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book with legendary business guru, Michael E. Gerber

Feb. 15, 2011

BLOOMINGTON, Ind.— February 15, 2011—RootWorks, the accounting profession's premier membership-based education organization, announced the release of nationally published book—The E-Myth Accountant—by RootWorks CEO, Darren Root, CPA.CITP. Root co-authored the book with world-renowned business expert, Michael E. Gerber. The book is published by Wiley & Sons.

"I truly believe that this is the business book for the accounting profession. Outlined within are the exact steps I took to turn my small firm into a thriving business," stated Root. "My goal has long been to help change how the profession thinks about running a practice. I want accountants to understand the difference between working in their firms and working on their businesses. The E-Myth Accountant offers a clear roadmap to help accountants transition to a true entrepreneurial mindset and transform their firms into Next Generation Accounting Firms."

The E-Myth Accountant offers a first-of-its-kind guide to running a successful accounting practice—told through the voice of a long-time practicing CPA. Many professionals in small and mid-size practices are experts in accounting, but have not considered their practice from a business perspective. The E-Myth Accountant fills this void, offering powerful advice on how accountants can transition from merely a technician in their firm to a savvy business leader.

Root was sought out by Michael E. Gerber to co-author The E-Myth Accountant

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& Associates, LLC and RootWorks, LLC. He was also named to the accounting profession's prestigious Top 25 Thought Leaders list.

A signed edition of The E-Myth Accountant is available for purchase at RootWorks.com

for \$24.95. The book is also available via online book retailers and in bookstores nationwide. The electronic and audio versions of the book will be available soon.

About RootWorks, LLC

RootWorks is an exclusive membership-only organization dedicated to serving the needs of small to mid-sized tax and accounting firms nationwide. We are committed to educating our members on how to implement leading strategies and innovative technologies to create workflows and systems that enable them to operate at peak efficiency. We also provide members with state-of-the-art website creation, brand identity, and marketing collateral development services. More information on RootWorks is available at 877.259.9256, by email at info@rootworks.com, or at RootWorks.com.

About The Next Generation Accounting Firm

Next Generation Accounting Firms are those that work continuously to improve processes and operate at peak efficiency at all times. Firm leaders have embraced a true entrepreneurial mindset that allows them to work on their business, opposed to merely working in the firm. Those that have transitioned to next-generation status have harnessed the power of technology and best practices—enjoying true paperless workflow processes and 24/7 online communications with clients via portals. They are also brand leaders—projecting a definitive image of unique style and professionalism.

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Entrepreneur is the crux of his tremendous appeal and success, and has formed the core value of his brand as it has evolved over three decades.

Technology

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