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SEPTEMBER 10, 2007

IDEAS -- BOOKS

Online Extra: The *BusinessWeek* Best-Seller List

HARDCOVER BUSINESS BOOKS

- 1. THE 4-HOUR WORKWEEK** By Timothy Ferriss (Crown — \$19.95) Defining your dreams and cutting loose from work, by an actor and kickboxing champion. Last Month: 3; Months on List: 3
- 2. THE BLACK SWAN** By Nassim Nicholas Taleb (Random House — \$26.95) Improbable and earthshaking events are in fact inevitable, says a former "mathematical trader." Last Month: 1; Months on List: 4
- 3. STRENGTHS FINDER 2.0** By Tom Rath (Gallup Press — \$19.95) Assess your talents and put them into practice. Last Month: 2; Months on List: 6
- 4. WHERE HAVE ALL THE LEADERS GONE?** By Lee Iacocca (Scribner — \$25) The ex-chief of Chrysler on America's failings and the qualities that make leaders great. Last Month: 4; Months on List: 4
- 5. WOMEN & MONEY SUZE ORMAN** By (Spiegel & Grau — \$24.95) Inspirational prose and practical tools to help females with their finances. Last Month: 5; Months on List: 6
- 6. 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: 5
- 7. THE NO ASSHOLE RULE** By Robert I. Sutton (Warner Business — \$22.99) Why abusive employees should be banned. Last Month: 13; Months on List: 5
- 8. JEFFREY GITOMER'S LITTLE GREEN BOOK OF GETTING YOUR WAY** By Jeffrey Gitomer (FT Press — \$19.99) The power of persuasion. Last Month: 11; Months on List: 4
- 9. GO PUT YOUR STRENGTHS TO WORK** By Marcus Buckingham (Free Press — \$30) Identify your assets and reap rewards. Last Month: --; Months on List: 4
- 10. JIM CRAMER'S REAL MONEY** By James J. Cramer (Simon & Schuster — \$26) The "10 Commandments of Trading." Last Month: --; Months on List: 23
- 11. OUR ICEBERG IS MELTING** By John Kotter, Holger Rathgeber (St. Martin's — \$19.95) A global-warming fable offers eight lessons on coping with change. Last Month: 7; Months on List: 10
- 12. THE FRED FACTOR** By Mark Sanborn (Currency/Doubleday — \$14.95) Bring creativity to your work and life, just like this mailman does. Last Month: --; Months on List: 23
- 13. MADE TO STICK** By Chip Heath, Dan Heath (Random House — \$24.95) Why some ideas gain traction while others fade. Last Month: 10; Months on List: 7

14. SECRETS OF THE MILLIONAIRE MIND By T. Harv Eker (HarperBusiness — \$19.95) How your "personal money blueprint" shapes your financial destiny. Last Month: --; Months on List: 19

15. THE DIP By Seth Godin (Portfolio — \$12.95) How to escape dead ends—and stay motivated and focused on what really matters. Last Month: 8; Months on List: 3

PAPERBACK BUSINESS BOOKS

1. THE SCIENCE OF GETTING RICH By Wallace D. Wattles (Tarcher — \$10) "Wealth attraction" explained in a book first published in 1910. Last Month: 6; Months on List: 4

2. GOOD TO GREAT AND THE SOCIAL SECTORS By Jim Collins (Collins — \$11.95) A primer on how noncorporate organizations can excel. Last Month: 2; Months on List: 20

3. THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE By Suze Orman (Riverhead — \$16) Career plans, etc. Last Month: 3; Months on List: 5

4. BLINK By Malcolm Gladwell (Back Bay Books — \$15.99) Snap judgments deserve careful consideration, says a writer for *The New Yorker*. Last Month: 1; Months on List: 5

5. START LATE, FINISH RICH By David Bach (Broadway — \$14.95) Strategies and tactics for baby boomers nearing the age of retirement. Last Month: 11; Months on List: 7

6. WHAT COLOR IS YOUR PARACHUTE? By 2007 Richard Nelson Bolles (Ten Speed Press — \$17.95) The enduring job-search bible. Last Month: 4; Months on List: 12

7. THE AUTOMATIC MILLIONAIRE By David Bach (Broadway — \$12.95) Put your investment program on autopilot. Last Month: 12; Months on List: 18

8. FOOLED BY RANDOMNESS By Nassim Nicholas Taleb (Random House — \$14.95) Uncertainty and luck in daily life and in the financial markets. Last Month: 7; Months on List: 5

9. FIND IT, FIX IT, FLIP IT! By Michael Corbett (Penguin — \$15) You can profit from real estate, by a TV show host. Last Month: --; Months on List: 14

10. STOCK INVESTING FOR DUMMIES By Paul Mladjenovic (Wiley — \$21.99) How to pick winners. Last Month: --; Months on List: 2

11. INVESTING FOR DUMMIES By Eric Tyson, MBA (Wiley \$21.99) Making judgments about securities and maximizing your portfolio's worth. Last Month: --; Months on List: 16

12. FLIPPING HOUSES FOR DUMMIES By Ralph R. Roberts with Joe Kraynak (Wiley — \$21.99) A down-to-earth how-to on buying, improving, and selling real estate. Last Month: --; Months on List: 1

13. READY FOR ANYTHING By David Allen (Penguin — \$14) Working smarter with less stress. Last Month: 10; Months on List: 2

14. THE TOTAL MONEY MAKEOVER WORKBOOK By Dave Ramsey (Thomas Nelson — \$17.99) You've toned your body—now shape up your finances. Last Month: --; Months on List: 10

15. CRUCIAL CONVERSATIONS By Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill — \$16.95) How to handle those all-important talks. Last Month: 5; Months on List: 18

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 July.

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