I, "The E-Myth and American Small Business" helps you gain a clear understanding of the problem with most small businesses. Gerber makes it very clear why most businesses can only grow so far before they are overwhelmed and revert back to their original size, or they just get wildly out of control and all one can do is just try and "hang on."

Part II, "The Turn-Key Revolution: A New View of Business", gives you a clear picture of what a "business that works" looks like. After reading this section, one will have a new outlook on other businesses and why for most business owners their business is their life.

Part III, Gerber gives you the blueprint to follow. You are shown how to build a business from the ground up, that originates from your life's vision, goals and values, and systematically incorporates not only all of these principles into each area of your business, but allows room for innovation and continual improvement in your business.