

**BusinessWeek**

BOOKS October 1, 2009, 5:00PM EST

## The *BusinessWeek* Best Seller List

### HARDCOVER BUSINESS BOOKS

- 1. THE ACCIDENTAL BILLIONAIRES** By Ben Mezrich (Knopf Doubleday \$25) An unflattering portrait of Facebook founder Mark Zuckerberg. Last month: 3, Months on list: 2
- 2. A COLOSSAL FAILURE OF COMMON SENSE** By Lawrence G. McDonald and Patrick Robinson (Crown \$27) Lehman's collapse, up close. Last month: 4, Months on list: 2
- 3. IN FED WE TRUST** By David Wessel (Crown \$27.99) A vivid, disconcerting account of Ben Bernanke's response to the financial crisis. Last month: —, Months on list: 1
- 4. OUTLIERS** By Malcolm Gladwell (Back Bay Books \$27.99) The unexpected factors that lie behind success. Last month: 1, Months on list: 10
- 5. TOO GOOD TO BE TRUE** By Erin Arvedlund (Portfolio \$25.95) How Bernie Madoff was able to deceive so many smart people. Last month: —, Months on list: 1
- 6. HOW THE MIGHTY FALL** By Jim Collins (Jim Collins \$23.99) The seeds of decay can be sown—unnoticed—while a company rides high. Last month: 2, Months on list: 4
- 7. HOW SUCCESSFUL PEOPLE THINK** By John C. Maxwell (Center Street \$9.99) The 11 secrets successful people know (for only 10 bucks). Last month: 12, Months on list: 2
- 8. BETRAYAL** By Andrew Kirtzman (Harper \$25.99) An examination of the influences that turned Bernie Madoff into King of the Ponzi-schemers. Last month: —, Months on list: 1
- 9. STRENGTHS-BASED LEADERSHIP** By Tom Rath, Barry Conchie (Gallup Press \$24.95) The three keys to being a more effective leader. Last month: 8, Months on list: 8
- 10. PEAKS AND VALLEYS** By Spencer Johnson (Simon & Schuster \$19.95) The *Who Moved My Cheese?* author on finding the upside at work. Last month: 15, Months on list: 6
- 11. MADE TO STICK** By Chip Heath and Dan Heath (Random House \$25) Six reasons why some ideas catch on while others wither away. Last month: 7, Months on list: 23
- 12. TRIBES** By Seth Godin (Portfolio \$19.95) A man, a plan, and a group of followers—that's what you need to foster innovation. Last month: 9, Months on list: 8
- 13. FREE** By Chris Anderson (Hyperion \$26.99) Why giving stuff away makes more and more sense in business—like it or not. Last month: 5, Months on list: 2
- 14. WHO'S GOT YOUR BACK** By Keith Ferrazzi (Broadway \$25) Don't try to go it alone. Build an inner circle of trusted individuals. Last month: —, Months on list: 3
- 15. HOUSE OF CARDS** By William D. Cohan (Doubleday \$27.95) A behind-the-scenes account of why Bear Stearns went bust so fast. Last month: 6, Months on list: 6

### PAPERBACK BUSINESS BOOKS

1. **SWAY** By Ori Brafman and Rom Brafman (Doubleday \$21.95) Rational explanations for the irrational decisions most people make. Last month: 1, Months on list: 3
2. **DEBT CURES "THEY" DON'T WANT YOU TO KNOW ABOUT** By Kevin Trudeau (Equity Press \$14.95) How to turn bad debt into good credit. Last month: 7, Months on list: 4
3. **WHAT COLOR IS YOUR PARACHUTE? 2009** By Richard Nelson Bolles (Ten Speed Press \$18.95) The enduring job-search bible. Last month: 3, Months on list: 12
4. **SUZE ORMAN'S 2009 ACTION PLAN** By Suze Orman (Spiegel & Grau \$9.99) Safeguards to put in place and mistakes to avoid. Last month: 5, Months on list: 9
5. **THE ONE-MINUTE MILLIONAIRE** By Mark Victor Hansen and Robert G. Allen (Crown \$15) A mix of self-help suggestions and advice on money. Last month: —, Months on list: 1
6. **HOW TO MAKE MONEY IN STOCKS** By William J. O'Neil (McGraw-Hill \$16.95) A seven-step system for balancing gains against risk. Last month: 8, Months on list: 13
7. **THE SPEED OF TRUST** By Stephen R. Covey (Free Press \$15.95) Nurturing credibility in your personal and professional lives. Last month: 2, Months on list: 19
8. **JIM CRAMER'S REAL MONEY** By James J. Cramer (Simon & Schuster \$16) The "10 Commandments of Trading." Last month: 14, Months on list: 7
9. **MICROTRENDS** By Mark J. Penn with E. Kinney Zalesne (Grand Central \$14.99) Small changes that are having an outside impact. Last month: 6, Months on list: 2
10. **FACEBOOK MARKETING** By Steve Holzner (Que \$24.99) Techniques for putting social media sites to work for you—on the cheap. Last month: —, Months on list: 1
11. **THE NEW RULES OF MARKETING AND P.R.** By David Meerman Scott (Wiley \$16.95) Harnessing the Web to reach the customer. Last month: 10, Months on list: 7
12. **NUDGE** By Richard H. Thaler and Cass R. Sunstein (Penguin \$16) Why we make flawed decisions and how we can start making better ones. Last month: 4, Months on list: 6
13. **THE REAL BOOK OF REAL ESTATE** By Robert Kiyosaki (Vanguard \$19.95) The *Rich Dad, Poor Dad* author tackles property with expert help. Last month: —, Months on list: 1
14. **LIAR'S POKER** By Michael Lewis (Penguin \$15) The transformation of an art major into a Salomon Brothers bond trader in the '80s. Last month: —, Months on list: 11
15. **BRAIN RULES** By John Medina (Pear Press \$15) How the brain works and a dozen ways to turn this knowledge into success. Last month: —, Months on list: 4

#### LONG-RUNNING BEST SELLERS

##### Hardcover Business Books

- StrengthsFinder 2.0** By Tom Rath (Gallup Press \$21.95)
- The Total Money Makeover** By Dave Ramsey (Thomas Nelson \$24.99)
- Who Moved My Cheese?** By Spencer Johnson (Putnam \$19.95)
- The 4-Hour Workweek** By Timothy Ferriss (Crown \$19.95)
- Five Dysfunctions of a Team** By Patrick Lencioni (Jossey-Bass \$24.95)

**Good to Great** By Jim Collins (Collins \$29.99)

**Now, Discover Your Strengths** By Marcus Buckingham, Donald O. Clifton (Free Press \$30)

**Our Iceberg is Melting** By John Kotter, Holger Rathgeber (St. Martin's \$19.95)

**Paperback Business Books**

**The Tipping Point** By Malcolm Gladwell (Back Bay \$14.99)

**Rich Dad, Poor Dad** By Robert T. Kiyosaki, Sharon L. Lechter (Business Plus \$16.95)

**The 7 Habits of Highly Effective People** By Stephen R. Covey (Free Press \$15.95)

**The 48 Laws of Power** By Robert Greene, Joost Elffers (Penguin \$18)

**Blink** By Malcolm Gladwell (Back Bay \$15)

**Getting To Yes** By Roger Fisher, William Ury, Bruce Patton (Penguin \$16)

**Crucial Conversations** By Kerry Patterson, Joseph Grenney, Al Switzler, Ron McMillan (McGraw-Hill \$16.95)

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

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