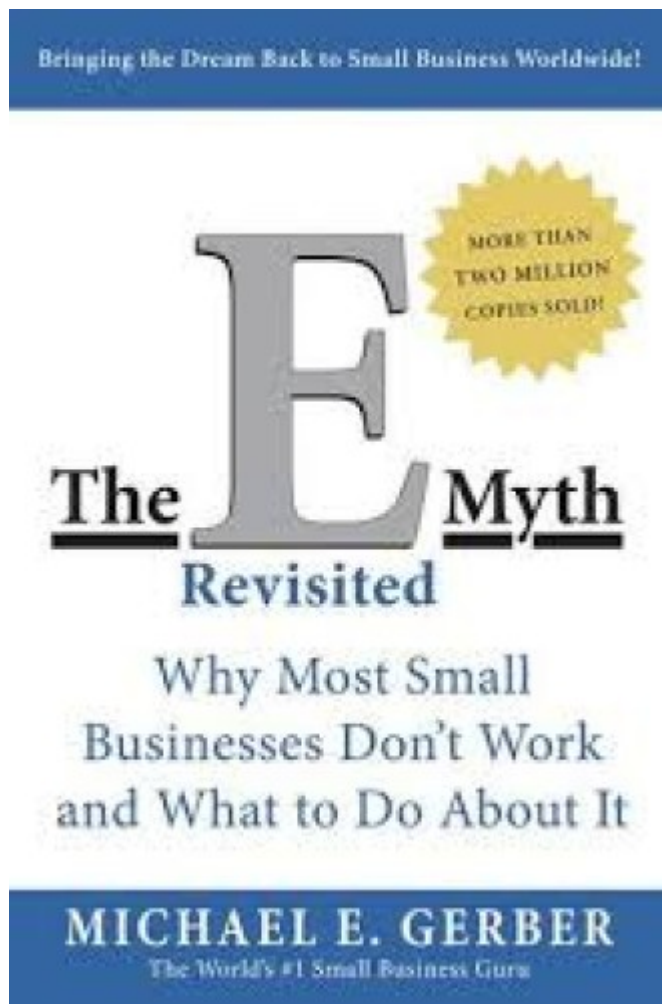


*The E-Myth Revisited*, by Michael Gerber

selected by [Brian D. McLaren](#) in the [April 30, 2014](#) issue

## In Review



### The E-Myth Revisited

by Michael E. Gerber  
HarperCollins

*"If you had to choose one book to help a person embarking on pastoral ministry, what would it be?" We posed that question to some pastors and professors. Here are their choices. —Ed.*

“The church doesn’t need to be run like a business,” a mentor once told me, “but it surely shouldn’t be run like a bad business.” That’s why the book I’d recommend is a book about small business failure and success. Imagine a woman who loves baking cookies, or a teenager who plays a wicked blues guitar, or a gardener who has a knack for growing daisies. Encouraged by others, they decide to turn their passion into a career. Quickly they find out that a passion for baking, strumming, or growing daisies isn’t the same as a skill for starting and growing a business. Without the latter, they won’t be able to enjoy the former.

Something similar happens to people with a sincere passion for preaching, counseling, leading worship, teaching, praying, or disciple making. Church leadership is about leadership—and that includes organizational and financial leadership. *The E-Myth* helped me when I was coping with a minister’s complex and sometimes competing demands. I think it will help other ministers, too.

Read [all reflections](#).