



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 08.2010

Perennial Bestsellers:

**Which books are always
at the front of the pack?**

A category-based study
of titles with consistently
high rankings every year
from 2006 to 2009

PREPARED BY CHELSEA THERIAULT AND CAROL GORDON

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INTRODUCTION

Backlists are the foundation of the publishing industry. The books that sell well each year might not be new and exciting, but they provide publishers with steady and reliable income and are a “sure thing” for booksellers’ shelves. Since BNC SalesData has tracked Canadian book sales for nearly five years now, we have enough data to truly determine the perennial bestsellers in each subject category based on sales from 2006 to 2009. This study lists the top twenty perennial bestsellers for fourteen major fiction and non-fiction subject categories, highlighting some predictable classics and newsmakers while also revealing the titles that may come as a surprise.

Some of these perennial bestsellers are classics (*The Communist Manifesto*), some are modern classics (*The Alchemist*), and some are surprise bestsellers that came out of nowhere to dominate the bestseller lists and become the stuff of publishing legend (*Twilight*).

This report may appear to be stating the obvious; after all, it is common knowledge that certain titles sell well every year. It is not much of a surprise that *The Joy of Cooking* is a perennially bestselling cookbook, for example. So why are we doing this study? The answer is twofold: our first aim is to provide the data that actually proves correct any assumptions about perennial bestsellers, and our second is to reveal the bestsellers which may come as a surprise or have gone unnoticed. That is why we not only provide a top twenty list for every category, but also select three “Classics and Newsmakers” and four “Titles You May Have Missed” to describe in more detail.

CAVEATS

It is impossible to say if certain titles will continue to sell well into 2010 and beyond; the data in this report simply identifies a set of titles with a strong sales history over the past four years

Based on publisher feedback, we estimate that BNC SalesData represents 75% of trade book industry sales. There are certain retail segments for which we do not have complete coverage:

- **Independent bookstores:** BNC SalesData includes many major independent bookstores, but does not include many smaller ones, any of whom could be actively promoting a particular title. It also does not capture all specialty independent bookstores. However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.
- **K-12 and higher-education sales:** Our panel does not include direct institutional sales to schools or college/university textbook sales.
- **Additions to the retail panel:** Sales volume over time is limited to the number of retailers reporting in any tracked week. Each year since 2005 new booksellers have been contributing their sales to BNC SalesData. Therefore, some changes in statistics and sales figures may be the result of these new additions.

APPROACH

To identify the consistently bestselling books, we searched for titles that ranked highly in their category every year from 2006 to 2009. This rank threshold was determined by how widely we had to search to compile a list of at least thirty titles. For example, a General Fiction perennial bestseller needed to rank within the top 500 every year, while those in the Self-Help category had to rank within the top 150 every year. The categories we studied, and their corresponding rank thresholds, are:

Fiction

- General (500)
- Mystery (200)
- Science-Fiction & Fantasy (200)

Juvenile (200)

Non-Fiction

- Biography (200)
- Body, Mind, Spirit (150)
- Business (200)
- Cooking (200)
- History (200)
- Political Science (300)
- Religion (200)
- Science (200)
- Self-Help (100)
- Sports (200)

Categories with lower sales or many frequently updated titles (such as Computers, Parenting, and Travel) were not included in this study.

Once a list of at least thirty titles was compiled, it was sorted by units sold in 2009 to ensure that the title rankings reflected each title's current relevance. The top twenty were included in the study. For each title we provide the following: EAN, title, binding type, author, publisher, publication date, average units sold per year, units sold in 2009, and an up (↑) or down (↓) symbol to indicate whether unit sales in 2009 were higher or lower than the four-year average. The following abbreviations refer to their corresponding binding type:

- Hardcover Trade = HT
- Trade Paperback = TP
- Mass Market = MM
- Tall Rack Paperback = TK
- Board Book = BH
- Book, Other Format = BK
- Non-Book Merchandise = NM

For each category, we pull out seven books of potential interest: three "Classics and Newsmakers" and four "Titles You May Have Missed". These selections are accompanied by their average annual rank from 2006 to 2009, and the average deviation percentage. We use the following abbreviations:

- Average annual rank = AAR
- Average deviation = AVD

Average deviation calculates the average difference between the actual sales numbers for a book in each year and the mean of the four-year sales total. This allows us to determine that *The Alchemist* is a very steady seller, since annual sales only deviated an average of 10%.

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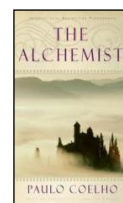
GENERAL FICTION

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780676976335	Time Traveler's Wife (TP)	Niffenegger, Audrey	Knopf Canada	15/06/2004	62672	167738 ↑
9780743454537	My Sister's Keeper (TP)	Picoult, Jodi	Simon & Schuster	01/02/2005	46136	83645 ↑
9780061122415	Alchemist (TP)	Coelho, Paulo	HarperCollins Publishers	12/04/2006	36518	36781 ↑
9780061150142	Pact (MM)	Picoult, Jodi	HarperCollins Publishers	10/08/2006	15938	31195 ↑
9781416524809	Deception Point (TK)	Brown, Dan	Simon & Schuster	28/03/2006	45804	29773 ↓
9780385660075	Kite Runner (TP)	Hosseini, Khaled	Doubleday Canada, Limited	11/05/2004	45105	26111 ↓
9780743454551	Vanishing Acts (TP)	Picoult, Jodi	Simon & Schuster	15/11/2005	16441	26011 ↑
9780316168816	Lovely Bones (TP)	Sebold, Alice	Little Brown & Company	20/04/2004	15005	24272 ↑
9780312321192	Something Borrowed (TP)	Giffin, Emily	St. Martin's Press	15/03/2005	30929	22580 ↓
9780770428792	Outlander (MM)	Gabaldon, Diana	Doubleday Canada, Limited	09/10/2001	14682	21546 ↑
9781401308582	Five People You Meet in Heaven (TP)	Albom, Mitch	Hyperion Press	01/03/2006	34015	21018 ↓
9780142001745	Secret Life of Bees (TP)	Kidd, Sue Monk	Penguin Group (USA)	28/01/2003	20621	19922 ↓
9780143037149	Memory Keeper's Daughter (TP)	Edwards, Kim	Penguin Group (USA)	30/05/2006	78751	19303 ↓
9780676973778	Life of Pi (TP)	Martel, Yann	Knopf Canada	10/10/2002	18417	17203 ↓
9781416524793	Angels and Demons (TK)	Brown, Dan	Simon & Schuster	28/03/2006	51039	17095 ↓
9780312323868	Something Blue (TP)	Giffin, Emily	St. Martin's Press	28/03/2006	22390	17012 ↓
9780316769488	Catcher in the Rye (MM)	Salinger, J. D.	Little Brown & Company	01/05/1991	16934	15976 ↓
9780143034902	Shadow of the Wind (TP)	Zafón, Carlos Ruiz	Penguin Group (USA)	12/01/2005	10460	14142 ↑
9780451166890	Pillars of the Earth (MM)	Follett, Ken	Penguin Group (Canada)	13/07/1990	15316	13812 ↓
9780770428778	Dragonfly in Amber (MM)	Gabaldon, Diana	Doubleday Canada, Limited	09/10/2001	9718	13294 ↑

Classics and Newsmakers



The Time Traveler's Wife:
AAR= 41, AVD= 84%
This title's sales are high but unsteady, likely due to the release of a film version in 2009 which renewed interest in the book.



The Alchemist:
AAR= 33, AVD= 10%
This title is a modern classic, and has very steady sales year over year.

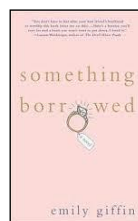


The Kite Runner:
AAR= 32, AVD= 43%
Sales for this bestselling title picked up again when a movie adaptation was released in 2007.

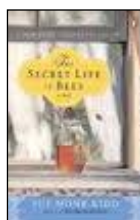
Titles You May Have Missed



Vanishing Acts:
AAR= 175, AVD= 53%
Jodi Picoult has three titles in the fiction top twenty. It is significant that her backlist continues to sell along with the titles that are new or have increased publicity from film adaptations.



Something Borrowed:
AAR= 46, AVD= 21%
Emily Giffin's chick-lit appeal puts two of her titles in the fiction top twenty.



The Secret Life of Bees:
AAR= 93, AVD= 20%
The film version of this title was released in 2008. It continues to sell consistently each year.



The Shadow of the Wind:
AAR= 218, AVD= 23%
Originally published in Spanish in 2001, this book became an English bestseller in 2004. Its popularity is increasing, with sales doubling between 2008 and 2009.

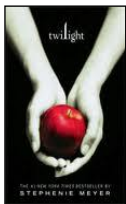
JUVENILE

Classics and Newsmakers

Twilight:

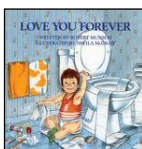
AAR= 35, AVD= 80%

The *Twilight* series' film releases and ensuing market saturation led to a rise and fall in sales, giving this title high but unsteady unit sales.

*Love You Forever:*

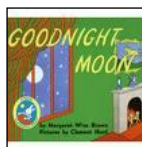
AAR= 11, AVD= 3%

This modern classic is a very steady seller, with sales only deviating by an average of 3% each year.

*Goodnight Moon:*

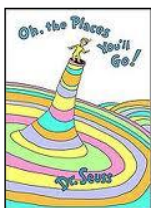
AAR= 21, AVD= 2%

This board book has one of the lowest average deviations of all of the titles included in this report.



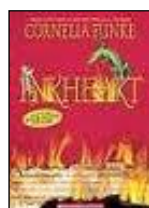
EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780316015844	Twilight (TP)	Meyer, Stephenie	Little Brown & Company	06/09/2006	134341	174356 ↑
9780316160193	New Moon (HT)	Meyer, Stephenie	Little Brown & Company	06/09/2006	59301	70694 ↑
9780920668375	Love You Forever (TP)	Munsch, Robert	Firefly Books, Limited	01/01/1986	44175	44508 ↑
9780679805274	Oh, the Places You'll Go! (HT)	Seuss, Dr.	Random House Children's Books	22/01/1990	23391	25215 ↑
9780694003617	Goodnight Moon (BH)	Brown, Margaret	HarperCollins Publishers	15/08/1991	23351	24500 ↑
9780439673631	I Love You Through and Through (BH)	Rossetti-Shustak, Bernadette	Scholastic	01/01/2005	18856	23585 ↑
9780399226908	Very Hungry Caterpillar (BH)	Carle, Eric	Penguin Group (USA)	17/01/2002	17908	23174 ↑
9780805047905	Brown Bear, Brown Bear, What Do You See? (BH)	Martin, Bill, Jr.	Henry Holt & Company	22/09/1996	20233	22667 ↑
9780439709101	Inkheart (TP)	Funke, Cornelia	Scholastic	01/06/2005	14581	21599 ↑
9780920236161	Paper Bag Princess (TP)	Munsch, Robert	Annick Press, Limited	01/01/1980	20968	21575 ↑
9780394800165	Green Eggs and Ham (HT)	Seuss, Dr.	Random House Children's Books	12/08/1960	14819	20795 ↑
9780394800790	How the Grinch Stole Christmas! (HT)	Seuss, Dr.	Random House Children's Books	12/10/1957	14963	17911 ↑
9782764300787	Shapes (HT)	NULL	Phidal Publishing	10/06/2002	13614	15039 ↑
9782764300770	Colors (HT)	NULL	Phidal Publishing	10/06/2002	14051	14904 ↑
9782764301395	Numbers (HT)	NULL	Phidal Publishing	10/06/2002	13817	14761 ↑
9780618538225	Treasury of Curious George (HT)	Rey, H. A.	Houghton Mifflin Harcourt Trade	27/09/2004	20385	13928 ↓
9780920303115	Mortimer (TP)	Munsch, Robert	Annick Press, Limited	01/02/1985	11688	13313 ↑
9781563054426	Barnyard Dance! (BH)	Boynton, Sandra	Workman Publishing	01/01/1999	12070	13000 ↑
9780671449018	Moo, Baa, La La La! (BH)	Boynton, Sandra	Simon & Schuster	30/11/1982	10723	12529 ↑
9781551923987	Harry Potter and the Philosopher's Stone (TP)	Rowling, J. K.	Raincoast Book Distribution	31/08/2000	13816	12356 ↓

Titles You May Have Missed

*Oh, the Places You'll Go!:*

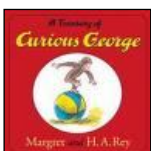
AAR= 21, AVD= 7%

This is the last book Dr. Seuss ever published. It has become a popular present for those graduating from high school and university, with sales increasing dramatically during May and June every year.

*Inkheart:*

AAR= 65, AVD= 24%

Inkheart is the only novel other than *Twilight* and *Harry Potter and the Philosopher's Stone* that made the Juvenile shortlist of perennial bestsellers, yet its sales are much steadier. Also, a movie adaptation was released in 2008.

*A Treasury of Curious George:*

AAR= 43, AVD= 39%

This compilation of eight previously published *Curious George* stories is a popular gift book for young children.

*I Love You Through and Through:*

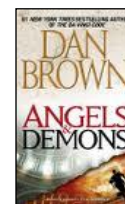
AAR= 32, AVD= 14%

This board book is a relatively steady seller, and its popularity is growing; it sold 68% more units in 2009 than in 2006.

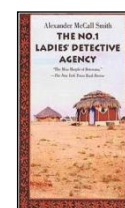
MYSTERY

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9781416524809	Deception Point (TK)	Brown, Dan	Simon & Schuster	28/03/2006	45804	29773 ↓
9781416524793	Angels and Demons (TK)	Brown, Dan	Simon & Schuster	28/03/2006	51039	17095 ↓
9780307277886	Darkly Dreaming Dexter (TP)	Lindsay, Jeff	Knopf Doubleday	19/09/2006	8791	9264 ↑
9781400095926	Dearly Devoted Dexter (TP)	Lindsay, Jeff	Knopf Doubleday	19/09/2006	5916	6995 ↑
9781400034772	No. 1 Ladies' Detective Agency (TP)	McCall Smith, Alexander	Knopf Doubleday	06/02/2003	5630	4456 ↓
9781400031351	Tears of the Giraffe (TP)	McCall Smith, Alexander	Knopf Doubleday	03/09/2002	3687	3754 ↑
9780060765248	Map of Bones (MM)	Rollins, James	HarperCollins Publishers	06/04/2006	10058	3409 ↓
9781400031368	Morality for Beautiful Girls (TP)	McCall Smith, Alexander	Knopf Doubleday Publishing	12/11/2002	3067	3132 ↑
9780446605489	Roses Are Red (TP)	Patterson, James	Grand Central Publishing	01/10/2001	2523	2597 ↑
9780312966096	Three to Get Deadly (MM)	Evanovich, Janet	St. Martin's Press	18/10/1999	3133	2574 ↓
9780312971342	High Five (MM)	Evanovich, Janet	St. Martin's Press	01/06/2000	2610	2264 ↓
9780312976279	Hot Six (MM)	Evanovich, Janet	St. Martin's Press	31/05/2001	2603	2177 ↓
9780671028374	Fatal Voyage (TP)	Reichs, Kathy	Simon & Schuster	25/06/2002	2308	2169 ↓
9780060572969	Dead Witch Walking (TP)	Harrison, Kim	HarperCollins Canada, Limited	06/04/2004	1530	2143 ↑
9780676975697	Kalahari Typing School for Men (TP)	McCall Smith, Alexander	Knopf Canada	09/03/2004	2528	2117 ↓
9780671028367	Deadly Decisions (MM)	Reichs, Kathy	Simon & Schuster	26/06/2001	2460	2057 ↓
9780676976236	In the Company of Cheerful Ladies (TP)	McCall Smith, Alexander	Knopf Canada	14/03/2006	4476	1983 ↓
9780312980146	Seven Up (MM)	Evanovich, Janet	St. Martin's Press	30/05/2002	2222	1918 ↓
9780451180421	Quiet Game (MM)	Iles, Greg	Signet	10/07/2000	2317	1894 ↓
9780312936228	Ten Big Ones (MM)	Evanovich, Janet	St. Martin's Press	23/06/2005	2232	1804 ↓

Classics and Newsmakers



Angels and Demons:
AAR= 5, AVD= 100%
As the prequel to *The Da Vinci Code*, this title had very high unit sales over the years, but also has a high average deviation.

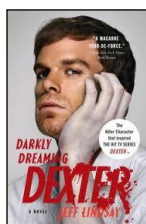


The No. 1 Ladies' Detective Agency:
AAR= 26, AVD= 24%
This book is the first of five McCall Smith titles in the Mystery top twenty; it has steady sales.

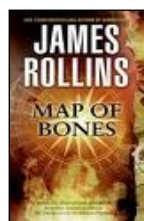


Three to Get Deadly:
AAR= 46, AVD= 13%
Evanovich also has five titles on our shortlist. The third book in the series sold the most units in 2009.

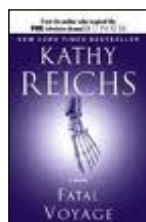
Titles You May Have Missed



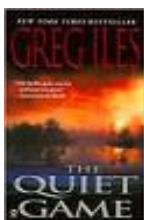
Darkly Dreaming Dexter:
AAR= 30, AVD= 43%
This title was originally published in 2004. It was adapted into a successful TV show in 2006 and reissued with a TV tie-in cover, which likely extended interest in the book.



Map of Bones:
AAR= 23, AVD= 83%
Sales of Rollins' title have declined since its 2006 release, but it still sells high numbers of units annually.



Fatal Voyage:
AAR= 68, AVD= 4%
There is steady demand for Kathy Reichs' backlist. *Fatal Voyage* has the lowest average deviation in this category.



The Quiet Game:
AAR= 72, AVD= 16%
This novel, first published in 2000, has sold steadily since 2006.

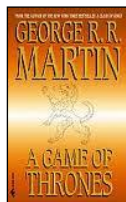
SCIENCE FICTION AND FANTASY

Classics and Newsmakers

A Game of Thrones:

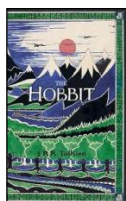
AAR= 17, AVD= 2%

Now considered a modern classic, this novel has one of the lowest average deviations of all of the titles included in this report.

*The Hobbit:*

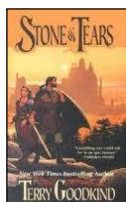
AAR= 18, AVD= 14%

This classic fantasy text is a consistent seller and appeals to a variety of age groups.

*Stone of Tears:*

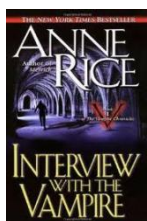
AAR= 48, AVD= 16%

This series maintains consistent sales; *Stone of Tears* sold 50% more units in 2009 than in 2008.



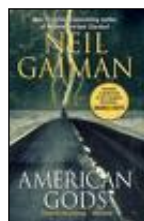
EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780553573404	Game of Thrones (MM)	Martin, George R. R.	Random House Publishing Group	04/08/1997	6542	6583 ↑
9780345342966	Fahrenheit 451 (MM)	Bradbury, Ray	Random House Publishing Group	12/08/1987	3545	6549 ↑
9780345337665	Interview with the Vampire (TP)	Rice, Anne	Random House Publishing Group	13/09/1991	3264	6118 ↑
9780261102217	Hobbit (MM)	Tolkien, J. R. R.	HarperCollins Publishers Limited	20/03/1991	6342	5706 ↓
9780812548099	Stone of Tears (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	02/07/1996	4209	5509 ↑
9780380789030	American Gods (MM)	Gaiman, Neil	HarperCollins Publishers	11/04/2002	4927	4980 ↑
9780441172719	Dune (MM)	Herbert, Frank	Penguin Group (USA)	01/09/1990	4381	4866 ↑
9780553579901	Clash of Kings (MM)	Martin, George R. R.	Random House Publishing Group	05/09/2000	5552	4842 ↓
9780553582024	Feast for Crows (MM)	Martin, George R. R.	Random House Publishing Group	26/09/2006	7474	4804 ↓
9780812551471	Blood of the Fold (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	02/07/1997	3734	4683 ↑
9780553573428	Storm of Swords (MM)	Martin, George R. R.	Random House Publishing Group	04/03/2003	5470	4605 ↓
9780812551488	Temple of the Winds (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	03/08/1998	3383	4150 ↑
9780812551495	Soul of the Fire (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	02/03/2000	3205	3771 ↑
9780765344311	Chainfire (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	01/12/2005	7068	3753 ↓
9780765340740	Pillars of Creation (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	31/10/2002	3417	3733 ↑
9780786939534	Homeland (MM)	Salvatore, R. A.	Wizards of the Coast	01/12/2005	4785	3725 ↓
9780812548051	Wizard's First Rule (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	30/12/1999	4227	3724 ↓
9780765344304	Naked Empire (MM)	Goodkind, Terry	Tom Doherty Associates, LLC	27/05/2004	3696	3698 ↑
9780812550702	Ender's Game (MM)	Card, Orson Scott	Tom Doherty Associates, LLC	28/06/1994	5150	3640 ↓
9780345451323	Halo: The Fall of the Reach (MM)	Nylund, Eric S.	Random House Publishing Group	30/10/2001	4755	3639 ↓

Titles You May Have Missed

*Interview with the Vampire:*

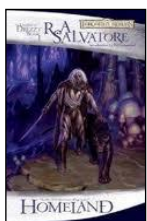
AAR= 99, AVD= 44%

Sales of this famous vampire novel have recently climbed, perhaps due to the increasing obsession with vampires in popular culture.

*American Gods:*

AAR= 29, AVD= 2%

Gaiman's modern fantasy classic has one of the lowest average deviations of all of the titles included in this report.

*Homeland:*

AAR= 35, AVD= 14%

Prolific author R.A. Salvatore's first book in the Legend of Drizzt series has staying power.

*Halo: The Fall of the Reach:*

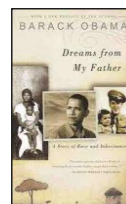
AAR= 37, AVD= 19%

Based on the blockbuster video game, this book has found success of its own and has a steady annual rank in its category.

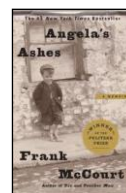
BIOGRAPHY & AUTOBIOGRAPHY

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9781400082773	Dreams from My Father (TP)	Obama, Barack	Crown	10/08/2004	33001	70260 ↑
9780743247542	Glass Castle (TP)	Walls, Jeannette	Simon & Schuster	09/01/2006	41045	41467 ↑
9781401307455	Scar Tissue (TP)	Kiedis, Anthony	Hyperion	19/10/2005	12270	11789 ↓
9780743270755	Team of Rivals (TP)	Goodwin, Doris Kearns	Simon & Schuster	26/09/2006	4046	9343 ↑
9780060554736	The Game (HT)	Strauss, Neil	HarperCollins	25/08/2005	8846	8360 ↓
9780374500016	Night (TP)	Wiesel, Elie	Farrar, Straus & Giroux	19/12/2005	28084	8133 ↓
9780060989156	The Dirt (TP)	Lee, Tommy	HarperCollins	27/06/2002	6878	7706 ↑
9780684842677	Angela's Ashes (TP)	McCourt, Frank	Simon & Schuster	25/05/1999	4285	6453 ↑
9780679785897	Fear and Loathing in Las Vegas (TP)	Thompson, Hunter S.	Knopf Doubleday	12/05/1998	5570	5821 ↑
9780679311720	Shake Hands with the Devil (TP)	Dallaire, Romeo	Random House of Canada	12/10/2004	11186	5084 ↓
9780307276902	Million Little Pieces (TP)	Frey, James	Knopf Doubleday	22/09/2005	37537	4954 ↓
9780743243780	Teacher Man (TP)	McCourt, Frank	Simon & Schuster	19/09/2006	9596	4149 ↓
9780747553557	Kitchen Confidential (TP)	Bourdain, Anthony	Bloomsbury	09/05/2001	4414	4057 ↓
9780800759490	90 Minutes in Heaven (TP)	Piper, Don	Baker Books	15/08/2004	2601	3652 ↑
9780060987466	Long Hard Road Out of Hell (TP)	Manson, Marilyn	HarperCollins	18/02/1999	3561	3526 ↓
9780786888740	Lucky Man (TP)	Fox, Michael J.	Hyperion	09/04/2003	1952	3402 ↑
9780743250627	Know-It-All (TP)	Jacobs, A. J.	Simon & Schuster	04/10/2005	4026	3377 ↓
9780786884025	Heavier Than Heaven (TP)	Cross, Charles R.	Hyperion	21/08/2002	3599	3288 ↓
9780802135582	Che Guevara (TP)	Anderson, Jon Lee	Grove/Atlantic	09/03/1998	3500	3286 ↓
9780425179611	It's Not about the Bike (HT)	Armstrong, Lance	Penguin Group (USA)	04/04/2006	4380	2976 ↓

Classics and Newsmakers



Dreams from My Father:
AAR= 40, AVD= 89%
Obama's presidential campaign led to an increase in sales of his autobiography, but strong sales preceded the campaign announcement.

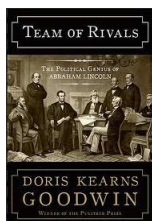


Angela's Ashes:
AAR= 49, AVD= 27%
The popularity of this 1996 autobiography was extended by a successful film adaptation in 1999. When McCourt died in July 2009, sales of his titles increased once more.

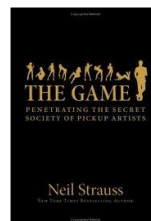


Fear and Loathing in Las Vegas:
AAR= 31, AVD= 8%
This book is a classic of counter-culture writing, and a very consistent seller.

Titles You May Have Missed



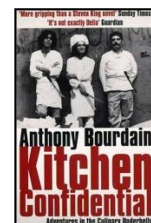
Team of Rivals:
AAR= 76, AVD= 65%
The media has compared the Lincoln-era subject matter of this title to the Obama administration, which tripled the book's sales in 2009.



The Game:
AAR= 20, AVD= 7%
This book on the "art of the pickup" has sold consistently since its release in 2005.



The Dirt:
AAR= 26, AVD= 22%
This bestselling behind-the-scenes rock band memoir sold 35% more in 2009 than in 2006.

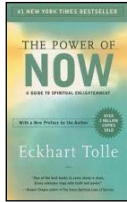


Kitchen Confidential:
AAR= 45, AVD= 21%
Since his memoir's original release, Bourdain has become a celebrity chef which has increased interest in his career and caused this title to sell consistently each year.

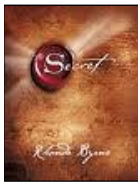
BODY, MIND & SPIRIT

Classics and Newsmakers

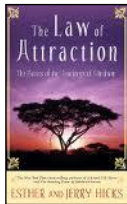
The Power of Now:
AAR= 2, AVD= 76%
This book by Tolle, an Oprah-endorsed author, has the best average annual rank out of all of the titles included in this report.



The Secret:
AAR= 3, AVD= 102%
While sales of this title (also Oprah-endorsed) have decreased drastically since 2006, its annual sales remain high.



The Law of Attraction:
AAR= 25, AVD= 55%
Part of a series pre-dating—but related to—*The Secret*, Hicks' titles have ranked consistently high in this category.

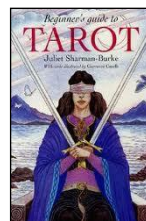


EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9781577314806	Power of Now (TP)	Tolle, Eckhart	New World Library	01/11/2004	48628	40105 ↓
9781582701707	Secret (HT)	NULL	Simon & Schuster	28/11/2006	134309	31768 ↓
9781585424337	Think and Grow Rich Revised (TP)	Hill, Napoleon	Penguin Group (USA)	23/08/2005	4651	5105 ↑
9781577311959	Practicing the Power of Now (HT)	Tolle, Eckhart	New World Library	01/10/2001	6045	4704 ↓
9780740733383	98 Things a Woman Should Do in Her Lifetime (TP)	Shardy, Rebekah	Andrews McMeel Publishing	02/03/2003	3232	4383 ↑
9781401904593	Ask and It Is Given (TP)	Hicks, Esther	Hay House, Incorporated	15/09/2004	6868	3654 ↓
9781561386901	Secrets of Serenity (HT)	Running Press Staff	Running Press Book Publishers	08/02/1996	2627	2812 ↑
9781401912277	Law of Attraction (TP)	Hicks, Esther	Hay House, Incorporated	25/09/2006	4405	2317 ↓
9780312284824	Beginner's Guide to Tarot (NM)	Sharman-Burke, Juliet	St. Martin's Press	30/04/2002	1743	2031 ↑
9781582972404	Crystal Bible (TP)	Hall, Judy	F&W Media, Incorporated	11/05/2003	1509	1846 ↑
9781401910389	Being in Balance (HT)	Dyer, Wayne W.	Hay House, Incorporated	01/10/2006	2721	1710 ↓
9780762401970	Simple Wisdom (HT)	NULL	Running Press Book Publishers	03/02/1999	1641	1665 ↑
9780806954813	Dreamer's Dictionary (TP)	Edinger, Roswitha	Sterling Publishing Co., Inc.	31/12/2001	1956	1660 ↓
9780740738739	Believing in Ourselves (HT)	Ariel Books Staff	Andrews McMeel Publishing	01/09/2003	1852	1538 ↓
9781401905323	Contacting Your Spirit Guide (NM)	Browne, Sylvia	Hay House, Incorporated	23/08/2005	2424	1528 ↓
9780060527983	Warrior of the Light (TP)	Coelho, Paulo	HarperCollins Publishers	18/03/2004	2004	1515 ↓
9780451198631	Other Side and Back (MM)	Browne, Sylvia	Penguin Group (Canada)	10/07/2000	2821	1414 ↓
9781401900595	Saint, the Surfer, and the CEO (TP)	Sharma, Robin S.	Hay House, Incorporated	01/10/2002	1453	1382 ↓
9780451201515	Life on the Other Side (MM)	Browne, Sylvia	Penguin Group (USA)	10/07/2001	2690	1326 ↓
9780446342964	Dreamer's Dictionary (MM)	Robinson, Stearn	Grand Central Publishing	11/02/1986	1919	1317 ↓

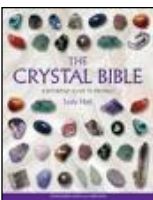
Titles You May Have Missed



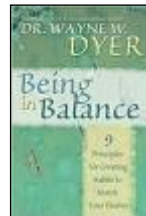
98 Things a Woman Should Do in Her Lifetime:
AAR= 26, AVD= 22%
Sales of this small trim size gift book increased 70% between 2008 and 2009.



The Beginner's Guide to Tarot:
AAR= 58, AVD= 26%
This is the highest-selling guide to Tarot in the Body, Mind & Spirit category. The book is bundled with a tarot deck.



The Crystal Bible:
AAR= 67, AVD= 17%
This reference book sold in consistent numbers every year from 2006 to 2009.

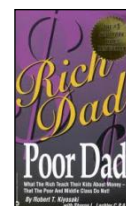


Being in Balance:
AAR= 33, AVD= 19%
This inspirational text had a steady sales track. Dyer's books also appear in the Religion and Self-Help categories.

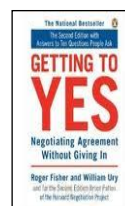
BUSINESS

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780446677455	Rich Dad, Poor Dad (TP)	Lechter, Sharon L.	Grand Central Publishing	01/12/2005	14229	14186 ↓
9780968394731	Wealthy Barber (TP)	Chilton, David Barr	Financial Awareness	01/10/2002	8680	8813 ↑
9780066620992	Good to Great (HT)	Collins, Jim	HarperCollins Publishers	04/10/2001	10587	8421 ↓
9780140157352	Getting to Yes (TP)	Fisher, Roger	Penguin Group (Canada)	02/12/1991	5028	6866 ↑
9780399144462	Who Moved My Cheese? (HT)	Johnson, Spencer	Penguin Group (USA)	01/09/1998	5834	6865 ↑
9780060555665	Intelligent Investor (TP)	Graham, Benjamin	HarperCollins Publishers	24/06/2003	5170	5556 ↑
9780140280197	48 Laws of Power (TP)	Greene, Robert	Penguin Group (Canada)	25/08/2000	5083	5472 ↑
9780452287082	Confessions of an Economic Hit Man (TP)	Perkins, John	Penguin Group (USA) Incorporated	27/12/2005	6714	5469 ↓
9780787960759	Five Dysfunctions of a Team (HT)	Lencioni, Patrick	John Wiley & Sons	28/03/2002	4652	4999 ↑
9780071401944	Crucial Conversations (TP)	Patterson, Kerry	McGraw-Hill Trade	18/06/2002	2398	4372 ↑
9780470838181	Canadian Small Business Kit for Dummies (TP)	Kerr, Margaret	John Wiley & Sons Canada, Limited	08/02/2007	3921	4001 ↑
9780684852867	First, Break All the Rules (HT)	Buckingham, Marcus	Simon & Schuster	05/05/1999	3532	3708 ↑
9780887307287	E-Myth Revisited (TP)	Gerber, Michael E.	HarperCollins Publishers	09/03/1995	4371	3687 ↓
9781594481710	Whole New Mind (TP)	Pink, Daniel H.	Penguin Group (USA)	07/03/2006	2803	3618 ↑
9780393324815	Moneyball (TP)	Lewis, Michael	W. W. Norton & Company	29/03/2004	2021	3442 ↑
9780743201148	Now, Discover Your Strengths (HT)	Buckingham, Marcus	Simon & Schuster	29/01/2001	3876	3294 ↓
9780688014292	One Minute Manager (HT)	Blanchard, Ken	HarperCollins Publishers	01/01/1996	2806	2535 ↓
9780451205360	Richest Man in Babylon (TP)	Clason, George S.	Penguin Group (USA)	03/01/2002	2786	2430 ↓
9781591396192	Blue Ocean Strategy (HT)	Kim, W. Chan	Harvard Business School	01/01/2005	2735	2410 ↓
9780470837689	Personal Finance for Canadian Dummies (TP)	Tyson, Eric	John Wiley & Sons Canada, Limited	08/02/2007	3381	2225 ↓

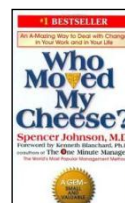
Classics and Newsmakers



Rich Dad, Poor Dad:
AAR= 5, AVD= 5%
This is the original title in the *Rich Dad, Poor Dad* series, which has both high unit sales and consistent annual sales.

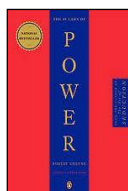


Getting to Yes:
AAR= 27, AVD= 18%
This is a classic text on negotiation strategy, first published in 1981 and reissued in 1991.



Who Moved My Cheese?:
AAR= 18, AVD= 9%
This modern classic about motivation still sells steadily year over year, with sales increasing in 2009.

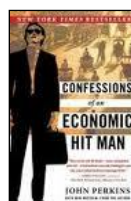
Titles You May Have Missed



The 48 Laws of Power:

AAR= 23, AVD= 8%

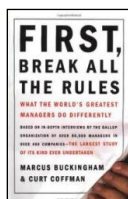
This title which draws from the advice of powerful figures in history has the third-steadiest sales in the Business category.



Confessions of an Economic Hit Man:

AAR= 17, AVD= 30%

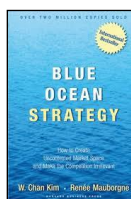
This is the highest-selling Business memoir on the top twenty list.



First, Break All the Rules:

AAR= 48, AVD= 32%

Sales of this book increased dramatically in the first half of 2007, which coincides with the HT release of *Go Put Your Strengths to Work*.



Blue Ocean Strategy:

AAR= 58, AVD= 11%

Although it appears lower on the list, this title has steadier sales than most of the other Business titles.

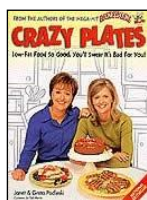
COOKING

Classics and Newsmakers

Joy of Cooking:
AAR= 8, AVD= 53%
The epitome of
cookbook classics,
this title was
reissued in 2006 for
its 75th anniversary.



Crazy Plates:
AAR= 25, AVD= 4%
The Podleski sisters
rule the Canadian
cookbook charts;
this backlist title
still sells
consistently well.

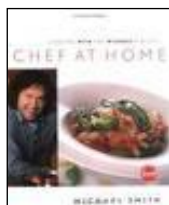


*Betty Crocker
Cookbook:*
AAR= 76, AVD= 13%
This classic general
cooking reference
book has steady
sales.

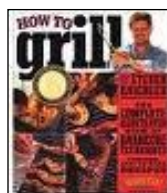


EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780968063132	Eat, Shrink and Be Merry! (TP)	Podleski, Janet	Granet Publishing, Incorporated	01/09/2005	27315	12470 ↓
9780743246262	Joy of Cooking (HT)	Rombauer, Irma S.	Simon & Schuster	31/10/2006	20241	12395 ↓
9780968063125	Crazy Plates (TP)	Podleski, Janet	Granet Publishing, Incorporated	01/09/2000	5628	5639 ↑
9781552857168	Chef at Home (TP)	Smith, Michael	Whitecap Books, Limited	13/10/2005	2698	4806 ↑
9780761120148	How to Grill (TP)	Raichlen, Steven	Workman Publishing	03/04/2001	3881	4652 ↑
9780762418633	X-Rated Shots (HT)	Running Press Staff	Running Press Book Publishers	24/03/2004	4050	4528 ↑
9781400052585	Everyday Italian (HT)	De Laurentiis, Giada	Crown Publishing Group	22/02/2005	5945	3807 ↓
9781400054343	Barefoot Contessa at Home (HT)	Garten, Ina	Crown Publishing Group	24/10/2006	10393	3767 ↓
9780609610664	Barefoot Contessa Family Style (HT)	Garten, Ina	Crown Publishing Group	29/10/2002	3843	3531 ↓
9780968862308	Rebar (TP)	Alsterburg, Audrey	Big Ideas Publishing	01/11/2001	3795	3453 ↓
9781401301958	Jamie's Italy (HT)	Oliver, Jamie	Hyperion Press	14/11/2006	7441	3417 ↓
9781594865756	Biggest Loser Cookbook (TP)	Alexander, Devin	Rodale Press, Incorporated	03/10/2006	2432	3294 ↑
9781896891699	Slow Cooker Dinners (BK)	Paré, Jean	Company's Coming Publishing, Limited	01/02/2005	3063	3233 ↑
9780778801337	Healthy Slow Cooker (TP)	Finlayson, Judith	Robert Rose Incorporated	30/11/2005	2940	2915 ↓
9780764576737	Betty Crocker Cookbook (TP)	Betty Crocker Editors	John Wiley & Sons, Incorporated	07/07/2006	2460	2579 ↑
9780679312536	Living the G. I. Diet (TP)	Gallop, Rick	Random House of Canada, Limited	11/11/2003	3580	2523 ↓
9780679314127	HeartSmart (TP)	Stern, Bonnie	Random House of Canada, Limited	28/02/2006	6036	2468 ↓
9780679312895	Complete Canadian Living Cookbook (TP)	Baird, Elizabeth	Random House of Canada, Limited	09/03/2004	2501	2434 ↓
9781401301941	Jamie's Dinners (HT)	Oliver, Jamie	Hyperion Press	03/11/2004	3585	2418 ↓
9780679314400	G. I. Diet Cookbook (TP)	Gallop, Rick	Random House of Canada, Limited	21/11/2006	3285	2346 ↓

Titles You May Have Missed



Chef at Home
AAR= 78, AVD= 39%
Michael Smith is one of Canada's few celebrity chefs. This book shares a title with his TV show, which in combination with the release of *Best of Chef at Home* in 2009 is likely the reason for an increase in units sold last year.



How to Grill:
AAR= 42, AVD= 11%
The highest selling grilling book on our list, this title is also a steady seller.



X-Rated Shots:
AAR= 38, AVD= 6%
This gift book is the second-steadiest seller in our top twenty list, just a few percentage points behind *Crazy Plates*.

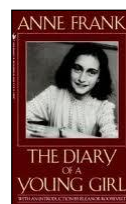


Rebar:
AAR= 44, AVD= 7%
The only vegetarian cookbook in the Cooking top twenty, this title includes recipes from its namesake restaurant in Victoria, B.C.

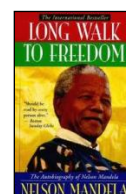
HISTORY

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780553296983	Diary of Anne Frank (MM)	Frank, Anne	Random House Publishing Group	01/06/1993	6064	6264 ↑
9780553577129	Diary of a Young Girl (MM)	Frank, Anne	Random House Publishing Group	03/02/1997	5382	4986 ↓
9780060760243	How to Lose a Battle (TP)	Fawcett, Bill	HarperCollins Canada, Limited	22/06/2006	3623	3452 ↓
9780316548182	Long Walk to Freedom (TP)	Mandela, Nelson	Little Brown & Company	01/10/1995	4040	3235 ↓
9780375760525	Paris 1919 (TP)	NULL	Random House Publishing Group	09/09/2003	3862	2580 ↓
9780887847066	Short History of Progress (TP)	Wright, Ronald	House of Anansi Press	23/10/2004	4686	2388 ↓
9780470836569	Canadian History for Dummies (TP)	Ferguson, Will	John Wiley & Sons Canada, Limited	20/09/2005	3176	2357 ↓
9780762418664	Our Dumb Century (HT)	Dickers, Scott	Running Press Book Publishers	21/04/2004	2440	2236 ↓
9780609809990	How the Scots Invented the Modern World (TP)	Herman, Arthur	Crown Publishing Group	24/09/2002	3002	2054 ↓
9780553815221	1421 (TP)	Menzies, Gavin	Transworld Publishers Limited	25/11/2003	2840	1883 ↓
9780394747231	Maus (TP)	Spiegelman, Art	Knopf Doubleday Publishing Group	12/08/1986	1334	1782 ↑
9780743224543	Band of Brothers (TP)	Ambrose, Stephen E.	Simon & Schuster	07/08/2001	1416	1504 ↑
9780743246989	Wild Swans (TP)	Chang, Jung	Simon & Schuster	05/08/2003	1909	1293 ↓
9780375725609	Devil in the White City (TP)	Larson, Erik	Knopf Doubleday Publishing Group	10/02/2004	2011	1197 ↑
9780060838652	People's History of the United States	Zinn, Howard	HarperCollins Publishers	21/07/2005	1029	1173 ↓
9780385658423	Vimy (TP)	Berton, Pierre	Doubleday Canada, Limited	09/10/2001	1559	1063 ↓
9781841150086	Great War for Civilisation (TP)	Fisk, Robert	HarperCollins Publishers Limited	19/10/2006	2111	931 ↓
9780312361815	Five Families (TP)	Raab, Selwyn	St. Martin's Press	05/09/2006	1145	910 ↓
9781586483982	Fate of Africa (TP)	Meredith, Martin	PublicAffairs	26/06/2006	1464	866 ↓
9780140284584	Stalingrad (TP)	Beevor, Antony	Penguin Group (Canada)	10/05/1999	938	830 ↓

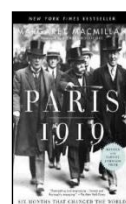
Classics and Newsmakers

*The Diary of Anne Frank:*

AAR= 7, AVD= 17%
Two editions of this classic Holocaust memoir sit atop the top twenty list.

*Long Walk to Freedom:*

AAR= 12, AVD= 11%
Mandela's autobiography has maintained a steady sales performance.

*Paris 1919:*

AAR= 19, AVD= 40%
Sales have declined slightly since 2006, but are steadying to a level that shows this title is a modern classic in the History category.

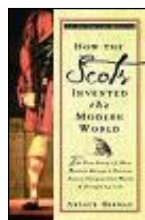
Titles You May Have Missed

*How to Lose a Battle:*

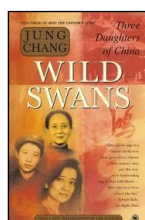
AAR= 14, AVD= 6%
This title has the highest average rank other than *Anne Frank*, and has the lowest average deviation in the History top twenty.

*A Short History of Progress:*

AAR= 14, AVD= 38%
This title is exemplary of the popularity of The Massey Lectures series.

*How the Scots Invented the Modern World:*

AAR= 25, AVD= 25%
Fairly consistent sales and a modest average ranking make this title a standard in the history category.

*Wild Swans:*

AAR= 52, AVD= 33%
This book presents a female perspective on modern Chinese history.

POLITICAL SCIENCE

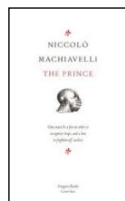
Classics and Newsmakers

The Communist Manifesto:

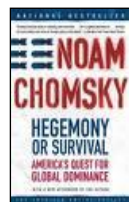
AAR= 45, AVD= 28%
This classic political-economic treatise has had somewhat steady sales in a new edition.

*The Prince:*

AAR= 41, AVD= 40%
This is a classic political text that sells moderately well year over year.

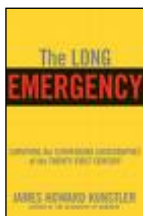
*Hegemony or Survival:*

AAR= 21, AVD= 57%
Sales of this book surged in 2006 when Hugo Chavez recommended it during a UN speech.



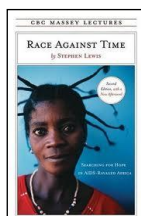
EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780802142498	Long Emergency (TP)	Kunstler, James Howard	Grove/Atlantic, Incorporated	10/03/2006	1670	1074 ↓
9780141018935	Communist Manifesto (TP)	Marx, Karl	Penguin Group (Canada)	01/02/2005	1193	1009 ↓
9780141018850	Prince (TP)	Machiavelli, Niccolo	Penguin Group (Canada)	01/02/2005	1427	973 ↓
9780805076882	Hegemony or Survival (TP)	Chomsky, Noam	Henry Holt & Company	17/08/2004	3048	889 ↓
9780887847530	Race Against Time (TP)	Lewis, Stephen	House of Anansi Press	08/06/2006	4683	851 ↓
9780140447576	Communist Manifesto (TP)	Marx, Karl	Penguin Group (USA)	02/08/2004	574	738 ↑
9780143054641	Lesser Evil (TP)	Ignatieff, Michael	Penguin Group (USA)	07/11/2006	458	689 ↑
9780143034667	Ghost Wars (TP)	Coll, Steve	Penguin Group (Canada)	28/12/2004	1325	688 ↓
9780679405641	Wealth of Nations (TP)	Smith, Adam	Knopf Doubleday	15/10/1991	636	550 ↓
9780802141323	Wretched of the Earth (HT)	Fanon, Frantz	Grove/Atlantic, Incorporated	16/03/2005	303	485 ↑
9780385413725	From Beirut to Jerusalem (TP)	Friedman, Thomas L.	Knopf Doubleday	15/07/1990	2797	482 ↓
9780684844411	Clash of Civilizations and the Remaking of World Order (TP)	Huntington, Samuel P.	Simon & Schuster	28/01/1998	624	475 ↓
9781876175702	Motorcycle Diaries (TP)	Guevara, Ernesto Che	Ocean Press	01/08/2002	428	469 ↑
9780143012597	Natashas (TP)	Malarek, Victor	Penguin Group (Canada)	01/10/2004	261	457 ↑
9780771022760	While Canada Slept (TP)	Cohen, Andrew	McClelland & Stewart	16/03/2004	822	422 ↓
9780385339360	Inside Delta Force (TP)	Haney, Eric	Random House Publishing	30/08/2005	335	393 ↑
9780312243357	We Wish to Inform You That Tomorrow We Will Be Killed with Our Families (TP)	Gourevitch, Philip	Picador	17/08/1999	487	389 ↓
9780140431957	Penguin Classics Leviathan (TP)	Hobbes, Thomas	Penguin Group (USA)	01/01/1981	225	326 ↑
9780345396358	Better Than Sex (TP)	Thompson, Hunter S.	Random House Publishing	22/08/1995	207	281 ↑
9780304365548	Real Bravo Two Zero (MM)	Asher, Michael	Orion Publishing	13/02/2003	368	265 ↓

Titles You May Have Missed

*The Long Emergency:*

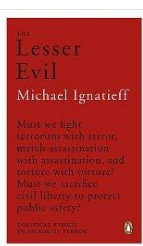
AAR= 29, AVD= 32%

This title about the post-oil future continued to sell well in its category in 2009.

*Race Against Time:*

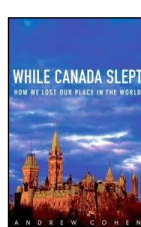
AAR= 17, AVD= 68%

This book, another one in The Massey Lectures series, has the second-highest average annual rank of the top twenty titles.

*The Lesser Evil:*

AAR= 103, AVD= 25%

Sales of Ignatieff's political writing increased in 2009, likely because of his political candidacy.

*While Canada Slept:*

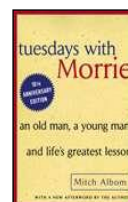
AAR= 71, AVD= 45%

Released in 2004, this title has stayed within the top 300 political science books every year from 2006 to 2009.

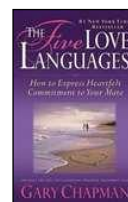
RELIGION

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780767905923	Tuesdays with Morrie (TP)	Albom, Mitch	Broadway Books	08/10/2002	17776	16956 ↓
9781881273158	Five Love Languages (TP)	Chapman, Gary	Moody Publishers	01/07/1995	10407	13752 ↑
9780394404288	Prophet (HT)	NULL	Knopf Doubleday Publishing Group	12/09/1923	3776	3619 ↓
9780060652920	Mere Christianity (HT)	Lewis, C. S.	HarperCollins Publishers	25/01/2001	3426	2744 ↓
9781573221115	Art of Happiness (HT)	Cutler, Howard C.	Penguin Group (USA) Incorporated	01/10/1998	2891	2273 ↓
9780743453363	How to Practice (HT)	Dalai Lama XIV	Simon & Schuster	19/08/2003	2696	2210 ↓
9780743243155	Road Less Traveled Set (TP)	Peck, Michael Scott	Simon & Schuster	07/01/2003	2397	2081 ↓
9780399142789	Conversations with God Bk. 1	Walsch, Neale Donald	Penguin Group (USA) Incorporated	04/02/2002	2655	1906 ↓
9781401902957	Everyday Positive Thinking (HT)	Hay, Louise L.	Hay House, Incorporated	15/03/2004	1552	1661 ↑
9780060652937	Screwtape Letters (TP)	Lewis, C. S.	HarperCollins Publishers	25/01/2001	2160	1656 ↓
9780762416844	Purpose Driven Life (TP)	Warren, Rick	Running Press Book Publishers	11/09/2003	1970	1641 ↓
9781401908973	Left to Tell (HT)	Ilibagiza, Immaculée	Hay House, Incorporated	10/02/2006	3416	1629 ↓
9780446691093	Battlefield of the Mind (TP)	Meyer, Joyce	FaithWords	01/10/2002	1303	1604 ↑
9780060929701	There's a Spiritual Solution to Every	Dyer, Wayne W.	HarperCollins Canada, Limited	07/08/2003	2327	1578 ↓
9780345384560	History of God (TP)	Armstrong, Karen	Random House Publishing Group	09/08/1994	2241	1554 ↓
9780757300189	Chicken Soup for the Christian	Canfield, Jack L.	Health Communications	19/08/2002	2467	1542 ↓
9780736917223	Book of Prayer (TP)	Omartian, Stormie	Harvest House Publishers	15/01/2006	1806	1478 ↓
9781400032808	Under the Banner of Heaven (HT)	Krakauer, Jon	Knopf Doubleday Publishing Group	08/06/2004	1868	1400 ↓
9780743278904	Jonathan Livingston Seagull	Bach, Richard	Simon & Schuster	03/01/2006	1206	1354 ↑
9780140449204	Koran (TP)	Dawood, N. J.	Penguin Group (USA) Incorporated	31/12/2002	1629	1319 ↓

Classics and Newsmakers



Tuesdays with Morrie:
AAR= 3, AVD= 18%
This title has a very high average annual ranking, and has been adapted for film and stage.

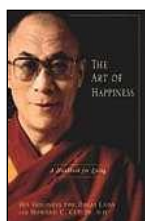


The Five Love Languages:
AAR= 5, AVD= 29%
This book is a modern classic with increasingly high sales.



Mere Christianity:
AAR= 19, AVD= 18%
This steadily selling book is one of Lewis' most well-known non-fiction works.

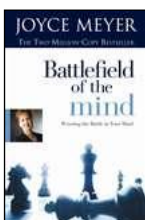
Titles You May Have Missed



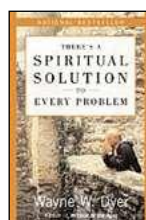
The Art of Happiness:
AAR= 23, AVD= 12%
This was the Dalai Lama's highest-selling book from our list in 2009.



Left to Tell:
AAR= 28, AVD= 53%
Although sales are falling from 2006 levels, this title has stayed in the top 200 every year and has a relatively high average annual rank.



Battlefield of the Mind:
AAR= 73, AVD= 12%
Prolific Christian author Joyce Meyer's Self-Help book has steady annual sales.

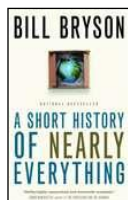


There's a Spiritual Solution to Every Problem:
AAR= 40, AVD= 24%
Dyer's text was released in 2003, and still sells relatively well in its category.

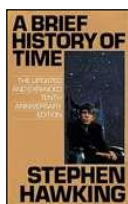
SCIENCE

Classics and Newsmakers

A Short History of Nearly Everything:
AAR= 3, AVD= 21%
This accessible collection of scientific knowledge has the highest average annual rank in its category.



A Brief History of Time:
AAR= 10, AVD= 14%
This modern classic continues to sell well.

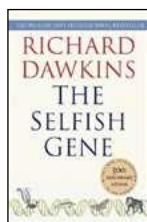


The Origin of Species:
AAR= 16, AVD= 12%
This classic text on evolution sells consistently each year from 2006 to 2009.

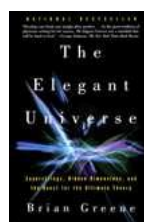


EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780736063685	Strength Training Anatomy (TP)	Delavier, Frédéric	Human Kinetics Publishers	01/10/2005	9172	15063 ↑
9780736048132	Women's Strength Training Anatomy	Delavier, Frédéric	Human Kinetics Publishers	30/12/2002	4501	7993 ↑
9780385660044	Short History of Nearly Everything	Bryson, Bill	Doubleday Canada, Limited	14/09/2004	9528	7360 ↓
9780553380163	Brief History of Time (TP)	Hawking, Stephen W.	Random House Publishing Group	01/09/1998	3194	4116 ↑
9780199291151	The Selfish Gene (TP)	Dawkins, Richard	Oxford University Press	15/04/2006	3461	4002 ↑
9780805350869	Anatomy Coloring Book (TP)	Kapit, Wynn	Benjamin-Cummings	25/06/2001	2862	3203 ↑
9780375751462	Origin of Species (TP)	Darwin, Charles	Random House Publishing Group	11/08/1998	2432	2916 ↑
9780375708114	Elegant Universe (TP)	Greene, Brian	Knopf Doubleday Publishing Group	29/02/2000	2310	2686 ↑
9780764119798	Anatomy and Physiology the Easy	Alcamo, I. Edward	Barron's Educational	01/04/2004	1855	2294 ↑
9780764554308	Chemistry for Dummies (HT)	Moore, John T.	John Wiley & Sons, Incorporated	22/11/2002	1852	2250 ↑
9780060845506	Third Chimpanzee (TP)	Diamond, Jared M.	HarperCollins Publishers	21/12/2005	3007	2056 ↓
9780393324822	Stiff (TP)	Roach, Mary	W. W. Norton & Company	26/04/2004	1422	1936 ↑
9780375727207	Fabric of the Cosmos (TP)	Greene, Brian	Knopf Doubleday Publishing Group	08/02/2005	3878	1642 ↓
9780764554339	Physics for Dummies (TP)	Holzner, Steven	John Wiley & Sons Canada, Limited	23/11/2005	1420	1508 ↑
9780753819968	Ancestor's Tale (TP)	Dawkins, Richard	Orion Publishing Group, Limited	01/09/2005	1469	1356 ↓
9780143037880	Singularity Is Near (TP)	Kurzweil, Ray	Penguin Group (USA)	14/09/2006	969	1151 ↑
9780385477055	Hyperspace (TP)	Kaku, Michio	Knopf Doubleday Publishing Group	01/02/1995	658	1049 ↑
9780762416981	On the Shoulders of Giants (TP)	Hawking, Stephen W.	Running Press Book Publishers	11/12/2003	857	1048 ↑
9780060922580	Holographic Universe (TP)	Talbot, Michael	HarperCollins Canada, Limited	09/04/1992	895	972 ↑
9780553802023	Universe in a Nutshell (HT)	Hawking, Stephen W.	Random House Publishing Group	06/11/2001	1262	837 ↓

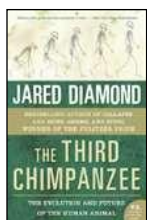
Titles You May Have Missed



The Selfish Gene:
AAR= 10, AVD= 16%
Originally published in 1976, this text on evolution is tied with *A Brief History of Time* for the third-highest average annual rank in the Science category.



The Elegant Universe:
AAR= 18, AVD= 15%
This book on Superstring theory has consistent sales.



The Third Chimpanzee:
AAR= 14, AVD= 25%
This book is the precursor to Diamond's other bestseller, *Guns, Germs, and Steel*, and has steady annual sales.

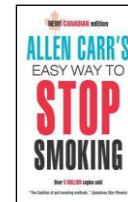


Stiff:
AAR= 33, AVD= 18%
This title about the scientific uses of cadavers has sold relatively steadily from 2006 onward, with sales actually increasing by 37% from 2008 to 2009.

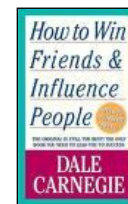
SELF-HELP

EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780973468403	Allen Carr's Easy Way to Stop Smoking (HT)	Carr, Allen	Clarity Publishing	01/08/2004	13876	15890 ↑
9781878424310	Four Agreements (TP)	Ruiz, Don Miguel	Amber-Allen Publishing	01/11/1997	15693	12591 ↓
9780671723651	How to Win Friends and Influence	Carnegie, Dale	Simon & Schuster	01/09/2002	10810	12577 ↑
9780142000281	Getting Things Done (TP)	Allen, David	Penguin Group (USA)	01/12/2002	7131	11996 ↑
9780743269513	7 Habits of Highly Effective People	Covey, Stephen R.	Simon & Schuster	09/11/2004	12150	11993 ↓
9780937611012	You Can Heal Your Life (TP)	Hay, Louise L.	Hay House, Incorporated	01/01/2003	10515	8701 ↓
9781572244139	Anxiety and Phobia Workbook (TP)	Bourne, Edmund J.	New Harbinger Publications	07/06/2005	5628	6569 ↑
9780380810338	Feeling Good (TP)	Burns, David D.	HarperCollins Publishers	21/10/1999	6753	6346 ↓
9780684856094	7 Habits of Highly Effective Teens (TP)	Covey, Stephen R.	Simon & Schuster	09/10/1998	6725	5882 ↓
9780757300882	Chicken Soup for the Mother and	Canfield, Jack L.	Health Communications	18/02/2003	8907	5481 ↓
9780786881857	Don't Sweat the Small Stuff... (TP)	Carlson, Richard	Hyperion Press	16/01/1997	5292	5254 ↓
9781401902162	Power of Intention (TP)	Dyer, Wayne W.	Hay House, Incorporated	31/03/2004	7035	5219 ↓
9780060899196	PostSecret (HT)	Warren, Frank	HarperCollins Publishers	17/11/2005	6480	5121 ↓
9780757303289	Chicken Soup for the Grandma's Soul	Thieman, LeAnn	Health Communications	19/07/2005	5527	5053 ↓
9780894864025	Codependent No More (TP)	Beattie, Melody	Hazelden Publishing	01/07/1996	4947	4996 ↑
9780385303125	Full Catastrophe Living (TP)	Kabat-Zinn, Jon	Random House Publishing Group	01/05/1990	3843	4872 ↑
9780740761768	Worst-Case Scenario Little Book	Borgenicht, David	Andrews McMeel Publishing	01/09/2006	3946	4695 ↑
9780449214923	Think and Grow Rich (MM)	Hill, Napoleon	Random House Publishing Group	12/05/1987	4786	4677 ↓
9781558743663	Child Called "It" (TP)	Pelzer, Dave	Health Communications,	04/08/1995	4966	4585 ↓
9780273706250	Rules of Life (TP)	Templar, Richard	Pearson Education Canada	31/10/2005	6440	4547 ↓

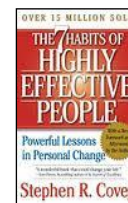
Classics and Newsmakers



Allen Carr's Easy Way to Stop Smoking:
AAR= 5, AVD= 13%
This title has big sales, low deviation, and the second-highest average ranking in the Self-Help category.

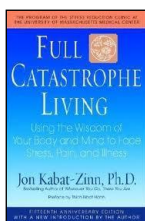


How to Win Friends and Influence People:
AAR= 9, AVD= 11%
This classic book was one of the first Self-Help bestsellers, and its sales remained steady from 2006 to 2009.



The 7 Habits of Highly Effective People:
AAR= 7, AVD= 4%
A modern classic, this book has the third-lowest average deviation of the top twenty titles.

Titles You May Have Missed



Full Catastrophe Living:

AAR= 52, AVD= 16%

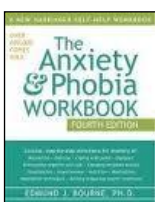
Sales of this book about stress reduction and using meditation for healing are growing, with 1000 more units sold in 2009 than its four-year average.



PostSecret:

AAR= 22, AVD= 17%

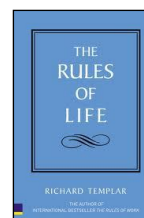
This book, which began as a website, has steady annual sales.



The Anxiety and Phobia Workbook:

AAR= 30, AVD= 16%

First published in 1990, this workbook has high sales and a relatively low average deviation.



The Rules of Life:

AAR= 24, AVD= 15%

The top-selling book in the *Rules* series, this book is a steady seller.

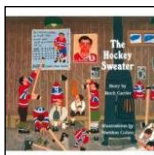
SPORTS

Classics and Newsmakers

*The Hockey**Sweater (TP):*

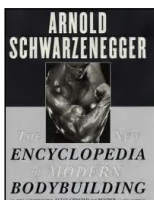
AAR= 9, AVD= 8%

This modern classic sold very well each year from 2006 to 2009, as did the hardcover.

*The New**Encyclopedia of Modern**Bodybuilding:*

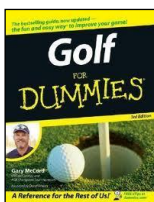
AAR= 11, AVD= 7%

This guide has the second-highest average rank in the Sports category.

*Golf for Dummies:*

AAR= 34, AVD= 19%

This guide had the highest unit sales in 2009 than any other golf book on our list.



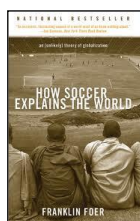
EAN	Title	Author	Publisher	Pub date	Avg. Sold/yr	2009 Units
9780887761744	Hockey Sweater (TP)	Carrier, Roch	Tundra Books, Incorporated	01/09/1985	3924	3340 ↓
9780684857213	New Encyclopedia of Modern Bodybuilding (TP)	Schwarzenegger, Arnold	Simon & Schuster	05/11/1999	3364	2905 ↓
9780887761690	Hockey Sweater (HT)	Carrier, Roch	Tundra Books, Incorporated	01/03/1984	2342	2598 ↑
9780470835845	Game (TP)	Dryden, Ken	John Wiley & Sons, Incorporated	27/01/2005	2138	1849 ↓
9780060731427	How Soccer Explains the World (TP)	Foer, Franklin	HarperCollins Canada, Limited	23/06/2005	2565	1073 ↓
9780757301452	Chicken Soup for the Fisherman's Soul (TP)	Canfield, Jack L.	Health Communications, Incorporated	20/04/2004	1847	1070 ↓
9780471768715	Golf for Dummies (TP)	McCord, Gary	John Wiley & Sons Canada, Limited	13/01/2006	1564	968 ↓
9780671612979	Five Lessons (TP)	Hogan, Ben	Simon & Schuster	20/09/1985	726	966 ↑
9781416903673	Phil Gordon's Little Green Book (HT)	Gordon, Phil	Simon & Schuster Children's	04/10/2005	2096	823 ↓
9780764155505	Fly-Tying Bible (HT)	Gathercole, Peter	Barron's Educational	01/06/2003	782	761 ↓
9780471791430	Sailing for Dummies (TP)	Isler, Peter	John Wiley & Sons Canada, Limited	19/05/2006	812	723 ↓
9780736051231	Hockey Tough (TP)	Miller, Saul L.	Human Kinetics Publishers	24/07/2003	679	632 ↓
9780684859248	Harvey Penick's Little Red Book (TP)	Penick, Harvey	Simon & Schuster	19/05/1999	734	629 ↓
9781579548834	Bicycling Magazine's Complete Guide to Bicycle Maintenance and Repair (TP)	Downs, Todd	Rodale Press, Incorporated	01/02/2005	596	576 ↓
9780764550287	Fishing for Dummies (TP)	Kaminsky, Peter	John Wiley & Sons, Incorporated	10/04/1997	563	569 ↑
9780071475334	Anatomy for Strength and Fitness	Vella, Mark	McGraw-Hill Companies	01/08/2006	870	534 ↓
9780762406333	Golf (HT)	McCord, Gary	Running Press Book Publishers	01/06/2005	853	502 ↓
9780684803647	Golf Is Not a Game of Perfect (HT)	Rotella, Bob	Simon & Schuster	09/05/1995	497	495 ↓
9781551924540	Quidditch Through the Ages (TP)	Whisp, Kennilworthy	Raincoast Book Distribution	01/09/2004	1052	484 ↓
9780684873206	Hey Rube (TP)	Thompson, Hunter S.	Simon & Schuster	26/07/2005	866	474 ↓

Titles You May Have Missed

*The Game:*

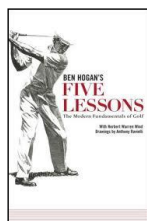
AAR= 18, AVD= 12%

A behind-the-scenes account of the Montreal Canadiens, this steady seller had the most units sold in 2009 than any other sports memoir.

*How Soccer Explains the World:*

AAR= 25, AVD= 51%

Although its sales were lower than average in 2009, this title still sells relatively well for its category.

*Five Lessons:*

AAR= 94, AVD= 17%

Ben Hogan's instructional text, first published in 1957, continues to sell steadily.

*The Fly-Tying Bible:*

AAR= 82, AVD= 8%

Several fishing books made it into the Sports top twenty. This title is a very steady seller.

SUMMARY AND CONCLUSIONS

Perennial bestsellers are what every publisher wants in their backlist, and what every bookseller wants on their shelves. Using four years of SalesData, it is possible to make informed statements about what these continually bestselling titles are in each category.

Some of the titles we highlighted had a high standard of deviation in combination with very high units sold. While a high standard of deviation may denote a less predictable demand for a title, when sales are so high in the first place the deviation may not be cause for concern. Steadily declining sales, however, may indicate that a title may not remain a perennial bestseller in the years to come. Instead, the really intriguing titles are the ones that have very high sales and a low deviation, such as *American Gods*, *The Game*, *How to Grill*, and *The Anxiety and Phobia Workbook*. For booksellers, keeping these consistently selling titles in stock can be an efficient use of shelf space.

Although it is impossible to determine why certain titles become perennial bestsellers, a few factors have become apparent throughout our research. Film and TV adaptations are very helpful in extending the sales of titles by keeping them in the forefront of the public consciousness and introducing them to new audiences. Repackaging older titles to update their jackets for a contemporary aesthetic (such as *Full Catastrophe Living*) may increase sales, while some classics (such as *Love You Forever*) keep the original jacket design since they often sell based on recognition or reputation. Special anniversaries can also lead to new editions (like *The Joy of Cooking's* 75th Anniversary edition) and increased media attention, which may in turn boost sales.

Finally, consistent backlist sales can also be correlated to the releases and promotion of related frontlist. This is characteristic of ongoing series (*Dexter*, for example) or prolific authors who release titles on a regular schedule like Jodi Picoult, particularly after a break-out book.