

Dallas, TX (Newsworthy.ai) Monday Oct 28, 2024 @ 2:30 PM Central —

SUCCESS®, the leading platform for personal and professional growth, today announces its weekly bestseller lists across eight categories: Business, Marketing, Leadership, Entrepreneurship, Money, Personal Development, General Non-Fiction, and Women In Leadership. This weekly update provides readers with the most current insights into the books shaping success journeys across the nation.

## This Week's [Bestseller Lists](#) Include:

### Business

1. ***How Leaders Learn*** by David Novak and Lari Bishop - A comprehensive guide to mastering active learning from a trailer-park kid turned CEO of Yum! Brands, revealing how putting learning at the center of everything leads to extraordinary success.
2. *The Journey of Leadership* by Dana Maor, Hans-Werner Kaas, and Kurt Strovink
3. *Experiencing the American Dream* by Mark Matson
4. *Co-Intelligence* by Ethan Mollick
5. *The End of the World Is Just the Beginning* by Peter Zeihan
6. *Buy Back Your Time* by Dan Martell
7. *48 LAWS OF POWER* by Robert Greene
8. *Your Best Financial Life* by Anne Lester
9. *10 to 25* by David Yeager
10. *Atomic Habits* by James Clear

### Leadership

1. ***How Leaders Learn*** by David Novak and Lari Bishop - Drawing from the author's journey and insights from successful leaders worldwide, this book provides a practical manual for transforming yourself into an active learner and effective leader.
2. *The Journey of Leadership* by Dana Maor, Hans-Werner Kaas, and Kurt Strovink
3. *Atomic Habits* by James Clear
4. *Buy Back Your Time* by Dan Martell
5. *10 to 25* by David Yeager
6. *Supercommunicators* by Charles Duhigg
7. *It's Your Ship* by D. Michael Abrashoff
8. *Change Enthusiasm* by Cassandra Worthy

9. *The Coffee Bean* by Jon Gordon and Damon West
10. *The Remix* by Lindsey Pollak

## Marketing

1. ***Good to Great* by Jim Collins** - Based on a five-year study of 1,400 companies, Collins reveals how good companies can achieve sustained excellence through disciplined people, thought, and action.
2. *Quit* by Annie Duke
3. *Revenge of the Tipping Point* by Malcolm Gladwell
4. *Your Next Five Moves* by Patrick Bet-David and Greg Dinkin
5. *The Tipping Point* by Malcolm Gladwell
6. *Choose Your Enemies Wisely* by Patrick Bet-David and Greg Dinkin
7. *The 10x Rule* by Grant Cardone
8. *Real Estate License Exams for Dummies* by John A. Yoegel
9. *Day Trading Attention* by Gary Vaynerchuk
10. *The Personal MBA 10th Anniversary Edition* by Josh Kaufman

## Entrepreneurship

1. ***Buy Back Your Time* by Dan Martell** - The world's most popular SaaS coach reveals how entrepreneurs can scale their businesses rapidly by literally buying back their time and investing it wisely.
2. *Love & Whiskey* by Fawn Weaver
3. *Good to Great* by Jim Collins
4. *Quit* by Annie Duke
5. *Thirst* by Scott Harrison and Lisa Sweetingham
6. *Start with Why* by Simon Sinek
7. *Your Next Five Moves* by Patrick Bet-David and Greg Dinkin
8. *The Geek Way* by Andrew McAfee
9. *The 10x Rule* by Grant Cardone
10. *Choose Your Enemies Wisely* by Patrick Bet-David and Greg Dinkin

## Money

1. ***Your Best Financial Life* by Anne Lester** - Former head of retirement solutions for JPMorgan Asset Management provides a step-by-step blueprint for understanding retirement savings and investing for the future you deserve.
2. *The Psychology of Money* by Morgan Housel

3. *Experiencing the American Dream* by Mark Matson
4. *Rich AF* by Vivian Tu
5. *I Will Teach You to Be Rich* by Ramit Sethi
6. *Risks and Returns* by Wilbur Ross
7. *Total Money Makeover Updated and Expanded* by Dave Ramsey
8. *Financial Feminist* by Tori Dunlap
9. *The Intelligent Investor REV Ed.* by Benjamin Graham
10. *Your Money Playbook* by Brandon Copeland

## **Non-Fiction**

1. ***How Leaders Learn*** by David Novak and Lari Bishop - A leadership manifesto that transforms conventional wisdom about success by placing continuous learning at the heart of personal and professional growth.
2. *The Journey of Leadership* by Dana Maor, Hans-Werner Kaas, and Kurt Strovink
3. *The Book of Bill* by Alex Hirsch
4. *The Anxious Generation* by Jonathan Haidt
5. *Experiencing the American Dream* by Mark Matson
6. *Hillbilly Elegy* by J. D. Vance
7. *Don't Wait Till You're Dead* by Matt Fraser
8. *When You Wonder, You're Learning* by Gregg Behr and Ryan Rydzewski
9. *Co-Intelligence* by Ethan Mollick
10. *Buy Back Your Time* by Dan Martell

## **Personal Development**

1. ***The Anxious Generation* by Jonathan Haidt** - A groundbreaking investigation into the collapse of youth mental health and a practical plan for creating a healthier, freer childhood in our digital age.
2. *The Four Agreements* by Don Miguel Ruiz and Janet Mills
3. *The Subtle Art of Not Giving a F\*ck* by Mark Manson
4. *The Body Keeps the Score* by Bessel Van Der Kolk
5. *The Shadow Work Journal* by Keila Shaheen
6. *Good Energy* by Casey Means and Calley Means
7. *The Art of Seduction* by Robert Greene and Joost Elffers
8. *Why Men Love Bitches* by Sherry Argov
9. *12 Rules for Life* by Jordan B. Peterson
10. *Don't Wait Till You're Dead* by Matt Fraser

## Women In Business and Leadership

1. ***Go Ask Your Mothers*** by Sarah Wells - A revolutionary guide for managers on supporting working mothers, revealing what mothers really want from their leaders and how to create truly mom-supportive workplaces.
2. *Likeable Badass* by Alison Fragale
3. *Inclusion on Purpose* by Ruchika Tulshyan and Ijeoma Oluo
4. *When Women Ran Fifth Avenue* by Julie Satow
5. *Unstuck* by Stephanie Stuckey
6. *The Confidence Code* by Katty Kay and Claire Shipman
7. *I Hope You Fail* by Pinky Cole
8. *The Most Powerful Woman in the Room Is You* by Lydia Fenet

## Notable Trends and Movements

### Overarching Theme: Leadership Evolution and Technological Integration

This week's bestseller lists reveal a significant shift toward books that combine traditional leadership wisdom with modern technological challenges. The success of titles across categories suggests readers are seeking guidance on navigating the rapidly evolving business landscape.

- **Leadership Revolution:** David Novak's *How Leaders Learn* achieves record-breaking sales with 13,500 units, marking a watershed moment for leadership literature that combines practical experience with emotional intelligence.
- **Technology and AI Integration:** Ethan Mollick's *Co-Intelligence* makes an impressive debut, bringing practical insights about AI integration to mainstream business audiences. Its strong performance across categories indicates growing interest in understanding and implementing AI solutions.
- **Financial Education Evolution:** Anne Lester's *Your Best Financial Life* dominates the Money category, while new entries like *Rich AF* suggest an expanding definition of financial success for younger generations.
- **Mental Health Awareness:** Jonathan Haidt's *The Anxious Generation* maintains strong influence across categories, while books like *Good Energy* suggest a growing integration of wellness into business success.

## Key Movements This Week:

- *How Leaders Learn* sets new sales records in multiple categories
- *Good to Great* shows renewed relevance in the Marketing category
- *Co-Intelligence* debuts strongly in multiple lists
- Emergence of new voices in leadership development and technology integration

[The SUCCESS® Bestsellers list](#) continues to provide a comprehensive view of the books shaping personal and professional development across the nation. For more information about SUCCESS® or our bestseller lists, please visit [www.success.com](http://www.success.com) or contact Kerrie Lee Brown, VP Media and Editor-in-Chief.

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