

FEBRUARY 14, 2005

BOOKS

The Best-Sellers of 2004

The top-selling business books as reported in *BusinessWeek*

HARDCOVER BUSINESS BOOKS

1 THE AUTOMATIC MILLIONAIRE By David Bach (Broadway -- \$19.95) How to put your investment program on autopilot. Months on List: 12

2 TRUMP: HOW TO GET RICH By Donald J. Trump, with Meredith McIver (Random House -- \$21.95) Don't forget to impress the boss. Months on List: 8

3 THE PRESENT By Spencer Johnson (Doubleday -- \$19.95) The pursuit of happiness and success, described in a fable. Months on List: 13

4 NICE GIRLS DON'T GET THE CORNER OFFICE By Lois P. Frankel, PhD (Warner Business -- \$19.95) Avoid the lifelong habits that may block promotion. Months on List: 9

5 THE WISDOM OF CROWDS By James Surowiecki (Doubleday -- \$24.95) Group decisions can be better than those of the smartest individual. Months on List: 4

6 THE FRED FACTOR By Mark Sanborn (Currency/Doubleday -- \$14.95) The mailman's philosophy of work and life. Months on List: 9

7 TRUMP: THINK LIKE A BILLIONAIRE By Donald J. Trump, with Meredith McIver (Random House -- \$21.95) Tips on real estate, investing -- and relationships. Months on List: 3

8 CONFIDENCE By Rosabeth Moss Kanter (Crown Business -- \$27.50) Rising to the occasion, by a Harvard B-school professor. Months on List: 4

9 HOW FULL IS YOUR BUCKET? By Tom Rath, Donald O. Clifton, PhD (Gallup Press -- \$19.95) Accentuating the positive at work. Months on List: 5

10 THE GREAT UNRAVELING By Paul Krugman (Norton -- \$25.95) A Princeton University economist vs. the Bush Administration. Months on List: 7

11 THE 8TH HABIT By Stephen R. Covey (Free Press -- \$26) In the new workplace, leaders must demonstrate trust, respect, and openness. Months on List: 2

12 THE TOTAL MONEY MAKEOVER By Dave Ramsey (Thomas Nelson -- \$24.95) Getting rid of debt and building up your rainy-day reserves. Months on List: 9

13 PURPLE COW By Seth Godin (Portfolio -- \$19.95) Emulate Krispy Kreme and Dutch Boy paints, and astonish your customers. Months on List: 14

14 CONFRONTING REALITY By Larry Bossidy, Ram Charan (Crown Business -- \$27.50) Zoning in on your business model. Months on List: 3

15 THE LITTLE RED BOOK OF SELLING By Jeffrey Gitomer (Bard Press -- \$19.95) A syndicated columnist on why people buy. Months on List: 4

PAPERBACK BUSINESS BOOKS

1 SMART COUPLES FINISH RICH By David Bach (Broadway -- \$14.95) Managing your money after you've walked down the aisle. Months on List: 15

2 SMART WOMEN FINISH RICH By David Bach (Broadway -- \$14.95) Spending wisely and getting prepared for the future. Months on List: 13

3 WHAT COLOR IS YOUR PARACHUTE? By Richard Nelson Bolles (Ten Speed -- \$17.95) The 2004 edition of the job-search bible. Months on List: 12

4 TRUMP: THE ART OF THE DEAL By Donald J. Trump with Tony Schwartz (Warner -- \$6.99) Tax abatements and celebrity-schmoozing. Months on List: 9

5 THE ERNST & YOUNG TAX GUIDE 2004 By Ernst & Young LLP (Wiley -- \$16.95) Get out the 1099s and the W2 forms -- and the calculator. Months on List: 4

6 EFFECTIVE PHRASES FOR PERFORMANCE APPRAISALS By James E. Neal Jr. (Neal Publications -- \$10.95) "Attaboy." Months on List: 20

7 REAL ESTATE LOOPHOLES By Diane Kennedy, CPA, Garrett Sutton, Esq. (Warner -- \$16.95) Tax and legal knowhow. Months on List: 15

8 THE INTELLIGENT INVESTOR, REVISED EDITION By Benjamin Graham, with Jason Zweig (HarperBusiness -- \$19.95) The classic explanation of "value investing." Months on List: 9

9 GETTING THINGS DONE By David Allen (Penguin -- \$14) Organizing your office and managing your time. Months on List: 9

10 J.K. LASSER'S YOUR INCOME TAX 2004 By The J.K. Lasser Institute (Wiley -- \$16.95) Home-office deductions, marriage penalties, etc. Months on List: 6

11 RICH DAD'S WHO TOOK MY MONEY? By Robert T. Kiyosaki with Sharon L. Lechter, CPA (Warner Business -- \$16.95) How to score "ultrahigh" investment returns. Months on List: 6

12 THE 48 LAWS OF POWER By Robert Greene (Penguin -- \$17) Rules for strivers, drawn from the likes of Machiavelli, Catherine the Great, and Henry Kissinger. Months on List: 14

13 THE FINISH RICH WORKBOOK By David Bach (Broadway -- \$14.95) Track what you spend, etc. Months on List: 7

14 INVESTING FOR DUMMIES By Eric Tyson, MBA (Wiley-- \$21.99) Stocks, bonds, real estate, small business -- you name it. Months on List: 4

15 THINK AND GROW RICH By Napoleon Hill (Ballantine -- \$7.99) Willpower is the key to achieving wealth. Months on List: 3

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 from January through December, 2004.

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