

THE BUSINESSWEEK BEST SELLER LIST

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 list for more than two years appear as Long-Running Best Sellers.

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	BASIC BLACK Cathie Black (Crown \$24.95) A memoir and career advice from the CEO of Hearst Magazines.	5	2
2	THE 4-HOUR WORKWEEK Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	2	7
3	STRENGTHSFINDER 2.0 Tom Rath (Gallup Press \$19.95) Assess your talents and put them into practice.	3	10
4	THE AGE OF TURBULENCE Alan Greenspan (Penguin Press \$35) A memoir combined with economic analysis from the Fed's ex-chief.	1	3
5	WOMEN & MONEY Suze Orman (Spiegel & Grau \$24.95) Inspirational prose and practical tools to help females with their finances.	9	10
6	THINK BIG AND KICK ASS IN BUSINESS AND LIFE Donald Trump, Bill Zanker (Collins \$26.95) More preening from the Donald.	8	2
7	THE BLACK SWAN Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	4	8
8	LAUNCHING A LEADERSHIP REVOLUTION Chris Brady, Orrin Woodward (Business Plus \$23.99) Developing the skills a leader needs.	6	3
9	MICROTRENDS Mark J. Penn with E. Kinney Zalesne (Twelve \$25.99) Breezy profiles of niche groups, from Pro-Semites to Pet Parents.	7	3
10	MADE TO STICK Chip Heath, Dan Heath (Random House \$24.95) Why some ideas gain traction while others fade from view.	14	11
11	THE LITTLE BOOK THAT MAKES YOU RICH Louis Navellier (Wiley \$19.95) Growth-investing strategies for everyman.	—	1
12	THE SHOCK DOCTRINE Naomi Klein (Metropolitan Books \$28) How corporate social reengineering often follows disasters.	—	1
13	RIGGED Ben Mezrich (Morrow \$25.95) The glamorous and frenetic world of oil trading, from Wall Street to Dubai.	—	1
14	OUR ICEBERG IS MELTING John Kotter, Holger Rathgeber (St. Martin's \$19.95) A global-warming fable on coping with change.	13	14
15	GO PUT YOUR STRENGTHS TO WORK Marcus Buckingham (Free Press \$30) Identify your assets and reap the rewards you're due.	—	7

PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	BLINK Malcolm Gladwell (Back Bay Books \$15.99) Snap judgments deserve careful consideration, says a writer for <i>The New Yorker</i> .	3	9
2	THE WORLD IS FLAT Thomas L. Friedman (Picador \$16) Globalization is great—sort of, says a columnist for <i>The New York Times</i> .	1	4
3	GOOD TO GREAT AND THE SOCIAL SECTORS Jim Collins (Collins \$11.95) How noncorporate organizations can excel.	2	24
4	THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE Suze Orman (Riverhead \$16) From career plans to credit cards.	9	9
5	A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE Project Management Institute (PMI \$49.95) Delivering results.	4	21
6	RULE #1 Phil Town (Three Rivers Press \$14.95) Think like a business owner and target your investments accordingly.	6	3
7	FOOLED BY RANDOMNESS Nassim Nicholas Taleb (Random House \$14.95) Uncertainty and luck in daily life and in the financial markets.	8	9
8	THE INTELLIGENT INVESTOR, REVISED EDITION Benjamin Graham, with Jason Zweig (HarperBusiness \$19.95) The classic.	10	23
9	LEADERSHIP AND SELF-DECEPTION The Arbinger Institute (Berrett-Koehler \$14.95) Its a leader's motivation that matters, says this fable.	13	15
10	WHAT COLOR IS YOUR PARACHUTE? 2008 Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	7	3
11	A WHOLE NEW MIND Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	11	9
12	J.K. LASSER'S YOUR INCOME TAX 2008 The J.K. Lasser Institute (Wiley \$17.95) Hey, the deadline is months from now!	—	1
13	HARDWIRING EXCELLENCE Quint Studer (Fire Starter Publishing \$28) Leadership evaluation, by a health care veteran.	—	1
14	HOW TO WIN FRIENDS & INFLUENCE PEOPLE Dale Carnegie (Pocket Books \$14) The classic networking guidebook.	12	9
15	THE TOTAL MONEY MAKEOVER WORKBOOK Dave Ramsey (Thomas Nelson \$17.99) Shape up your finances.	—	11

LONG-RUNNING BEST SELLERS

HARDCOVER BUSINESS BOOKS *Good to Great* Jim Collins (Collins \$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 \$24.95) • *Freakonomics* Steven D. Levitt, Stephen J. Dubner (Morrow \$27.95) • *The Total Money Makeover* Dave Ramsey (Thomas Nelson \$24.99)

PAPERBACK BUSINESS BOOKS *Getting Things Done* David Allen (Penguin \$15) • *Rich Dad, Poor Dad* Robert T. Kiyosaki with Sharon L. Lechter (Warner \$16.95) • *The Tipping Point* Malcolm

Gladwell (Back Bay \$14.95) • *The E-Myth Revisited* Michael E. Gerber (HarperBusiness \$16) • *Getting To Yes* Roger Fisher, William Ury, Bruce Patton (Penguin \$15) • *The 7 Habits of Highly Effective People* Stephen R. Covey (Free Press \$15) • *The 48 Laws of Power* Robert Greene (Penguin \$18) • *Think and Grow Rich* Napoleon Hill (Ballantine \$7.99)