

The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS			LAST MONTH	MONTHS ON LIST	PAPERBACK BUSINESS BOOKS			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	3	1	FAST FOOD NATION Eric Schlosser (HarperCollins • \$13.95) <i>The bad news on burgers and fries.</i>	2	22		
2	RE-IMAGINE Tom Peters (DK Publishing • \$30) <i>"Think beautiful...think weird" and other instructions, in an eye-popping format.</i>	11	2	2	WHAT COLOR IS YOUR PARACHUTE? Richard Nelson Bolles (Ten Speed • \$17.95) <i>The 2004 edition of the enduring job-search bible.</i>	—	1		
3	EXECUTION Larry Bossidy, Ram Charan (Crown Business • \$27.50) <i>Translating business strategies into results.</i>	2	18	3	NICKEL AND DIMED Barbara Ehrenreich (Owl Books • \$13) <i>How the working poor struggle to make ends meet.</i>	1	11		
4	THE PRESENT Spencer Johnson (Doubleday • \$19.95) <i>The pursuit of happiness and success, described in a fable.</i>	6	2	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>	3	23		
5	THE INNOVATOR'S SOLUTION Clayton M. Christensen, Michael E. Raynor (Harvard Business School • \$29.95) <i>How established companies can best employ innovation.</i>	5	2	5	J.K. LASSER'S YOUR INCOME TAX 2004 The J.K. Lasser Institute (Wiley • \$16.95) <i>Home-office deductions, marriage penalties, etc.</i>	—	1		
6	THE SMARTEST GUYS IN THE ROOM Bethany McLean, Peter Elkind (Portfolio • \$26.95) <i>An adept account of Enron's implosion, by two writers from Fortune.</i>	4	2	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>	4	3		
7	THE ROARING NINETIES Joseph E. Stiglitz (Norton • \$24.95) <i>The false hopes and deceptions of a hyperactive decade.</i>	—	1	7	THE RICHEST MAN IN BABYLON George S. Clason (Signet • \$6.99) <i>Save 10% of what you earn.</i>	8	21		
8	THE FIVE DYSFUNCTIONS OF A TEAM Patrick Lencioni (Jossey-Bass • \$22) <i>Ending behavior that blocks teamwork.</i>	9	17	8	REAL ESTATE LOOPHOLES Diane Kennedy, C.P.A., Garrett Sutton, Esq. (Warner • \$16.95) <i>Tax and legal knowhow.</i>	7	8		
9	THE ONE MINUTE MILLIONAIRE Mark Victor Hansen, Robert G. Allen (Harmony Books • \$19.95) <i>Chicken soup for the investor.</i>	8	14	9	IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE Paul Arden (Phaidon • \$7.95) <i>An ad man's maxims.</i>	9	4		
10	FINANCIAL RECKONING DAY William Bonner, with Addison Wiggin (Wiley • \$27.95) <i>Safeguarding your investments during the "soft depression."</i>	10	2	10	MAKING BIG MONEY INVESTING IN FORECLOSURES Peter Conti, David Finkel (Dearborn • \$18.95) <i>Cutting deals with troubled sellers.</i>	14	3		
11	TOTAL MONEY MAKEOVER Dave Ramsey (Thomas Nelson • \$24.99) <i>Getting out of debt and building up your reserves.</i>	3	3	11	RICH DAD'S SUCCESS STORIES Robert T. Kiyosaki, with Sharon L. Lechter, C.P.A. (Warner • \$16.95) <i>How regular folks applied the "Rich Dad" principles.</i>	5	2		
12	PURPLE COW Seth Godin (Portfolio • \$19.95) <i>Emulate Krispy Kreme and Dutch Boy paints, and astonish your customers.</i>	13	7	12	THE INTELLIGENT INVESTOR, REVISED EDITION Benjamin Graham, with Jason Zweig (HarperBusiness • \$19.95) <i>The classic explanation of "value investing."</i>	6	5		
13	THE FIRST 90 DAYS Michael Watkins (Harvard Business School • \$24.95) <i>Coping with career transitions.</i>	—	1	13	HOW TO MAKE MONEY IN STOCKS William J. O'Neil (McGraw-Hill • \$12.95) <i>Minimizing risk and picking winners.</i>	12	9		
14	SHAMELESS EXPLOITATION Paul Newman, A.E. Hotchner (Doubleday • \$23.95) <i>How Newman's Own products hit it big.</i>	—	1	14	RICH DAD'S RETIRE YOUNG RETIRE RICH Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$17.95) <i>Plan ahead.</i>	13	23		
15	HOW TO BECOME A RAINMAKER Jeffrey J. Fox (Hyperion • \$16.95) <i>Any salesperson can become a money machine, says this marketing consultant.</i>	—	10	15	THE POWER OF FOCUS Jack Canfield, Mark Victor Hansen, Les Hewitt (Health Communications • \$12.95) <i>Zoning in on achievement.</i>	15	6		

LONG-RUNNING BEST-SELLERS

HARDCOVER BUSINESS BOOKS

GOOD TO GREAT Jim Collins (HarperBusiness • \$27.50)

WHO MOVED MY CHEESE? Spencer Johnson (Putnam • \$19.95)

NOW, DISCOVER YOUR STRENGTHS Marcus Buckingham, Donald O. Clifton (Free Press • \$27)

FISH! Stephen C. Lundin, Harry Paul, John Christensen (Hyperion • \$19.95)

FIRST, BREAK ALL THE RULES Marcus Buckingham, Curt Coffman (Simon & Schuster • \$27)

RAVING FANS Ken Blanchard, Sheldon Bowles (Morrow • \$20)

THE 21 IRREFUTABLE LAWS OF LEADERSHIP John C. Maxwell (Thomas Nelson • \$22.99)

PAPERBACK BUSINESS BOOKS

RICH DAD, POOR DAD Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$15.95)

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE Stephen R. Covey (Fireside • \$14)

THE ONE MINUTE MANAGER Kenneth Blanchard, Spencer Johnson (Berkeley • \$12.95)

THE E-MYTH REVISITED Michael E. Gerber (HarperBusiness • \$16)

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 • \$14.95)

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

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