



The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business

By Michael E. Gerber

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“This excellent book is a must-read for current and aspiring entrepreneurs.”

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Discover how to turn a great idea into a thriving business with *The E-Myth Enterprise*, using the proven methods that bestselling author Michael E. Gerber has developed over the course of his more than forty years as an entrepreneur and coach. Michael E. Gerber is THE #1 name in small business and his company, E-Myth Worldwide, boasts more than 52,000 business clients in 145 countries. *The E-Myth Enterprise* shows readers how to get started—because simply coming up with a brilliant business idea is the easy part.

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Editorial Review

From Publishers Weekly

Gerber (*Awakening the Entrepreneur Within*) turns his attention to business invention in this slim, straightforward book that distills the essential knowledge needed to create a completely original company. He identifies four essential facets of building a new company—visual, emotional, functional and financial—and the five essential skills: concentration, discrimination, organization, innovation and communication. Gerber shares success stories and insightful advice on how to conquer obstacles. He ends the book with a noble challenge to any company—to be a business with a conscience, to be responsible for the condition of the world it finds itself in and the condition of the people with whom it interacts, among others. Each chapter ends with takeaway points summarizing key ideas; the points are available as podcasts on a companion Web site. This quick, original, well-organized read is a valuable tool for budding entrepreneurs. (July)

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Review

“[A] straightforward book that distills the essential knowledge needed to create a completely original company...This quick, original, well-organized read is a valuable tool for budding entrepreneurs.”
(Publishers Weekly)

“This excellent book is a must-read for current and aspiring entrepreneurs.” (Booklist)

From the Back Cover

Michael Gerber, the world's top business guru and bestselling author, shows would-be entrepreneurs how to get started, operationalize their winning idea, and design a business that will thrive.

Got a great idea to start a business? So now what? *The E-Myth Enterprise* explores the requirements that any new business must meet: the satisfaction of its four primary influencers—its employees, customers, suppliers, and investors—through four fundamental categories—visual, emotional, functional, and financial. Together these form the twin strategies every entrepreneur must use to design a business.

The latest book in the Gerber franchise, *The E-Myth Enterprise*, fits neatly into a training program all entrepreneurs can use to fulfill their dreams. *The E-Myth Enterprise* is an indispensable follow-up to *Awakening the Entrepreneur Within*, as it shows would-be entrepreneurs how to put a promising idea to work. Next, readers can turn to *The E-Myth Revisited* for tried-and-true advice about avoiding the pitfalls that prevent most small business owners from succeeding. Following this, *The E-Myth Manager* provides essential guidance for the management of any business. Finally, for advice on how to take an existing business to the next level of growth and opportunity, there's *E-Myth Mastery*. In *The E-Myth Enterprise*, Gerber completes the E-Myth series, to help transform every entrepreneur's dream into a reality.

Users Review

From reader reviews:

Anthony Green:

Playing with family in a very park, coming to see the ocean world or hanging out with good friends is thing that usually you will have done when you have spare time, subsequently why you don't try point that really opposite from that. 1 activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business, it is possible to enjoy both. It is good combination right, you still wish to miss it? What kind of hangout type is it? Oh can happen its mind hangout folks. What? Still don't understand it, oh come on its referred to as reading friends.

David Barnett:

Do you have something that that suits you such as book? The publication lovers usually prefer to pick book like comic, brief story and the biggest an example may be novel. Now, why not attempting The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business that give your pleasure preference will be satisfied by means of reading this book. Reading addiction all over the world can be said as the method for people to know world much better then how they react towards the world. It can't be mentioned constantly that reading habit only for the geeky individual but for all of you who wants to end up being success person. So , for all of you who want to start looking at as your good habit, it is possible to pick The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business become your current starter.

Helen Chandler:

Is it you actually who having spare time subsequently spend it whole day simply by watching television programs or just resting on the bed? Do you need something totally new? This The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business can be the respond to, oh how comes? A book you know. You are so out of date, spending your time by reading in this completely new era is common not a geek activity. So what these guides have than the others?

Jason Scott:

A number of people said that they feel uninterested when they reading a publication. They are directly felt this when they get a half areas of the book. You can choose the book The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business to make your current reading is interesting. Your personal skill of reading skill is developing when you such as reading. Try to choose simple book to make you enjoy to study it and mingle the sensation about book and looking at especially. It is to be 1st opinion for you to like to start a book and study it. Beside that the book The E-Myth Enterprise: How to Turn A Great Idea Into a Thriving Business can to be a newly purchased friend when you're sense alone and confuse with what must you're doing of the time.

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