

The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS			PAPERBACK BUSINESS BOOKS		
	LAST MONTH	MONTHS ON LIST		LAST MONTH	MONTHS ON LIST
1 THE GREAT UNRAVELING Paul Krugman (Norton • \$25.95) <i>A Princeton University economist vs. the Bush Administration.</i>	—	1	1 NICKEL AND DIMED Barbara Ehrenreich (Owl Books • \$13) <i>How the working poor struggle to make ends meet.</i>	2	9
2 GOOD TO GREAT Jim Collins (HarperBusiness • \$27.50) <i>How run-of-the-mill companies make the leap to excellence.</i>	1	24	2 FAST FOOD NATION Eric Schlosser (HarperCollins • \$13.95) <i>The bad news on burgers and fries, by an Atlantic Monthly writer.</i>	1	20
3 TOTAL MONEY MAKEOVER Dave Ramsey (Thomas Nelson • \$24.99) <i>Getting out of debt and building up your reserves.</i>	—	1	3 THE INTELLIGENT INVESTOR, REVISED EDITION Benjamin Graham, with Jason Zweig (HarperBusiness • \$19.95) <i>The classic explanation of "value investing."</i>	3	3
4 EXECUTION Larry Bossidy, Ram Charan (Crown Business • \$27.50) <i>Translating business strategies into results.</i>	2	16	4 THE TIPPING POINT Malcolm Gladwell (Back Bay • \$14.95) <i>What turns an idea into a hot trend, by a New Yorker writer.</i>	4	21
5 THE FIVE DYSFUNCTIONS OF A TEAM Patrick Lencioni (Jossey-Bass • \$22) <i>Ending behavior that blocks teamwork.</i>	6	15	5 THE E-MYTH REVISITED Michael E. Gerber (HarperBusiness • \$16) <i>A systems approach for small-business success.</i>	8	24
6 DOUBLE-DIGIT GROWTH Michael Treacy (Portfolio • \$27.95) <i>The five basic principles for corporate success.</i>	—	1	6 THE SUCCESSFUL INVESTOR William J. O'Neil (McGraw-Hill • \$10.95) <i>Avoiding investing mistakes, by the publisher of Investor's Business Daily.</i>	—	1
7 THE LEADERSHIP PILL Ken Blanchard, Marc Muchnick (Free Press • \$19.95) <i>In management, there is no quick fix.</i>	—	1	7 THE SALES BIBLE Jeffrey Gitomer (Wiley • \$19.95) <i>Read this, Willy Loman.</i>	—	1
8 PURPLE COW Seth Godin (Portfolio • \$19.95) <i>Astonish your customers, says this marketing guru.</i>	7	5	8 REAL ESTATE LOOPHOLES Diane Kennedy, C.P.A., Garrett Sutton, Esq. (Warner • \$16.95) <i>Tax and legal knowhow.</i>	6	6
9 HOW WOULD YOU MOVE MOUNT FUJI? William Poundstone (Little, Brown • \$22.95) <i>The logic puzzles used in high-tech job interviews.</i>	—	4	9 EFFECTIVE PHRASES FOR PERFORMANCE APPRAISALS James E. Neal Jr. (Neal Publications • \$10.95) <i>How about: "attaboy"?</i>	—	7
10 THE 5 PATTERNS OF EXTRAORDINARY CAREERS James M. Citrin, Richard A. Smith (Crown Business • \$22.95) <i>Tips on managing your work life, from two executive recruiters.</i>	13	2	10 WHAT COLOR IS YOUR PARACHUTE? Richard Nelson Bolles (Ten Speed • \$17.95) <i>The 2003 edition of the enduring job-search bible.</i>	5	12
11 WHAT SHOULD I DO WITH MY LIFE? Po Bronson (Random House • \$24.95) <i>Overcoming confusion to find your true calling.</i>	3	9	11 REAL ESTATE RICHES Dolf de Roos (Warner • \$17.95) <i>Why it's better to invest in buildings than to stash your funds in stocks.</i>	7	23
12 THE ONE MINUTE MILLIONAIRE Mark Victor Hansen, Robert G. Allen (Harmony Books • \$19.95) <i>Chicken soup for the investor.</i>	8	12	12 MAKING BIG MONEY INVESTING IN FORECLOSURES Peter Conti, David Finkel (Dearborn • \$18.95) <i>Cutting deals with troubled sellers.</i>	—	1
13 AUTHENTIC LEADERSHIP Bill George (Wiley • \$27.95) <i>A former CEO of Medtronic offers a case for integrity.</i>	—	1	13 THE LEADERSHIP CHALLENGE James M. Kouzes, Barry Z. Posner (Wiley • \$19.95) <i>The core concepts of leadership.</i>	—	2
14 YOUR MARKETING SUCKS Mark Stevens (Crown Business • \$24) <i>Making sure that you get a bang for your marketing bucks.</i>	—	2	14 THE RICHEST MAN IN BABYLON George S. Clason (Signet • \$6.99) <i>Save 10% of what you earn, then pay your bills.</i>	9	19
15 HUG YOUR CUSTOMERS Jack Mitchell (Hyperion • \$19.95) <i>It's the personal touch that counts, says this apparel industry executive.</i>	14	3	15 RICH DAD'S RETIRE YOUNG RETIRE RICH Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$17.95) <i>Plan ahead.</i>	11	21

LONG-RUNNING BEST-SELLERS	
HARDCOVER BUSINESS BOOKS	PAPERBACK BUSINESS BOOKS
WHO MOVED MY CHEESE? Spencer Johnson (Putnam • \$19.95)	RAVING FANS Ken Blanchard, Sheldon Bowles (Morrow • \$20)
FISH! Stephen C. Lundin, Harry Paul, John Christensen (Hyperion • \$19.95)	THE 21 IRREFUTABLE LAWS OF LEADERSHIP John C. Maxwell (Thomas Nelson • \$22.99)
NOW, DISCOVER YOUR STRENGTHS Marcus Buckingham, Donald O. Clifton (Free Press • \$27)	RICH DAD, POOR DAD Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$15.95)
FIRST, BREAK ALL THE RULES Marcus Buckingham, Curt Coffman (Simon & Schuster • \$27)	THE ONE MINUTE MANAGER Kenneth Blanchard, Spencer Johnson (Berkley • \$12.95)
	GETTING TO YES Roger Fisher, William Ury, Bruce Patton (Penguin • \$14)
	THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE Stephen R. Covey (Fireside • \$14)
	RICH DAD'S CASHFLOW QUADRANT Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$17.95)
	RICH DAD'S GUIDE TO INVESTING Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$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 September. Titles that have been on the Best-Seller List for more than two years appear as Long-Running Best-Sellers.

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