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DATE: March 20, 2000 **TIME:** 10:40 AM

TO: Mikel Harry **PHONE:** 480/515-9501
FAX: 480/515-9507

FROM: David Drake **PHONE:** 212/782-9001
FAX:

RE: Six Sigma/Business Book Bestseller Lists
CC:

Number of pages including cover sheet: 4

Mikel –

As we discussed, I'm transmitting copies of the most recent *Business Week*, *Wall Street Journal*, and *New York Times* business book bestseller lists, all of which include SIX SIGMA. (The *Wall Street Journal* list is published every Friday; the *Business Week* and *New York Times* lists appear only once a month.)

I'll share with Roger Scholl your ideas for the second book and ask him to get in touch with you to discuss more fully.

Best regards,



David Drake
Senior Publicist
Doubleday Broadway Publishing Group

THE NEW YORK TIMES, SUNDAY, MARCH 12, 2000

The New York Times
Business Best Sellers

THIS LAST
 MONTH MONTH
HARDCOVER

- 1† 1 **WHO MOVED MY CHEESE?** by Spencer Johnson (Putnam, \$19.95). Techniques for dealing with change in the workplace.
- 2 — **THE MILLIONAIRE MIND** by Thomas J. Stanley (Andrews McMeel, \$26.95). An analysis of the people who make up America's financial elite.
- 3 2 **THE NEW NEW THING** by Michael Lewis (Norton, \$25.95). The story of Jim Clark, a technical and financial pioneer in the computer world.
- 4 3 **MAXIMIZE THE MOMENT** by T.D. Jakes (Putnam, \$19.95). A preacher and entrepreneur says achieving career goals boldly is all part of God's plan for human happiness.
- 5† 6 **SIX SIGMA** by Mikel Harry and Richard Schroeder. (Currency/Doubleday, \$27.50). A management strategy for streamlining operations while reducing defects and mistakes.
- 6† 4 **FIRST, BREAK ALL THE RULES: WHAT THE WORLD'S GREATEST MANAGERS DO DIFFERENTLY** by Marcus Buckingham and Curt Coffman (Simon & Schuster, \$25). Based on 80,000 interviews.
- 7 — **A CONSPIRACY OF PAPER** by David Liss (Random House, \$25). A novel of financial skulduggery, set in 1719 leading up to the collapse of the South Sea Bubble, the first stock market crash in the English-speaking world.
- 8† 9 **BLOWN TO BITS** by Philip Evans and Thomas S. Wurster. (Harvard Business School Press, \$27.50). How the economics of information transforms business strategies.
- 10* — **THE CLUETRAIN MANIFESTO** by Rick Levine, Christopher Locke, Doc Searls and David Weinberger (Perseus, \$23). How the efficiency of

networked Internet markets threatens to trample sluggish corporations.

10 — **PERMISSION MARKETING** by Seth Godin (Simon & Schuster, \$24). A marketing expert argues that businesses can no longer rely on traditional "interruption advertising" but instead must use more consumer incentives.

THIS LAST
 MONTH MONTH
PAPERBACK

- 1† 1 **LIFE STRATEGIES** by Phillip C. McGraw (Hyperion, \$11.95). How to define and achieve goals in life and work.
- 2 2 **RICH DAD, POOR DAD** by Robert T. Kiyosaki with Sharon L. Lechter (Techpress, \$15.95). What the wealthy teach their children about money that other parents do not.
- 3† 3 **THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE** by Stephen R. Covey (Fireside/S&S, \$14). Principles for success.
- 4 5 **WHO WANTS TO BE A MILLIONAIRE** essay by David Fisher (Hyperion, \$10.95). The official guide to the television quiz show.
- 5† — **THE MILLIONAIRE NEXT DOOR** by Thomas J. Stanley and William D. Danko (Pocket, \$14). A look at wealthy Americans.
- 6* — **ANTIQUES ROADSHOW PRIMER** by Carol Prisant (Workman, \$19.95). The essentials of appraising value in estate heirlooms and flea market treasures.

Rankings are based on February figures of almost 4,000 bookstores and of wholesalers serving 50,000 hardcover retailers and 80,000 paperback retailers (gift shops, department stores, newsstands, supermarkets). The numbers are statistically weighted to represent sales in all such outlets nationwide. *Indicates that a book's sales are barely distinguishable from those of the book above. †Some bookstores report receiving bulk orders on these titles.

Books

THE BUSINESS WEEK BEST-SELLER LIST

HARDCOVER BUSINESS BOOKS

- 1 **WHO MOVED MY CHEESE?** by Spencer Johnson, M.D. (Putnam • \$19.95) *Learning to accept change.*
- 2 **THE NEW NEW THING** by Michael Lewis (Norton • \$25.95) *Silicon Valley and its representative man, Jim Clark.*
- 3 **FIRST, BREAK ALL THE RULES** by Marcus Buckingham and Curt Coffman (Simon & Schuster • \$25) *A Gallup investigation into managerial success.*
- 4 **MANAGEMENT CHALLENGES FOR THE 21ST CENTURY** by Peter F. Drucker (HarperBusiness • \$27.50) *The dean of management theorists ponders the shape of things to come.*
- 5 **THE ROARING 2000s INVESTOR** by Harry S. Dent Jr. (Simon & Schuster • \$25) *Taking advantage of global demographic trends.*
- 6 **SIX SIGMA** by Mikel Harry, PhD, and Richard Schroeder (Currency • \$27.50) *How improvements in quality can boost profits.*
- 7 **THE INNOVATOR'S DILEMMA** by Clayton M. Christensen (Harvard Business School • \$27.50) *Anticipating new technologies' disruptive effects.*
- 8 **CUSTOMERS.COM** by Patricia B. Seybold with Ronni T. Marshak (Times Business • \$27.50) *A consultant's analysis of successful e-business practices.*
- 9 **GUNG HO!** by Ken Blanchard and Sheldon Bowles (Morrow • \$20) *How Walton Works No. 2 fired up its employees.*
- 10 **THE 9 STEPS TO FINANCIAL FREEDOM** by Suze Orman (Crown • \$23) *Practical and "spiritual" steps for managing money.*
- 11 **PERMISSION MARKETING** by Seth Godin (Simon & Schuster • \$24) *Give customers an incentive to hear your message, says a Yahoo! executive.*
- 12 **THE INTERNET BUBBLE** by Anthony B. Perkins and Michael C. Perkins (HarperBusiness • \$27) *A shakeout is coming, say the editors of Red Herring.*
- 13 **THE CLUETRAIN MANIFESTO** by Rick Levine, Christopher Locke, Doc Searls, and David Weinberger (Perseus • \$23) *The Web is a "conversation"—one that's changing markets.*
- 14 **LEAN THINKING** by James P. Womack and Daniel T. Jones (Simon & Schuster • \$26) *Building the "lean enterprise."*
- 15 **THE 21 IRREFUTABLE LAWS OF LEADERSHIP** by John C. Maxwell (Thomas Nelson • \$17.99) *A minister's codification.*

PAPERBACK BUSINESS BOOKS

- 1 **THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE** by Stephen R. Covey (Fireside • \$14) *Habitually popular.*
- 2 **RICH DAD, POOR DAD** by Robert T. Kiyosaki with Sharon L. Lechter, CPA (TechPress • \$15.95) *Teaching your kids the rules of money that the rich play by.*
- 3 **THE MILLIONAIRE NEXT DOOR** by Thomas J. Stanley, PhD, and William D. Danko, PhD (Pocket Books • \$14) *The simple ways of the wealthy among us.*
- 4 **THE MOTLEY FOOL INVESTMENT GUIDE** by David and Tom Gardner (Fireside • \$13) *The online duo puts it on paper.*
- 5 **THE ERNST & YOUNG TAX GUIDE 2000** by the Tax Partners and Professionals of Ernst & Young LLP (Wiley • \$15.95) *Time to sharpen those pencils.*
- 6 **WHAT COLOR IS YOUR PARACHUTE? 2000** by Richard Nelson Bolles (Ten Speed Press • \$16.95) *The enduring job-search bible.*
- 7 **24 ESSENTIAL LESSONS FOR INVESTMENT SUCCESS** by William J. O'Neil (McGraw-Hill • \$10.95) *The founder of Investor's Business Daily offers wisdom on stock-picking.*
- 8 **SMART WOMEN FINISH RICH** by David Bach (Broadway Books • \$13) *A Morgan Stanley Dean Witter senior vice-president's personal-finance guide for women.*
- 9 **THE ROARING 2000s** by Harry S. Dent Jr. (Touchstone • \$14) *Why the good times won't go away.*
- 10 **J.K. LASSER'S YOUR INCOME TAX 2000** by the J. K. Lasser Institute (IDG Books • \$14.95) *Um, does the dog count as a dependent?*
- 11 **THE WALL STREET JOURNAL GUIDE TO UNDERSTANDING MONEY & INVESTING** by Kenneth M. Morris and Virginia B. Morris (Fireside • \$15.95) *Concise explanations enriched with graphics.*
- 12 **INVESTING FOR DUMMIES** by Eric Tyson (IDG Books • \$19.99) *From stocks to small business—with cartoons, too.*
- 13 **THE MOTLEY FOOL'S RULE BREAKERS, RULE MAKERS** by David and Tom Gardner (Fireside • \$13) *Investing in upstarts and in established companies.*
- 14 **GETTING TO YES** by Roger Fisher, William Ury, and Bruce Patton (Penguin • \$12.95) *A Harvard University team's step-by-step guide to conflict resolution.*
- 15 **BARRON'S DICTIONARY OF FINANCE AND INVESTMENT TERMS** by John Downes and Jordan Elliot Goodman (Barron's • \$13.95) *What is an oligopsony anyway?*

BUSINESS WEEK'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 January.

Reviews and more are available on AOL (Keyword: BW) or www.businessweek.com

HOT TYPE

There may be just 24 *Essential Lessons for Investment Success* in William J. O'Neil's book, No. 7 on this month's paperback list. But don't think the 173-page volume will make you a market whiz by the time you step off the plane. Some of his easy-to-read teachings could take years to master.

The author, who founded *Investor's Business Daily*, produced these rules from 40-plus years of stock market experience. That makes the book suspect: With a market that changes so quickly, accumulated wisdom is less valuable than it used to be. Warren Buffett, perhaps the most successful stock-picker of the last half-century, bombed last year. The price of his Berkshire Hathaway Inc. dropped 20%.

O'Neil's methods are better tuned to today's market. He follows a "momentum" strategy that has no problem buying what looks expensive as long as the analysis points to the stock's going higher. That analysis includes "reading" stock-price charts. Are you good at picking patterns out of seemingly random movements? He also relies on simpler proprietary numerical ratings, which appear in *Investor's Business Daily*.

If you follow his teachings, you're going to be trading often. One principle is to sell a stock if it declines 8% from the buy price—no questions asked. In today's volatile market, that's going to lead to a lot of churning. Even with cheap online commissions, it's a cost that can weigh you down.

BY JEFFREY M. LADERMAN

THE WALL STREET JOURNAL FRIDAY, MARCH 17, 2000 **W9**

Best Selling Books

Fiction

RANK	TITLE AUTHOR / PUBLISHER	WSJ SALES INDEX	
		THIS WEEK	LAST WEEK
1	The Brethren John Grisham / Doubleday	79	100
2	Carolina Moon Nora Roberts / Putnam	78	New
3	Harry Potter ... Secrets J.K. Rowling / Arthur A. Levine/Scholastic	63	68
4	Harry Potter ... Azkaban J.K. Rowling / Arthur A. Levine/Scholastic	56	60
5	Daughter of Fortune Isabel Allende / HarperCollins	40	49
6	Bridget Jones: Edge of ... Helen Fielding / Viking	33	56
7	Harry Potter ... Stone J.K. Rowling / Arthur A. Levine/Scholastic	28	30
8	Cap Creek Robert Morgan / Algonquin Books	20	27
9	Day of Reckoning Jack Higgins / Putnam	18	22
10	The Lion's Game Nelson DeMille / Warner Books	17	19
11	Moment of Truth Lisa Scottoline / HarperCollins	13	15
12	Tough Cookie Diane Mott Davidson / Bantam	12	15
13	Timeline Michael Crichton / Knopf	11	11
14	Ashes of Victory David Weber / Bantam	10	16
15	A Walk to Remember Nicholas Sparks / Warner Books	10	11

Nonfiction

RANK	TITLE AUTHOR / PUBLISHER	WSJ SALES INDEX	
		THIS WEEK	LAST WEEK
1	Who Moved My Cheese? Spencer Johnson / Putnam	87	74
2	Body for Life Bill Phillips / HarperCollins	54	44
3	Tuesdays With Morrie Mitch Albom / Doubleday	34	34
4	Relationship Rescue Phillip C. McGraw / Little, Brown	33	31
5	Eating Well ... Health Andrew Weil / Knopf	28	New
6	The Millionaire Mind Thomas J. Stanley / Andrews McMeel	27	27
7	The Rock Says ... The Rock / ReganBooks	22	30
8	Heartbreaking Work of ... Dave Eggers / Simon & Schuster	21	17
9	'Tis Frank McCourt / Scribner	20	21
10	Sugar Busters! H. L. Steward, M. C. Bethea, et al. / Ballantine	19	22
11	How to Know God Deepak Chopra / Harmony Books	17	13
12	The Greatest Generation Tom Brokaw / Random House	16	11
13	The Operator Tom King / Random House	12	New
14	Shrub M. Ivens, L. Dubose / Random House	12	10
15	Mankind: Have a Nice Day! Mick Foley / ReganBooks	12	17

Business

RANK	TITLE AUTHOR / PUBLISHER	WSJ SALES INDEX*	
		THIS WEEK	LAST WEEK
1	Who Moved My Cheese? Spencer Johnson / Putnam (H)	80	73
2	The Millionaire Mind Thomas J. Stanley / Andrews McMeel (H)	21	25
3	The Millionaire Next Door T. Stanley, W. Danko / Longstreet Press (P)	9	9
4	7 Habits of Highly ... Stephen Covey / Fireside (P)	9	9
5	Rich Dad, Poor Dad R. Kiyosaki, S. Lechter / TechPress (P)	9	10
6	The New New Thing Michael Lewis / Norton (H)	8	8
7	Investing for Dummies Eric Tyson / IDG (P)	7	7
8	Tipping Point Malcolm Gladwell / Little, Brown (H)	6	New
9	First, Break All the Rules M. Buckingham, C. Coffman / Simon & Schuster (H)	6	6
10	24 Essential Lessons ... William J. O'Neil / McGraw Hill (P)	5	5

RANK	TITLE AUTHOR / PUBLISHER	WSJ SALES INDEX*	
		THIS WEEK	LAST WEEK
11	Six Sigma M. Harry, R. Schroeder / Doubleday (H)	5	4
12	Invisible Touch Harry Beckwith / Warner Books (H)	5	New
13	1001 Ways to Reward ... B. Nelson, K. Blanchard / Workman (P)	4	4
14	Ernst & Young Tax Guide Ernst & Young / John Wiley (P)	4	4
15	Motley Fool Investment ... David and Tom Gardner / Fireside (P)	4	4

The Wall Street Journal's list reflects nationwide sales of hardcover books during the week ended last Saturday at more than 2,500 Barnes & Noble, B. Dalton, Bookland, Books-a-Million, Books Etc., Bookstop, Booktopia, Borders, Brentano's, Coles, Coopersmith, Crown, Doubleday, Scribner, Super Crown and Waldenbooks stores, as well as sales from online retailers Barnesandnoble.com and Amazon.com. A sales index of 100 is equivalent to the median number of copies of the No. 1 fiction bestselling title sold each week during 1999. *The business sales index is adjusted to reflect median sales of 1999's No. 1 fiction bestseller, calculated using sales only from these bookstores (Barnes & Noble, Books-a-Million, Crown, Amazon.com and Barnesandnoble.com) that contribute to the business bestsellers list. (P) Paperback; (H) Hardcover. A dash (-) indicates a book not new to the list, but whose sales did not register on the index for the previous week.