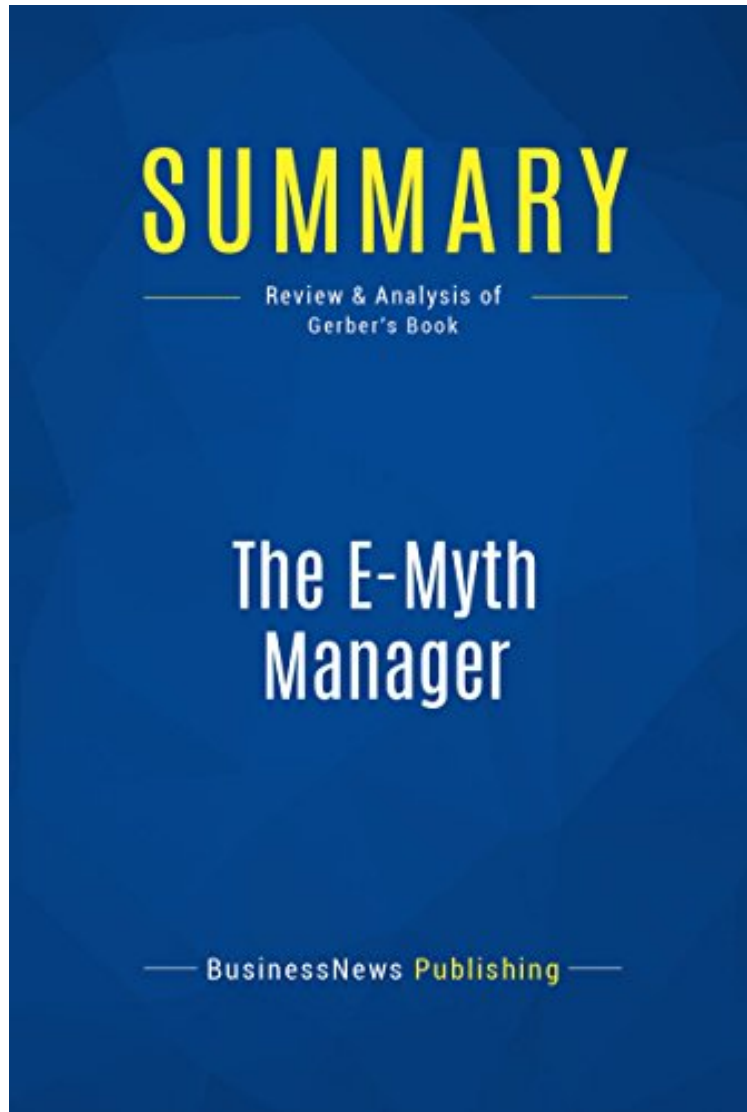


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BusinessNews Publishing : Summary: The E-Myth Manager: Review and Analysis of Gerber's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: The E-Myth Manager: Review and Analysis of Gerber's Book:

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.