

## The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST	PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
<b>1</b>	<b>CONFIDENCE</b> Rosabeth Moss Kanter (Crown Business • \$27.50) <i>Rising to the occasion, by a Harvard B-school professor.</i>	5	2	<b>1</b>	<b>THE ABCs OF REAL ESTATE INVESTING</b> Ken McElroy (Warner Business • \$16.95) <i>Stories from the real estate frontlines.</i>	4	2
<b>2</b>	<b>CAROLYN 101</b> Carolyn Kepcher, with Stephen Fenichell (Fireside • \$21.95) <i>Career advice from an adviser to the Donald.</i>	—	1	<b>2</b>	<b>NICKEL AND DIMED</b> Barbara Ehrenreich (Owl Books • \$13) <i>How the working poor have to struggle to make ends meet.</i>	1	22
<b>3</b>	<b>TRUMP: THINK LIKE A BILLIONAIRE</b> Donald J. Trump, with Meredith McIver (Random House • \$21.95) <i>Tips on real estate, investing—and relationships.</i>	—	1	<b>3</b>	<b>THE SMARTEST GUYS IN THE ROOM</b> Bethany McLean, Peter Elkind (Portfolio • \$16) <i>An adept account of Enron's implosion, by two writers from Fortune.</i>	—	1
<b>4</b>	<b>HOW FULL IS YOUR BUCKET?</b> Tom Rath, Donald O. Clifton, PhD (Gallup Press • \$19.95) <i>Accentuate the positive at work.</i>	1	3	<b>4</b>	<b>SMART COUPLES FINISH RICH</b> David Bach (Broadway • \$14.95) <i>Managing your money after you've tied the knot.</i>	2	13
<b>5</b>	<b>THE LITTLE RED BOOK OF SELLING</b> Jeffrey Gitomer (Bard Press • \$19.95) <i>A syndicated columnist on why people buy.</i>	4	2	<b>5</b>	<b>SMART WOMEN FINISH RICH</b> David Bach (Broadway • \$14.95) <i>Spending wisely and preparing for the future.</i>	6	11
<b>6</b>	<b>THE ART OF THE START</b> Guy Kawasaki (Portfolio • \$26.95) <i>Positioning, pitching, and planning your startup, by a venture capitalist.</i>	7	2	<b>6</b>	<b>GETTING THINGS DONE</b> David Allen (Penguin • \$14) <i>Organizing your office and managing your time.</i>	5	8
<b>7</b>	<b>THE NEW REALITY OF WALL STREET</b> Donald Coxé (McGraw-Hill • \$27.95) <i>Sidestepping market pitfalls to discover opportunity, by a Wall Street veteran.</i>	—	1	<b>7</b>	<b>WHAT COLOR IS YOUR PARACHUTE?</b> Richard Nelson Bolles (Ten Speed • \$17.95) <i>The 2004 edition of the enduring job-search bible.</i>	3	12
<b>8</b>	<b>THE NEXT GREAT BUBBLE BOOM</b> Harry S. Dent Jr. (Free Press • \$26) <i>Attention, investors: Good times are just around the corner.</i>	13	2	<b>8</b>	<b>EFFECTIVE PHRASES FOR PERFORMANCE APPRAISALS</b> James E. Neal Jr. (Neal Publications • \$10.95) <i>How about "attaboy"?</i>	7	18
<b>9</b>	<b>CONFRONTING REALITY</b> Larry Bossidy, Ram Charan (Crown Business • \$27.50) <i>Training a microscope on your business model.</i>	—	1	<b>9</b>	<b>THE MILLIONAIRE REAL ESTATE AGENT</b> Gary Keller with Dave Jenks and Jay Papan (McGraw-Hill • \$19.95) <i>Models that can make a real estate career soar.</i>	9	6
<b>10</b>	<b>THE AUTOMATIC MILLIONAIRE</b> David Bach (Broadway • \$19.95) <i>Putting your investment program on autopilot.</i>	3	10	<b>10</b>	<b>TRUMP: THE ART OF THE DEAL</b> Donald J. Trump with Tony Schwartz (Warner • \$6.99) <i>Tax abatements, etc.</i>	12	9
<b>11</b>	<b>WE GOT FIRED!</b> Harvey Mackay (Ballantine Books • \$23.95) <i>Celebrities tell how they got canned—and came back.</i>	—	1	<b>11</b>	<b>THE 48 LAWS OF POWER</b> Robert Greene (Penguin • \$17) <i>Rules for strivers, drawn from the likes of Machiavelli.</i>	10	12
<b>12</b>	<b>THE FRED FACTOR</b> Mark Sanborn (Currency/Doubleday • \$14.95) <i>The mailman's philosophy of work and life.</i>	10	7	<b>12</b>	<b>START YOUR OWN BUSINESS</b> Rieva Lesonsky (Entrepreneur Media • \$24.95) <i>From soup to nuts.</i>	—	7
<b>13</b>	<b>PAY IT DOWN!</b> Jean Chatzky (Portfolio • \$19.95) <i>The Today Show's financial editor on how to reduce your debts.</i>	6	2	<b>13</b>	<b>RICH DAD'S WHO TOOK MY MONEY?</b> Robert T. Kiyosaki with Sharon L. Lechter, C.P.A. (Warner Business • \$16.95) <i>How to score "ultra-high" investment returns.</i>	11	6
<b>14</b>	<b>NICE GIRLS DON'T GET THE CORNER OFFICE</b> Lois P. Frankel, PhD (Warner Business • \$19.95) <i>Avoid the lifelong habits that may block promotion.</i>	11	9	<b>14</b>	<b>A CARROT A DAY</b> Adrian Gostick, Chester Elton (Gibbs Smith • \$12.95) <i>Daily pats on the back for the worker bees.</i>	—	1
<b>15</b>	<b>THE ONE MINUTE MANAGER</b> Kenneth Blanchard, PhD, Spencer Johnson, M.D. (Morrow • \$19.95) <i>Three management techniques, conveyed in brief story form.</i>	14	7	<b>15</b>	<b>MONDAY MORNING LEADERSHIP</b> David Cottrell (Cornerstone Leadership Institute • \$12.95) <i>A fable on mentoring.</i>	—	1

### LONG-RUNNING BEST-SELLERS

#### HARDCOVER BUSINESS BOOKS

- GOOD TO GREAT** Jim Collins (HarperBusiness • \$27.50)  
**EXECUTION** Larry Bossidy, Ram Charan (Crown Business • \$27.50)  
**NOW, DISCOVER YOUR STRENGTHS** Marcus Buckingham, Donald O. Clifton (Free Press • \$27)  
**WHO MOVED MY CHEESE?** Spencer Johnson (Putnam • \$19.95)  
**FISH!** Stephen C. Lundin, Harry Paul, John Christensen (Hyperion • \$19.95)

- THE FIVE DYSFUNCTIONS OF A TEAM** Patrick Lencioni (Jossey-Bass • \$22.95)  
**FIRST, BREAK ALL THE RULES** Marcus Buckingham, Curt Coffman (Simon & Schuster • \$27)

#### PAPERBACK BUSINESS BOOKS

- RICH DAD, POOR DAD** Robert T. Kiyosaki with Sharon L. Lechter (Warner • \$15.95)  
**FAST FOOD NATION** Eric Schlosser (Perennial • \$14.95)  
**THE E-MYTH REVISITED** Michael E. Gerber (HarperBusiness • \$16)  
**THE TIPPING POINT** Malcolm Gladwell (Back Bay • \$14.95)  
**RICH DAD'S CASHFLOW QUADRANT** Robert T. Kiyosaki, with Sharon L. Lechter (Warner • \$17.95)  
**THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE** Stephen R. Covey (Fireside • \$15)  
**GETTING TO YES** Roger Fisher, William Ury, Bruce Patton (Penguin • \$15)  
**THE RICHEST MAN IN BABYLON** George S. Clason (Signet • \$6.99)  
**THE MILLIONAIRE NEXT DOOR** Thomas J. Stanley, William D. Danko (Pocket Books • \$15)

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