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MARCH 12, 2007

IDEAS -- BOOKS

The BusinessWeek Best-Seller List

HARDCOVER BUSINESS BOOKS

1 **JIM CRAMER'S MAD MONEY** James J. Cramer with Cliff Mason (Simon & Schuster -- \$25) More investing wisdom from the television personality. Last month: 1, Months on list: 2

2 **THE WORLD IS FLAT** Thomas L. Friedman (Farrar, Straus & Giroux -- \$30) Globalization is great--sort of--says a columnist for The New York Times. Last month: 3, Months on list: 21

3 **FREAKONOMICS** Steven D. Levitt, Stephen J. Dubner (Morrow -- \$27.95) Crack gangs, the Ku Klux Klan, and more. Last month: 2, Months on list: 22

4 **JEFFREY GITOMER'S LITTLE GOLD BOOK OF YES! ATTITUDE** Jeffrey Gitomer (Prentice Hall -- \$19.95) Accentuate the positive. Last month: 14, Months on list: 2

5 **WHY WE WANT YOU TO BE RICH** Donald J. Trump, Robert T. Kiyosaki, Meredith McIver, Sharon Lechter (Rich Press -- \$24.95) Help for the shrinking middle class. Last month: 4, Months on list: 4

6 **THE ONLY THREE QUESTIONS THAT COUNT** Ken Fisher (Wiley -- \$27.95) A contrarian approach to investing, by a Forbes columnist. Last month: --, Months on list: 1

7 **MADE TO STICK** Chip Heath, Dan Heath (Random House -- \$24.95) An examination of why some ideas gain traction while others fade from view. Last month: --, Months on list: 1

8 WHAT GOT YOU HERE WON'T GET YOU THERE Marshall Goldsmith with Mark Reiter (Hyperion -- \$23.95) An executive coach on negative habits that can hurt careers. Last month: --, Months on list: 1

9 THE STARBUCKS EXPERIENCE Joseph A. Michelli (McGraw-Hill -- \$21.95) How the coffee retailer built its following. Last month: 8, Months on list: 3

10 JIM CRAMER'S REAL MONEY James J. Cramer (Simon & Schuster -- \$26) The "10 Commandments of Trading," from CNBC's wild man. Last month: 6, Months on list: 22

11 THE LITTLE BLACK BOOK OF CONNECTIONS Jeffrey Gitomer (Bard Press -- \$19.95) Building relationships with customers, co-workers, vendors, etc. Last month: --, Months on list: 5

12 OUR ICEBERG IS MELTING John Kotter, Holger Rathgeber (St. Martin's -- \$19.95) Dealing with change. Last month: 10, Months on list: 4

13 THE SMARTEST INVESTMENT BOOK YOU'LL EVER READ Daniel R. Solin (Perigee -- \$19.95) A four-step plan. Last month: --, Months on list: 2

14 WORDS THAT WORK Dr. Frank Luntz (Hyperion -- \$24.95) A GOP spinmeister on how business can communicate better. Last month: --, Months on list: 1

15 THE TAO OF WARREN BUFFETT Mary Buffett, David Clark (Scribner -- \$19.95) Wisdom from the Sage of Omaha, compiled by a former daughter-in-law.

Last month: 9, Months on list: 3

PAPERBACK BUSINESS BOOKS

1 START LATE, FINISH RICH David Bach (Broadway -- \$14.95) Strategy and tactics for baby boomers nearing the age of retirement. Last month: --, Months on list: 1

2 GOOD TO GREAT AND THE SOCIAL SECTORS Jim Collins (Collins -- \$11.95) A primer on how noncorporate organizations can excel. Last month: 1, Months on list: 14

3 J.K. LASSER'S YOUR INCOME TAX 2007 The J.K. Lasser Institute (Wiley -- \$17.95) Time to start sorting receipts. Last month: 3, Months on list: 2

4 WHAT COLOR IS YOUR PARACHUTE? 2007 Richard Nelson Bolles (Ten Speed Press -- \$17.95) The enduring job-search bible. Last month: 2, Months on list: 6

5 THE ERNST & YOUNG TAX GUIDE 2007 Ernst & Young LLP (CDS Books -- \$16.95) Sharpen those pencils and get out the W-2s. Last month: 15, Months on list: 2

6 THE AUTOMATIC MILLIONAIRE David Bach (Broadway -- \$12.95) How you can put your investment program on autopilot. Last month: 5, Months on list: 13

7 CRUCIAL CONVERSATIONS Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill -- \$16.95) Strategies for those all-important talks. Last month: 11, Months on list: 12

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

9 THE ESSAYS OF WARREN BUFFETT Warren E. Buffett, Lawrence A. Cunningham (Cunningham Group -- \$25) A selection of epistles to Berkshire Hathaway shareholders. Last month: 7, Months on list: 3

10 COLLAPSE Jared Diamond (Penguin -- \$17) From Easter Island to Mayan Central America, why civilizations fall apart. Last month: 4, Months on list: 12

11 THE WALL STREET JOURNAL COMPLETE REAL-ESTATE INVESTING GUIDEBOOK David Crook (Three Rivers Press -- \$14.95) Finding valuable properties, etc. Last month: --, Months on list: 1

12 THINK AND GROW RICH Napoleon Hill (Ballantine -- \$7.99) Willpower and a positive attitude are the keys. Last month: 8, Months on list: 21

13 THE ABC'S OF REAL ESTATE INVESTING Ken McElroy (Warner -- \$16.95) Advice from the Rich Dad's bookshelf. Last month: 10, Months on list: 2

14 FIND IT, FIX IT, FLIP IT! Michael Corbett (Penguin -- \$15) You can profit from real estate, by a TV show host.
Last month: 13, Months on list: 12

15 RICH WOMAN Kim Kiyosaki (Rich Press -- \$18.95) How women can avoid self-sabotage and take control of their finances.

Last month: 12, Months on list: 9

LONG-RUNNING BEST-SELLERS

Hardcover Business Books

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

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

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

BLINK Malcolm Gladwell (Little, Brown -- \$25.95)

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

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

Paperback Business Books

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

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

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

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

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

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

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

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

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

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

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

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

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

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