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# The BusinessWeek Best-Seller List

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2 **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: 3

3 **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: 2, Months on list: 22

4 **WOMEN & MONEY** Suze Orman (Spiegel & Grau -- \$24.95) Inspirational prose and practical tools to help females with their finances. Last month: --, Months on



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**AUTOS**

- list: 1
- 5 **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: 7, Months on list: 2
- 6 **WORDS THAT WORK** Dr. Frank Luntz (Hyperion -- \$24.95) A Republican spinmeister on how business can improve its communications. Last month: 14, Months on list: 2
- 7 **THE ONLY THREE QUESTIONS THAT COUNT** Ken Fisher (Wiley -- \$27.95) A contrarian approach to investing, by a Forbes columnist. Last month: 6, Months on list: 2
- 8 **THE STARBUCKS EXPERIENCE** Joseph A. Michelli (McGraw-Hill -- \$21.95) How the coffee retailer succeeded. Last month: 9, Months on list: 4
- 9 **JEFFREY GITOMER'S LITTLE GOLD BOOK OF YES! ATTITUDE** Jeffrey Gitomer (Prentice Hall -- \$19.95) Accentuate the positive. Last month: 4, Months on list: 3
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- 11 **OUR ICEBERG IS MELTING** John Kotter, Holger Rathgeber (St. Martin's -- \$19.95) Dealing with change. Last month: 12, Months on list: 5
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| <a href="#">Home Page</a><br><a href="#">Architecture</a><br><a href="#">Brand Equity</a><br><a href="#">Auto Design</a><br><a href="#">Game Room</a><br><b>SMALLBIZ</b>   | <p>2 START LATE, FINISH Rich David Bach (Broadway -- \$14.95) Strategies and tactics for baby boomers nearing the age of retirement. Last month: 1, Months on list: 2</p>                     |
| <a href="#">Smart Answers</a><br><a href="#">Success Stories</a><br><a href="#">Today's Tip</a><br><b>INVESTING</b>  | <p>3 CRUCIAL CONVERSATIONS Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill -- \$16.95) How to handle those all-important talks. Last month: 7, Months on list: 13</p>  |
| <a href="#">Investing: Europe</a><br><a href="#">Annual Reports</a><br><a href="#">BW 50</a><br><a href="#">S&amp;P Picks &amp; Pans</a><br><a href="#">Stock Screeners</a><br><a href="#">Free S&amp;P Stock Report</a><br><b>SCOREBOARDS</b>   | <p>4 QUANTUM SUCCESS Sandra Anne Taylor (Hay House -- \$14.95) The "science of success," as described by a psychologist and consultant. Last month: --, Months on list: 1</p>                 |
| <a href="#">Hot Growth 100</a><br><a href="#">Mutual Funds</a><br><a href="#">Info Tech 100</a><br><a href="#">S&amp;P 500</a><br><b>B-SCHOOLS</b>   | <p>5 A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE Project Management Institute (PMI Publications -- \$49.95) Delivering results. Last month: 8, Months on list: 13</p>                 |
| <a href="#">Undergrad Programs</a><br><a href="#">MBA Blogs</a><br><a href="#">MBA Profiles</a><br><a href="#">MBA Rankings</a><br><a href="#">Who's Hiring Grads</a><br><b>BW EXTRAS</b>  | <p>6 WHAT COLOR IS YOUR PARACHUTE? 2007 Richard Nelson Bolles (Ten Speed Press -- \$17.95) The enduring job-search bible. Last month: 4, Months on list: 7</p>                                |
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|  | <p>8 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: 3</p>                                     |
|  | <p>9 THINK AND GROW RICH Napoleon Hill (Ballantine -- \$7.99) Willpower and a positive attitude are the essential elements of success. Last month: 12, Months on list: 22</p>                 |
|  | <p>10 FLIP Rick Villani, Clay Davis (McGraw-Hill -- \$21.95) Finding, remodeling, and selling properties. Last month: --, Months on list: 1</p>   |
|  | <p>11 THE GOAL Eliyahu M. Goldratt, Jeff Cox (North River Press -- \$24.95) A "business novel" on overcoming bottlenecks. Last month: --, Months on list: 5</p>                               |
|  | <p>12 THE ERNST &amp; YOUNG TAX GUIDE 2007 Ernst &amp; Young LLP (CDS Books -- \$16.95) Sharpen those pencils and get out the W-2s. Last month: 5, Months on list: 3</p>                      |
|  | <p>13 THE ESSAYS OF WARREN BUFFETT Warren E. Buffett, Lawrence A.</p>   |

Cunningham (Cunningham Group -- \$25) A selection of epistles to Berkshire Hathaway shareholders. Last month: 9, Months on list: 4

14 THE INTELLIGENT INVESTOR, REVISED EDITION Benjamin Graham, with Jason Zweig (HarperBusiness -- \$19.95) The classic treatise on "value investing." Last month: --, Months on list: 21

15 A WHOLE NEW MIND Daniel H. Pink (Riverhead -- \$15) The future belongs to "right-brain thinkers." Last month: --, Months on list: 1

## 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)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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