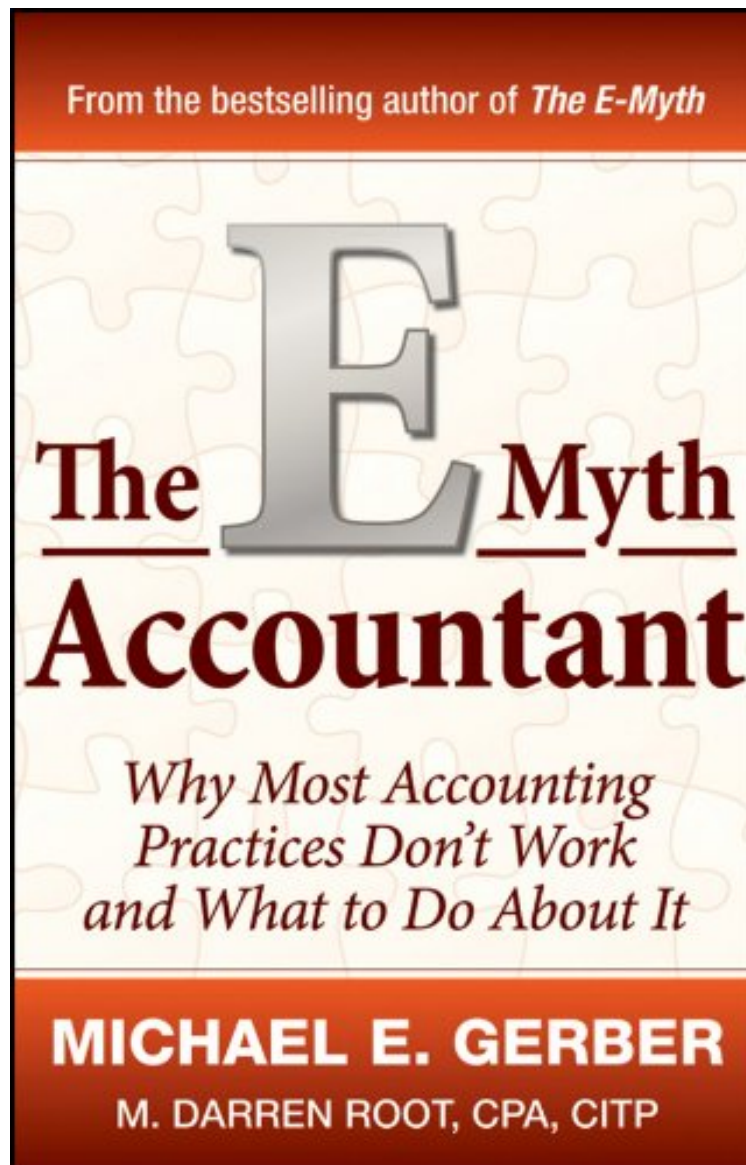


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The E-Myth Accountant: Why Most Accounting Practices Don't Work and What to Do About It

Michael E. Gerber, M. Darren Root
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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.

Distilled small business advice for accounting practices
Many accountants in small and mid-size practices are experts when it comes to their professional knowledge, but may not have considered their practice as much from a business perspective. Michael Gerber's *The E-Myth Accountant* fills this void, giving you powerful advice on everything you need to run your practice as a successful business, allowing you to achieve your goals and grow your practice. Featuring Gerber's signature easy-to-understand, easy-to-implement style, *The E-Myth Accountant* features Gerber's universal appeal as a recognized expert on small businesses who has coached, taught, and trained over 60,000 small businesses. A recognized and widely respected co-author and leader in the accounting field *The E-Myth Accountant* is the last guide you'll ever need to make the difference in building or developing your successful accounting practice.

Praise for Michael E. Gerber's works: "Gerber's powerful insights have given thousands of entrepreneurs new control over their businesses." --Success magazine "Gerber loves to exhort people to develop powerful visions for their companies." --Fortune
From the Inside Flap
Running a successful small accounting firm is a juggling act. You need expertise in your practice area to provide services to clients. You also need the know-how to run a small business. You've probably been well prepared by your education and experience for the technical ins and outs of accounting. Yet what training has prepared you to run a business? *The E-Myth Accountant* fills this knowledge gap, giving you a complete toolkit for either starting a successful practice from scratch or maximizing an existing practice's performance. Full of useful, powerful advice you can implement easily, this soup-to-nuts guide enables you to reap all the benefits that come with a thriving accounting services firm. Combining the wisdom of renowned business development expert Michael E. Gerber and the accounting knowledge of M. Darren Root, *The E-Myth Accountant* equips you to: Liberate yourself from the predictable and often overwhelming tyranny of unprofitable, unproductive, and time-consuming routines