

BUSINESS BEST SELLERS

800-CEO-READ, a leading direct supplier of book-based resources compiles a monthly list of bestselling business books based on purchases by its corporate customers nationwide. Here are best sellers for April; publishers are in parentheses.

1. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant," by W. Chan Kim, Renee Mauborgne (Harvard Business School Press).

2. "The 7 Irrefutable Rules of Small Business Growth," by Steven Little (John Wiley & Sons).

3. "The One Thing You Need to Know," by Marcus Buckingham (Free Press).

4. "It's Your Ship," by D. Michael Abrashoff (Warner Business Books).

5. "The Ten Minute Marketer's Secret Formula," by Tom Feltenstein (Entrepreneur Press).

6. "The New CIO Leader," by Marianne Broadbent and Ellen Kitzis (Harvard Business School Press).

7. "Don't Retire, REWIRE!" by Jeri Sedlar and Rick Miners (Alpha Books).

8. "The Cycle of Leadership," by Noel Tichy with Nancy Cardwell (HarperBusiness).

9. "Time Off for Good Behavior," by Mary Lou Quinlan (Broadway).

10. "A Whole New Mind," by Daniel Pink (Riverhead).

11. "Why Business People Speak Like Idiots," by Brian Fugere, Chelsea Hardaway and Jon Warshawsky (Free Press).

12. "Less Is More," by Jason Jennings (Portfolio).

13. "Profiting from Uncertainty," by Paul J. H. Schoemaker (The Free Press).

14. "Leadership from the Inside Out," by Kevin Cashman (TCLG).

15. "World Out of Balance," by Paul Laudicina (McGraw-Hill).

16. "Overpromise and Overdeliver," by Rick Barrera (Portfolio).

17. "Radical Leap," by Steve Farber (Dearborn Financial Publishing).

18. "The Feiner Points of Leadership," by Michael Feiner (Warner Business Books).

19. "Hardball: Are You Playing to Play or Playing to Win," by George Stalk, Rob Lachenauer and John Butman (Harvard Business School Press).

20. "Bargaining for Advantage," by G. Richard Shell (Penguin).

21. "Blink," by Malcolm Gladwell (Little, Brown).

22. "As the Future Catches You," by Juan Enriquez (Crown Business).

23. "Brand Sense," by Martin Lindstrom (Free Press).

24. "The Leadership Moment," by Michael Useem (Crown Business).

25. "The Code of the Executive: Forty-Seven Ancient Samurai Principles Essential for Twenty-First Century Leadership Success," by Don Schmincke (Plume Books).