

THE BUSINESSWEEK BEST SELLER LIST

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	OUTLIERS Malcolm Gladwell (Little, Brown \$27.99) The unexpected factors that lie behind success.	1	4
2	GET MOTIVATED! Tamara Lowe (Doubleday \$24.95) The business seminar maven tells how to decode your motivational DNA.	—	1
3	THE THREE LAWS OF PERFORMANCE Steve Zaffron, Dave Logan (Jossey-Bass \$27.95) Overcoming institutional resistance to change.	—	1
4	GREAT DEPRESSION AHEAD Harry S. Dent Jr. (Free Press \$27) Prosper during an unprecedented economic downturn.	5	2
5	THE RETURN OF DEPRESSION ECONOMICS Paul Krugman (Norton \$24.95) How the failure of regulation allowed the financial implosion.	9	3
6	THE BIG RICH Bryan Burrough (Penguin \$29.95) The rise, fall, and impact of the empires built by four Texas oil legends.	—	1
7	MELTDOWN Thomas E. Woods Jr. (Regnery \$27.95) Why the U.S. economy cratered—and why big-government solutions won't help.	—	1
8	HOT, FLAT, AND CROWDED Thomas L. Friedman (Farrar, Straus & Giroux \$27.95) Enlisting Father Profit to save Mother Nature.	4	6
9	THE 4-HOUR WORKWEEK Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	7	22
10	THE SNOWBALL Alice Schroeder (Bantam \$35) A penetrating and personal look at the life of Warren Buffett.	8	5
11	STRENGTHS BASED LEADERSHIP Tom Rath, Barry Conchie (Gallup Press \$24.95) How able leaders inspire teamwork.	3	2
12	LORDS OF FINANCE Liaquat Ahamed (Penguin Press \$32.95) How central bankers' acts precipitated the Great Depression and WWII.	—	1
13	WHAT WOULD GOOGLE DO Jeff Jarvis (HarperCollins \$26.99) Applying the search giant's iconoclastic ideas to, well, everything.	—	1
14	THE BLACK SWAN Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	6	23
15	TRIBES Seth Godin (Portfolio \$19.95) A man, a plan, and a group of followers—that's what you need to foster innovation.	14	5

PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	SUZE ORMAN'S 2009 ACTION PLAN Suze Orman (Spiegel & Grau \$9.99) Safeguards to put in place and mistakes to avoid.	1	3
2	J.K. LASSER'S YOUR INCOME TAX 2009 The J.K. Lasser Institute (Wiley \$18.95) Home office deductions, moving expenses, etc.	3	4
3	WHAT COLOR IS YOUR PARACHUTE? 2009 Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	6	6
4	BLINK Malcolm Gladwell (Back Bay Books \$15.99) Snap judgments deserve careful consideration, says a writer for <i>The New Yorker</i> .	2	23
5	HOW I MADE MY FIRST MILLION ON THE INTERNET Ewen Chia (Morgan James \$18.95) A step-by-step guide for Web entrepreneurs.	—	1
6	A WHOLE NEW MIND Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	7	24
7	THE WORLD IS FLAT Thomas L. Friedman (Picador \$16) Globalization is great—sort of, says a columnist for <i>The New York Times</i> .	4	18
8	THE SPEED OF TRUST Stephen M.R. Covey (Free Press \$15) Nurturing credibility in your personal and professional lives.	9	13
9	HOW TO WIN FRIENDS & INFLUENCE PEOPLE Dale Carnegie (Pocket Books \$15) The classic networking guidebook.	10	21
10	THE WALL STREET JOURNAL GUIDE TO THE END OF WALL STREET AS WE KNOW IT Dave Kansas (Collins Business \$15.99) What's safe.	—	1
11	JIM CRAMER'S REAL MONEY James J. Cramer (Simon & Schuster \$16) The "10 Commandments of Trading."	5	2
12	LIAR'S POKER Michael Lewis (Viking Penguin \$15) The transformation of an art major into a Salomon Brothers bond trader in the '80s.	—	3
13	THE NEW RULES OF MARKETING AND P.R. David Meerman (Wiley \$24.95) Harnessing the Web to communicate with the customer.	—	1
14	THE LEAN SIX SIGMA POCKET TOOLBOOK Michael George, David Rowlands, Mark Price, John Maxey (McGraw-Hill \$16.95) Tips aplenty.	—	2
15	THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE Suze Orman (Riverhead \$16) From career plans to credit cards.	13	23

LONG-RUNNING BEST SELLERS

HARDCOVER BUSINESS BOOKS **StrengthsFinder 2.0** Tom Rath (Gallup Press \$21.50) • **Good to Great** Jim Collins (Collins \$27.50) • **The Total Money Makeover** Dave Ramsey (Thomas Nelson \$24.99) • **Who Moved My Cheese?** Spencer Johnson (Putnam \$19.95) • **Five Dysfunctions of a Team** Patrick Lencioni (Jossey-Bass

\$24.95) • **Our Iceberg Is Melting** John Kotter, Holger Rathgeber (St. Martin's \$19.95) • **Now, Discover Your Strengths** Marcus Buckingham, Donald O. Clifton (Free Press \$30)

PAPERBACK BUSINESS BOOKS **The Tipping Point** Malcolm Gladwell (Back Bay \$14.95) • **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) • **Getting Things Done** David Allen (Penguin \$16) • **The E-Myth Revisited** Michael E. Gerber (HarperCollins \$16.95) • **The Intelligent Investor, Revised Edition** Benjamin Graham, with Jason Zweig (Collins Business \$19.95)

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