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THE E-MYTH ENTERPRISE How to Turn a Great Idea into a Thriving Business MICHAEL GERBER MICHAEL GERBER is the founder of the business consulting company E-Myth Worldwide which now operates in 145 countries. Since publishing his first book *The E-Myth Revisited: Why Most Small Businesses*

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In Beyond the E-Myth, Michael E Gerber takes the E-Myth concept to an entirely new level. Instead of "E-Mything" and existing (often broken as he puts it) business, that relies on the founder for its survival, he urges readers to work on NewCo, with a clean sheet of paper and a beginners/learners mind, to build a business that will be an asset from the outset.

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