In[1]:= $\text{Solve}\left[J == \dfrac{E^x - 1}{x}, \ x\right]$

Solve::ifun : Inverse functions are being used by Solve, so

some solutions may not be found; use Reduce for complete solution information. ≫

Out[1]= $\left\{\left\{x \to \dfrac{-1 - J\ \text{ProductLog}\left[-\dfrac{e^{-1/J}}{J}\right]}{J}\right\}\right\}$

In[2]:= $?\ \textbf{ProductLog}$

ProductLog[z] gives the principal solution for w in $z = w e^w$.

ProductLog[k, z] gives the kth solution. ≫