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| 1 | <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 | 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. (dagger) | 2 |
| 3 | CONFESSIONS OF AN ECONOMIC HIT MAN , by John Perkins. (Plume, \$15.) Memoirs of a career the author says he spent implementing policies to promote the United States corporatocracy in the guise of alleviating poverty. | 4 |
| 4 | THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE , by Stephen R. Covey. (Free Press, \$15.) A new edition of the author's principles for solving personal and professional problems. | 5 |
| 5 | THE FAIRTAX BOOK , by Neal Boortz and John Linder. (ReganBooks/HarperCollins, \$14.95.) A radio talk show host and a United States congressman call for the abolishment of the federal income tax and the I.R.S. | 3 |
| 6 | THE ADSENSE CODE , by Joel Comm. (Morgan James Publishing, \$24.95.) A user's manual for how to attract targeted traffic by a deeper understanding of Google Adsense code. (+) | |
| 7 | THE END OF POVERTY , by Jeffrey D. Sachs. (Penguin, \$16.) An exploration of the roots of | 7 |

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global economic prosperity.

- 8** * **NEVER COLD CALL AGAIN!** by Frank J. Rumbauskas, Jr. (Wiley, \$16.95.) Using e-mail, web sites and blogs to attract potential customers. (+)
- 9** **NICKEL AND DIMED**, by Barbara Ehrenreich. (Metropolitan/Owl, \$13.) Not getting by in America: a social critic reports on what it was like to become a member of the working poor. 6
- 10** **AUTOMATIC MILLIONAIRE**, by David Bach. (Broadway, \$12.95.) A one-step plan "to live and finish rich." (+) 8

8. Editorial: Y
9. The Allure c
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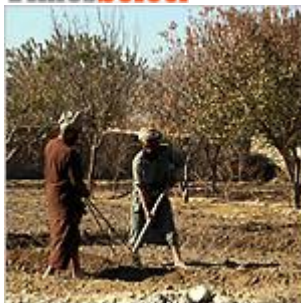
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