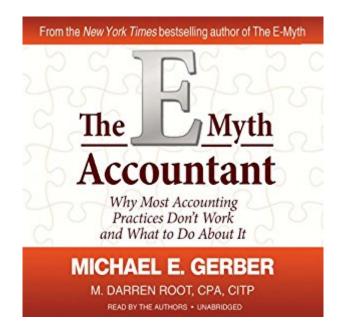
# The book was found

# The E-Myth Accountant: Why Most Accounting Practices Don't Work And What To Do About It





# **Synopsis**

By drawing on his decades of experience working with small-business owners, Michael Gerber is adding to his mega-selling E-Myth series with The E-Myth Accountant. This installment provides a one-of-a-kind system for transforming an accountant's practice into a business positioned for long-term growth. This is the next installment in the series of E-Myth handbooks developed specifically for key industries. As with previous titles, The E-Myth Accountant has distilled small-business advice that specifically caters to this business segment. Although business owners know everything about their trade, very few know how to effectively run a business-the void that Michael Gerber can fill with his powerful advice. In Gerber's signature easy-to-understand, easy-to-implement style, he addresses such specific aspects of the business as money, people, management, and growth.

## **Book Information**

**Audible Audio Edition** 

Listening Length: 5 hours and 48 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: March 30, 2011

Whispersync for Voice: Ready

Language: English

ASIN: B004UG0NIO

Best Sellers Rank: #40 in Books > Audible Audiobooks > Business & Investing > Accounting #778 in Books > Business & Money > Accounting #1157 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

### Customer Reviews

This concoction, half marketing pamphlet, half Accounting for Dummies, is another sorry addition to Michael Gerber's so-called "vertical" E-Myth series that offers watered-down replicas of what Gerber thinks is the root cause of small business failures: that business owners act as domain specialists ("technicians") rather than dream the dream of true "entrepreneurs." Sounds catchy, but is all wrong. While it's clearly not enough to be a great cook to run a successful restaurant, the bigger problems have always been: (1) lack of sufficient money, and (2) lack of thorough planning. Many surveys have shown this for years. And by the way, some of the greatest companies were founded

by "technicians": HP, Microsoft, Apple, Google - even the company man Gerber seems to like, junk-food king Ray Kroc of McDonald's, began by making, as a ground meat technician, his fatty burgers. After making those, just like after building i-Phones, you need of course more: marketing, selling, distribution, service, financial control, lawyers - you name it. And to orchestrate this motley of responsibilities you need, above all, a business plan and money to implement it. According to Gerber, all you need is sing the ditty "work on your company, not in your company", and all will be well. Ah yes: AND you must hire him or attend his outrageously expensive seminars (ludicrous "dreaming rooms"), or at least: Buy His Books! And soon you'll be successful and rich. But beware: As Christopher Buckley once observed: "The only way to get rich from a self-help book is to write one."As for the tone, structure & content, and pretensions of this book, it follows by and large the recipe of earlier Gerber works:TONE: Gerber knows everything, and you are hopeless, if you don't agree.

### Download to continue reading...

The E-Myth Accountant: Why Most Accounting Practices Don't Work and What to Do about It College Accounting: Career Approach with Quickbooks Accountant 2015 CD-ROM: A Career Approach (with Quickbooks Accountant 2015 CD-ROM) The E-Myth Attorney: Why Most Legal Practices Don't Work and What to Do about It The E-Myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About It The E-Myth Insurance Store: Why Most Insurance Businesses Don't Work and What to Do About It The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It The E-Myth Revisited CD: Why Most Small Businesses Don't Work and What to do about it Using QuickBooks Accountant 2015 for Accounting (with QuickBooks CD-ROM) BOOKKEEPING & ACCOUNTING Explained: For Small Business & Home Business the Easy Way (Over 25+ Examples!) ((Bookkeeping, Accounting, Quickbooks, Simply Accounting, Sage, ACCPAC)) Accounting Cheat Sheet: Learn Financial Accounting (Accounting Play) Soccernomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia—and Even Iraq—Are Destined to Become the Kings of the World's Most Popular Sport Soccernomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia—and Even Iraq—Are Destined to Become the Kings of the World's Most Popular Sport The Myth of the Lost Cause: Why the South Fought the Civil War and Why the North Won The E-Myth Architect (E-Myth Expert) Myth-ion Improbable: Myth Adventures, Book 11 The E-Myth Financial Advisor (E-Myth Expert) The Life-Changing Magic of Not Giving a F\*ck: How to Stop Spending Time You Don't Have with People You Don't Like Doing Things You Don't Want to Do You Don't Know Me but You Don't Like Me: Phish, Insane Clown

Posse, and My Misadventures with Two of Music's Most Maligned Tribes Undeath and Taxes: Fred, the Vampire Accountant Series #2 How to Sell a Business for What It's Really Worth: No-nonsense secrets from a forensic accountant and CFO

<u>Dmca</u>