



MAY 1, 2006

The BusinessWeek Best-Seller List

The top-selling business books as reported in the May 1, 2006 issue.

Hardcover Business Books

1 THE WORLD IS FLAT Thomas L. Friedman (Farrar, Straus & Giroux -- \$27.50) Globalization is great -- sort of. Last month: 1, Months on list: 11

2 FREAKONOMICS Steven D. Levitt, Stephen J. Dubner (Morrow -- \$25.95) Crack gangs, the Ku Klux Klan, and more, examined by a University of Chicago economist. Last month: 2, Months on list: 12

3 BLINK Malcolm Gladwell (Little, Brown -- \$25.95) Why snap judgments deserve careful consideration, by a writer for The New Yorker. Last month: 3, Months on list: 15

4 RULE # 1 Phil Town (Crown -- \$25) Think like a business owner and target your investments accordingly, says this seminar leader. Last month: --, Months on list: 1

5 JIM CRAMER'S REAL MONEY James J. Cramer (Simon & Schuster -- \$26) Trading tips from CNBC's wild man. Last month: 4, Months on list: 12

6 THE AUTOMATIC MILLIONAIRE HOMEOWNER David Bach (Broadway -- \$19.95) Building your fortune with real estate plays. Last month: --, Months on list: 1

7 THE LITTLE BOOK THAT BEATS THE MARKET Joel Greenblatt (Wiley -- \$19.95) The basics of "value investing." Last month: 5, Months on list: 4

8 THE LITTLE RED BOOK OF SELLING Jeffrey Gitomer (Bard Press -- \$19.95) A syndicated columnist explains why people buy. Last month: 7, Months on list: 19

9 THE NUMBER Lee Eisenberg (Free Press -- \$26) A meditation on retirement and second acts. Last month: 6, Months on list: 3

10 THE WAL-MART EFFECT Charles Fishman (Penguin Press -- \$25.95) The retailer's single-minded focus on price-cutting is good for some, disastrous for others. Last month: 9, Months on list: 2

11 THE LITTLE RED BOOK OF SALES ANSWERS Jeffrey Gitomer (Prentice Hall-- \$19.99) "Fatal flaws" of selling and more. Last month: --, Months on list: 1

12 SECRETS OF THE MILLIONAIRE MIND T. Harv Eker (HarperBusiness -- \$19.95) How to shape your financial destiny, by a Vancouver-based entrepreneur. Last month: 10, Months on list: 12

13 THE 360 DEGREE LEADER John C. Maxwell (Nelson Business -- \$24.99) How you can exercise influence from the middle of an organization. Last month: --, Months on list: 1

14 THE TOTAL MONEY MAKEOVER Dave Ramsey (Thomas Nelson-- \$24.99) Getting rid of debt and building up your rainy-day reserves. Last month: 8, Months on list: 16

15 THE COMING ECONOMIC COLLAPSE Stephen Leeb, PhD, with Glen Strathy (Warner -- \$24.95) You can get rich from the coming oil shortfall. Last month: 15, Months on list: 2

Paperback Business Books

1 COLLAPSE Jared Diamond (Penguin -- \$17) From Easter Island to Central America, why civilizations fall apart. Last month: 3, Months on list: 2

2 GOOD TO GREAT AND THE SOCIAL SECTORS Jim Collins (Collins -- \$11.95) How noncorporate organizations can excel. Last month: 1, Months on list: 4

3 GETTING THINGS DONE David Allen (Penguin -- \$15) Organizing your office and learning how to manage your time. Last month: 2, Months on list: 24

4 THE AUTOMATIC MILLIONAIRE David Bach (Broadway -- \$12.95) How you can put your investment program on autopilot. Last month: 4, Months on list: 3

5 J.K. LASSER'S YOUR INCOME TAX 2006 The J.K. Lasser Institute (Wiley -- \$16.95) Time's up! Last month: 5, Months on list: 4

6 WHAT COLOR IS YOUR PARACHUTE? Richard Nelson Bolles (Ten Speed Press -- \$17.95) The 2006 edition of the enduring job-search bible. Last month: 8, Months on list: 4

7 FIND IT, FIX IT, FLIP IT! Michael Corbett (Penguin -- \$15) Profiting from real estate, by a television-show host. Last month: 11, Months on list: 2

8 CRUCIAL CONVERSATIONS Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill -- \$16.95) Talk that counts. Last month: --, Months on list: 9

9 THE ERNST & YOUNG TAX GUIDE 2006 Ernst & Young, LLP (CDS Books -- \$16.95) Don't lose those receipts! Last month: 7, Months on list: 4

10 INVESTING FOR DUMMIES Eric Tyson, MBA (Wiley -- \$21.99) The fundamentals of real estate, the stock market, small business, and so forth. Last month: 15, Months on list: 13

11 PAY IT DOWN! Jean Chatzky (Penguin -- \$12.95) The Today Show's financial editor on how to reduce your debts. Last month: 10, Months on list: 2

12 A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE Project Management Institute (PMI Publications -- \$49.95) Delivering results. Last month: --, Months on list: 4

13 THE ABCs OF REAL ESTATE INVESTING Ken McElroy (Warner Business-- \$16.95) Stories from the front lines of real estate negotiations and purchases. Last month: --, Months on list: 13

14 RICH DAD'S BEFORE YOU QUIT YOUR JOB Robert T. Kiyosaki with Sharon L. Lechter, CPA (Warner -- \$16.95) Starting your own business. Last month: 13, Months on list: 5

15 CONSPIRACY OF FOOLS Kurt Eichenwald (Broadway -- \$16.95) Inside Enron's crumbling house of cards, by an investigative reporter from The New York Times. Last month: 6, 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 in March.