

# The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST	PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	<b>WHY WE WANT YOU TO BE RICH</b> Donald J. Trump, Robert T. Kiyosaki, Meredith McIver, Sharon Lechter (Rich Press • \$24.95) <i>Help for the shrinking middle class.</i>	1	2	1	<b>GOOD TO GREAT AND THE SOCIAL SECTORS</b> Jim Collins (Collins • \$11.95) <i>A primer on how noncorporate organizations can excel.</i>	1	12
2	<b>THE WORLD IS FLAT</b> Thomas L. Friedman (Farrar, Straus & Giroux • \$30) <i>Globalization is great—sort of, says a columnist for The New York Times.</i>	2	19	2	<b>WHAT COLOR IS YOUR PARACHUTE? 2007</b> Richard Nelson Bolles (Ten Speed Press • \$17.95) <i>The enduring job-search bible.</i>	2	4
3	<b>FREAKONOMICS</b> Steven D. Levitt, Stephen J. Dubner (Morrow • \$27.95) <i>Crack gangs, the Ku Klux Klan, and more, examined by a University of Chicago economist.</i>	3	20	3	<b>LEADERSHIP AND SELF-DECEPTION</b> The Arbinger Institute (Berrett-Koehler • \$14.95) <i>A leader's motivation is what matters, says this business fable.</i>	3	8
4	<b>BLINK</b> Malcolm Gladwell (Little, Brown • \$25.95) <i>Snap judgments deserve careful consideration.</i>	4	23	4	<b>COLLAPSE</b> Jared Diamond (Penguin • \$17) <i>From Easter Island to Central America, why civilizations fall apart.</i>	5	10
5	<b>JIM CRAMER'S REAL MONEY</b> James J. Cramer (Simon & Schuster • \$26) <i>The "10 Commandments of Trading," from CNBC's wild man.</i>	8	20	5	<b>THE INTELLIGENT INVESTOR, REVISED EDITION</b> Benjamin Graham, with Jason Zweig (HarperBusiness • \$19.95) <i>The classic treatise on "value investing."</i>	6	19
6	<b>THE LONG TAIL</b> Chris Anderson (Hyperion • \$24.95) <i>The mass market featuring the blockbuster product is giving way to a "mass of niches."</i>	6	5	6	<b>THINK AND GROW RICH</b> Napoleon Hill (Ballantine • \$7.99) <i>Willpower and a positive attitude are the keys to achieving wealth.</i>	11	19
7	<b>THE STARBUCKS EXPERIENCE</b> Joseph A. Michelli (McGraw-Hill • \$21.95) <i>How the coffee retailer did it.</i>	—	1	7	<b>FIND IT, FIX IT, FLIP IT!</b> Michael Corbett (Penguin • \$15) <i>You can profit from real estate, by a TV show host.</i>	9	10
8	<b>THE SMARTEST INVESTMENT BOOK YOU'LL EVER READ</b> Daniel R. Solin (Perigee • \$19.95) <i>A four-step plan.</i>	—	1	8	<b>RICH WOMAN</b> Kim Kiyosaki (Rich Press • \$18.95) <i>How women can take control of their finances.</i>	8	7
9	<b>BEYOND BASKETBALL</b> Mike Krzyzewski with Jamie K. Spatola (Warner Business • \$17.99) <i>Duke's roundball coach on winning, losing, sportsmanship, etc.</i>	12	2	9	<b>THE AUTOMATIC MILLIONAIRE</b> David Bach (Broadway • \$12.95) <i>It's time to put your investment program on autopilot.</i>	10	11
10	<b>THE TOTAL MONEY MAKEOVER</b> Dave Ramsey (Thomas Nelson • \$24.99) <i>Getting rid of debt and building up your rainy-day reserves.</i>	—	22	10	<b>THE ESSAYS OF WARREN BUFFETT</b> Warren E. Buffett, Lawrence A. Cunningham (Cunningham Group • \$25) <i>A selection of epistles to Berkshire Hathaway shareholders.</i>	—	1
11	<b>TOUGH CHOICES</b> Carly Fiorina (Portfolio • \$24.95) <i>The former Hewlett-Packard CEO on her life and career.</i>	5	2	11	<b>THE TOTAL MONEY MAKEOVER WORKBOOK</b> Dave Ramsey (Thomas Nelson • \$17.99) <i>Shape up your finances.</i>	—	8
12	<b>LITTLE BLACK BOOK OF CONNECTIONS</b> Jeffrey Gitomer (Bard Press • \$19.95) <i>Building relationships with customers, co-workers, vendors, etc.</i>	11	4	12	<b>BANKER TO THE POOR</b> Muhammad Yunus (Public Affairs • \$15) <i>The autobiography of the founder of microlender Grameen Bank.</i>	—	1
13	<b>THE FRED FACTOR</b> Mark Sanborn (Currency/Doubleday • \$14.95) <i>Bring creativity to your work and life, just like this mailman does.</i>	—	21	13	<b>AGUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE</b> Project Management Institute (PMI Publications • \$49.95) <i>Delivering results.</i>	4	11
14	<b>THE TAO OF WARREN BUFFETT</b> Mary Buffett, David Clark (Scribner • \$19.95) <i>Wisdom from the Sage of Omaha.</i>	—	1	14	<b>THE SEARCH</b> John Battelle (Portfolio • \$14.95) <i>The history of Internet search technology, and especially of Google.</i>	7	2
15	<b>THE LITTLE BOOK OF VALUE INVESTING</b> Christopher H. Browne (Wiley • \$19.95) <i>How Benjamin Graham and Warren Buffett did it.</i>	7	2	15	<b>PERFECT PHRASES FOR PERFORMANCE REVIEWS</b> Douglas Max, Robert Bacal (McGraw-Hill • \$9.95) <i>Plays well with others.</i>	—	1

## LONG-RUNNING BEST-SELLERS

### HARDCOVER BUSINESS BOOKS

**GOOD TO GREAT** Jim Collins (HarperBusiness • \$27.50)  
**NOW, DISCOVER YOUR STRENGTHS** Marcus Buckingham, Donald O. Clifton (Free Press • \$30)  
**WHO MOVED MY CHEESE?** Spencer Johnson (Putnam • \$19.95)  
**THE FIVE DYSFUNCTIONS OF A TEAM** Patrick Lencioni (Jossey-Bass • \$22.95)  
**THE LITTLE RED BOOK OF SELLING** Jeffrey Gitomer (Bard Press • \$19.95)  
**FISH** Stephen C. Lundin, Harry Paul, John Christensen (Hyperion • \$19.95)

### PAPERBACK BUSINESS BOOKS

**RICH DAD, POOR DAD** Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$16.95)  
**THE TIPPING POINT** Malcolm Gladwell (Back Bay • \$14.95)  
**THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE** Stephen R. Covey (Free Press • \$15)  
**GETTING THINGS DONE** David Allen (Penguin • \$15)  
**THE E-MYTH REVISITED** Michael E. Gerber (HarperBusiness • \$16)  
**THE 48 LAWS OF POWER** Robert Greene (Penguin • \$18)

**RICH DAD'S CASHFLOW QUADRANT** Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$17.95)  
**GETTING TO YES** Roger Fisher, William Ury, Bruce Patton (Penguin • \$15)  
**RICH DAD'S GUIDE TO INVESTING** Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$19.95)  
**THE MILLIONAIRE NEXT DOOR** Thomas J. Stanley, William D. Danko (Pocket Books • \$15)  
**SMART WOMEN FINISH RICH** David Bach (Broadway • \$14.95)  
**RICHEST MAN IN BABYLON** George S. Clason (Signet • \$6.99)  
**BUILT TO LAST** James C. Collins, Jerry I. Porras (HarperBusiness • \$17.95)

BusinessWeek's Best-Seller List is based on a survey of chain and independent booksellers that carry a broad selection of books on economics, management, sales and marketing, small business, investing, personal finance, and careers. Well over 1,000 retail outlets nationwide are represented. Current rankings are based on a weighted analysis of unit sales in November. Titles that have been on the Best-Seller list for more than two years appear as Long-Running Best-Sellers.