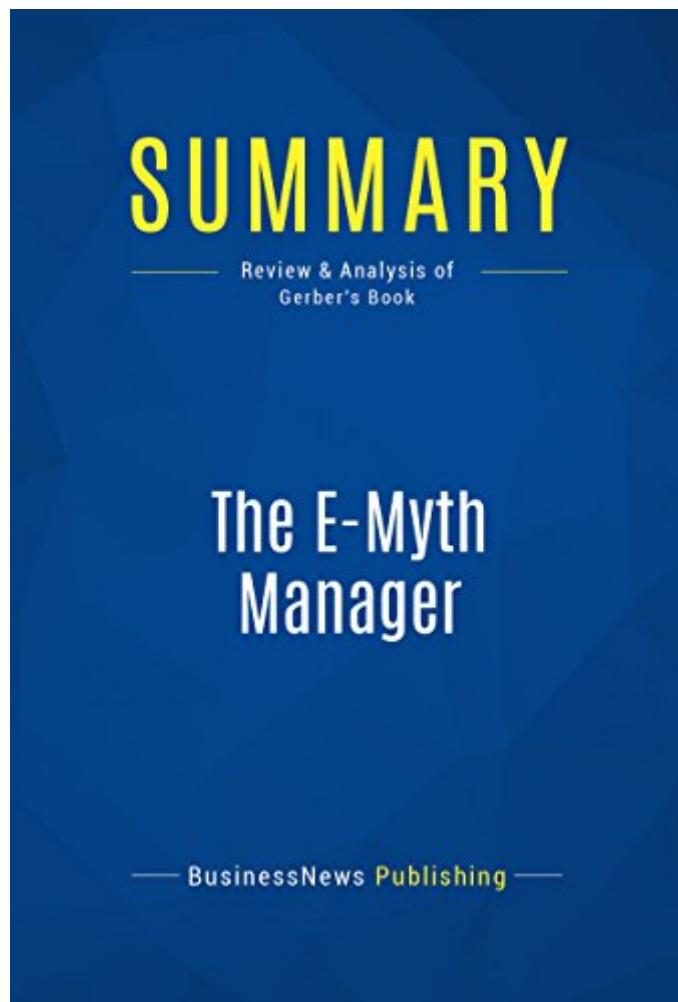


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Summary: The E-Myth Manager: Review And Analysis Of Gerber's Book



Synopsis

The must-read summary of Michael Gerber's book: "The E-Myth Manager: Why Management Doesn't Work - And What to Do about It". This complete summary of the ideas from Michael Gerber's book "The E-Myth Manager" explains the concept of the entrepreneurial myth, which states that because someone knows how to do the technical work of a business, they also tend to assume they know how to build a business that works. In practice, most businesses fail because they are started and run by technicians rather than entrepreneurs. In his book, the author explains how an e-myth manager operates their organisation as if it were his or her own small business, free of the politics that often enter into the equation with large organisations. This summary is a must-read for managers and provides the key to creating a real and successful organisation. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read "The E-Myth Manager" and find out the solution to creating a business that works.

Book Information

File Size: 1658 KB

Print Length: 29 pages

Publisher: Business Book Summaries (October 28, 2014)

Publication Date: October 28, 2014

Language: English

ASIN: B00PBK5N38

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #535,743 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #262 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Entrepreneurship > Management #284 in Kindle Store > Kindle eBooks > Business & Money > Organizational Behavior > Organizational Learning #819 in Books > Business & Money > Processes & Infrastructure > Organizational Learning

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