

# BusinessWeek

## The BusinessWeek Best-Seller List

The top-selling business books as reported in the December 8, 2003 issue.

HARDCOVER BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST	PAPERBACK BUSINESS BOOKS		LAST MONTH	MONTHS ON LIST
1	<b>THE GREAT UNRAVELING</b> Paul Krugman (Norton • \$25.95) <i>A Princeton economist vs. the Bush Administration.</i>	1	2	1	<b>NICKEL AND DIMED</b> Barbara Ehrenreich (Owl Books • \$13) <i>How the working poor struggle to make ends meet.</i>	1	10
2	<b>EXECUTION</b> Larry Bossidy, Ram Charan (Crown Business • \$27.50) <i>Translating business strategies into results.</i>	4	17	2	<b>FAST FOOD NATION</b> Eric Schlosser (HarperCollins • \$13.95) <i>The bad news on burgers and fries, by an Atlantic Monthly writer.</i>	2	21
3	<b>TOTAL MONEY MAKEOVER</b> Dave Ramsey (Thomas Nelson • \$24.99) <i>Getting out of debt and building up your reserves.</i>	3	2	3	<b>THE TIPPING POINT</b> Malcolm Gladwell (Back Bay • \$14.95) <i>What turns an idea into a hot trend, by a New Yorker writer.</i>	4	22
4	<b>THE SMARTEST GUYS IN THE ROOM</b> Bethany McLean, Peter Elkind (Portfolio • \$26.95) <i>An adept account of Enron's implosion, by two writers from Fortune.</i>	—	1	4	<b>THE SUCCESSFUL INVESTOR</b> William J. O'Neil (McGraw-Hill • \$10.95) <i>Avoiding investing mistakes, by the publisher of Investor's Business Daily.</i>	6	2
5	<b>THE INNOVATOR'S SOLUTION</b> Clayton M. Christensen, Michael E. Raynor (Harvard Business School • \$29.95) <i>How established companies can best employ innovation.</i>	—	1	5	<b>RICH DAD'S SUCCESS STORIES</b> Robert T. Kiyosaki, with Sharon L. Lechter, C.P.A. (Warner • \$16.95) <i>Tales of those who rose above the rat race.</i>	—	1
6	<b>THE PRESENT</b> Spencer Johnson (Doubleday • \$19.95) <i>The pursuit of happiness and success, described in a fable.</i>	—	1	6	<b>THE INTELLIGENT INVESTOR, REVISED EDITION</b> Benjamin Graham, with Jason Zweig (HarperBusiness • \$19.95) <i>The classic explanation of "value investing."</i>	3	4
7	<b>YOU DON'T HAVE TO BE RICH</b> Jean Chatzky (Portfolio • \$23.95) <i>Finding economic security in difficult times.</i>	—	1	7	<b>REAL ESTATE LOOPHOLES</b> Diane Kennedy, C.P.A., Garrett Sutton, Esq. (Warner • \$16.95) <i>Tax knowhow.</i>	8	7
8	<b>THE ONE MINUTE MILLIONAIRE</b> Mark Victor Hansen, Robert G. Allen (Harmony Books • \$19.95) <i>Chicken soup for investors.</i>	12	13	8	<b>THE RICHEST MAN IN BABYLON</b> George S. Clason (Signet • \$6.99) <i>Save 10% of what you earn, then pay your bills.</i>	14	20
9	<b>THE FIVE DYSFUNCTIONS OF A TEAM</b> Patrick Leoncini (Jossey-Bass • \$22) <i>Ending behavior that blocks teamwork.</i>	5	16	9	<b>IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE</b> Paul Arden (Phaidon • \$7.95) <i>An ad man's maxims.</i>	—	3
10	<b>FINANCIAL RECKONING DAY</b> William Bonner, with Addison Wiggin (Wiley • \$27.95) <i>Safeguarding your investments during the "soft depression."</i>	—	1	10	<b>REAL ESTATE RICHES</b> Dolf de Roos (Warner • \$17.95) <i>Why it's better to invest in buildings than to stash your funds in stocks.</i>	11	24
11	<b>RE-IMAGINE!</b> Tom Peters (DK Publishing • \$30) <i>"Think beautiful...think weird" and other instructions, in an eye-popping format.</i>	—	1	11	<b>EFFECTIVE PHRASES FOR PERFORMANCE APPRAISALS</b> James E. Neal Jr. (Neal Publications • \$10.95) <i>How about: "attaboy"?</i>	9	8
12	<b>IT'S YOUR SHIP</b> Captain D. Michael Abrashoff (Warner Business • \$24.95) <i>Running a shipshape ship, by a U.S. Navy destroyer's boss.</i>	—	1	12	<b>HOW TO MAKE MONEY IN STOCKS</b> William J. O'Neil (McGraw-Hill • \$12.95) <i>A seven-step approach for minimizing risk and picking winners.</i>	—	8
13	<b>PURPLE COW</b> Seth Godin (Portfolio • \$19.95) <i>Astonish your customers, says this marketing guru.</i>	8	6	13	<b>RICH DAD'S RETIRE YOUNG RETIRE RICH</b> Robert T. Kiyosaki, Sharon L. Lechter (Warner • \$17.95) <i>Plan ahead.</i>	15	22
14	<b>THE END OF DETROIT</b> Micheline Maynard (Currency/Doubleday • \$24.95) <i>How the Big 3 botched it—over and over.</i>	—	1	14	<b>MAKING BIG MONEY INVESTING IN FORECLOSURES</b> Peter Conti, David Finkel (Dearborn • \$18.95) <i>Cutting deals with troubled sellers.</i>	12	2
15	<b>THE LEADERSHIP PILL</b> Ken Blanchard, Marc Muchnick (Free Press • \$19.95) <i>In management, there is no quick fix.</i>	7	2	15	<b>THE POWER OF FOCUS</b> Jack Canfield, Mark Victor Hansen, Les Hewitt (Health Communications • \$12.95) <i>Zoning in on achievement.</i>	—	5

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