

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 September. 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	THE AGE OF TURBULENCE Alan Greenspan (Penguin Press \$35) A memoir combined with economic analysis from the Fed's ex-chief.	—	1
2	THE 4-HOUR WORKWEEK Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	1	5
3	STRENGTHSFINDER 2.0 Tom Rath (Gallup Press \$19.95) Assess your talents and put them into practice.	3	8
4	THE BLACK SWAN Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	2	6
5	MICROTRENDS Mark J. Penn with E. Kinney Zalesne (Twelve \$25.99) Breezy profiles of niche groups, from Pro-Semites to Pet Parents.	—	1
6	MADE TO STICK Chip Heath, Dan Heath (Random House \$24.95) Why some ideas gain traction while others fade from view.	6	9
7	OUR ICEBERG IS MELTING John Kotter, Holger Rathgeber (St. Martin's \$19.95) A global-warming fable on coping with change.	5	12
8	LAUNCHING A LEADERSHIP REVOLUTION Chris Brady, Orrin Woodward (Business Plus \$23.99) Developing the skills a leader needs.	—	1
9	WOMEN & MONEY Suze Orman (Spiegel & Grau \$24.95) Inspirational prose and practical tools to help females with their finances.	7	8
10	GO PUT YOUR STRENGTHS TO WORK Marcus Buckingham (Free Press \$30) Ways to identify your assets and reap the rewards you're due.	4	6
11	AVALANCHE Steve Sanduski, Ron Carson (Kaplan \$16.95) Money can't buy happiness—or so this parable suggests.	—	1
12	RULES FOR RENEGADES Christine Comaford-Lynch (McGraw-Hill \$24.95) A memoir and how-to by a tech entrepreneur.	—	1
13	THREE SIGNS OF A MISERABLE JOB Patrick Lencioni (Jossey-Bass \$24.95) A fable on motivating restaurant workers.	—	1
14	IT'S YOUR SHIP D. Michael Abrashoff (Warner Business \$24.95) The crew will be productive if they feel empowered, says this Navy officer.	—	4
15	BLUE OCEAN STRATEGY W. Chan Kim, Renée Mauborgne (Harvard Business School \$29.95) Avoiding business' shark-infested waters.	—	5

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> .	1	7
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> .	2	2
3	GOOD TO GREAT AND THE SOCIAL SECTORS Jim Collins (Collins \$11.95) How noncorporate organizations can excel.	3	22
4	CRUCIAL CONVERSATIONS Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill \$16.95) Those all-important talks.	4	20
5	WHAT COLOR IS YOUR PARACHUTE? 2008 Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	—	1
6	A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE Project Management Institute (PMI \$49.95) Delivering results.	11	19
7	FOOLED BY RANDOMNESS Nassim Nicholas Taleb (Random House \$14.95) Uncertainty and luck in daily life and in the financial markets.	7	7
8	START LATE, FINISH RICH David Bach (Broadway \$14.95) Strategies for baby boomers nearing the age of retirement.	5	9
9	RULE #1 Phil Town (Three Rivers Press \$14.95) Think like a business owner and target your investments accordingly.	—	1
10	A WHOLE NEW MIND Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	12	7
11	HOW TO WIN FRIENDS & INFLUENCE PEOPLE Dale Carnegie (Pocket Books \$14) The classic networking guidebook.	13	7
12	MASTERS OF SALES Ivan R. Misner, PhD, Don Morgan, M.A. (Entrepreneur Press \$19.95) Vignettes from real-life Willy Lomans.	—	1
13	THE SCIENCE OF GETTING RICH Wallace D. Wattles (Tarcher \$10) "Wealth attraction" explained in a book first published in 1910.	10	6
14	THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE Suze Orman (Riverhead \$16) From career plans to credit cards.	8	7
15	LEADERSHIP AND SELF-DECEPTION The Arbinger Institute (Berrett-Koehler \$14.95) Its a leader's motivation that matters, says this fable.	15	13

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) • **The Five Dysfunctions of a Team** Patrick Lencioni (Jossey-Bass \$24.95) • **Who Moved My Cheese?** Spencer Johnson

(Putnam \$19.95) • **Freakonomics** Steven D. Levitt, Stephen J. Dubner (Morrow \$27.95) • **Fish** Stephen Lundin, Harry Paul, John Christensen (Hyperion \$19.95) • **The Total Money Makeover** Dave Ramsey (Thomas Nelson \$24.99) • **The Little Red Book of Selling** Jeffrey Gitomer (Bard Press \$19.95) • **The Fred Factor** Mark Sanborn (Currency/Doubleday \$14.95) **PAPERBACK BUSINESS BOOKS** **The**

Tipping Point Malcolm Gladwell (Back Bay \$14.95) • **Getting Things Done** David Allen (Penguin \$15) • **Rich Dad, Poor Dad** Robert T. Kiyosaki with Sharon L. Lechter (Warner \$16.95) • **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 E-Myth Revisited** Michael E. Gerber (HarperBusiness \$16)