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FEBRUARY 12, 2007

IDEAS -- BOOKS

The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS

1. **JIM CRAMER'S MAD MONEY** By James J. Cramer with Cliff Mason (Simon & Schuster \$25) More investing wisdom from the television personality. Last Month: --; Months on List: 1
2. **FREAKONOMICS** By Steven D. Levitt, Stephen J. Dubner (Morrow \$27.95) Crack gangs, the Ku Klux Klan, and more, examined by a University of Chicago economist. Last Month: 3; Months on List: 21
3. **THE WORLD IS FLAT** By Thomas L. Friedman (Farrar, Straus & Giroux \$30) Globalization is great--sort of. Last Month: 2; Months on List: 20
4. **WHY WE WANT YOU TO BE RICH** By Donald J. Trump, Robert T. Kiyosaki, Meredith McIver, Sharon Lechter (Rich Press \$24.95) Help for the shrinking middle class. Last Month: 1; Months on List: 3
5. **BLINK** By Malcolm Gladwell (Little, Brown \$25.95) Snap judgments deserve careful consideration, says a writer for *The New Yorker*. Last Month: 4; Months on List: 24
6. **JIM CRAMER'S REAL MONEY** By James J. Cramer (Simon & Schuster \$26) The "10 Commandments of Trading," from CNBC's wild man. Last Month: 5; Months on List: 21
7. **CROSLEY** By Rusty McClure with David Stern and Michael A. Banks (Clerisy Press \$24) The family of inventors, broadcasters, and owners of the Cincinnati Reds. Last Month: --; Months on List: 1
8. **THE STARBUCKS EXPERIENCE** By Joseph A. Michelli (McGraw-Hill \$21.95) How the coffee retailer built its following. Last Month: 7; Months on List: 2
9. **THE TAO OF WARREN BUFFETT** By Mary Buffett, David Clark (Scribner \$19.95) Wisdom from the Sage of Omaha, compiled by a former daughter-in-law. Last Month: 14; Months on List: 2
10. **OUR ICEBERG IS MELTING** By John Kotter, Holger Rathgeber (St. Martin's \$19.95) Dealing with change. Last Month: --; Months on List: 3
11. **BEYOND BASKETBALL** By Mike Krzyzewski with Jamie K. Spatola (Warner Business \$17.99) Duke's roundball coach on winning, losing, sportsmanship, etc. Last Month: 9; Months on List: 3
12. **MAVERICKS AT WORK** By William C. Taylor, Polly LaBarre (Morrow \$26.95) Profiles of nonconformists in business. Last Month: --; Months on List: 2

13. **THE TOTAL MONEY MAKEOVER** By Dave Ramsey (Thomas Nelson \$24.99) Get rid of debt and build up your reserves. Last Month: 10; Months on List: 23
14. **JEFFREY GITOMER'S LITTLE GOLD BOOK OF YES! ATTITUDE** By Jeffrey Gitomer (Prentice Hall \$19.95) Accentuate the positive. Last Month: --; Months on List: 1
15. **THE LONG TAIL** By Chris Anderson (Hyperion \$24.95) The mass market and the blockbuster product are giving way to a "mass of niches." Last Month: 6; Months on List: 6

PAPERBACK BUSINESS BOOKS

1. **GOOD TO GREAT AND THE SOCIAL SECTORS** By Jim Collins (Collins \$11.95) A primer on how noncorporate organizations can excel. Last Month: 1; Months on List: 13
2. **WHAT COLOR IS YOUR PARACHUTE? 2007** By Richard Nelson Bolles (Ten Speed Press \$17.95) The enduring job-search bible. Last Month: 2; Months on List: 5
3. **J.K. LASSER'S YOUR INCOME TAX 2007** By The J.K. Lasser Institute (Wiley \$17.95) Brace yourself. Last Month: --; Months on List: 1
4. **COLLAPSE** By Jared Diamond (Penguin \$17) From Easter Island to Mayan Central America, why civilizations fall apart. Last Month: 4; Months on List: 11
5. **THE AUTOMATIC MILLIONAIRE** By David Bach (Broadway \$12.95) It's time to put your investment program on autopilot. Last Month: 9; Months on List: 12
6. **BANKER TO THE POOR** By Muhammad Yunus (PublicAffairs \$15) The autobiography of the Nobel-winning founder of microlender Grameen Bank. Last Month: 12; Months on List: 2
7. **THE ESSAYS OF WARREN BUFFETT** By Warren E. Buffett, Lawrence A. Cunningham (Cunningham Group \$25) A selection of epistles to Berkshire Hathaway shareholders. Last Month: 10; Months on List: 2
8. **THINK AND GROW RICH NAPOLEON HILL** By (Ballantine \$7.99) Willpower and a positive attitude are the keys to achieving wealth. Last Month: 6; Months on List: 20
9. **THE INTELLIGENT INVESTOR, REVISED EDITION** By Benjamin Graham, with Jason Zweig (HarperBusiness \$19.95) The classic treatise on "value investing." Last Month: 5; Months on List: 20
10. **THE ABC'S OF REAL ESTATE INVESTING** By Ken McElroy (Warner \$16.95) Advice from the Rich Dad's bookshelf. Last Month: --; Months on List: 1
11. **CRUCIAL CONVERSATIONS** By Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill \$16.95) Strategies for those all-important talks. Last Month: --; Months on List: 11
12. **RICH WOMAN** By Kim Kiyosaki (Rich Press \$18.95) How women can take control of their finances. Last Month: 8; Months on List: 8
13. **FIND IT, FIX IT, FLIP IT!** By Michael Corbett (Penguin \$15) You can profit from real estate, by a TV show host. Last Month: 7; Months on List: 11
14. **THE TOTAL MONEY MAKEOVER WORKBOOK** By Dave Ramsey (Thomas Nelson \$17.99) Whip your finances into shape. Last Month: 11; Months on List: 9
15. **THE ERNST & YOUNG TAX GUIDE 2007** By Ernst & Young LLP (CDS Books \$16.95) Sharpen those pencils and get out the W-2s. Last Month: --; Months on List: 1

LONG RUNNING BEST-SELLERS**Hardcover Business Books**

GOOD TO GREAT By Jim Collins (HarperBusiness \$27.50)

NOW, DISCOVER YOUR STRENGTHS By Marcus Buckingham, Donald O. Clifton (Free Press \$30)

WHO MOVED MY CHEESE? By Spencer Johnson (Putnam \$19.95)

THE FIVE DYSFUNCTIONS OF A TEAM By Patrick Lencioni (Jossey-Bass \$22.95)

THE LITTLE RED BOOK OF SELLING By Jeffrey Gitomer (Bard Press \$19.95)

Paperback Business Books

RICH DAD, POOR DAD By Robert T. Kiyosaki with Sharon L. Lechter (Warner \$16.95)

THE TIPPING POINT By Malcolm Gladwell (Back Bay \$14.95)

GETTING THINGS DONE By David Allen (Penguin \$15)

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE By Stephen R. Covey (Free Press \$15)

THE 48 LAWS OF POWER By Robert Greene (Penguin \$18)

GETTING TO YES By Roger Fisher, William Ury, Bruce Patton (Penguin \$15)

THE MILLIONAIRE NEXT DOOR By Thomas J. Stanley, William D. Danko (Pocket Books \$15)

THE E-MYTH REVISITED By Michael E. Gerber (HarperBusiness \$16)

RICH DAD'S CASHFLOW QUADRANT By Robert T. Kiyosaki with Sharon L. Lechter (Warner \$17.95)

RICH DAD'S GUIDE TO INVESTING By Robert T. Kiyosaki with Sharon L. Lechter (Warner \$19.95)

RICHEST MAN IN BABYLON By George S. Clason (Signet \$6.99)

SMART WOMEN FINISH RICH By David Bach (Broadway \$14.95)

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 December. Titles that have been on the Best-Seller list for more than two years appear as Long-Running Best-Sellers.

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