

# 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 July. 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 (Back Bay Books \$27.99) The unexpected factors that lie behind success.	1	9
2	<b>HOW THE MIGHTY FALL</b> Jim Collins (Jim Collins \$23.99) The seeds of decay can be sown—unnoticed—while a company rides high.	2	3
3	<b>THE ACCIDENTAL BILLIONAIRES</b> Ben Mezrich (Knopf Doubleday \$25) An unflattering portrait of Facebook founder Mark Zuckerberg.	—	1
4	<b>A COLOSSAL FAILURE OF COMMON SENSE</b> Lawrence G. McDonald and Patrick Robinson (Crown \$27) Lehman's collapse, up close.	—	1
5	<b>FREE</b> Chris Anderson (Hyperion \$26.99) Why giving stuff away makes more and more sense in business—like it or not.	—	1
6	<b>HOUSE OF CARDS</b> William D. Cohan (Doubleday \$27.95) A behind-the-scenes account of why Bear Stearns went bust so fast.	3	5
7	<b>MADE TO STICK</b> Chip Heath and Dan Heath (Random House \$25) Six reasons why some ideas catch on while others wither away.	9	23
8	<b>STRENGTHS-BASED LEADERSHIP</b> Tom Rath, Barry Conchie (Gallup Press \$24.95) The three keys to being a more effective leader.	5	7
9	<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.	—	7
10	<b>FOOL'S GOLD</b> Gillian Tett (Free Press \$26) JPMorgan's role in creating innovative and destructive derivatives.	3	3
11	<b>POWER AMBITION GLORY</b> Steve Forbes and John Prevas (Crown \$26) What do top CEOs and ancient history's leaders have in common?	—	1
12	<b>HOW SUCCESSFUL PEOPLE THINK</b> John C. Maxwell (Center Street \$9.99) The 11 secrets successful people know (for only 10 bucks).	—	1
13	<b>AND THEN THE ROOF CAVED IN</b> David Faber (Wiley \$26.95) Wall Street's greed plus the U.S. government's lax stewardship equals crisis.	—	1
14	<b>THE MYTH OF THE RATIONAL MARKET</b> Justin Fox (Harper Business \$27.99) How the efficient market hypothesis led us astray.	—	1
15	<b>PEAKS AND VALLEYS</b> Spencer Johnson (Simon & Schuster \$19.95) The <i>Who Moved My Cheese?</i> author on finding the upside at work.	11	5

PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	<b>SWAY</b> Ori Brafman and Rom Brafman (Doubleday \$21.95) Rational explanations for the irrational decisions most people make.	7	2
2	<b>THE SPEED OF TRUST</b> Stephen R. Covey (Free Press \$15.95) Nurturing credibility in your personal and professional lives.	5	18
3	<b>WHAT COLOR IS YOUR PARACHUTE? 2009</b> Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	4	11
4	<b>NUDGE</b> Richard H. Thaler and Cass R. Sunstein (Penguin \$16) Why we make flawed decisions and how we can start making better ones.	3	5
5	<b>SUZE ORMAN'S 2009 ACTION PLAN</b> Suze Orman (Spiegel & Grau \$9.99) Safeguards to put in place and mistakes to avoid.	1	8
6	<b>MICROTRENDS</b> Mark J. Penn with E. Kinney Zalesne (Grand Central \$14.99) Small changes that are having an outsize impact.	—	1
7	<b>DEBT CURES "THEY" DON'T WANT YOU TO KNOW ABOUT</b> Kevin Trudeau (Equity Press \$14.95) How to turn bad debt into good credit.	6	3
8	<b>HOW TO MAKE MONEY IN STOCKS</b> William J. O'Neil (McGraw-Hill \$16.95) A seven-step system for balancing gains against risk.	2	12
9	<b>THE GOAL</b> Eliyahu M. Goldratt and Jeff Cox (North River Press \$24.95) Aligning company strategy with priority No. 1: Making money.	14	16
10	<b>THE NEW RULES OF MARKETING AND P.R.</b> David Meerman Scott (Wiley \$16.95) Harnessing the Web to reach the customer.	8	6
11	<b>INFLUENCE</b> Robert B. Cialdini (HarperCollins \$17.95) Ways that marketers can use psychology to triumph.	9	11
12	<b>THE LEAN SIX SIGMA POCKET TOOLBOOK</b> Michael George, David Rowlands, Mark Price, John Maxey (McGraw-Hill \$16.95) Tips aplenty.	13	9
13	<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> .	12	22
14	<b>JIM CRAMER'S REAL MONEY</b> James J. Cramer (Simon & Schuster \$16) The "10 Commandments of Trading."	11	6
15	<b>I WILL TEACH YOU TO BE RICH</b> Ramit Sethi (Workman \$13.95) A crash course that aims to put 20- to 35-year-olds on the right track.	15	5

## LONG-RUNNING BEST SELLERS

### HARDCOVER BUSINESS BOOKS

**StrengthsFinder 2.0** Tom Rath (Gallup Press \$21.95) • **Good to Great** Jim Collins (Collins \$29.99) • **Five Dysfunctions of a Team** Patrick Lencioni (Jossey-Bass \$24.95) • **The Total Money Makeover** Dave Ramsey (Thomas Nelson \$24.99) • **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) • **Getting Things**

**Done** David Allen (Penguin \$16) • **The 7 Habits of Highly Effective People** Stephen R. Covey (Free Press \$15.95) • **Blink** Malcolm Gladwell (Back Bay \$15)  
 • **Crucial Conversations** Kerry Patterson, Joseph Grenney, Al Switzler, Ron McMillan (McGraw-Hill \$16.95) • **How to Win Friends and Influence People** Dale Carnegie (Pocket Books \$15) • **The E-Myth Revisited** Michael E. Gerber (HarperCollins \$16.95)