

## The New York Times

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# Hardcover Business Best Sellers

This Month		Last Month
1	OUTLIERS, by Malcolm Gladwell. (Little, Brown, \$27.99.) Why some people succeed — it has to do with luck and opportunities as well as talent — from the author of "Blink" and "The Tipping Point."	1
2	THE HEALING OF AMERICA, by T.R. Reid. (Penguin Press, \$25.95.) How other industrialized democracies provide health care for all at a reasonable cost.	9
3	WHAT HAPPY WORKING MOTHERS KNOW, by Cathy L. Greenberg and Barrett S. Avigdor. (Wiley, \$19.95.) How to be a successful parent and professional without sacrificing personal happiness. (†)	
4	THE 50TH LAW, by 50 Cent and Robert Greene. (HarperStudio/HarperCollins, \$19.99.) Conquering fear to attain power: a philosophy of life. (†)	
5	THE TOTAL MONEY MAKEOVER, by Dave Ramsey (Thomas Nelson, \$24.99.) Debt reduction and fiscal fitness for families, by the radio talk-show host. (†)	3
6	HOW TO SMELL A RAT, by Ken Fisher with Lara Hoffmans. (Wiley, \$24.95.) Five signs for detecting and avoiding financial fraud. (†)	10
7	HOW THE MIGHTY FALL, by Jim Collins. (Jim Collins/HarperCollins, \$23.99.) Companies fail in stages, and their decline can be detected and reversed. (†)	6
8*	FIERCE LEADERSHIP, by Susan Scott. (Broadway Business, \$25.) How to spot long-accepted but wrongheaded organizational practices. (†)	
9	THE 4-HOUR WORKWEEK, by Timothy Ferriss. (Crown, \$19.95.) Because life isn't all about work. (†)	7
10	SHOP CLASS AS SOULCRAFT, by Matthew B. Crawford. (Penguin Press, \$25.95.) A philosopher and mechanic argues for the satisfactions and challenges of manual work.	12
11	WHAT AMERICANS REALLY WANT ... REALLY, by Frank I. Luntz. (Hyperion, \$24.99.) Better business decisions can be made when customers' demands are known and understood.	
12*	STRENGTHS BASED LEADERSHIP, by Tom Rath and Barry Conchie. (Gallup, \$24.95.) Three keys to being a more effective leader. (†)	11
13	IN FED WE TRUST, by David Wessel. (Crown Business, \$26.99.) How Ben Bernanke and his Federal Reserve colleagues worked to prevent another Great Depression.	5

- 14 **A COLOSSAL FAILURE OF COMMON SENSE**, by Lawrence G. McDonald and Patrick Robinson. (Crown Business, \$27.) The inside story of the collapse of Lehman Brothers, from a former vice president of the firm. 4
- 15 **CRASH PROOF 2.0**, by Peter D. Schiff with John Downes. (Wiley, \$27.95.) This updated edition tells how to remedy the current economic crisis that the first volume predicted would occur.

Rankings are based on September figures at many thousands of venues where a wide range of general interest books are sold nationwide. These include hundreds of independent book retailers (statistically weighted to represent all such outlets); national, regional and local chains; online and multimedia entertainment retailers; university, gift, supermarket, discount, department stores and newsstands. An asterisk (\*) indicates that a book's sales are barely distinguishable from those of the book above. A dagger (†) indicates that some bookstores report receiving bulk orders.

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