



# **A 11-Minute SUMMARY of The E-Myth: Why Most Small Businesses Don't Work and What to Do About It.**

*Bern Bolo*

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**The E-Myth Revisited by Michael E. Gerber | An 11-Minute Summary and Analysis**

A developing business is bound to many UPs and DOWNs. **But, how do other businesses succeed? And why do some businesses fail?** It all depends on one important factor: **THE ENTREPRENEUR**. It is a well-known fact. It all depends on **YOU**.

**This is a Preview of the lessons that will help you....**

- Identify what mistakes small business owners are doing.
- Uncover the myths surrounding you and your business.
- Understand what big successful businesses are doing to ensure their success.
- Know the principles and standards that a businessman needs to apply.
- Know the different strategies that need to be observed and practiced to secure a business.
- Identify various scenarios in the marketplace, and how they affect a business.
- Know the best practices done by successful companies and how small businesses can learn from them.

You are an entrepreneur who craves success in your every endeavour, and this summary is your ultimate guide in achieving that success. **Michael E. Gerber** will teach you how to identify the myths surrounding your business, what to do and how to deal with them.

Fifteen years after the resounding success of **The E-Myth**, *Gerber* is back to answer all the questions raised in the first book. He talks about how any business can change the course it takes and how to not be part of the global **failure** phenomenon. He shows you what needs to be done to reach your *Primary Aim* for your business, and discusses the in-depth principles, standards, and strategies that must be done to make sure that you can claim your business' success.

Keywords: E-Myth, The E-Myth Revisited, The E-Myth Revisited by Michael E. Gerber, Michael E. Gerber, Management and Leadership

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