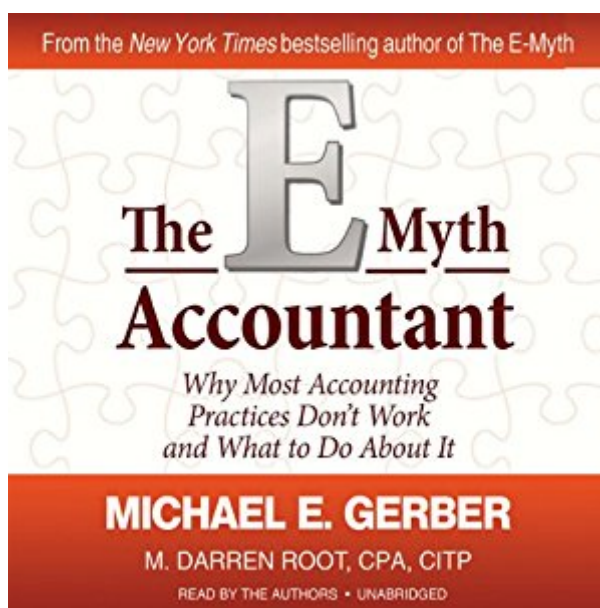


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# The E-Myth Accountant: Why Most Accounting Practices Don't Work And What To Do About It



## 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

Audible Audio Edition

Listening Length: 5 hours and 48 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: March 30, 2011

Whispersync for Voice: Ready

Language: English

ASIN: B004UG0NIO

Best Sellers Rank: #32 in Books > Audible Audiobooks > Business & Investing > Accounting  
#2200 in Books > Business & Money > Accounting #3532 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

This is not a pie in the sky book, but proven examples of how a small business accountant can make their business a real showcase. I read *E-Myth* years ago, but co-writing this book with an accountant who has successfully implemented the steps was very helpful. Thanks to both authors.

It's easy to feel overwhelmed, or stuck, when you're trying to build an accounting business. There are so many things to do in your firm to keep the wheels turning, the client fees coming in...this book is a must read for partners of an accounting firm or self-employed accountants. It provides the

insight needed to get your firm organized and operating like a well-oiled machine!

For those who have been running their accounting practices the typical way for years will find this book a revelation. You will probably have at least a dozen epiphanies. For those relatively new to the accounting game, it will be interesting and insightful, but you may find it lacking in the details necessary to act on the vision it espouses. Overall, I do recommend everyone in the accounting profession read this book.

I had high hopes for this book but it was as bad as it could be. Have you ever met someone who just loved to hear themselves talk but had nothing interesting to say, that is this book in a nutshell.

An outstanding overview and thorough guide to a beginning we should've had. An extraordinary and inspiring call to follow through.

Darren Root is the master of the "new" accounting firm business model. This book is a great first introduction into moving your firm to digital, cloud, and more profitable systemized business.

Practical advice for running an accounting business!

Fabulous book with plenty of real life examples to support the theories. Highly recommend it for any accounting firm starting out.

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