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The E-myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About it

By Michael E. Gerber

HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, The E-myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About it, Michael E. Gerber, In "The E-Myth Contractor", Gerber continues to expose common business assumptions, this time applying his E-Myth Revolution specifically to contractors, the largest group of clients Michael Gerber's "E-Myth Mastery Program" serves. This book reveals a radical new mind-set that will free contractors from the tyranny of an unprofitable, unproductive routine. With specific tips on topics as crucial as planning, money and personnel management, "The E-Myth Contractor" teaches readers how to: implement the ingenious turnkey system of management - a means of creating a business prototype that reflects the business owners unique set of talents and replicating and distributing it among employees and customers; recognize and manage the four forms of money - income, profit, flow and equity; and harbor the power of change to expand the company. The book also provides help on a larger level, leading readers to become business visionaries by relinquishing tactical work and embracing strategic work, by letting go to gain control. Once put into action, Gerber's revolutionary ideas promise not only to help contractors build successful businesses, but...



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