



The E-Myth Manager: Why Management Doesn't Work - and What to Do About It

By Michael E. Gerber

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More than ten years after his first bestselling book, *The E-Myth*, changed the lives of hundreds of thousands of small business owners, Michael Gerber?trepreneur, author, and speaker extraordinaire?res the next salvo in his highly successful E-Myth Revolution. Drawing on lessons learned from working with more than 15,000 small, medium-sized, and very large organisations, Gerber has discovered the truth behind why management doesn't work and what to do about it. Unearthing the arbitrary origins of commonly held doctrines such as the omniscience of leader (Emperor) and the most widely embraced myth of all?e E-Myth Manager offers a fresh, provocative alternative to management as we know it. It explores why every manager must take charge of his own life, reconcile his own personal vision with that of the organisation, and develop an entrepreneurial mind-set to achieve true success.

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Editorial Review

From Publishers Weekly

To become an E-Myth manager, it's essential to know what you want, to discover your "Primary Aim," asserts Gerber in this sequel to *The E-Myth: Why Most Small Businesses Don't Work and What to Do About It*. He spells out what he thinks is needed: the E-Myth manager should have an entrepreneurial mind-set, be committed to making choices and must exercise full accountability. Some managers, he maintains, are on autopilot. He sets forth seven steps to establish a conscious organization in which conscious people can find meaning and success. The conscious organization manifests its vision through a high sense of purpose, order, integrity and meaning. A revolution in the "idea" of management is essential, Gerber stresses, one that helps people grow beyond their perceived limitations. The underpinnings of the mind-set of E-Myth managers is to think of their company as a small business, no matter its size. E-MythA*i.e.*, entrepreneurial mythA*has* become a buzz word in the corporate world, with good reason as Gerber reaffirms here.

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Review

"Michael Gerber's E-Myth [Mastery Program] has been a valuable tool in creating an exciting and viable corporate vision and bringing Dale Carnegie Training into the next millennium." -- Michael Crom, vice president, Dale Carnegie Training
"The system [in the E-Myth Mastery Program] first helped me build the 'basics' of my business and create a real and successful organization. It has also enabled me to explore what personal 'freedom' and 'joy' can mean as chairman of our now profitable business."-- William Coleman, William H. Coleman, Inc.

About the Author

Michael E. Gerber is a true legend of entrepreneurship. *INC.* magazine called him "the World's #1 Small Business Guru." He is the Co-Founder and Chairman of Michael E. Gerber Companies—a group of highly unique enterprises dedicated to creating world-class start-ups and entrepreneurs in every industry and economy—a company that transforms the way small business owners grow their companies and which has evolved into an empire over its history of nearly three decades.

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