

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 June. 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	OUTLIERS Malcolm Gladwell (Back Bay Books \$27.99) The unexpected factors that lie behind success.	1	8
2	HOW THE MIGHTY FALL Jim Collins (Jim Collins \$23.99) The seeds of decay can be sown—unnoticed—while a company rides high.	5	2
3	HOUSE OF CARDS William D. Cohan (Doubleday \$27.95) A behind-the-scenes account of why Bear Stearns went bust so fast.	2	4
4	FOOL'S GOLD Gillian Tett (Free Press \$26) JPMorgan's role in creating innovative and destructive derivatives.	6	2
5	STRENGTHS-BASED LEADERSHIP Tom Rath, Barry Conchie (Gallup Press \$24.95) The three keys to being a more effective leader.	10	6
6	TJ WALKER'S SECRET TO FOOLPROOF PRESENTATIONS TJ Walker (Greenleaf \$19.95) Tips and techniques for memorable speeches.	—	1
7	BAILOUT RICHES! Bill Bartmann, Jonathan Rozek (Wiley \$24.95) How to get your hands on some of the discounted debt now in circulation.	—	1
8	THE HOUSING BOOM AND BUST Thomas Sowell (Basic Books \$24.95) The causes and the culprits behind the burst bubble.	—	1
9	MADE TO STICK Chip Heath and Dan Heath (Random House \$25) Six reasons why some ideas catch on while others wither away.	15	22
10	WOMENOMIGS Claire Shipman and Katty Kay (HarperCollins \$27.99) Two broadcasters spell out how power has shifted toward women.	—	1
11	PEAKS AND VALLEYS Spencer Johnson (Simon & Schuster \$19.95) The <i>Who Moved My Cheese?</i> author on finding the upside at work.	12	4
12	THANK GOD IT'S MONDAY! Roxanne Emmerich (FT Press \$19.99) This consultant's advice for changing organizations: passion and creativity.	3	2
13	THE SECRET OF SHELTER ISLAND Alexander Green (Wiley \$26.95) An examination of the role of money in our lives.	—	1
14	WHO'S GOT YOUR BACK Keith Ferrazzi (Broadway \$25) Don't try to go it alone. Build an inner circle of trusted individuals.	2	2
15	STREET FIGHTERS Kate Kelly (Portfolio \$25.95) The last three days in the life of investment bank Bear Stearns.	7	2

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	7
2	HOW TO MAKE MONEY IN STOCKS William J. O'Neil (McGraw-Hill \$16.95) A seven-step system for balancing gains against risk.	—	11
3	NUDGE Richard H. Thaler and Cass R. Sunstein (Penguin \$16) Why we make flawed decisions and how we can start making better ones.	2	4
4	WHAT COLOR IS YOUR PARACHUTE? 2009 Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	4	10
5	THE SPEED OF TRUST Stephen R. Covey (Free Press \$15.95) Nurturing credibility in your personal and professional lives.	6	17
6	DEBT CURES "THEY" DON'T WANT YOU TO KNOW ABOUT Kevin Trudeau (Equity Press \$14.95) How to turn bad debt into good credit.	6	16
7	SWAY Ori Brafman and Rom Brafman (Doubleday \$21.95) Rational explanations for the irrational decisions most people make.	—	1
8	THE NEW RULES OF MARKETING AND P.R. David Meerman Scott (Wiley \$16.95) Harnessing the Web to reach the customer.	8	5
9	INFLUENCE Robert B. Cialdini (HarperCollins \$17.95) Ways that marketers can use psychology to triumph.	—	10
10	BRAIN RULES John Medina (Pear Press \$15) How the brain works and a dozen methods for turning this knowledge into success.	10	2
11	JIM CRAMER'S REAL MONEY James J. Cramer (Simon & Schuster \$16) The "10 Commandments of Trading."	9	5
12	THE WORLD IS FLAT Thomas L. Friedman (Picador \$16) Globalization is great—sort of, says a columnist for <i>The New York Times</i> .	12	21
13	THE LEAN SIX SIGMA POCKET TOOLBOOK Michael George, David Rowlands, Mark Price, John Maxey (McGraw-Hill \$16.95) Tips aplenty.	—	8
14	THE GOAL Eliyahu M. Goldratt and Jeff Cox (North River Press \$24.95) Aligning company strategy with priority No. 1: making money.	11	15
15	I WILL TEACH YOU TO BE RICH Ramit Sethi (Workman \$13.95) A crash course that aims to put 20- to 35-year-olds on the right track.	3	4

LONG-RUNNING BEST SELLERS

HARDCOVER BUSINESS BOOKS **StrengthsFinder 2.0** Tom Rath (Gallup Press \$21.95) • **Good to Great** Jim Collins (Collins \$29.99) • **The Total Money Makeover** Dave Ramsey (Thomas Nelson \$24.99) • **Five Dysfunctions of a Team** Patrick Lencioni (Jossey-Bass \$24.95) • **Who Moved My Cheese?** Spencer Johnson

(Putnam \$19.95) • **The 4-Hour Workweek** Timothy Ferriss (Crown \$19.95) • **Now, Discover Your Strengths** Marcus Buckingham, Donald O. Clifton (Free Press \$30) • **Our Iceberg is Melting** John Kotter, Holger Rathgeber (St. Martin's \$19.95)

PAPERBACK BUSINESS BOOKS **The Tipping Point** Malcolm Gladwell (Back Bay \$14.99) • **The 7 Habits of**

Highly Effective People Stephen R. Covey (Free Press \$15.95) • **Getting Things Done** David Allen (Penguin \$16) • **Blink** Malcolm Gladwell (Back Bay \$15) • **Rich Dad, Poor Dad** Robert T. Kiyosaki, Sharon L. Lechter (Business Plus \$16.95) • **How to Win Friends and Influence People** Dale Carnegie (Pocket Books \$15) • **A Whole New Mind** Daniel H. Pink (Riverhead \$15) • **Getting to Yes** Roger Fisher, William Ury, Bruce Patton (Penguin \$16)