

THE BUSINESSWEEK BEST SELLER LIST

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	STRENGTHSFINDER 2.0 Tom Rath (Gallup Press \$19.95) Assess your talents and put them into practice.	5	12
2	THE 4-HOUR WORKWEEK Timothy Ferriss (Crown \$19.95) Defining your dreams and cutting loose from work.	3	9
3	JIM CRAMER'S STAY MAD FOR LIFE James J. Cramer with Cliff Mason (Simon & Schuster \$26) A broad how-to by CNBC's money man.	1	2
4	CREATING A WORLD WITHOUT POVERTY Muhammad Yunus (PublicAffairs \$26) The Nobel Peace Prize winner on "social business."	—	1
5	THE BLACK SWAN Nassim Nicholas Taleb (Random House \$26.95) Improbable and earth-shaking events are in fact inevitable.	4	10
6	YOU'RE BROKE BECAUSE YOU WANT TO BE Larry Winget (Gotham Books \$20) You have to get out of debt before you can get rich.	—	1
7	WOMEN & MONEY Suze Orman (Spiegel & Grau \$24.95) Inspirational prose and practical tools to help women with their finances.	7	12
8	MADE TO STICK Chip Heath, Dan Heath (Random House \$24.95) Why some ideas gain traction while others fade from view.	11	13
9	THE GO-GIVER Bob Burg, John David Mann (Portfolio \$19.95) A fable on how putting others' interests first can lead you to success.	—	1
10	THE COMPASSIONATE SAMURAI Brian Klemmer (Hay House \$24.95) Remaining ethical in a world of ruthless overachievers.	—	1
11	FREE LUNCH David Cay Johnston (Portfolio \$24.95) How the superrich have used government to get even richer.	—	1
12	READY, FIRE, AIM Michael Masterson (Wiley \$27.95) Nuts and bolts for would-be entrepreneurs.	—	1
13	DARE TO PREPARE Ronald M. Shapiro with Gregory Jordan (Crown Business \$26) Methodical preparation is the key to success.	—	1
14	OUR ICEBERG IS MELTING John Kotter, Holger Rathgeber (St. Martin's \$19.95) A global-warming fable on coping with change.	14	16
15	THE BREAKTHROUGH COMPANY Keith R. McFarland (Crown Business \$27.50) Examining thousands of companies, finding few that excel.	—	1

PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	BLINK Malcolm Gladwell (Back Bay Books \$15.99) Snap judgments deserve careful consideration, says a writer for <i>The New Yorker</i> .	1	11
2	J.K. LASSER'S YOUR INCOME TAX 2008 The J.K. Lasser Institute (Wiley \$17.95) Sharpen your pencils.	5	3
3	THE WORLD IS FLAT Thomas L. Friedman (Picador \$16) Globalization is great—sort of, says a columnist for <i>The New York Times</i> .	2	6
4	THE MONEY BOOK FOR THE YOUNG, FABULOUS & BROKE Suze Orman (Riverhead \$16) From career plans to credit cards.	3	11
5	A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE Project Management Institute (PMI \$49.95) Delivering results.	11	23
6	WHAT COLOR IS YOUR PARACHUTE? 2008 Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible.	7	5
7	START LATE, FINISH RICH David Bach (Broadway \$14.95) Strategies for baby boomers nearing the age of retirement.	12	12
8	THE ERNST & YOUNG TAX GUIDE 2008 Peter W. Bernstein (Vanguard Press \$17.95) Let's warm up those calculators!	—	1
9	GOTCHA CAPITALISM Bob Sullivan (Ballantine Books \$14.95) An MSNBC.com columnist on avoiding late fees and other pesky charges.	—	1
10	IT'S CALLED WORK FOR A REASON Larry Winget (Gotham Books \$15) To be successful, you have to be willing to sweat the details.	—	1
11	THE NEATEST LITTLE GUIDE TO STOCK MARKET INVESTING Jason Kelly (Plume \$15) Beating the market with a midcap strategy.	—	1
12	A WHOLE NEW MIND Daniel H. Pink (Riverhead \$15) The future belongs to creative "right-brain thinkers."	15	11
13	LEADERSHIP AND SELF-DECEPTION The Arbinger Institute (Berrett-Koehler \$14.95) A leader's motivation is what matters.	—	16
14	THE TOTAL MONEY MAKEOVER WORKBOOK Dave Ramsey (Thomas Nelson \$17.99) Shape up your finances.	8	13
15	THE 33 STRATEGIES OF WAR Robert Greene (Penguin \$18) Combat, from Julius Caesar to... Alfred Hitchcock?	—	1

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 List for more than two years appear as Long-Running Best Sellers.