



BNC RESEARCH

Perennial **Bestsellers**

The Most Reliable Books to Stock by Category, 2010–2013

A Research Report by BookNet Canada



08.2014

PREPARED BY BOOKNET CANADA STAFF
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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 are a sure thing for booksellers' shelves. Since BNC SalesData has tracked Canadian book sales for nearly nine years now, from 2006 to 2013, we have enough data to determine the long-standing bestsellers in each subject category. So, in order to help booksellers, we have put together a list of perennial bestsellers—titles that have consistently sold well over the past four years. These may not be the biggest sellers, but they consistently sell well and are tried and true.

We first released a perennial bestseller study in 2010, in which we reported on sales data from 2006 to 2009. This new study focuses on book sales recorded from 2010 to 2013 and compares our findings to the previous study where analysis is merited. In this study, we list the top twenty perennial bestsellers in fifteen major subject categories, based on sales recorded from 2010 to 2013, while also comparing our findings to the previous study to gain an eight-year view of perennial bestsellers.

Some of these perennial bestsellers are classics (*The Prophet*), some are modern classics (*The Catcher in the Rye*), and some are bestsellers that have been adapted for television, film, stage, or radio and therefore continue to maintain their relevance in the market (*The Chronicles of Narnia*).

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: to provide the data that actually proves correct any assumptions about perennial bestsellers, and to reveal bestsellers that 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 three “Titles You May Have Missed” to describe in more detail.

Caveats

It is impossible to say if specific titles will continue to sell well into 2015 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 85% 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. SalesData 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.

In addition, BNC SalesData does not yet include ebook sales.

Approach

To identify consistently bestselling books, we searched for titles that ranked well in their category every year from 2010 to 2013—these are not the books that sold the highest number of units, but rather those that sold the most consistently over the four-year period. This rank threshold was determined by how widely we had to search to compile a list of at least thirty titles. For example, a Romance perennial bestseller needed to rank within the top 400 every year, while titles in the Biography category had to rank within the top 200 every year. The categories we studied, and their corresponding rank thresholds, are:

FICTION

- Comics and Graphic Novels (200)
- General Fiction (200)
- Mystery (200)
- Romance (400)
- Science Fiction and Fantasy (400)
- Thrillers and Suspense (300)

NON-FICTION

- Biography (200)
- Business (200)
- Cooking (200)
- Health and Fitness (300)
- History (300)
- Religion (300)
- Self-Help (300)

JUVENILE

- Juvenile Fiction (300)
- Juvenile Non-Fiction (300)

Once a list of at least thirty titles was compiled, we sorted it by units sold in 2013 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: title, contributor, ISBN, publisher, binding type, list price, and publication date. Titles that have been consistent bestsellers over eight years from 2006 to 2013 are highlighted.

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 six books of potential interest: three "Classics and Newsmakers" and three "Titles You May Have Missed." These selections are accompanied by their average annual rank from 2010 to 2013, 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 *To Kill a Mockingbird* is a very steady seller, since annual sales only deviated an average of 7%.

Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Title	Contributor	ISBN
Days Gone Bye	Kirkman, Robert	978
Miles Behind Us	Kirkman, Robert	978
The Walking Dead Compendium	Kirkman, Robert	978
Safety Behind Bars	Kirkman, Robert	978
The Heart's Desire	Kirkman, Robert	978
Watchmen	Moore, Alan	978
The Walking Dead	Kirkman, Robert	978
This Savage Life	Kirkman, Robert	978

COMICS AND GRAPHIC NOVELS

“This city is afraid of me. I’ve seen its true face.
Rorschach, Alan Moore, *Watchmen*



Classics and Newsmakers

**Watchmen**

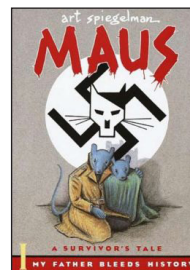
AAR = 10, AVD = 5%

An 8-year perennial bestseller, this commercial success has the steadiest sales on the Comics and Graphic Novels list.

**The Dark Knight Returns**

AAR = 26, AVD = 24%

This four-issue miniseries had high sales with a spike in 2012, likely caused by the releases of both an animated version and a feature film adaptation.

**Maus I: My Father Bleeds History**

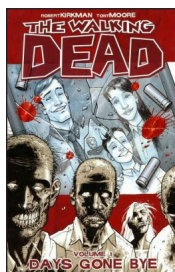
AAR = 56, AVD = 9%

First published in 1986, this Pulitzer Prize-winning graphic novel about Spiegelman's Holocaust experience has very steady sales year-over-year.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
Days Gone Bye	Kirkman, Robert	9781582406725	Image Comics	TP	\$18.99	9/26/06
Miles Behind Us	Kirkman, Robert	9781582407753	Image Comics	TP	\$18.99	4/21/09
The Walking Dead Compendium	Kirkman, Robert	9781607060765	Image Comics	TP	\$75.00	5/19/09
Safety Behind Bars	Kirkman, Robert	9781582408057	Image Comics	TP	\$18.99	12/23/08
The Heart's Desire	Kirkman, Robert	9781582405308	Image Comics	TP	\$18.99	4/28/09
Watchmen	Moore, Alan	9780930289232	DC Comics	TP	\$23.99	4/1/95
The Walking Dead	Kirkman, Robert	9781582406190	Image Comics	HT	\$43.99	10/12/10
This Sorrowful Life	Kirkman, Robert	9781582406848	Image Comics	TP	\$18.99	4/20/10
Batman: The Killing Joke	Moore, Alan	9781401216672	DC Comics	HT	\$19.99	3/19/08
Battle Royale	Takami, Kouhun	9781421527727	Viz Media	TP	\$19.99	11/17/09
The Calm Before	Kirkman, Robert	9781582408286	Image Comics	TP	\$18.99	11/9/10
Made to Suffer	Kirkman, Robert	9781582408835	Image Comics	TP	\$18.99	7/8/08
Here We Remain	Kirkman, Robert	9781607060222	Image Comics	TP	\$18.99	1/20/09
The Dark Knight Returns	Miller, Frank	9781563893421	DC Comics	TP	\$23.99	5/1/97
What We Become	Kirkman, Robert	9781607060758	Image Comics	TP	\$18.99	8/18/09
The Walking Dead, Book 2	Kirkman, Robert	9781582406985	Image Comics	HT	\$43.99	10/26/10
Black Butler	Toboso, Yana	9780316080842	Yen Press	TP	\$14.00	1/26/10
The Walking Dead, Book 3	Kirkman, Robert	9781582408255	Image Comics	HT	\$43.99	10/20/10
Batman - Year One	Miller, Frank	9781401207526	DC Comics	TP	\$17.99	1/10/07
Maus I: My Father Bleeds History	Spiegelman, Art	9780394747231	Knopf Doubleday Publishing Group	TP	\$17.95	8/12/86

Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**The Walking Dead, Volume 1: Days Gone Bye**

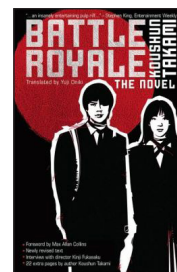
AAR = 2, AVD = 38%

Kirkman has thirteen volumes from his *Walking Dead* series on this list. Sales of these books have steadily increased year-over-year after the TV show adaptation debuted in 2010.

**Black Butler, Volume 1**

AAR = 32, AVD = 19%

This manga series is a very steady seller in Canada. The anime adaptation debuted in North America in 2011.

**Battle Royale**

AAR = 28, AVD = 53%

Originally published as a novel in 1999, this pulp-fiction dystopia sold 220% more units in 2012 than it did in 2011, possibly due to the release of the first *Hunger Games* film. Fans of *Battle Royale* consider it to be the original *Hunger Games*.

GENERAL FICTION

“There’s nothing like the deep breaths after laughing that hard.
Nothing in the world like a sore stomach for the right reasons.
Stephen Chbosky, *The Perks of Being a Wallflower*

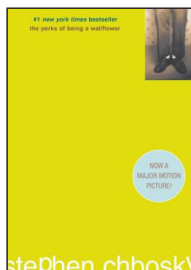


Classics and Newsmakers

**The Great Gatsby**

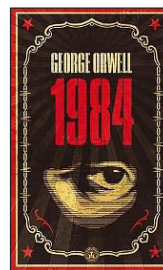
AAR = 80, AVD = 67%

The Great Gatsby film release and ensuing market saturation led to a rise in sales of this title in 2013.

**The Perks of Being a Wallflower**

AAR = 39, AVD = 75%

Sales soared in 2012 for this eight-year perennial bestseller, likely due to the release of a film version of the book that year.

**Nineteen Eighty-Four**

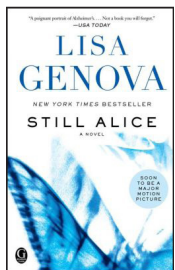
AAR = 22, AVD = 6%

Orwell's literary political fiction and dystopian science-fiction classic has dependably high and steady sales.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
The Perks of Being a Wallflower	Chbosky, Stephen	9780671027346	MTV Books	TP	\$15.50	2/1/99
The Alchemist	Coelho, Paulo	9780061122415	HarperCollins Publishers Limited	TP	\$18.50	4/12/06
The Great Gatsby	Fitzgerald, F. Scott	9780140007466	Penguin Books, Limited	TP	\$8.99	9/1/91
Nineteen Eighty-Four	Orwell, George	9780141036144	Penguin Books, Limited	TP	\$10.99	7/29/08
To Kill a Mockingbird	Lee, Harper	9780446310789	Grand Central Publishing	MM	\$9.99	10/11/88
Still Alice	Genova, Lisa	9781439102817	Gallery Books	TP	\$17.00	1/6/09
The Catcher in the Rye	Salinger, J. D.	9780316769488	Little Brown & Company	MM	\$9.99	5/1/91
Cutting for Stone	Verghese, Abraham	9780307357786	Random House of Canada, Limited	TP	\$22.00	1/26/10
The Kite Runner	Hosseini, Khaled	9780385660075	Doubleday Canada, Limited	TP	\$21.00	5/11/04
Three Day Road	Boyden, Joseph	9780143056959	Penguin Group (Canada)	TP	\$20.00	5/6/08
Animal Farm	Orwell, George	9780141036137	Penguin Books, Limited	TP	\$10.99	7/29/08
Running Blind	Child, Lee	9780515143508	Penguin Group (USA) Inc.	MM	\$10.99	8/28/07
Lord of the Flies	Golding, William	9780571084838	Faber & Faber, Limited	TP	\$11.99	1/1/58
A Brave New World	Huxley, Aldous	9780307356543	Random House of Canada, Limited	TP	\$16.95	8/28/07
The Five People You Meet in Heaven	Albom, Mitch	9781401308582	Hyperion Press	TP	\$15.50	3/1/06
The Curious Incident of the Dog in the Night-Time	Haddon, Mark	9780385659802	Doubleday Canada, Limited	TP	\$19.95	5/18/04
Through Black Spruce	Boyden, Joseph	9780143017875	Penguin Group (Canada)	TP	\$10.99	9/15/09
The Catcher in the Rye	Salinger, J. D.	9780316769174	Little, Brown Books for Young Readers	TP	\$20.00	1/30/01
Fight Club	Palahniuk, Chuck	9780393327342	W. W. Norton & Company, Incorporated	TP	\$15.50	9/27/05
The Birth House	McKay, Ami	9780676977738	Knopf Canada	TP	\$22.00	3/6/07

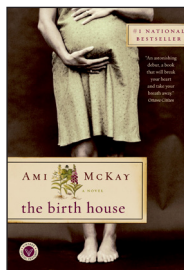
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**Still Alice**

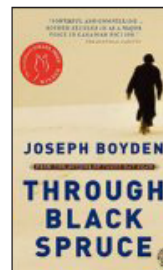
AAR = 12, AVD = 50%

Genova's decorated first novel has high sales although year-over-year the numbers have been declining. Sales may rise again after the release of a major motion picture adaptation in 2015.

**The Birth House**

AAR = 68, AVD = 58%

Canadian novelist Ami McKay rounds out the Fiction list with her debut novel *The Birth House*.

**Through Black Spruce**

AAR = 102, AVD = 76%

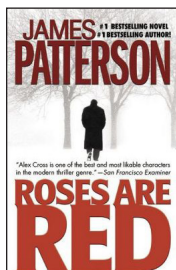
Winner of the 2008 Giller Prize, this title from Canadian author Joseph Boyden sold 180% more unit sales in 2010 than in 2011.

MYSTERY

“There is nothing more deceptive than an obvious fact.
Sherlock Holmes, Sir Arthur Conan Doyle, *The Penguin Complete Sherlock Holmes*

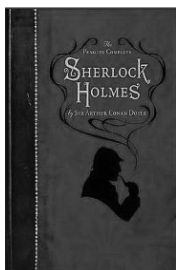


Classics and Newsmakers

**Roses Are Red**

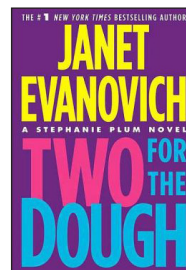
AAR = 78, AVD = 35%

This book has the steadiest sales out of the six James Patterson titles in the Mystery top twenty.

**The Penguin Complete Sherlock Holmes**

AAR = 63, AVD = 52%

Countless adaptations of Sir Arthur Conan Doyle's beloved detective series surely boost sales and keep Sherlock relevant in the market.

**Two for the Dough**

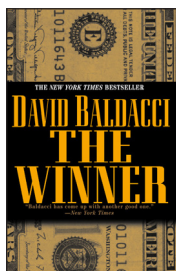
AAR = 33, AVD = 35%

This eight-year perennial bestseller has the steadiest sales out of the five Evanovich titles on this list.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
1st to Die	Patterson, James	9780446610032	Grand Central Publishing	MM	\$9.00	2/1/02
The Redbreast	Nesbø, Jo	9780099546771	Random House of Canada, Limited	TP	\$19.95	11/2/09
Two for the Dough	Evanovich, Janet	9780312948962	St. Martin's Press	MM	\$10.99	5/29/07
One for the Money	Evanovich, Janet	9780312990459	St. Martin's Press	MM	\$10.99	4/14/03
The Penguin Complete Sherlock Holmes	Doyle, Arthur Conan	9780141040288	Penguin Books, Limited	TP	\$34.00	11/24/09
The Winner	Baldacci, David	9780446606325	Grand Central Publishing	MM	\$9.50	12/1/98
The Devil's Star	Nesbø, Jo	9780099546764	Random House of Canada, Limited	TP	\$19.95	11/2/09
Roses Are Red	Patterson, James	9780446605489	Grand Central Publishing	MM	\$9.00	10/1/01
Along Came a Spider	Patterson, James	9780446364195	Grand Central Publishing	MM	\$9.00	12/1/93
Three to Get Deadly	Evanovich, Janet	9780312966096	St. Martin's Press	MM	\$10.99	7/15/98
Déjà Dead	Reichs, Kathy	9780671011369	Pocket Books	MM	\$10.99	6/1/98
Total Control	Baldacci, David	9780446604840	Grand Central Publishing	MM	\$9.50	12/1/97
Jack and Jill	Patterson, James	9780446604802	Grand Central Publishing	MM	\$9.00	11/1/97
Cat and Mouse	Patterson, James	9780446606189	Grand Central Publishing	MM	\$8.99	11/1/98
A Is for Alibi	Grafton, Sue	9780312938994	St. Martin's Press	MM	\$9.99	11/1/05
Knots and Crosses	Rankin, Ian	9780752883533	Orion Books Limited	TP	\$14.99	8/7/08
Kiss the Girls	Patterson, James	9780446601245	Grand Central Publishing	MM	\$9.00	12/1/95
Death at la Fenice	Leon, Donna	9780061043376	HarperCollins Canada, Limited	MM	\$8.99	11/24/94
Four to Score	Evanovich, Janet	9780312966973	St. Martin's Press	MM	\$10.99	6/15/99
High Five	Evanovich, Janet	9780312971342	St. Martin's Press	MM	\$10.99	6/15/00

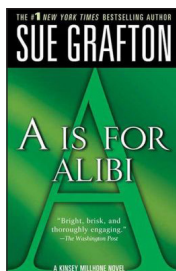
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**The Winner**

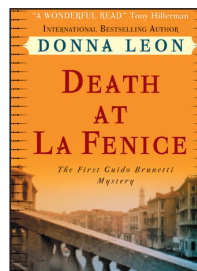
AAR = 88, AVD = 14%

This standalone detective thriller has staying power: it has both high unit sales and a low average deviation of unit sales year-over-year.

**A Is for Alibi**

AAR = 109, AVD = 30%

First published in 1982, this is the debut novel in the Kinsey Millhone "Alphabet Mystery" series. Its sales have declined since 2010 while still selling high units annually.

**Death at La Fenice**

AAR = 158, AVD = 5%

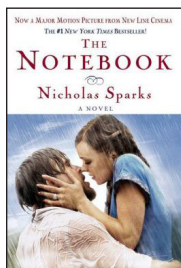
Number one in the Commissario Guido Brunetti series, this title has the most stable sales on the Mystery list with sales only deviating by 5% year-over-year.

ROMANCE

“You have to promise you won’t fall in love with me.
Jamie, Nicholas Sparks, *A Walk to Remember*

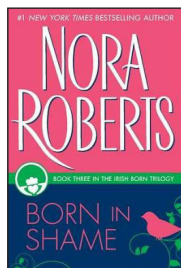


Classics and Newsmakers

**The Notebook (MM)**

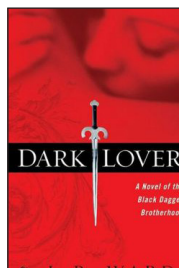
AAR = 36, AVD = 55%

This eight-year perennial bestseller was Sparks's first published novel. It appears on the list in two formats with the mass market movie-tie-in edition selling higher units in 2013.

**Born in Shame**

AAR = 175, AVD = 93%

The sales of this title spiked in 2012. It was originally published in 1996 and continues to sell well.

**Dark Lover**

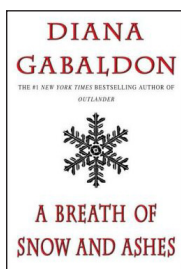
AAR = 59, AVD = 47%

Sales of Black Dagger Brotherhood titles on this list have declined since 2010, potentially because of a waning obsession with vampires in popular culture.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
The Rescue	Sparks, Nicholas	9780446610391	Grand Central Publishing	MM	\$8.99	8/1/01
The Notebook	Sparks, Nicholas	9780446605236	Grand Central Publishing	MM	\$8.99	2/1/98
A Bend in the Road	Sparks, Nicholas	9780446611862	Grand Central Publishing	MM	\$8.99	7/1/02
The Choice	Sparks, Nicholas	9780446618311	Grand Central Publishing	MM	\$9.00	4/1/09
The Wedding	Sparks, Nicholas	9780446615860	Grand Central Publishing	MM	\$9.00	8/1/05
A Walk to Remember	Sparks, Nicholas	9780446608954	Grand Central Publishing	MM	\$9.00	9/1/00
True Believer	Sparks, Nicholas	9780446618151	Grand Central Publishing	MM	\$9.50	3/1/07
The Last Song	Sparks, Nicholas	9780446570961	Grand Central Publishing	MM	\$9.00	3/1/10
Message in a Bottle	Sparks, Nicholas	9780446606813	Grand Central Publishing	MM	\$9.50	2/1/99
Dark Lover	Ward, J. R.	9780451216953	Penguin Group (USA) Inc.	MM	\$9.99	9/6/05
At First Sight	Sparks, Nicholas	9780446401265	Grand Central Publishing	MM	\$8.99	9/1/07
A Breath of Snow and Ashes	Gabalton, Diana	9780770427993	Doubleday Canada, Limited	MM	\$13.99	11/27/07
Can You Keep a Secret?	Kinsella, Sophie	9780440241904	Random House Publishing Group	MM	\$9.99	12/27/05
Lover Eternal	Ward, J. R.	9780451218049	Penguin Group (USA) Inc.	MM	\$9.99	3/7/06
The Guardian	Sparks, Nicholas	9780446696111	Grand Central Publishing	TP	\$16.50	4/1/05
Born in Shame	Roberts, Nora	9780515117790	Penguin Group (USA) Inc.	MM	\$8.99	2/28/12
Lover Avenged	Ward, J. R.	9780451228574	Penguin Group (USA) Inc.	MM	\$9.99	12/1/09
Lover Unbound	Ward, J. R.	9780451222350	Penguin Group (USA) Inc.	MM	\$9.99	9/25/07
The Notebook	Sparks, Nicholas	9780446676090	Grand Central Publishing	TP	\$16.25	12/1/99
Naked in Death	Robb, J. D.	9780425148297	Penguin Group (USA) Inc.	MM	\$9.99	8/2/04

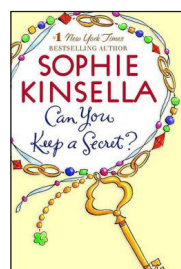
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**A Breath of Snow and Ashes**

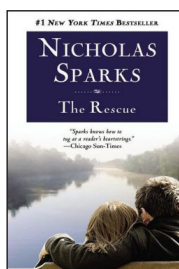
AAR = 77, AVD = 55%

This is the sixth volume of the Outlander series. Sales for this title dipped in 2012 but have otherwise remained steady.

**Can You Keep a Secret?**

AAR = 93, AVD = 68%

This is Kinsella's first standalone novel; it sold 111% more units in 2010 than in 2011 and sales continue to decline.

**The Rescue**

AAR = 21, AVD = 69%

There is steady demand for Nicholas Sparks's backlist. This title has the best average annual rank of his twelve books in the Romance top twenty despite not having a film adaptation like many of his other titles do.

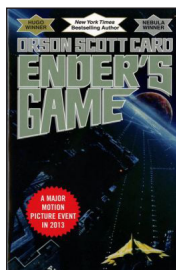
SCIENCE FICTION AND FANTASY

“... a mind needs books as a sword needs a whetstone, if it is to keep its edge.

Tyrrion Lannister, George R.R. Martin, *A Game of Thrones*

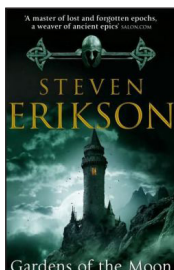


Classics and Newsmakers

**Ender's Game**

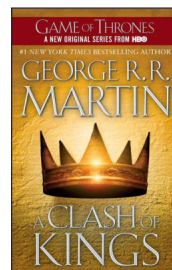
AAR = 21, AVD = 49%

This title sold 91% more units in 2013 than it did in 2012, likely due to the release of a film version in 2013 which renewed interest in the book.

**Gardens of the Moon**

AAR = 34, AVD = 6%

This modern classic is a very steady seller, with sales only deviating by an average of 6% each year.

**A Clash of Kings**

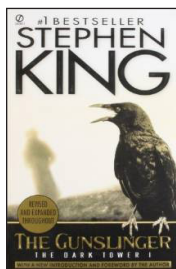
AAR = 12, AVD = 94%

The four Song of Ice and Fire titles on this list have the highest unit sales in 2013 and best average annual ranks on the list. The series was adapted for TV in 2011 and has a broad international fanbase.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
A Game of Thrones	Martin, George R. R.	9780553573404	Random House Publishing Group	MM	\$11.99	8/4/97
A Feast for Crows	Martin, George R. R.	9780553582024	Random House Publishing Group	MM	\$11.99	9/26/06
A Storm of Swords	Martin, George R. R.	9780553573428	Random House Publishing Group	MM	\$11.99	3/4/03
A Clash of Kings	Martin, George R. R.	9780553579901	Random House Publishing Group	MM	\$11.99	9/5/00
Ender's Game	Card, Orson Scott	9780812550702	Tom Doherty Associates, LLC	MM	\$9.99	7/15/94
The Name of the Wind	Rothfuss, Patrick	9780756404741	Penguin Group (USA) Incorporated	MM	\$9.99	4/1/08
Speaker for the Dead	Card, Orson Scott	9780812550757	Tom Doherty Associates, LLC	MM	\$9.99	8/15/94
The Hobbit	Tolkien, J. R. R.	9780261102217	HarperCollins Publishers Limited	MM	\$10.99	3/20/91
Gardens of the Moon	Erikson, Steven	9780553819571	Transworld Publishers Limited	TP	\$12.99	3/4/08
American Gods	Gaiman, Neil	9780380789030	HarperCollins Canada, Limited	MM	\$10.99	4/11/02
Dune	Herbert, Frank	9780441172719	Penguin Group (USA) Inc.	MM	\$12.50	9/1/90
The Gunslinger	King, Stephen	9780451210845	Penguin Group (USA) Inc.	MM	\$9.99	12/4/12
The Hitchhiker's Guide to the Galaxy	Adams, Douglas	9780330508537	Pan Macmillan	TP	\$14.99	9/1/09
The Eye of the World	Jordan, Robert	9780812511819	Tom Doherty Associates, LLC	MM	\$9.99	11/15/90
Xenocide	Card, Orson Scott	9780812509250	Tom Doherty Associates, LLC	MM	\$10.99	8/15/92
The Way of Shadows	Weeks, Brent	9780316033671	Little Brown & Company	MM	\$9.50	10/1/08
Storm Front	Butcher, Jim	9780451457813	Penguin Group (USA) Inc.	MM	\$12.50	4/13/00
The Lies of Locke Lamora	Lynch, Scott	9780575079755	Orion Books Limited	TP	\$15.99	2/1/07
The Chronicles of Narnia	Lewis, C. S.	9780066238500	HarperCollins Publishers	TP	\$26.99	9/20/01
The Warded Man	Brett, Peter V.	9780345518705	Random House Publishing Group	MM	\$10.99	3/23/10

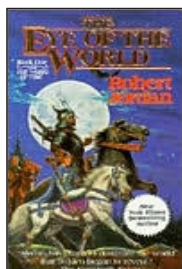
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**The Gunslinger**

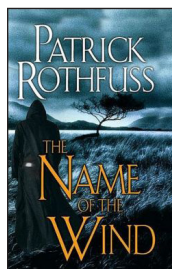
AAR = 33, AVD = 15%

King considers this title to be his magnum opus. First published in 1982, it has staying power with its high unit sales, steady annual rank, and low standard deviation of 15%.

**The Eye of the World**

AAR = 44, AVD = 18%

This is the first title in The Wheel of Time epic fantasy series; it maintains high unit sales despite being first published in 1990.

**The Name of the Wind**

AAR = 23, AVD = 29%

Fairly consistent sales and a modest average ranking make this title a standard in the Science Fiction and Fantasy category.

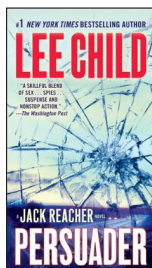
THRILLERS AND SUSPENSE

“Truth is, it's smarter to run. The best fight is the one you don't have. But I have never claimed to be smart. Just obstinate, and occasionally bad-tempered.

Jack Reacher, Lee Child, *Gone Tomorrow*

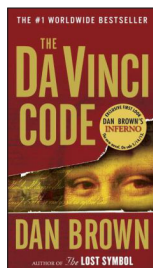


Classics and Newsmakers

**Persuader**

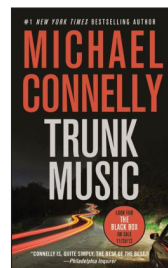
AAR = 39, AVD = 49%

This title has the highest unit sales and best average rank out of the eight books from the Jack Reacher series in the top twenty.

**The Da Vinci Code**

AAR = 110, AVD = 48%

Sales for the three Dan Brown novels in the top twenty had been declining but rose again in 2013. This title has the most consistent sales of all three books.

**Trunk Music**

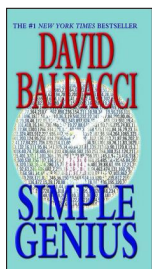
AAR = 189, AVD = 5%

There is solid demand for Michael Connelly's backlist. This title has the steadiest sales in the Thrillers and Suspense category.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
Persuader	Child, Lee	9780440245988	Random House Publishing Group	TK	\$11.99	5/19/09
Enemy	Child, Lee	9780440245995	Random House Publishing Group	TK	\$11.99	5/19/09
Tripwire	Child, Lee	9780515143072	Penguin Group (USA) Inc.	MM	\$10.99	5/29/07
Gone Tomorrow	Child, Lee	9780440243687	Random House Publishing Group	TK	\$11.99	3/23/10
Die Trying	Child, Lee	9780515142242	Penguin Group (USA) Inc.	MM	\$10.99	11/28/06
Without Fail	Child, Lee	9780515144314	Penguin Group (USA) Inc.	MM	\$10.99	2/26/08
The Hard Way	Child, Lee	9780440246008	Random House Publishing Group	TK	\$11.99	5/19/09
Bad Luck and Trouble	Child, Lee	9780440246015	Random House Publishing Group	TK	\$11.99	5/19/09
Digital Fortress	Brown, Dan	9780312944926	St. Martin's Press	MM	\$11.99	11/4/08
The Da Vinci Code	Brown, Dan	9780307474278	Random House of Canada, Limited	TK	\$11.99	3/31/09
Angels and Demons	Brown, Dan	9781416524793	Pocket Books	MM	\$12.99	4/1/06
Simple Genius	Baldacci, David	9780446618731	Grand Central Publishing	MM	\$11.00	4/1/08
No Time for Goodbye	Barclay, Linwood	9780553590425	Random House Publishing Group	MM	\$9.99	8/26/08
2nd Chance	Patterson, James	9780446612791	Grand Central Publishing	MM	\$9.00	2/1/03
The Concrete Blonde	Connelly, Michael	9780446617581	Grand Central Publishing	MM	\$8.99	2/1/07
The Bourne Identity	Ludlum, Robert	9780553593549	Random House Publishing Group	TK	\$11.99	1/5/10
Lost Light	Connelly, Michael	9780446611633	Grand Central Publishing	MM	\$9.00	3/1/04
Trunk Music	Connelly, Michael	9780446198196	Grand Central Publishing	MM	\$8.99	9/1/08
Camel Club	Baldacci, David	9780446615624	Grand Central Publishing	MM	\$8.99	9/1/06
Saving the World	Patterson, James	9780446194044	Little Brown & Company	MM	\$9.99	2/1/08

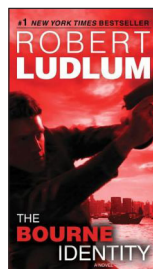
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**Simple Genius**

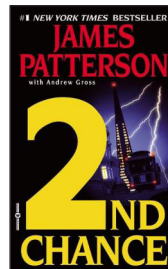
AAR = 149, AVD = 31%

The third book in Baldacci's King and Maxwell series, this title has maintained high unit sales year-over-year.

**The Bourne Identity**

AAR = 115, AVD = 35%

Long after Ludlum's death in 2001, the Bourne series remains relevant because of its sequels, written by Eric Van Lustbader, and its series of feature films.

**2nd Chance**

AAR = 131, AVD = 48%

This title from Patterson's Women's Murder Club series has stayed within the top 300 Thriller and Suspense books every year since 2006.

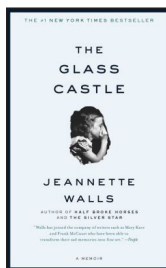
BIOGRAPHY

"I lived in a world that at any moment could erupt into fire.
It was the sort of knowledge that kept you on your toes."

Jeannette Walls, *The Glass Castle*

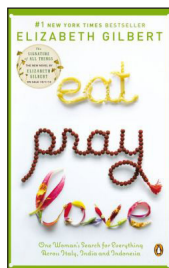


Classics and Newsmakers

**The Glass Castle**

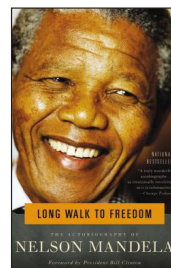
AAR = 4, AVD = 44%

This memoir has one of the best average annual ranks out of all the titles included in this report. Jennifer Lawrence is scheduled to play Walls in an upcoming movie adaptation.

**Eat, Pray, Love**

AAR = 19, AVD = 162%

This Oprah-endorsed memoir was adapted for the big screen in 2010. Sales of this title have drastically decreased since 2010 yet it still remains high on this list.

**Long Walk to Freedom**

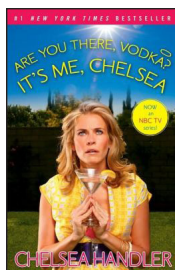
AAR = 27, AVD = 45%

Mandela's autobiography is an eight-year perennial bestseller. This title was adapted into a film that was released in 2013.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
The Glass Castle	Walls, Jeannette	9780743247542	Scribner	TP	\$17.50	1/17/06
Long Walk to Freedom	Mandela, Nelson	9780316548182	Little Brown & Company	TP	\$20.00	10/1/95
Infidel	Hirsi Ali, Ayaan	9780743289696	Free Press	TP	\$20.00	4/1/08
Eat, Pray, Love	Gilbert, Elizabeth	9780143038412	Penguin Group (USA) Inc.	TP	\$17.00	10/1/13
Prisoner of Tehran	Nemat, Marina	9780143052173	Penguin Group (Canada)	TP	\$18.00	4/4/08
The Game	Strauss, Neil	9780060554736	HarperCollins Publishers	HT	\$46.99	8/25/05
Lone Survivor	Luttrell, Marcus	9780316044691	Little Brown & Company	MM	\$10.00	5/1/09
Are You There, Vodka? It's Me, Chelsea	Handler, Chelsea	9781416596363	Gallery Books	TP	\$19.99	12/29/09
The Dirt	Lee, Tommy	9780060989156	HarperCollins Publishers	TP	\$23.99	6/27/02
Maus I and II Paperback Boxed Set	Spiegelman, Art	9780679748403	Knopf Doubleday Publishing Group	TP	\$35.90	10/19/93
The Heroin Diaries	Sixx, Nikki	9781416511946	VH1 Books	TP	\$23.50	10/28/08
Fear and Loathing in Las Vegas	Thompson, Hunter S.	9780679785897	Knopf Doubleday Publishing Group	TP	\$17.95	5/12/98
Slash	Slash	9780061351433	HarperCollins Publishers	TP	\$21.00	10/10/08
Searching for Bobby Orr	Brunt, Stephen	9780676976526	Knopf Canada	TP	\$22.00	5/1/07
A Million Little Pieces	Frey, James	9780307276902	Knopf Doubleday Publishing Group	TP	\$18.95	9/22/05
Kitchen Confidential	Bourdain, Anthony	9780747553557	Bloomsbury Publishing Plc	TP	\$19.95	5/9/01
90 Minutes in Heaven	Piper, Don	9780800759490	Baker Books	TP	\$15.99	8/15/04
The Snowball	Schroeder, Alice	9780553384611	Random House Publishing Group	TP	\$24.95	10/27/09
My Booky Wook	Brand, Russell	9780061857805	HarperCollins Publishers	TP	\$19.99	5/10/10
Angela's Ashes	McCourt, Frank	9780684842677	Scribner	TP	\$20.00	5/25/99

Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**Are You There, Vodka?
It's Me, Chelsea**

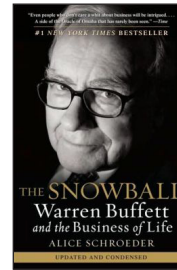
AAR = 34, AVD = 64%

This title was adapted for television for one season in 2012. The author's successful talk show, *Chelsea Lately*, and her presence in the media help keep her books relevant.

**Prisoner of Tehran**

AAR = 18, AVD = 43%

This title was adapted for the theatre in Toronto in 2012; it has had very high unit sales over the years.

**The Snowball**

AAR = 104, AVD = 34%

Warren Buffett's biography is considered a bible for capitalists; although it is low on our list it has sold high units over the years.

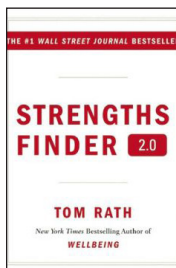
BUSINESS

“Information is a beacon, a cudgel, an olive branch, a deterrent—all depending on who wields it and how.”

Steven D. Levitt, *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*

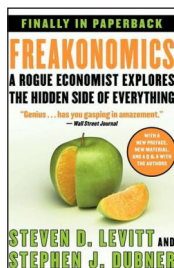


Classics and Newsmakers

**StrengthsFinder 2.0**

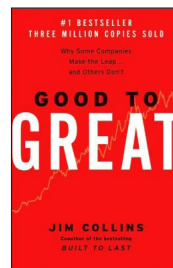
AAR = 3, AVD = 9%

While helping people uncover their natural talents, this title has managed to remain in the top five business books since 2010.

**Freakonomics**

AAR = 12, AVD = 88%

The authors of this economics title have produced two sequels, podcasts, lectures, and an award-winning *Freakonomics* blog. A film adaptation was also released in 2010.

**Good to Great**

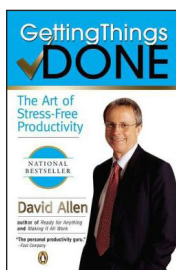
AAR = 13, AVD = 8%

This eight-year perennial bestseller has the steadiest sales out of all the titles in the Business top twenty.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
StrengthsFinder 2.0	Rath, Tom	9781595620156	Gallup Press	HT	\$30.95	2/1/07
The Intelligent Investor	Graham, Benjamin	9780060555665	HarperCollins Publishers	TP	\$28.50	6/24/03
How Successful People Think	Maxwell, John C.	9781599951683	Center Street	HT	\$11.00	6/1/09
Good to Great	Collins, Jim	9780066620992	HarperCollins Publishers	HT	\$36.99	10/4/01
The Five Dysfunctions of a Team	Lencioni, Patrick	9780787960759	John Wiley & Sons, Incorporated	HT	\$26.99	4/11/02
Getting Things Done	Allen, David	9780142000281	Penguin Group (USA) Inc.	TP	\$18.50	12/31/02
Freakonomics	Levitt, Steven D.	9781554686360	HarperCollins Publishers Limited	TP	\$19.99	8/17/09
The 5 Essential People Skills	Dale Carnegie Training (Firm) Staff	9781416595489	Touchstone	TP	\$18.99	11/17/09
The Lazy Investor	Foster, Derek	9780973696011	Foster, Underhill Financial Press	TP	\$19.95	8/1/07
The 21 Irrefutable Laws of Leadership	Maxwell, John C.	9780785289357	Harper Collins Christian Publisher	TP	\$18.25	8/22/07
One Minute Manager	Blanchard, Ken	9780688014292	HarperCollins Publishers	HT	\$28.50	1/2/90
Predictably Irrational	Ariely, Dan	9780061353246	HarperCollins Publishers	TP	\$19.99	4/19/10
The E-Myth Revisited	Gerber, Michael E.	9780887307287	HarperCollins Publishers	TP	\$25.99	3/9/95
Strengths Based Leadership	Rath, Tom	9781595620255	Gallup Press	HT	\$32.50	1/6/09
The Black Swan	Taleb, Nassim Nicholas	9780812973815	Random House Publishing Group	TP	\$20.00	5/11/10
Switch	Heath, Chip	9780307357274	Random House of Canada, Limited	HT	\$32.00	2/16/10
Confessions of an Economic Hit Man	Perkins, John	9780452287082	Penguin Group (USA) Inc.	TP	\$18.50	12/27/05
Now, Discover Your Strengths	Buckingham, Marcus	9780743201148	Free Press	HT	\$38.00	1/29/01
Talent Is Overrated	Colvin, Geoff	9781591842941	Penguin Group (USA) Inc.	TP	\$18.00	5/25/10
Rework	Fried, Jason	9780307463746	Crown Publishing Group	HT	\$26.95	3/9/10

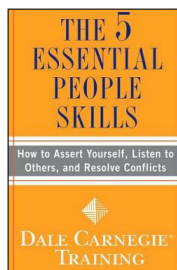
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**Getting Things Done**

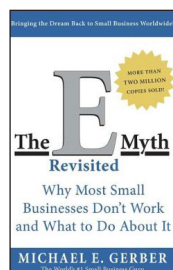
AAR = 18, AVD = 28%

This task management title has a devoted and broad following. It has been adapted into numerous apps, has two sequels, and maintains a high annual average rank in our report.

**The 5 Essential People Skills**

AAR = 92, AVD = 61%

This title sold 345% more units in 2013 than it did in 2012.

**The E-Myth Revisited**

AAR = 38, AVD = 15%

This modern classic about small business has very steady sales and has remained in the top 200 Business books from 2006 to 2013.

COOKING

“Following a recipe is a creative act of the most basic order, like painting by numbers.

Karen Page, *The Flavor Bible*



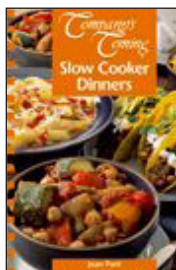
Classics and Newsmakers



Barefoot Contessa Back to Basics

AAR = 33, AVD = 16%

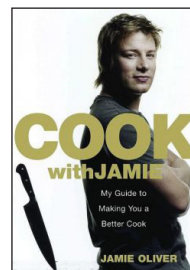
Celebrity chef Ina Garten's cooking show, magazine column, line of convenience foods, and eight books in the market no doubt keep the buzz about her brand alive and support her books' sales.



Slow Cooker Dinners

AAR = 58, AVD = 15%

Out of the six Jean Paré titles in the Cooking top twenty, this title has the steadiest sales in this category. It is Paré's only eight-year perennial bestseller.



Cook with Jamie

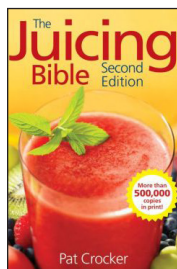
AAR = 60, AVD = 77%

Aiming to educate readers on the basics of cooking, this title of Oliver's remains relevant likely due to his presence on television.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
The Juicing Bible	Crocker, Pat	9780778801818	Robert Rose Incorporated	TP	\$27.95	3/14/08
Joy of Cooking	Rombauer, Irma S.	9780743246262	Scribner	HT	\$39.99	10/31/06
Canadian Living	Baird, Elizabeth	9780980992458	Transcontinental Books	TP	\$22.95	10/20/09
Barefoot Contessa Back to Basics	Garten, Ina	9781400054350	Crown Publishing Group	HT	\$40.00	10/28/08
Mastering the Art of French Cooking	Child, Julia	9780375413407	Knopf Doubleday Publishing Group	HT	\$45.00	10/16/01
5 Ingredient Slow Cooker Recipes	Paré, Jean	9781897477069	Company's Coming Publishing, Ltd.	BK	\$16.99	10/15/09
Whitewater Cooks	Adams, Shelley	9781552858714	Whitecap Books, Limited	TP	\$29.95	2/18/11
Slow Cooker Dinners	Paré, Jean	9781896891699	Company's Coming Publishing, Ltd.	BK	\$16.99	2/1/05
Veganomicon	Moskowitz, Isa Chandra	9781569242643	Da Capo Press, Incorporated	HT	\$32.50	11/2/07
Nourishing Traditions	Fallon, Sally	9780967089737	New Trends Publishing, Inc.	TP	\$29.95	4/8/03
The Flavor Bible	Dornenburg, Andrew	9780316118408	Little Brown & Company	HT	\$42.00	9/16/08
The Best of Chef at Home	Smith, Michael	9781552859841	Whitecap Books, Limited	TP	\$29.95	3/10/11
Diners, Drive-Ins and Dives	Fieri, Guy	9780061724886	HarperCollins Publishers	TP	\$26.99	10/20/08
Mostly Muffins	Pare, Jean	9781897069035	Company's Coming Publishing, Ltd.	BK	\$16.99	9/1/06
Martha Stewart's Cupcakes	Martha Stewart Living Magazine Staff	9780307460448	Crown Publishing Group	TP	\$29.99	6/2/09
Weber's Way to Grill	Purviance, Jamie	9780376020598	Oxmoor House, Incorporated	TP	\$27.50	3/3/09
Slow Cooker Recipes	Pare, Jean	9781895455373	Company's Coming Publishing, Ltd.	BK	\$16.99	9/1/98
Cook with Jamie	Oliver, Jamie	9781401322335	Hyperion Press	HT	\$40.00	10/2/07
Soups	Pare, Jean	9781897069066	Company's Coming Publishing, Ltd.	BK	\$16.99	10/15/06
150 Delicious Squares	Pare, Jean	9780969069508	Company's Coming Publishing, Ltd.	BK	\$16.99	1/1/96

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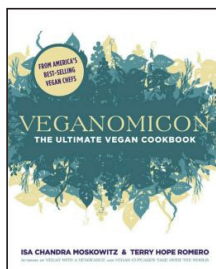
Titles You May Have Missed



The Juicing Bible

AAR = 67, AVD = 134%

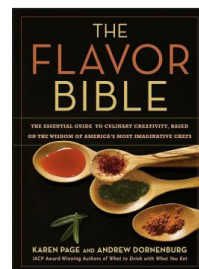
The recent rise in popularity of juicing in Canada is evident as this title sold 88% more units in 2013 than it did in 2012.



Veganomicon

AAR = 65, AVD = 13%

A new classic for the Canadian kitchen, *Veganomicon* has the second steadiest sales in the Cooking category.



The Flavor Bible

AAR = 80, AVD = 4%

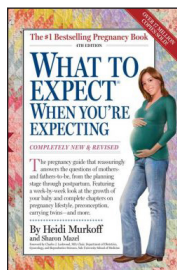
This title was named one of the “10 Best Cookbooks in the World” by *Forbes* in 2011. It has very steady sales.

HEALTH AND FITNESS

"If we gain the ability to look into ourselves with honesty, compassion and with unclouded vision, we can identify the ways we need to take care of ourselves.
Gabor Maté, *When the Body Says No*



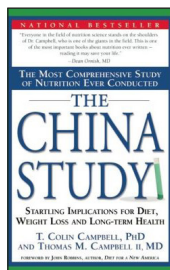
Classics and Newsmakers



What to Expect When You're Expecting

AAR = 2, AVD = 10%

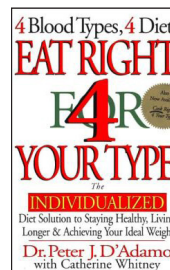
With the highest average annual rank out of all the titles in this report, this book has steady sales and staying power.



The China Study

AAR = 16, AVD = 24%

The top selling book about nutrition on this list, *The China Study* has a high average annual rank.



Eat Right for Your Type

AAR = 29, AVD = 27%

An eight-year perennial bestseller, this blood-type diet book is a modern classic in the Health and Fitness category.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
What to Expect When You're Expecting	Murkoff, Heidi	9780761148579	Workman Publishing Company, Inc.	TP	\$18.95	4/10/08
The Miracle Ball Method	Petrone, Elaine	9780761128687	Workman Publishing Company, Inc.	TP	\$23.95	12/10/03
The China Study	Campbell, T. Colin	9781932100662	BenBella Books	TP	\$19.50	5/11/06
Younger Next Year	Crowley, Chris	9780761147732	Workman Publishing Company, Inc.	TP	\$15.95	10/10/07
Diet and Fitness Journal	Gandolfi, Claudine	9781593596705	Peter Pauper Press, Incorporated	HT	\$15.83	3/1/09
Younger Next Year for Women	Crowley, Chris	9780761147749	Workman Publishing Company, Inc.	TP	\$16.95	10/10/07
When the Body Says No	Maté, Gabor	9780676973129	Knopf Canada	TP	\$22.95	2/3/04
The Men's Health Big Book of Exercises	Campbell, Adam	9781605295503	Rodale Press, Incorporated	TP	\$28.99	12/22/09
The Eat-Clean Diet Recharged	Reno, Tosca	9781552100677	Random House Publishing Group	TP	\$21.95	12/16/09
The Women's Health Big Book of Exercises	Campbell, Adam	9781605295497	Rodale Press, Incorporated	TP	\$28.99	12/22/09
The Hormone Diet	Turner, Natasha	9780307356499	Random House of Canada, Limited	TP	\$22.00	4/6/10
Eat Right for Your Type	D'Adamo, Peter J.	9780399142550	Penguin Group (USA) Inc.	HT	\$27.50	1/1/97
Eat-Clean Diet Cookbook	Reno, Tosca	9781552100448	Random House Publishing Group	TP	\$21.95	9/9/07
Ina May's Guide to Childbirth	Gaskin, Ina May	9780553381153	Random House Publishing Group	TP	\$20.00	3/4/03
Pregnancy	Herer, Elaine	9781553631187	Dorling Kindersley	HT	\$40.00	12/22/09
The Omnivore's Dilemma	Pollan, Michael	9780143038580	Penguin Group (USA) Inc.	TP	\$18.00	8/28/07
Anticancer	Servan-Schreiber, David	9781554682225	HarperCollins Publishers Limited	TP	\$19.99	12/18/09
Breaking the Vicious Cycle	Gottschall, Elaine	9780969276814	Kirkton Press, Limited	TP	\$20.95	1/1/02
Superfoods	Wolfe, David	9781556437762	North Atlantic Books	TP	\$22.00	4/28/09
Adrenal Fatigue	Wilson, James L.	9781890572150	Smart Publications	TP	\$18.95	1/1/01

Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

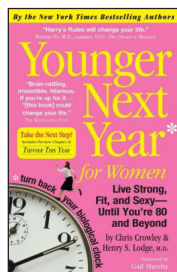
Titles You May Have Missed



The Men's Health Big Book of Exercises

AAR = 22, AVD = 24%

This title has a higher average annual rank and a lower deviation in unit sales year-over-year than the women's version of the same title, which is also in the top twenty.



Younger Next Year for Women

AAR = 18, AVD = 12%

Both the men's and women's versions of this title made it onto our Health and Fitness top twenty list. This title has the lower annual average rank of the two editions.



The Eat-Clean Diet Recharged

AAR = 12, AVD = 81%

Reno's revised edition of *The Eat-Clean Diet* and her cookbook version both have unsteady and declining sales.

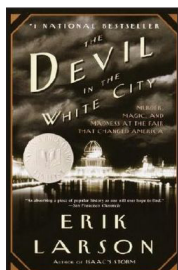
HISTORY

“Supreme excellence consists in breaking the enemy's resistance without fighting.

Sun Tzu, *The Art of War*



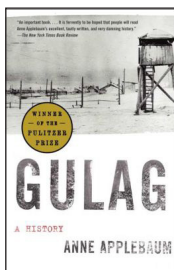
Classics and Newsmakers



The Devil in the White City

AAR = 7, AVD = 37%

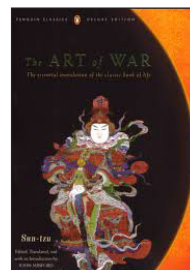
This title has remained in the top 100 History books from 2006 to 2013. The film rights were purchased by Leonardo DiCaprio in 2010.



Gulag

AAR = 75, AVD = 31%

Applebaum won the Pulitzer Prize in 2004 for this account of the Soviet Gulag system. The title maintains high unit sales despite being first published in 2003.



The Art of War, Deluxe Edition

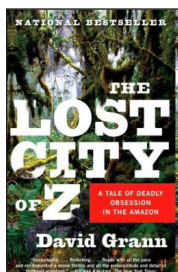
AAR = 50, AVD = 41%

Two editions of this ancient Chinese military treatise made it into the History top twenty. The “Deluxe Edition” sells more year-over-year than the original trade paperback.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
The Devil in the White City	Larson, Erik	9780375725609	Knopf Doubleday Publishing Group	TP	\$19.00	2/10/04
The Diary of a Young Girl	Frank, Anne	9780553296983	Random House Publishing Group	MM	\$7.99	6/1/93
World War I	Willmott, H. P.	9780756650155	Dorling Kindersley	TP	\$27.95	4/28/09
World War II	Willmott, H. P.	9780756651428	Dorling Kindersley	TP	\$27.95	5/27/09
The Art of Seduction	Greene, Robert	9780142001196	Penguin Group (USA) Inc.	TP	\$23.00	10/7/03
Paris 1919	MacMillan, Margaret	9780375760525	Random House Publishing Group	TP	\$24.00	9/9/03
The Lost City of Z	Grann, David	9781400078455	Knopf Doubleday Publishing Group	TP	\$19.95	1/26/10
Chariots of the Gods	von Däniken, Erich	9780425166802	Penguin Group (USA) Inc.	TP	\$16.50	1/1/99
The Ascent of Money	Ferguson, Niall	9780143116172	Penguin Group (USA) Inc.	TP	\$18.00	10/27/09
The Diary of a Young Girl	Frank, Anne	9780553577129	Random House Publishing Group	MM	\$9.99	2/3/97
Fingerprints of the Gods	Hancock, Graham	9780385258289	Doubleday Canada, Limited	TP	\$27.95	6/1/98
Gulag	Applebaum, Anne	9781400034093	Knopf Doubleday Publishing Group	TP	\$21.50	4/9/04
The Art of War	Sun-Tzu	9780140439199	Penguin Group (USA) Inc.	TP	\$18.00	8/26/03
The Art of War	Tzu, Sun	9780486425573	Dover Publications, Incorporated	TP	\$6.75	11/13/02
Agent Zigzag	MacIntyre, Ben	9780307353412	Crown Publishing Group	TP	\$17.00	8/12/08
Legacy of Ashes	Weiner, Tim	9780307389008	Random House of Canada, Limited	TP	\$21.50	5/20/08
Blackwater	Scahill, Jeremy	9781568583945	Basic Books	TP	\$22.50	5/27/08
John A	Gwyn, Richard	9780679314769	Random House of Canada, Limited	TP	\$23.00	10/28/08
Myths and Legends	Dorling Kindersley Publishing Staff	9780756643096	Dorling Kindersley	HT	\$28.00	6/23/09
Champlain's Dream	Fischer, David Hackett	9780307397676	Random House of Canada, Limited	TP	\$24.95	10/7/09

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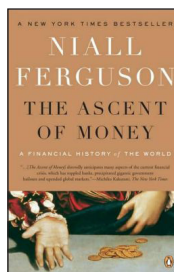
Titles You May Have Missed



The Lost City of Z

AAR = 7, AVD = 37%

This title sold 251% more copies in 2010 than it did in 2011. The book will likely pick up traction again after the film adaptation releases in 2015.



The Ascent of Money

AAR = 19, AVD = 113%

This book had soaring unit sales in 2010, possibly due to its Emmy-winning television documentary adaptation.



Agent Zigzag

AAR = 151, AVD = 40%

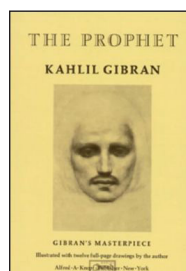
This bestselling true story of Nazi espionage sold 120% more units in 2013 than in 2012.

RELIGION

“A proud man is always looking down on things and people; and, of course, as long as you are looking down, you cannot see something that is above you.
C.S. Lewis, *The Complete C.S. Lewis Signature Classics*

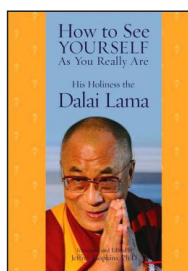


Classics and Newsmakers

**The Prophet**

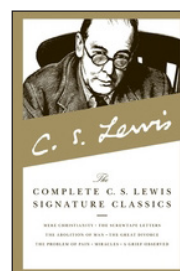
AAR = 21, AVD = 16%

This eight-year perennial bestseller has steady sales and a modest average annual rank. It is a classic in the Religion category.

**How to See Yourself As You Really Are**

AAR = 10, AVD = 15%

With the second highest average annual rank and steady sales, this guide to spiritual fulfillment has staying power.

**The Complete C.S. Lewis Signature Classics**

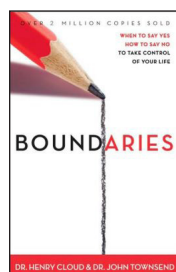
AAR = 20, AVD = 9%

This volume of seven C.S. Lewis works has the second most consistent sales in this category.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
Tuesdays with Morrie	Albom, Mitch	9780767905923	Crown Publishing Group	TP	\$17.99	10/8/02
How to See Yourself As You Really Are	Dalai Lama XIV	9780743290463	Atria Books	TP	\$18.99	11/6/07
Jesus Calling	Young, Sarah	9781591451884	Harper Collins Christian Publisher	HT	\$18.99	10/12/04
How to Practice	Dalai Lama XIV	9780743453363	Atria Books	TP	\$18.99	8/19/03
The Complete C.S. Lewis Signature Classics	Lewis, C. S.	9780061208492	HarperCollins Publishers Limited	TP	\$43.50	1/25/07
Mere Christianity	Lewis, C. S.	9780060652920	HarperCollins Publishers Limited	TP	\$18.50	1/25/01
Boundaries	Cloud, Henry	9780310247456	Zondervan Books	TP	\$18.25	4/4/02
The Prophet	Gibran, Kahlil	9780394404288	Knopf Doubleday Publishing Group	HT	\$17.00	9/12/23
Battlefield of the Mind	Meyer, Joyce	9780446691093	FaithWords	TP	\$16.50	10/1/02
The Book of Awakening	Nepo, Mark	9781573241175	Red Wheel/Weiser	TP	\$22.95	5/1/00
When Things Fall Apart	Chödrön, Pema	9781570623448	Shambhala Publications, Incorporated	TP	\$16.00	9/26/00
Stories of Faith	Canfield, Jack L.	9781935096146	Chicken Soup for the Soul Publishing, LLC	TP	\$16.95	10/21/08
Crazy Love	Chan, Francis	9781434768513	David C. Cook	TP	\$16.99	5/1/08
The Screwtape Letters	Lewis, C. S.	9780060652937	HarperCollins Publishers Limited	TP	\$18.50	1/25/01
Catechism of the Catholic Church	U. S. Catholic Church Staff	9780385479677	The Doubleday Religious Publishing Group	MM	\$11.99	4/15/95
Reason for God	Keller, Timothy	9781594483493	Penguin Group (USA) Inc.	TP	\$20.00	8/4/09
Everyday Positive Thinking	Hay, Louise L.	9781401902957	Hay House, Incorporated	TP	\$8.95	3/15/04
The Art of Happiness	Dalai Lama XIV	9781594488894	Penguin Group (USA) Inc.	HT	\$32.50	10/6/09
There's a Spiritual Solution to Every Problem	Dyer, Wayne W.	9780060929701	HarperCollins Publishers	TP	\$18.50	8/7/03
A Book of Prayer	Omartian, Stormie	9780736917223	Harvest House Publishers	HT	\$18.50	1/15/06

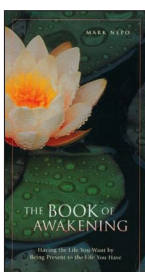
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**Boundaries**

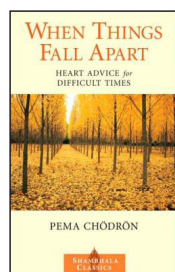
AAR = 25, AVD = 24%

Sales of this guide about creating clear physical, mental, emotional, and spiritual boundaries have increased by 74% from 2010 to 2013.

**The Book of Awakening**

AAR = 16, AVD = 82%

While sales of this title have decreased drastically since 2010, its annual sales and rank remain high.

**When Things Fall Apart**

AAR = 37, AVD = 7%

This collection of talks Chödrön gave between 1987 and 1994 has the lowest average deviation of sales units in this category.

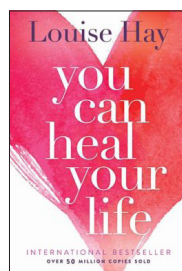
SELF-HELP

“I once read that people who study others are wise but those who study themselves are enlightened.

The Monk Who Sold His Ferrari: A Fable About Fulfilling Your Dreams & Reaching Your Destiny

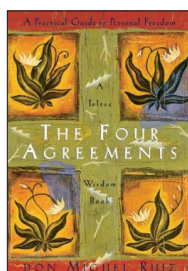


Classics and Newsmakers

**You Can Heal Your Life**

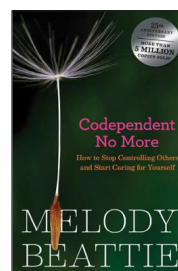
AAR = 14, AVD = 7%

First published in 1984, this was Louise Hay's second book. It is an eight-year perennial bestseller with a high average annual rank and steady sales.

**The Four Agreements**

AAR = 7, AVD = 6%

This title is also an eight-year bestseller. A sequel, *The Fifth Agreement*, was published in 2011.

**Codependent No More**

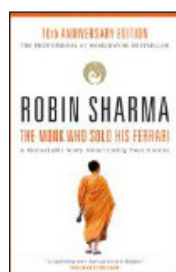
AAR = 27, AVD = 3%

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

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
How to Win Friends and Influence People	Carnegie, Dale	9780671027032	Gallery Books	TP	\$18.99	10/1/98
Allen Carr's Easy Way to Stop Smoking	Carr, Allen	9780973468403	Clarity Publishing	HT	\$19.95	8/1/04
The 7 Habits of Highly Effective People	Covey, Stephen R.	9780743269513	Free Press	TP	\$18.95	11/9/04
The Untethered Soul	Singer, Michael A.	9781572245372	New Harbinger Publications	TP	\$19.95	9/15/07
The Four Agreements	Ruiz, Don Miguel	9781878424310	Amber-Allen Publishing, Inc.	TP	\$16.95	11/1/97
The Monk Who Sold His Ferrari	Sharma, Robin S.	9780002008594	HarperCollins Publishers Limited	TP	\$19.95	8/9/07
You Can Heal Your Life	Hay, Louise L.	9780937611012	Hay House, Incorporated	TP	\$14.95	1/1/84
Think and Grow Rich	Hill, Napoleon	9781585424337	Penguin Group (USA) Inc.	TP	\$12.50	8/23/05
The 7 Habits of Highly Effective Teens	Covey, Stephen R.	9780684856094	Touchstone	TP	\$18.99	10/9/98
The 4-Hour Workweek	Ferriss, Timothy	9780307465351	Crown Publishing Group	HT	\$26.95	12/15/09
A New Earth	Tolle, Eckhart	9780452289963	Penguin Group (USA) Inc.	TP	\$16.00	1/30/08
The 48 Laws of Power	Greene, Robert	9780140280197	Penguin Group (USA) Inc.	TP	\$24.00	9/7/00
Feeling Good	Burns, David D.	9780380810338	HarperCollins Publishers	MM	\$8.99	10/21/99
Codependent No More	Beattie, Melody	9780894864025	Hazelden	TP	\$18.50	9/1/86
Wherever You Go, There You Are	Kabat-Zinn, Jon	9781401307783	Hyperion Press	TP	\$18.00	1/5/05
Who Moved My Cheese?	Johnson, Spencer	9780399144462	Penguin Group (USA) Inc.	HT	\$22.00	9/1/98
Don't Sweat the Small Stuff... And It's All Small Stuff	Carlson, Richard	9780786881857	Hyperion Press	TP	\$15.00	1/16/97
Awaken the Giant Within	Robbins, Anthony	9780671791544	Free Press	TP	\$21.00	11/1/92
The Dialectical Behavior Therapy Skills Workbook	McKay, Matthew	9781572245136	New Harbinger Publications	TP	\$27.95	6/30/07
Full Catastrophe Living	Kabat-Zinn, Jon	9780385303125	Random House Publishing Group	TP	\$23.00	5/1/90

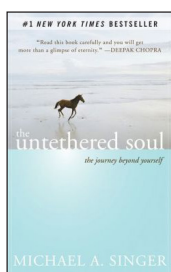
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**The Monk Who Sold His Ferrari**

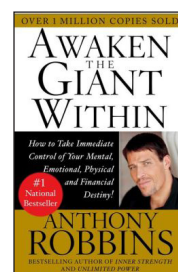
AAR = 16, AVD = 7%

This Canadian-authored title has incredibly steady sales. A sequel, *The Secret Letters of the Monk Who Sold His Ferrari*, was published in 2011.

**The Untethered Soul**

AAR = 12, AVD = 25%

Sales of this title increased 142% from 2012 to 2013, likely due to Singer's appearances on Oprah's daytime self-help talk show *Super Soul Sunday*.

**Awaken the Giant Within**

AAR = 42, AVD = 23%

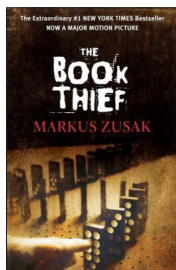
In 2013, Robbins published a new version of this book called *Re-Awaken the Giant Within*—the difference is, he sold it for free!

JUVENILE FICTION

“‘Ronald,’ said Elizabeth, ‘your clothes are really pretty and your hair is very neat. You look like a real prince, but you are a bum.’ They didn’t get married after all.
Robert Munsch, *The Paper Bag Princess*

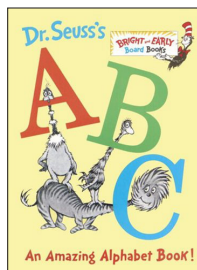


Classics and Newsmakers

**The Book Thief**

AAR = 33, AVD = 44%

This title's sales are high year-over-year. In 2013 a film version was released, which renewed interest in the book.

**Dr. Seuss's ABC (BH)**

AAR = 62, AVD = 29%

In 2013 the board book format of this title had higher sales than the hardcover trade format. The opposite was true in 2010.

**The Paper Bag Princess**

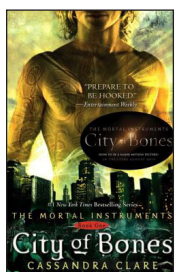
AAR = 32, AVD = 14%

An eight-year bestseller, this title is considered a juvenile fiction modern classic.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
Love You Forever	Munsch, Robert	9780920668375	Firefly Books, Limited	TP	\$5.95	9/1/95
The Book Thief	Zusak, Markus	9780375842207	Random House Children's Books	TP	\$14.99	9/11/07
City of Ashes	Clare, Cassandra	9781416972242	Margaret K. McElderry Books	HT	\$14.99	3/24/09
Oh, the Places You'll Go!	Seuss, Dr.	9780679805274	Random House Children's Books	HT	\$22.99	1/22/90
City of Bones	Clare, Cassandra	9781416955078	Margaret K. McElderry Books	HT	\$14.99	2/19/08
Green Eggs and Ham	Seuss, Dr.	9780394800165	Random House Children's Books	HT	\$9.99	8/12/60
Goodnight Moon	Brown, Margaret Wise	9780694003617	HarperCollins Publishers	HT	\$9.99	8/15/91
The Very Hungry Caterpillar	Carle, Eric	9780399226908	Penguin Group (USA) Inc.	BH	\$11.99	3/1/94
The Paper Bag Princess	Munsch, Robert	9780920236161	Annick Press, Limited	BH	\$6.95	2/1/92
On the Night You Were Born	Tillman, Nancy	9780312601553	Feiwel & Friends	HT	\$9.99	1/19/10
Dr. Seuss's ABC	Seuss, Dr.	9780679882817	Random House Children's Books	BH	\$6.50	11/26/96
I Love You Through and Through	Rossetti-Shustak, Bernadette	9780439673631	Scholastic	HT	\$9.99	1/1/05
The Lightning Thief	Riordan, Rick	9780786838653	Miramax Books	HT	\$8.99	4/1/06
Brown Bear, Brown Bear, What Do You See?	Martin, Bill, Jr.	9780805047905	Henry Holt & Company	HT	\$8.95	9/15/96
Guess How Much I Love You	McBratney, Sam	9780763642648	Candlewick Press	HT	\$9.00	10/14/08
One Fish Two Fish Red Fish Blue Fish	Seuss, Dr.	9780394800134	Random House Children's Books	BH	\$10.99	3/12/60
Hand, Hand, Fingers, Thumb	Perkins, Al	9780679890485	Random House Children's Books	TP	\$6.50	1/20/98
Smelly Socks	Munsch, Robert	9780439967075	Scholastic Canada, Limited	BH	\$7.99	2/1/04
How the Grinch Stole Christmas!	Seuss, Dr.	9780394800790	Random House Children's Books	BH	\$18.99	10/12/57
Dr. Seuss's ABC	Seuss, Dr.	9780394800301	Random House Children's Books	HT	\$9.99	8/12/60

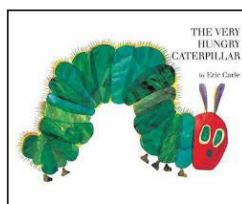
Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed

**City of Bones**

AAR = 43, AVD = 40%

This is the first book in the Mortal Instruments series; its sales spiked in 2013 after the film adaptation release.

**The Very Hungry Caterpillar**

AAR = 22, AVD = 8%

First published in 1969, this children's picture book is the winner of countless children's literature awards; it has very steady sales.

**The Lightning Thief (Percy Jackson and the Olympians Series #1)**

AAR = 34, AVD = 64%

In 2010, the same year this book was adapted into a film, *The Lightning Thief* had its highest unit sales.

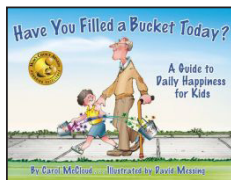
JUVENILE NON-FICTION

“One maple leaf blowing in the wind. Two polar bears playing in the snow.

Kim Bellefontaine, *Canada 123*



Classics and Newsmakers



Have You Filled a Bucket Today?

AAR = 27, AVD = 67%

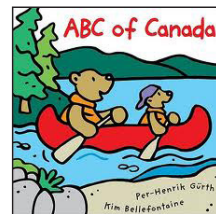
The unit sales of this title have risen by an average of 93% every year from 2010 to 2013.



Nail Art

AAR = 25, AVD = 15%

This title has very steady sales and the second highest average annual rank in the Juvenile Non-Fiction category.



ABC of Canada

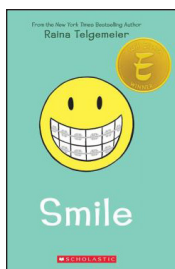
AAR = 51, AVD = 27%

An eight-year bestseller, this Canadian board book follows the alphabet from Arctic to Zamboni on a colourful tour across the Great White North.

Title	Contributor	ISBN	Publisher	Binding	List Price	Pub Date
Have You Filled a Bucket Today?	McCloud, Carol	9780978507510	Nelson Publishing & Marketing	TP	\$12.95	5/16/06
Smile	Telgemeier, Raina	9780545132060	Scholastic, Incorporated	TP	\$11.99	2/1/10
I Am a Dump Truck	Page, Josephine	9780439916172	Scholastic, Incorporated	BH	\$7.95	4/1/07
I Am a Fire Truck	Page, Josephine	9780439916189	Scholastic, Incorporated	BH	\$7.95	4/1/07
Nail Art	Haab, Sherri	9781591746683	Klutz	HT	\$16.95	1/1/10
ABC of Canada	Bellefontaine, Kim	9781553379799	Kids Can Press, Limited	BH	\$16.95	2/1/06
Weird but True	U. S. National Geographic Society Staff	9781426305948	National Geographic Society	TP	\$16.95	12/22/09
B Is for Bear	Priddy, Roger	9780312499181	Priddy Books	BH	\$5.99	3/6/07
Sing-Along Songs	Priddy, Roger	9780312506483	Priddy Books	BH	\$5.99	7/7/09
How Full Is Your Bucket? For Kids	Rath, Tom	9781595620279	Gallup Press	HT	\$16.95	4/1/09
Canada 123	Bellefontaine, Kim	9781554532353	Kids Can Press, Limited	BH	\$16.95	2/1/08
Potty for Me!	Katz, Karen	9780689874239	Little Simon	HT	\$16.95	1/1/05
Where the Sidewalk Ends	Silverstein, Shel	9780060256678	HarperCollins Publishers	HT	\$16.95	11/20/74
Cars and Trucks and Things That Go	Scarry, Richard	9780307157850	Random House Children's Books	HT	\$16.95	6/1/98
I Can Trace!	Mayr, Amy	9780769654027	Carson-Dellosa Publishing, LLC	TP	\$24.99	2/1/08
The Klutz Book of Paper Airplanes	Stillinger, Doug	9781570548307	Klutz	NM	\$8.95	5/1/04
There's No Place Like Space	Seuss, Dr.	9780679891154	Random House Children's Books	HT	\$8.95	10/26/99
Big Board Books Colors, ABC, Numbers	Priddy, Roger	9780312502195	Priddy Books	BH	\$12.95	4/15/08
Bedtime Lullaby	Priddy, Roger	9780312504717	Priddy Books	BH	\$12.95	7/8/08
Baby Animals	Priddy, Roger	9780312498580	Priddy Books	BH	\$22.95	12/26/06

Note: Highlighted titles have been consistent bestsellers over eight years, from 2006 to 2013.

Titles You May Have Missed



Smile

AAR = 18, AVD = 35%

This true story about dental drama had the second highest unit sales in 2013 and the highest average annual rank in this category.



I Am a Dump Truck

AAR = 32, AVD = 48%

This dump truck-shaped board book for two- to three-year-olds has a modest average annual rank.



The Klutz Book of Paper Airplanes

AAR = 62, AVD = 22%

This eight-year perennial bestseller presents step-by-step instructions for folding ten planes and comes with 40 sheets of patterned paper.

Acknowledgements

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BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print book sales through BNC SalesData.

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