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## E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company

By Michael E. Gerber

HarperBusiness. Paperback. Book Condition: New. Paperback. 464 pages. The bestselling author of phenomenally successful and continually vital *The E-Myth Revisited* presents the next big step in entrepreneurial management and leadership with *E-Myth Mastery*. A practical, real-world program that is implemented real-time into your business, Gerber begins by engaging the reader in understanding why the entrepreneur is so critical to the success of any enterprise, no matter how small or large it may be, and why the mindset of an entrepreneur is so integral to the operating reality of the organization, of the small business, and the enterprise. He then covers seven essential skills: Leadership Marketing Money Management Lead Conversion Lead Generation Client Fulfilment. Each of these seven skills is presented through a specific training module with corresponding tests and exercises that explain the content and principles to be learned, provide case studies and examples, as well as worksheets for applying those ideas to the business. Gerber ties it all together by helping readers put the pieces together in an *E-Myth Business*, an *E-Myth Practice* and an *E-Myth Enterprise*. This is the book that will show you the difference between being an entrepreneur versus doing a job, how to get money...



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