

## THE BUSINESSWEEK BEST SELLER LIST

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	<b>STRENGTHSFINDER 2.0</b> Tom Rath (Gallup Press \$19.95) Assess your talents and put them into practice.	1	18
2	<b>THE 4-HOUR WORKWEEK</b> Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	2	15
3	<b>WOMEN &amp; MONEY</b> Suze Orman (Spiegel & Grau \$24.95) Inspirational prose and practical tools to help women with their finances.	8	18
4	<b>THE BLACK SWAN</b> Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	4	16
5	<b>WHEN MARKETS COLLIDE</b> Mohamed El-Erian (McGraw-Hill \$27.95) Investment manager PIMCO's chief on global risks and rewards.	—	1
6	<b>THE ANSWER</b> John Assaraf, Murray Smith (Atria \$25.95) Harnessing mental powers to achieve what you desire.	13	2
7	<b>MADE TO STICK</b> Chip Heath, Dan Heath (Random House \$24.95) Why some ideas gain traction while others fade from view.	5	19
8	<b>THE NEW PARADIGM FOR FINANCIAL MARKETS</b> George Soros (PublicAffairs \$22.95) The origins and implications of today's mess.	3	3
9	<b>OUR ICEBERG IS MELTING</b> John Kotter, Holger Rathgeber (St. Martin's \$19.95) A global-warming fable on coping with change.	11	22
10	<b>SWAY</b> Ori Brafman, Rom Brafman (Doubleday \$21.95) An investigation of the psychology behind irrational choices	15	2
11	<b>DEBT CURES "THEY" DON'T WANT YOU TO KNOW ABOUT</b> Kevin Trudeau (Equity Press \$25.95) Combating credit-card woes.	9	2
12	<b>SIX DISCIPLINES EXECUTION REVOLUTION</b> Gary Harpst (Six Disciplines \$12.95) Balancing strategy and execution.	—	1
13	<b>PREDICTABLY IRRATIONAL</b> Dan Ariely (Harper \$25.95) An economist surveys how people act against their best interests.	—	4
14	<b>GROUNDSWELL</b> Charlene Li, Josh Bernoff (Harvard Business Press \$29.95) Profiting from social networking.	—	2
15	<b>PERFECT SELLING</b> Linda Richardson (McGraw-Hill \$19.95) Sales-call tips and techniques, from a sales trainer.	—	1

PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	<b>BLINK</b> Malcolm Gladwell (Back Bay Books \$15.99) Snap judgments deserve careful consideration, says a writer for <i>The New Yorker</i> .	1	17
2	<b>THE WORLD IS FLAT</b> Thomas L. Friedman (Picador \$16) Globalization is great—sort of, says a columnist for <i>The New York Times</i> .	5	11
3	<b>A WHOLE NEW MIND</b> Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	3	17
4	<b>THE SPEED OF TRUST</b> Stephen M.R. Covey (Free Press \$15) Nurturing credibility in your personal and professional lives.	4	6
5	<b>WHAT COLOR IS YOUR PARACHUTE? 2008</b> Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	2	11
6	<b>THE MONEY BOOK FOR THE YOUNG, FABULOUS &amp; BROKE</b> Suze Orman (Riverhead \$16) From career plans to credit cards.	6	17
7	<b>RICH DAD'S PROPHECY</b> Robert T. Kiyosaki with Sharon L. Lechter (Business Plus \$15.95) Coming soon—a very big crash!	—	2
8	<b>HOW TO WIN FRIENDS &amp; INFLUENCE PEOPLE</b> Dale Carnegie (Pocket Books \$14) The classic networking guidebook.	10	14
9	<b>RICH DAD'S INCREASE YOUR FINANCIAL IQ</b> Robert T. Kiyosaki (Business Plus \$16.99) Five principles of money intelligence.	7	5
10	<b>THE TOTAL MONEY MAKEOVER WORKBOOK</b> Dave Ramsey (Thomas Nelson \$17.99) Shape up your finances.	9	19
11	<b>THE ADVENTURES OF JOHNNY BUNKO</b> Daniel H. Pink (Riverhead \$15) A career guide in comic book form.	11	2
12	<b>FOOLED BY RANDOMNESS</b> Nassim Nicholas Taleb (Random House \$16) Uncertainty and luck in daily life and the financial markets.	8	13
13	<b>LEADERSHIP AND SELF-DECEPTION</b> The Arbinger Institute (Berrett-Koehler \$14.95) It's a leaders' motivation that matters, says this fable.	12	20
14	<b>START LATE, FINISH RICH</b> David Bach (Broadway \$14.95) Strategies for baby boomers nearing the age of retirement.	—	15
15	<b>THE GOAL</b> Eliyahu M. Goldratt (North River Press \$24.95) Bringing company strategies in line with your No. 1 purpose: making money.	14	9

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