The E-Myth Manager: Leading Your Business Through Turbulent

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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