



Summary: The E-Myth Revisited - Michael E. Gerber: Why Most Small Businesses Don't Work and What to Do About It

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Complete summary of Michael E. Gerber's book: "The E-Myth Revisited"

This summary of the ideas from Michael E. Gerber's book "The E-Myth Revisited" shows that small businesses tend to be too focused on internal issues, therefore neglecting the larger picture, which is detrimental in the long term. This useful summary explains how you can make your business successful by adopting the right perspective, highlighting that in order to end as a mature company, you must also think as one.

Added-value of this summary:

- Save time
- Understand the key concepts
- Expand your business knowledge effectively

To learn more, read "The E-Myth Revisited" and create a successful business!

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