

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2005–June 30, 2006	3,422,673		<i>Freakonomics: A Rogue Economist Explores the Hidden ...</i> (William Morrow, cloth; 64,255 copies)
January 2006–June 30, 2007	4,012,549	17%	<i>Good to Great: Why Some Companies Make the Leap...</i> (Harperbusiness, cloth; 81,183 copies)
January 2007–June 30, 2008	4,403,923	10%	<i>Good to Great: Why Some Companies Make the Leap...</i> (Harperbusiness, cloth; 99,555 copies)
January 2008–June 30, 2009	3,419,398	-22%	<i>A Guide to the Project Management Body of Knowledge</i> (Project Mgt Inst, paper; 48,679 copies)
January 2009–June 30, 2010	3,014,676	-12%	<i>The Big Short: Inside the Doomsday Machine</i> (W.W. Norton, cloth; 71,547 copies)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observations
January 2005–June 30, 2006	Retail/Internet	45%	From January 2008–June 2010, as the Retail/Internet share of the market dropped, the Library and International shares increased. Note: <i>A Guide to the Project Management Body of Knowledge</i> (2004) is revised every four years.
January 2006–June 30, 2007	Retail/Internet	49%	
January 2007–June 30, 2008	Retail/Internet	49%	
January 2008–June 30, 2009	Retail/Internet	40%	
January 2009–June 30, 2010	Retail/Internet	38%	

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Five-Year Trend Reporting Schedule: Upcoming

April 2010	<i>Self-Help</i>	August 2010	<i>Business & Economics</i>
May 2010	<i>Science Fiction</i>	September 2010	<i>Comics & Graphic Novels</i>
June 2010	<i>Fantasy</i>	October 2010	<i>Body, Mind & Spirit</i>
July 2010	<i>Reference</i>	November 2010	<i>Bibles</i>