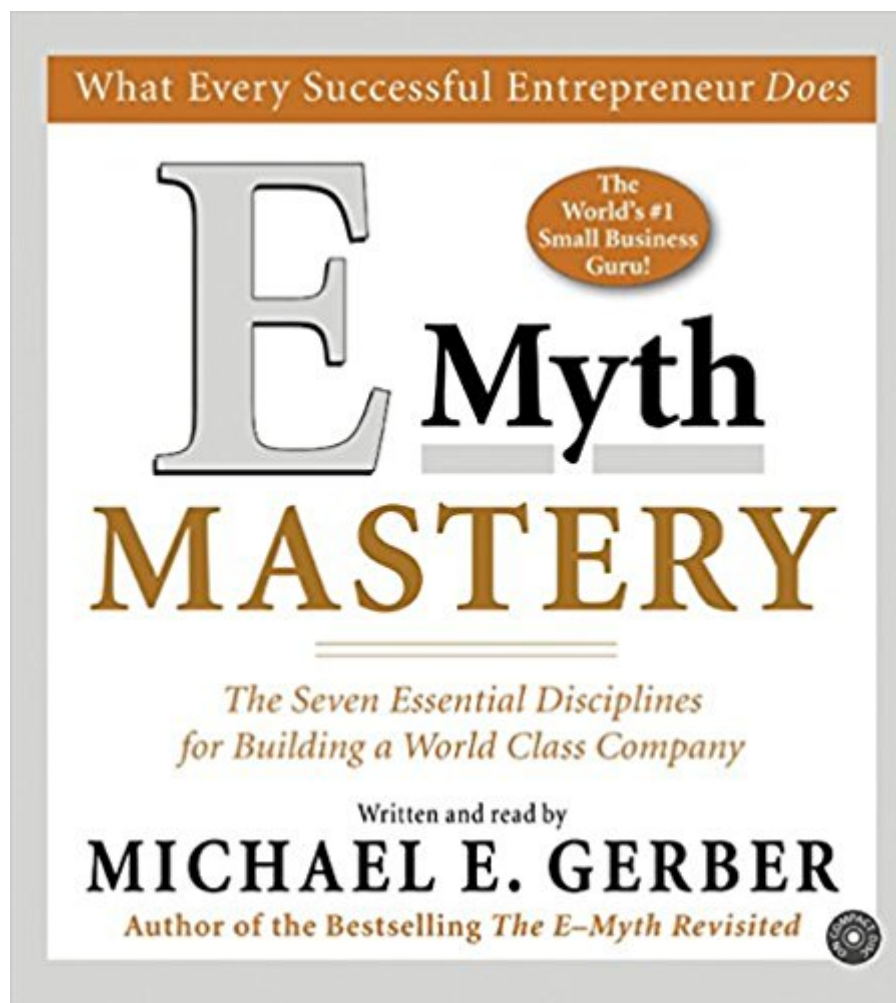




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# E-Myth Mastery CD: The Seven Essential Disciplines For Building A World-Class Company



## Synopsis

Michael E. Gerber, the world's leading small business guru and bestselling author of the phenomenally successful *The E-Myth Revisited*, presents the next big step in entrepreneurial management and leadership with *E-Myth Mastery*. This audiobook presents a practical, real-world program that can be implemented in real-time in your business. Gerber shows that most businesses fail because of a crisis of vision that creates an inevitable cloud of misdirected activity. Presenting practical exercises to help small business owners recover their vision and passion, he clears a path for getting back to the basic disciplines for business success. The E-Myth credo -- Don't work IN your business, work ON it -- is spelled out here in the seven essential disciplines followed by every leader of a world-class enterprise. Each discipline provides the leadership keys for unlocking success in the critical areas of business development: Leadership • Marketing • Finance • Money • Management • Client Fulfillment • Lead Conversion • Lead Generation. *E-Myth Mastery* is the ultimate business development program that will help you recover your passion and turn your company into a world-class operation -- a turn-key machine for the money and satisfaction that only a successful entrepreneur can enjoy. Get started today!

## Book Information

Audio CD

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Average Customer Review: 3.9 out of 5 stars 120 customer reviews

Best Sellers Rank: #705,051 in Books (See Top 100 in Books) #192 in Books > Books on CD > Business > Management #431 in Books > Books on CD > Business > General #961 in Books > Books on CD > General

## Customer Reviews

Small business guru and best-selling author Gerber is an enthusiastic champion of small business owners, and his constant cheering underlies this latest attempt to provide a comprehensive plan for entrepreneurial success. The key messages here are similar to those of his previous books (*The E-Myth Revisited*, etc.): that "knowing how to do the work of a business has nothing to do with

building a business that works"; that entrepreneurs learn their skills through practice, practice, practice; and that anyone willing to adopt that same kind of discipline can be successful too. These principles are sound and practical, but Gerber's articulation of them is often cloying. His book relies heavily on Platonic dialogues with his 'student' Sarah, the ever misty-eyed owner of a business called All About Pies. But the quasi-romantic tenor of their conversations is irritating. Equally distracting is Gerber's impassioned mid-book confession detailing how even as he was succeeding as a small business guru, he was being sued for fraud, teetering on the brink of bankruptcy and seriously not in control of his own far-from-excellent small company. While this confession lends credibility to his knowledge-he has personally been to the brink of small business failure and back-it may plant seeds of doubt within skeptical readers. But, ultimately, those who overlook this skepticism and plow through the soul-searching assignments that make up the first 66 pages of the book will be rewarded. For Gerber's volume provides a wealth of practical guidelines, charts, forms (available online) and instructions on how to run, improve and manage a business of any size. And, by the end, readers will feel as though they've been given a full course of one-on-one coaching sessions with Gerber. For all its flaws, this is a book with a business plan that anyone could implement...and should want to. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Paperback edition.

How can any executive or wannabe executives determine which book offers the best advice? Gerber focuses on the philosophy that netted him big bucks: don't work in your business, work on it. He extends this idea by way of the example of Sarah, owner of All about Pies, who has hit a roadblock with her business. Reenergizing, he says, means a reconnection with the original passion and vision, usually adopting a different scenario, and that leads to his analysis of seven disciplines that help make a world-class company: leadership, marketing, finances, management, client fulfillment, lead conversion, and lead generation. So, here is, if not the only source of good advice, at least an important source. Barbara Jacobs Copyright © American Library Association. All rights reserved --This text refers to the Paperback edition.

I was so very disappointed, as I have been with other products I have brought and downloaded to my kindle. When you view the sample, it leads you to believe that they really do intend to give you the step by step instructions to systemizing your business, walk you through the systems and give you those processes and steps, but so not what happens. Your next step is being slammed with a lot of emails, by a so-called expert coach, claiming to want to help you and to have helped thousands

others, only if you as usual, sign up for their way over priced coaching program. I suppose the answer is, if you own or want to start a legitimate online small business don't look for help through a book.

Mr. Gerber (honorific title) is able to present business concepts in a way that makes them understandable and useable. It would be hard to do business without using this wisdom, practically impossible to be successful without using these strategies!

I purchased the Audio Book on CD's after having read the e-Myth Revisited and purchasing the audio book for that. The labels on the CDs were done by an idiot....some are under Michael Gerber and others under Michael E. Gerber. Titles are inconsistent, so if you have e-Myth Revisited AND e-Myth Mastery on the same MP3 Player, they end up "interwoven", so that you never really know which CD is next...very aggravating and not the result of a "great system". Having said that, I ended up deleting the eMyth Revisited from my MP3 device so I could listen to the CDs in the proper order. Great set of tools and I can see that it will help me grow my business, though as other readers have indicated, it's not going to be a "fast track", but more of a solid foundation with a logical progression...which is all I've ever wanted/needed.

I love Michael Gerber's writing , insight, wisdom, clarity, and business guidance! I read the E Myth books and love to have them close by for reference points.

I took over the family mail order business in 1978 and sold it in 2004. I had to learn by trial and error over those 26 years how to stop trying to do everything myself, and learn to hire good people, create procedures, and then delegate tasks. If I'd read this little book way back when it was originally written, I could have played a lot more golf! It's an excellent motivator and guide for anyone who is thinking of starting their own business, or is in business and finds themselves working way too many hours a day.

Insightful approach to unraveling or uncovering the ground-truth concepts and conflicts in starting, building, and sustaining a business venture. Probably should be read first, before venturing out.

This is a tomb. Good if you are new to running your business or you want to put a tremendous additional effort into your business but don't know how.

This book cuts to the chase and gives you clear examples of what needs to be done to start your own business. It is an easy read, speaks in clear layman's terms and get to the core of what needs to be done.. Highly recommend it, Lyn Watner

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