

IdeasBooks

The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST	PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	THE WORLD IS FLAT Thomas L. Friedman (Farrar, Straus & Giroux • \$27.50) <i>Globalization is great—sort of, says a columnist for The New York Times.</i>	2	4	1	WHAT COLOR IS YOUR PARACHUTE? Richard Nelson Bolles (Ten Speed • \$17.95) <i>The 2005 edition of the enduring job-search bible.</i>	2	10
2	FREAKONOMICS Steven D. Levitt, Stephen J. Dubner (Morrow • \$25.95) <i>Crack gangs, the Ku Klux Klan, and more, examined by a University of Chicago economist.</i>	1	5	2	GETTING THINGS DONE David Allen (Penguin • \$15) <i>Organizing your office and learning how to manage your time.</i>	1	17
3	BLINK Malcolm Gladwell (Little, Brown • \$25.95) <i>Why snap judgments deserve careful consideration, from the author of The Tipping Point.</i>	3	8	3	THE MILLIONAIRE REAL ESTATE INVESTOR Gary Keller with Dave Jenks and Jay Papanas (McGraw-Hill • \$21.95) <i>Get the right attitude, then build your own empire.</i>	4	5
4	WINNING Jack Welch with Suzy Welch (HarperBusiness • \$27.95) <i>How to succeed within a company, against your competition, and over the course of a career.</i>	4	5	4	THE 48 LAWS OF POWER Robert Greene (Penguin • \$17) <i>Rules for strivers, drawn from the likes of Machiavelli, Catherine the Great, and Henry Kissinger.</i>	3	21
5	THE LITTLE RED BOOK OF SELLING Jeffrey Gitomer (Bard Press • \$19.95) <i>A syndicated columnist explains why people buy.</i>	6	12	5	THE MILLIONAIRE REAL ESTATE AGENT Gary Keller with Dave Jenks and Jay Papanas (McGraw-Hill • \$19.95) <i>Models that can make a real estate career soar.</i>	9	13
6	JIM CRAMER'S REAL MONEY James J. Cramer (Simon & Schuster • \$26) <i>Trading recommendations from the CNBC commentator.</i>	7	5	6	THE SMARTEST GUYS IN THE ROOM Bethany McLean, Peter Elkind (Portfolio • \$16) <i>An adept account of Enron's implosion, by two writers from Fortune.</i>	5	6
7	THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE Suze Orman (Riverhead • \$24.95) <i>Career plans, credit, etc.</i>	8	6	7	THINK AND GROW RICH Napoleon Hill (Ballantine • \$7.99) <i>Willpower is the key to achieving wealth.</i>	8	6
8	COLLAPSE Jared Diamond (Viking • \$29.95) <i>From Easter Island to Central America, why civilizations fall apart.</i>	5	8	8	GUNS, GERMS, AND STEEL Jared Diamond (Norton • \$16.95) <i>Why Western civilization triumphed over all others, by a UCLA professor of geography.</i>	14	4
9	HOW FULL IS YOUR BUCKET? Tom Rath, Donald O. Clifton, PhD (Gallup Press • \$19.95) <i>How to accentuate the positive at work.</i>	11	11	9	CRUCIAL CONVERSATIONS Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill • \$16.95) <i>Strategies for those all-important talks.</i>	7	4
10	THE FRED FACTOR Mark Sanborn (Currency/Doubleday • \$14.95) <i>The mailman's philosophy of work and life.</i>	13	12	10	UGLY AMERICANS Ben Mezrich (Perennial • \$13.95) <i>Hedge-fund cowboys live it up in Japan.</i>	—	3
11	SECRETS OF THE MILLIONAIRE MIND T. Harv Eker (HarperBusiness • \$19.95) <i>Shape your financial destiny.</i>	10	7	11	SMART WOMEN FINISH RICH David Bach (Broadway • \$14.95) <i>A nine-step program for managing money.</i>	11	21
12	THE TOTAL MONEY MAKEOVER Dave Ramsey (Thomas Nelson • \$24.99) <i>Getting rid of debt and building up reserves.</i>	—	10	12	THE ABCs OF REAL ESTATE INVESTING Ken McElroy (Warner Business • \$16.95) <i>Stories from the front lines.</i>	10	12
13	BLUE OCEAN STRATEGY W. Chan Kim and Renee Mauborgne (Harvard Business School • \$27.95) <i>Seeking out virgin territory in which to build a business.</i>	—	1	13	SMART COUPLES FINISH RICH David Bach (Broadway • \$14.95) <i>Managing your money after you've walked down the aisle.</i>	12	23
14	NEVER EAT ALONE Keith Ferrazzi with Tahl Raz (Currency • \$24.95) <i>A consultant's tips for broadening your contacts and forging connections.</i>	15	3	14	EFFECTIVE PHRASES FOR PERFORMANCE APPRAISALS James E. Neal Jr. (Neal Publications • \$10.95) <i>How about "Attaboy"?</i>	—	24
15	THE 8TH HABIT Stephen R. Covey (Free Press • \$26) <i>In the new workplace, leaders must demonstrate trust, respect, and openness.</i>	14	8	15	HOW TO MAKE MILLIONS IN REAL ESTATE IN THREE YEARS STARTING WITH NO CASH Tyler G. Hicks (Portfolio • \$16) <i>Location, location, location!</i>	—	8

LONG-RUNNING BEST-SELLERS	
HARDCOVER BUSINESS BOOKS	PAPERBACK BUSINESS BOOKS
GOOD TO GREAT Jim Collins (HarperBusiness • \$27.50)	FIRST, BREAK ALL THE RULES Marcus Buckingham, Curt Coffman (Simon & Schuster • \$30)
NOW, DISCOVER YOUR STRENGTHS Marcus Buckingham, Donald O. Clifton (Free Press • \$30)	THE TIPPING POINT Malcolm Gladwell (Back Bay • \$14.95)
WHO MOVED MY CHEESE? Spencer Johnson (Putnam • \$19.95)	RICH DAD, POOR DAD Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$16.95)
THE FIVE DYSFUNCTIONS OF A TEAM Patrick Lencioni (Jossey-Bass • \$22.95)	THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE Stephen R. Covey (Free Press • \$15)
FISH! Stephen C. Lundin, PhD, Harry Paul, Jon Christensen (Hyperion • \$19.95)	NICKEL AND DIMED Barbara Ehrenreich (Owl Books • \$13)
EXECUTION Larry Bossidy, Ram Charan (Crown Business • \$27.50)	THE E-MYTH REVISITED Michael E. Gerber (HarperBusiness • \$16)
	GETTING TO YES Roger Fisher, William Ury, Bruce Patton (Penguin • \$15)
	FAST FOOD NATION Eric Schlosser (Perennial • \$14.95)
	THE RICHEST MAN IN BABYLON George S. Clason (Signet • \$6.99)
	RICH DAD'S CASHFLOW QUADRANT Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$17.95)
	THE MILLIONAIRE NEXT DOOR Thomas J. Stanley, William D. Danko (Pocket Books • \$15)
	RICH DAD'S GUIDE TO INVESTING Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$19.95)
	HOME BUYING FOR DUMMIES Eric Tyson, MBA, Ray Brown (Wiley • \$21.99)

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 August. Titles that have been on the Best-Seller List for more than two years appear as Long-Running Best-Sellers.