

Best Sellers

Hardcover Business Best Sellers

Published: October 7, 2007

This Month		Last Month
1	<u>THE AGE OF TURBULENCE</u> , by Alan Greenspan. (Penguin Press, \$35.) A memoir by the longtime chairman of the Federal Reserve Board.	
2	<u>GIVING</u> , by Bill Clinton. (Knopf, \$24.95.) The former president describes people and projects that save lives and solve problems around the world.	
3	THE 4-HOUR WORKWEEK , by Timothy Ferris. (Crown, \$19.95.) Because life isn't all about work.	1
4	THE AGE OF SPEED , by Vince Poscente. (Bard, \$22.) How to find balance in a world that demands more, better, faster.	
5	RULES FOR RENEGADES , by Christine Comaford-Lynch. (McGraw-Hill, \$24.95.) Advice on business, friendships and self-fulfillment by a founder of five successful companies. (+)	
6	NOW DISCOVER YOUR STRENGTHS , by Marcus Buckingham and Donald O. Clifton. (Free Press, \$30.) How to identify and develop your talents and those of your employees. (+)	4
7	*MICROTRENDS , by Mark J. Penn with E. Kinney Zalesne. (Twelve, \$25.99.) Detecting small patterns and their great	

impact.

- 8 *** **FREAKONOMICS**, by Steven D. Levitt and Stephen J. Dubner. (Morrow (revised and expanded), \$27.95.) A maverick scholar applies economic thinking to everything from sumo wrestlers who cheat to legalized abortion and the falling crime rate. [First Chapter](#) 3
- 9** **THE BLACK SWAN**, by Nassim Nicholas Taleb. (Random House, \$26.95.) The role of the unexpected. [First Chapter](#) 2
- 10** **SUPER CRUNCHERS**, by Ian Ayres (Bantam, \$25.) The crunching of massive databases provides faster and more accurate information.
- 11** **THE THREE SIGNS OF A MISERABLE JOB**, by Patrick Lencioni. (Jossey-Bass, \$24.95.) Ways to make a miserable job rewarding and fulfilling. 9
- 12** **THE SHOCK DOCTRINE**, by Naomi Klein (Metropolitan, \$28.00.) The implementing of economic policies following moments of “shock and awe.”
- 13** **OUR ICEBERG IS MELTING**, by John Kotter and Holger Rathgeber. (St. Martin's, \$19.95.) A fable about how to bring about change in a group, through the eyes of a penguin bearing bad news. (+) 7
- 14** **MOBS, MESSIAHS, AND MARKETS**, by William Bonner and Lila Rajiva. (Wiley, \$27.95) Collective thinking vs. individual thinking.
- 15** **GO PUT YOUR STRENGTHS TO WORK**, by Marcus Buckingham. (Free Press, \$30.) A guide to being more productive, focused and creative at work. 5
- 16** ***AVALANCHE**, by Steve Sanduski and 5

Ron Carson. (Kaplan, \$16.95.) The life lesson – that money can't buy happiness.

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.

Paperback Business Best Sellers

Published: October 7, 2007

THIS MONTH		LAST MONTH
1	<u>THE WORLD IS FLAT</u> , by Thomas L. Friedman. (Picador, \$16.) An updated edition of the Times columnist's analysis of 21st-century economics and foreign policy. First Chapter	1
2	RICH DAD, POOR DAD , by Robert Kiyosaki with Sharon Lechter. (Warner, \$16.95) What the wealthy teach their children about money that others do not. (†)	2
3 *	<u>THE TIPPING POINT</u> , by Malcolm Gladwell. (Back Bay/Little, Brown, \$14.95.) A journalist's study of social epidemics, otherwise known as fads. First Chapter	3
4	*YOUR BEST LIFE NOW , by Joel Osteen. (Faith Words, \$13.99.) A faith-based approach to living with enthusiasm.	
5	GETTING THINGS DONE , by David Allen. (Penguin, \$15.) Methods for	5

- reducing stress and increasing performance. (+)
- 6 THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE**, by Stephen R. Covey. (Free Press, \$15.) A new edition of the author's principles for solving problems. 4
- 7 MASTERS OF SALES**, by Ivan R. Misner and Don Morgan. (Entrepreneur, \$19.99.) Secrets from more than 80 of the most successful salespeople in the world, including Martha Stewart. (+)
- 8 INFLUENCE: THE PSYCHOLOGY OF PERSUASION**, by Robert B. Cialdini. (HarperCollins, \$17.95.) What moves people to say "yes." 7
- 9 RULE #1**, by Phil Town. (Three Rivers, \$14.95.) A river-rafting guide turned successful amateur investor shares his methods for researching stocks and playing the market.
- 10 THE BLIND SIDE**, by Michael Lewis. (Norton, \$13.95.) The evolving business of football, viewed through the rise of the left tackle Michael Oher.
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