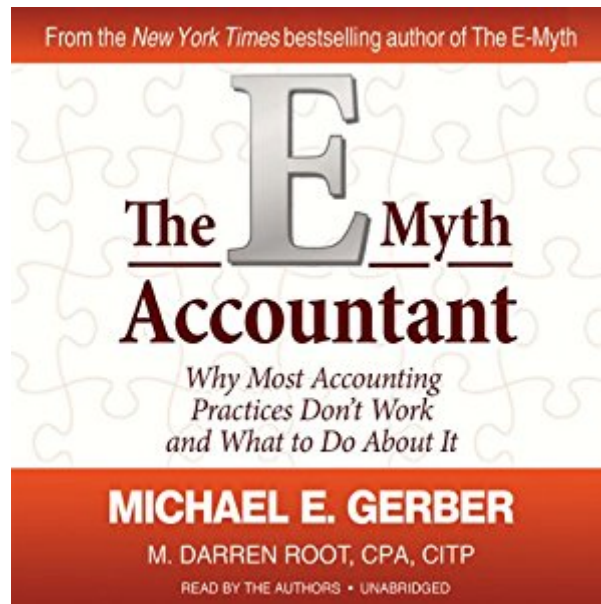


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# The E-Myth Accountant: Why Most Accounting Practices Don't Work And What To Do About It



## 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

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## 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.

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