

# 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 December. 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	<b>OUTLIERS</b> Malcolm Gladwell (Little, Brown \$27.99) The unexpected factors that lie behind success.	1	2
2	<b>THE SNOWBALL</b> Alice Schroeder (Bantam \$35) A penetrating and personal look at the life of Warren Buffett.	3	3
3	<b>HOT, FLAT, AND CROWDED</b> Thomas L. Friedman (Farrar, Straus and Giroux \$27.95) Enlisting Father Profit to save Mother Nature.	2	4
4	<b>STRENGTHSFINDER 2.0</b> Tom Rath (Gallup Press \$21.95) Assess your talents and put them into practice.	4	23
5	<b>PANIC!</b> Michael Lewis (Norton \$27.95) A collection of articles on two decades worth of market meltdowns.	10	2
6	<b>THE RETURN OF DEPRESSION ECONOMICS</b> Paul Krugman (Norton \$24.95) How the failure of regulation allowed the financial implosion.	—	1
7	<b>THE ASCENT OF MONEY</b> Niall Ferguson (Penguin Press \$29.95) A Harvard historian's scattershot financial history of the world.	7	2
8	<b>THE BLACK SWAN</b> Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	8	21
9	<b>TALENT IS OVERRATED</b> Geoff Colvin (Portfolio \$25.95) A <i>Fortune</i> editor analyzes world-class performers.	14	2
10	<b>THE 4-HOUR WORKWEEK</b> Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	9	20
11	<b>TRIBES</b> Seth Godin (Portfolio \$19.95) A man, a plan, and a group of followers—that's what you need to foster innovation.	13	3
12	<b>THE LITTLE BOOK OF BULL MOVES IN BEAR MARKETS</b> Peter D. Schiff (Wiley \$19.95) "Dr. Doom" tells how to prosper in adverse times.	6	3
13	<b>PREDICTABLY IRRATIONAL</b> Dan Ariely (Harper \$25.95) An economist surveys how people act against their own best interests.	—	5
14	<b>BUYOLOGY</b> Martin Lindstrom (Doubleday \$24.95) Neuromarketing explained by a Danish marketing consultant.	15	3
15	<b>CRASH PROOF</b> Peter D. Schiff with John Downes (Wiley \$27.95) Think foreign securities, gold, and plain old cash.	11	4

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> .	6	21
2	<b>A WHOLE NEW MIND</b> Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	2	22
3	<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> .	3	16
4	<b>WHAT COLOR IS YOUR PARACHUTE? 2009</b> Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	5	4
5	<b>J.K. LASSER'S YOUR INCOME TAX 2009</b> The J.K. Lasser Institute (Wiley \$18.95) Home office deductions, moving expenses, etc.	9	2
6	<b>SUZE ORMAN'S 2009 ACTION PLAN</b> Suze Orman (Spiegel & Grau \$9.99) Safeguards to put in place and mistakes to avoid.	—	1
7	<b>THE MONEY BOOK FOR THE YOUNG, FABULOUS &amp; BROKE</b> Suze Orman (Riverhead \$16) From career plans to credit cards.	11	21
8	<b>LIAR'S POKER</b> Michael Lewis (Penguin \$15) Wall Street's outrageous culture in the 1980s, by the author of <i>Moneyball</i> and other works.	—	2
9	<b>HOW TO WIN FRIENDS &amp; INFLUENCE PEOPLE</b> Dale Carnegie (Pocket Books \$15) The classic networking guidebook.	7	19
10	<b>THE SHOCK DOCTRINE</b> Naomi Klein (Picador \$16) The catastrophic effect of neoliberal economic policies.	10	5
11	<b>THE SPEED OF TRUST</b> Stephen M.R. Covey (Free Press \$15) Nurturing credibility in your personal and professional lives.	4	11
12	<b>THE TOTAL MONEY MAKEOVER WORKBOOK</b> Dave Ramsey (Thomas Nelson \$17.99) Shape up your finances.	14	23
13	<b>THE GREAT CRASH 1929</b> John Kenneth Galbraith (Mariner Books \$14) The classic 1954 account of Black Thursday and beyond.	12	3
14	<b>MANIAS, PANICS AND CRASHES</b> Charles P. Kindleberger, Robert Aliber (Wiley \$19.95) The classic history of financial crises.	15	4
15	<b>AMERICA'S CHEAPEST FAMILY GETS YOU RIGHT ON THE MONEY</b> Steve and Annette Economides (Three Rivers \$12.95) Go debt-free.	—	1

## LONG-RUNNING BEST SELLERS

**HARDCOVER BUSINESS BOOKS** **The Total Money Makeover** Dave Ramsey (Thomas Nelson \$24.99) • **Good to Great** Jim Collins (Collins \$27.50) • **Who Moved My Cheese?** Spencer Johnson (Putnam \$19.95) • **Five Dysfunctions of a Team** Patrick Lencioni (Jossey-Bass

\$24.95) • **Now, Discover Your Strengths** Marcus Buckingham, Donald O. Clifton (Free Press \$30) **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, Sharon L. Lechter (Business Plus \$16.95) • **The 7 Habits of Highly Effective People**

Stephen R. Covey (Free Press \$15.95) • **The Intelligent Investor, Revised Edition** Benjamin Graham, with Jason Zweig (Collins Business \$19.95) • **The E-Myth Revisited** Michael E. Gerber (Collins \$16.95) • **Think and Grow Rich** Napoleon Hill (Ballantine \$7.99) • **Good to Great and the Social Sectors** Jim Collins (Collins \$11.95) • **The 48 Laws of Power** Robert Greene (Penguin \$18)