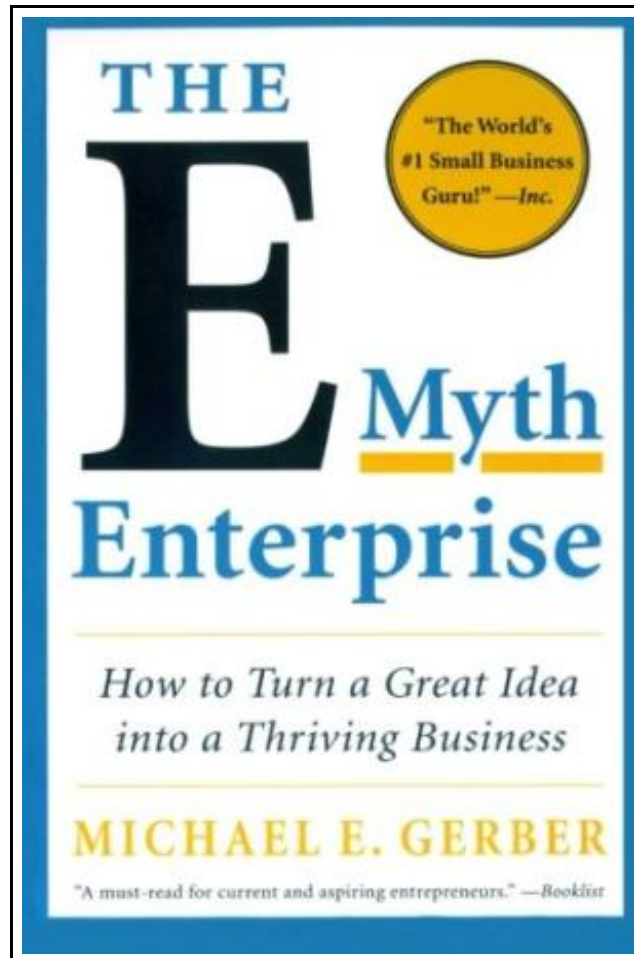# The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business

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THE E-MYTH ENTERPRISE: HOW TO TURN A GREAT IDEA INTO A THRIVING BUSINESS

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HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business, Michael E. Gerber, Got a great idea to start a business? So now what? "E-Myth Enterprise" explores the requirements that any new business must meet: the satisfaction of its four primary influencers - its employees, customers, suppliers, and investors-through four fundamental categories-visual, emotional, functional, and financial. Together these form the twin strategies every entrepreneur must use to design a business. The latest book in the Gerber franchise, "E-Myth Enterprise" completes a training program any entrepreneur can use to fulfill his or her dream, and serves as a follow-up to "Awakening the Entrepreneur Within", showing would-be entrepreneurs how to put a great idea to work. Next, readers can turn to "E-Myth Revisited" for tried-and-true advice about avoiding the pitfalls that prevent most small business owners from succeeding. Following this, "The E-Myth Manager" provides essential guidance for the management of any business. Finally, for advice on how to take an existing business to the next level of growth and opportunity, readers can turn to "E-Myth Mastery".

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