

Rankings

	A	B	C	D	E	F	G	H	I
1									
2								Contact: Rob Eagar	
3								Phone: 1-800-267-2045	
4								Email: Rob@StartaWildFire.com	
5								Web: www.StartaWildFire.com	
6				Amazon Comparison of ECPA Publishers					
7				As of May 3, 2009 at 11:00pm EST					
8		This chart rates the top 15 ECPA publishers by the average Amazon ranking of their Top 20 selling titles.							
9									
10				Average Rank of	Best-selling	20th Best			
11		Rank	Publisher	Top 20 Books:	Book Rank:	Book Ranking		Items of Interest:	
12		1	Thomas Nelson	841	121	1,973		a. Top-Selling Overall Title:	
13		2	Zondervan	1,966	376	3,751		"The Love Dare" (# 27) from B&H Publishing	
14		3	Tyndale	2,051	246	3,638		Rankings exclude self-published title, "The Shack" (# 9).	
15		4	Waterbrook / Multnomah	3,021	405	5,818			
16		5	Baker Publishing Group	3,320	394	7,091		b. Biggest Publisher Moves:	
17		6	Crossway	5,883	45	10,986		Charisma House jumps from # 14 to # 11 this month.	
18		7	FaithWords	6,550	1,045	14,173		David C. Cook pushes Barbour off the list at # 15.	
19		8	NavPress	6,845	754	13,731		Harvest House falls from # 7 last month to # 9 this month.	
20		9	Harvest House	8,747	3,949	14,231			
21		10	B&H Publishing	8,985	27	17,331			
22		11	Charisma House	12,399	1,299	26,235			
23		12	Intervarsity	13,442	2,555	24,806			
24		13	Regal	15,098	5,225	32,921		For prior month's CBA rankings, visit:	
25		14	Moody	15,296	1,113	26,598		http://www.StartaWildFire.com/ freeresources.html	
26		15	David C. Cook	20,574	182	48,111			
27									
28		Source: www.TitleZ.com							
29									
30		Benefits of this Research:							
31		1. Identify Book Sales Trends over Time							
32		Publishers can use this monthly report to analyze book sales trends over time. By comparing							

33	current and past months, this research helps identify if specific titles are performing as desired.							
34	In addition, publishers can use this data to compare how book X is performing versus book Y.							
35								
36	2. Determine Frontlist Sales Success							
37	Our research provides each publisher with a separate sheet listing their Top 20 titles on Amazon.							
38	If fewer than eight frontlist titles make the Top 20, it may indicate a weakness in that publisher's							
39	new book marketing efforts. New titles may be burning out too fast or failing to gain momentum.							
40	To verify the problem, compare Amazon sales with other channels to see if similar patterns exist.							
41								
42	3. Gauge Author Platform Effectiveness							
43	Author platform is big driver of book sales. So, if a publisher doesn't see an expected title on							
44	their Top 20 listing, it may indicate that a specific author is struggling to promote their book.							
45	Authors may need better book marketing instruction to help build their platform and sell books.							

46								
47		Note: We recognize that Amazon rankings do not represent accurate sales figures and only						
48		represent a small portion of a book's total sales. However, using this monthly data over time can						
49		help publishers determine if specific books are performing as desired.						
50								
51		Web: www.StartaWildFire.com	Phone: 1-800-267-2045					

Nelson

	A	B	C	D	E	F
1						
2			Thomas Nelson Publishers			
3					Publication	Amazon
4		Rank	Book Title:	Author:	Date:	Ranking:
5		1	Same Kind of Different As Me	Ron Hall	03/11/08	121
6		2	The Total Money Makeover	Dave Ramsey	02/06/07	141
7		3	Face of Betrayal	Lis Wiehl	04/07/09	176
8		4	What's Age Got to Do with It?	Robin McGraw	12/30/08	341
9		5	Love & Respect	Emerson Eggerichs	09/07/04	355
10		6	Wild at Heart	John Eldredge	01/03/06	391
11		7	What In the World Is Going On?	Dr. David Jeremiah	09/30/08	574
12		8	The Total Money Makeover Workbook	Dave Ramsey	01/21/03	668
13		9	Jesus Calling	Sarah Young	10/12/04	672
14		10	Captivating: Unveiling the Mystery of a Woman's Soul	John Eldredge	04/07/05	747
15		11	The Hole in Our Gospel	Richard Stearns	03/10/09	757
16		12	The 21 Irrefutable Laws of Leadership	John C. Maxwell	09/18/07	1,016
17		13	The American Patriot's Almanac	William J. Bennett	11/29/08	1,054
18		14	The Noticer	Andy Andrews	04/28/09	1,068
19		15	Blue Like Jazz	Donald Miller	07/17/03	1,111
20		16	When God Winks at You	Squire Rushnell	09/19/06	1,133
21		17	When God Winks on New Beginnings	Squire Rushnell	04/15/09	1,410
22		18	The Last Thing I Remember	Andrew Klavan	04/28/09	1,448
23		19	Put Your Dream to the Test	John C. Maxwell	03/24/09	1,655
24		20	Dred Scott's Revenge	Andrew Napolitano	04/21/09	1,973
25						
26					Average Amazon Ranking:	841
27		Notes:				
28		Titles in Bold represent recent frontlist books.				

Zondervan

	A	B	C	D	E	F	G
1							
2			Zondervan Publishers				
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST				
4					Publication	Amazon	
5		<u>Rank</u>	<u>Book Title:</u>	<u>Author:</u>	<u>Date:</u>	<u>Ranking:</u>	
6		1	The Purpose Driven® Life	Rick Warren	02/01/07	376	
7		2	The Case for Christ	Lee Strobel	09/01/98	514	
8		3	Eight Little Faces	Kate Gosselin	04/14/09	591	
9		4	Multiple BlesBings	Jon Gosselin	10/01/08	602	
10		5	Take One (Above the Line Series #1)	Karen Kingsbury	04/01/09	982	
11		6	Boundaries	Henry Cloud	04/01/02	1,268	
12		7	The Irresistible Revolution	Shane Claiborne	02/01/06	1,363	
13		8	Sacred Marriage	Gary L. Thomas	02/01/00	1,433	
14		9	Systematic Theology	Wayne Grudem	01/16/95	1,650	
15		10	Jesus Wants to Save Christians	Rob Bell	08/19/08	1,760	
16		11	Changes That Heal	Henry Cloud	01/01/97	1,828	
17		12	Boundaries in Marriage	Henry Cloud	08/01/02	1,830	
18		13	How to Read the Bible for All Its Worth	Gordon D. Fee	11/01/03	2,602	
19		14	Take Two (Above the Line Series)	Karen Kingsbury	07/01/09	2,913	
20		15	What's So Amazing About Grace?	Philip Yancey	02/01/02	3,032	
21		16	The Life You've Always Wanted	John Ortberg	10/01/02	3,078	
22		17	Jesus Wants to Save Christians	Rob Bell	10/01/08	3,118	
23		18	The Relationship Principles of Jesus	Tom Holladay	10/01/08	3,207	
24		19	The Case for Faith	Lee Strobel	10/01/00	3,423	
25		20	The Jesus I Never Knew	Philip Yancey	02/01/02	3,751	
26							
27					Average Amazon Ranking:	1,966	
28		<u>Notes:</u>					
29		Titles in Bold represent recent frontlist books.					
30							
31			Holy Bible, New International Version, NIV	Zondervan eBible	10/03/08	233	Kindle Ranking
32							

Tyndale

	A	B	C	D	E	F
1						
2			Tyndale House Publishers			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		<u>Rank</u>	<u>Book Title:</u>	<u>Author:</u>	<u>Date:</u>	<u>Ranking:</u>
6		1	Inside the Revolution	Joel C. Rosenberg	02/11/09	246
7		2	Heaven	RANDY ALCORN	10/15/04	442
8		3	Heaven	Randy Alcorn	10/01/04	553
9		4	Uncommon: Finding Your Path to Significance	Tony Dungy	01/20/09	685
10		5	Epicenter 2.0	Joel C. Rosenberg	08/04/08	770
11		6	Sheet Music	Kevin Leman	09/01/03	1,246
12		7	Tenth Stone (A. D. Chronicles)	Bodie Thoene	04/02/09	1,392
13		8	Quiet Strength	Tony Dungy	05/07/08	1,891
14		9	The New Strong-Willed Child	James C. Dobson	03/06/07	1,939
15		10	A Voice in the Wind (Mark of the Lion #1)	Francine Rivers	03/01/98	1,969
16		11	Life Application Study Bible NIV	Tyndale	06/16/97	2,028

17	12	Let Me Hold You Longer	Karen Kingsbury	08/11/04	2,413
18	13	Left Behind: A Novel of the Earth's Last Days	Tim LaHaye	01/29/96	2,535
19	14	The Last Jihad (Political Thrillers Series #1)	Joel C. Rosenberg	08/07/06	2,709
20	15	An Echo in the Darkness (Mark of the Lion #2)	Francine Rivers	03/01/98	2,889
21	16	The Ezekiel Option (Political Thrillers Series #3)	Joel C. Rosenberg	03/06/06	3,135
22	17	As Sure as the Dawn (Mark of the Lion #3)	Francine Rivers	03/01/98	3,379
23	18	The Secret Holocaust Diaries	Nonna Bannister	03/24/09	3,561
24	19	Bringing Up Boys	James C. Dobson	02/08/05	3,609
25	20	Apollyon: The Destroyer Is Unleashed	Tim LaHaye	01/01/00	3,638
26					
27				Average Amazon Ranking:	2,051
28		Notes:			
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.			

Waterbrook

	A	B	C	D	E	F	G
1							
2			Waterbrook / Multnomah Press				
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST				
4						Publication	Amazon
5		Rank	Book Title:	Author:	Publisher Division:	Date:	Ranking:
6		1	For Women Only	Shaunti Feldhahn	Multnomah Books	07/28/04	405
7		2	Do Hard Things	Alex Harris	Multnomah Books	04/15/08	554
8		3	For Men Only	Shaunti Feldhahn	Multnomah Books	04/03/06	869
9		4	The Greatest Words Ever Spoken	Steven K. Scott	WaterBrook Press	09/16/08	920
10		5	Bad Girls of the Bible	Liz Curtis Higgs	WaterBrook Press	08/17/99	1,018
11		6	One Month to Live: Thirty Days to a No-Regrets Life	Kerry Shook	WaterBrook Press	02/05/08	1,745
12		7	Every Man's Battle	Stephen Arterburn	WaterBrook Press	07/18/00	2,066
13		8	Redeeming Love	Francine Rivers	Multnomah Books	10/16/07	2,074
14		9	Unfashionable	Tullian Tchividjian	Multnomah Books	04/14/09	2,241
15		10	Desiring God: Meditations of a Christian Hedonist	John Piper	Multnomah Books	03/01/03	2,445
16		11	In a Pit with a Lion on a Snowy Day	Mark Batterson	Multnomah Books	10/16/06	2,910
17		12	Sisterchicks in Wooden Shoes	Robin Jones Gunn	Multnomah Books	05/05/09	3,149
18		13	Having a Mary Heart in a Martha World	Joanna Weaver	WaterBrook Press	07/18/00	3,807
19		14	His Princess: Love Letters from Your King	Sheri Rose Shepherd	Multnomah Books	01/23/04	4,265
20		15	I Kissed Dating Goodbye	Joshua Harris	Multnomah Books	04/01/03	4,484
21		16	Sex Is Not the Problem (Lust Is)	Joshua Harris	Multnomah Books	07/28/05	5,050
22		17	The Dream Giver	Bruce Wilkinson	Multnomah Books	09/03/03	5,376
23		18	How Good Is Good Enough? (Pack of 6)	Andy Stanley	Multnomah Books	02/17/09	5,601
24		19	God Gave Us You	Lisa Tawn Bergren	WaterBrook Press	07/26/01	5,623
25		20	Every Young Man's Battle	Stephen Arterburn	WaterBrook Press	03/19/02	5,818
26							
27						Average Amazon Ranking:	3,021
28		Notes:					
29		Titles in Bold represent recent					

		frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.					
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Baker

	A	B	C	D	E	F	G
1							
2			Baker Publishing Group				
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST				
4					Publisher	Publication	Amazon
5		Rank	Book Title:	Author:	Division:	Date:	Ranking:
6		1	Have a New Kid by Friday	Dr. Kevin Leman	Revell	03/01/08	394
7		2	Secret, The (Seasons of Grace)	Beverly Lewis	Bethany House	03/31/09	746
8		3	His Needs, Her Needs	Willard F. Harley Jr.	Revell	04/01/01	939
9		4	Holy Bible, GOD'S WORD Translation (GW)	Baker	Baker Books	11/15/03	1,164
10		5	90 Minutes in Heaven: A True Story of Death & Life	Don Piper	Revell	10/01/04	1,377
11		6	The Hiding Place	Corrie ten Boom	Chosen	01/01/06	1,473
12		7	unChristian	David Kinnaman	Baker Books	10/01/07	1,612
13		8	Don't Panic - Dinner's in the Freezer	Susie Martinez	Revell	09/01/05	1,778
14		9	Making Children Mind without Losing Yours	Dr. Kevin Leman	Revell	02/01/05	2,311
15		10	Birth Order Book	Dr. Kevin Leman	Revell	09/01/04	3,552
16		11	Great Emergence, The	Phyllis Tickle	Baker Books	11/01/08	3,620
17		12	Intended for Pleasure	Ed Wheat	Revell	04/01/97	3,710
18		13	Don't Panic--More Dinner's in the Freezer	Susie Martinez	Revell	05/01/09	3,795
19		14	Passion and Purity	Elisabeth Elliot	Revell	04/01/02	4,419
20		15	The Peacemaker	Ken Sande	Baker Books	01/01/04	4,899
21		16	A Love to Last Forever	Tracie Peterson	Bethany House	05/01/09	5,142
22		17	Commentary on the NT Use of the OT	G. K. Beale	Baker Academic	11/01/07	5,522
23		18	The Forbidden	Beverly Lewis	Bethany House	05/01/08	6,225
24		19	A Dream to Call My Own	Tracie Peterson	Bethany House	06/01/09	6,628
25		20	Master Plan of Evangelism	Robert E. Coleman	Revell	04/01/06	7,091
26							
27						Average Amazon Ranking:	3,320
28		Notes:					
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.					

Crossway

	A	B	C	D	E	F
1						
2			Crossway			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:

6	1	The Holy Bible English Standard Version (ESV)	Crossway Bibles	11/29/07	45
7	2	The ESV Study Bible	N.A.	10/15/08	911
8	3	Big Truths for Young Hearts	Bruce A. Ware	04/30/09	1,167
9	4	Death by Love: Letters from the Cross (Re:Lit)	Mark Driscoll	09/30/08	2,098
10	5	Because He Loves Me	Elyse M. Fitzpatrick	07/07/08	3,315
11	6	Vintage Church	Mark Driscoll	01/31/09	3,633
12	7	ESV Study Bible (TruTone, Brown/Cordovan)	N.A.	04/30/09	3,973
13	8	Don't Waste Your Life	John Piper	05/16/03	4,231
14	9	God, Marriage, and Family	Andreas Kostenberger	11/11/04	4,344
15	10	The Big Picture Story Bible	David R. Helm	09/17/04	4,789
16	11	What He Must Be	Voddie T. Baucham Jr.	02/28/09	7,351
17	12	Vintage Jesus	Mark Driscoll	02/29/08	7,413
18	13	Family Driven Faith	Voddie T. Baucham Jr.	06/07/07	7,970
19	14	You Are Special (Max Lucado's Wemmicks)	Max Lucado	06/30/97	8,440
20	15	I Don't Have Enough Faith to Be an Atheist	Norman L. Geisler	03/12/04	8,615
21	16	My ABC Bible Verses	Susan Hunt	07/01/98	8,641
22	17	Feminine Appeal	Carolyn Mahaney	06/14/04	9,361
23	18	Reasonable Faith	William Lane Craig	06/30/08	9,763
24	19	Disciplines of a Godly Man	R. Kent Hughes	01/10/06	10,609
25	20	The Bookends of the Christian Life	Jerry Bridges	03/31/09	10,986
26					
27				Average Amazon Ranking:	5,883
28		Notes:			
29		Titles in Bold represent recent frontlist books.			

FaithWords

	A	B	C	D	E	F
1						
2			FaithWords			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	Battlefield of the Mind: Winning the Battle in Your Mind	Joyce Meyer	10/01/02	1,045
7		2	Beyond Belief: Finding the Strength to Come Back	Josh Hamilton	10/13/08	1,191
8		3	Never Give Up!	Joyce Meyer	03/17/09	1,561
9		4	Never Surrender	Jerry Boykin	07/29/08	3,112
10		5	Starting Your Day Right: Devotions	Joyce Meyer	03/15/04	3,130
11		6	Work in Progress	Kristin Armstrong	03/11/09	3,614
12		7	Your Best Life Now: 7 Steps to Living at Your Full Potential	Joel Osteen	08/20/07	3,675
13		8	Managing Your Emotions	Joyce Meyer	10/01/02	4,373
14		9	Your Best Life Begins Each Morning: Devotions	Joel Osteen	12/10/08	4,870
15		10	Empezando Tu D a Bien	Joyce Meyer	11/07/08	5,197
16		11	The Everyday Life Bible	Joyce Meyer	10/01/06	5,717
17		12	Walking the Walk (w/DVD): Getting Fit with Faith	Leslie Sansone	07/11/07	7,047
18		13	Daily Readings from Your Best Life Now: 90 Devotions	Joel Osteen	10/27/05	8,062
19		14	The Secret Power of Speaking God's Word (Meyer, Joyce)	Joyce Meyer	08/26/04	8,998
20		15	100 Ways to Simplify Your Life	Joyce Meyer	11/12/08	10,703
21		16	Battlefield of the Mind for Teens	Joyce Meyer	06/13/06	10,833
22		17	Honor's Reward: How to Attract God's Favor and Blessing	John Bevere	11/15/07	11,026
23		18	Driven by Eternity: Making Your Life Count Today & Forever	John Bevere	04/10/06	11,258
24		19	Scriptures and Meditations for Your Best Life Now	Joel Osteen	10/18/06	11,415
25		20	The Confident Woman	Joyce Meyer	09/05/06	14,173
26						

27					Average Amazon Ranking:	6,550
28		Notes:				
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.				

NavPress

	A	B	C	D	E	F
1						
2			NavPress Publishing			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	Parenting With Love And Logic (Updated)	Foster Cline	04/19/06	754
7		2	Respectable Sins: Confronting the Sins We Tolerate	Jerry Bridges	08/21/07	868
8		3	Parenting Teens With Love And Logic (Updated)	Foster Cline	04/19/06	2,448
9		4	How to Stay Christian in College (Th1nk Edition)	J. Budziszewski	03/02/04	2,563
10		5	A Praying Life	Paul Miller	05/15/09	3,150
11		6	Calm My Anxious Heart	Linda Dillow	06/15/07	3,310
12		7	The Message Remix 2.0	Eugene H. Peterson	06/25/06	3,625
13		8	Abba's Child: Expanded	Brennan Manning	09/05/02	3,714
14		9	When I Lay My Isaac Down	Carol J Kent	05/13/04	5,846
15		10	The Message: (NT with Psalms and Proverbs)	Eugene H. Peterson	02/15/07	5,950
16		11	The Pursuit of Holiness	Gerald Bridges	01/31/06	6,139
17		12	What's the Big Deal?	Brenna Jones	02/16/07	6,998
18		13	Spiritual Disciplines for the Christian Life	Donald S Whitney	06/01/97	8,633
19		14	Trusting God: Even When Life Hurts	Gerald Bridges	04/22/08	9,411
20		15	Renovation of the Heart	Dallas Willard	05/01/02	10,759
21		16	The Message//REMIX Solo: Uncommon Devotional	Eugene H. Peterson	09/15/07	11,084
22		17	Facing the Facts: The Truth About Sex and You	Brenna Jones	03/15/07	11,811
23		18	Ask Me Anything	J. Budziszewski	07/15/04	12,406
24		19	Margin	Richard Swenson	10/11/04	13,692
25		20	The Discipline of Grace	Gerald Bridges	04/28/06	13,731
26						
27					Average Amazon Ranking:	6,845
28		Notes:				
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.				

HH

	A	B	C	D	E	F
1						
2			Harvest House Publishers			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	The Power of a Praying® Wife	Stormie Omartian	01/01/07	3,949
7		2	How to Study Your Bible	Kay Arthur	03/01/01	4,309
8		3	The Power of a Praying® Husband (Power of Praying)	Stormie Omartian	01/01/07	4,458
9		4	101 Questions to Ask Before You Get Engaged	H. Norman Wright	06/01/04	5,650
10		5	Before You Say "I Do"	H. Norman Wright	01/01/97	5,771
11		6	Setting Boundaries with Your Adult Children	Allison Bottke	02/01/08	5,864
12		7	The Power of a Praying® Wife Deluxe Edition	Stormie Omartian	09/01/07	6,146
13		8	Men Are Like Waffles--Women Are Like Spaghetti	Bill Farrel	02/01/07	7,255
14		9	The Power of a Praying® Kid	Stormie Omartian	07/01/05	7,295
15		10	The Bondage Breaker®	Neil T. Anderson	12/15/06	7,319
16		11	The Power of a Praying® Parent (Power of Praying)	Stormie Omartian	01/01/07	7,837
17		12	Right Thinking in a World Gone Wrong	John MacArthur	02/01/09	8,430
18		13	My Very First Tea Party	Michal Sparks	01/01/00	10,190
19		14	Shadows of Lancaster County	Mindy Starns Clark	01/01/09	10,658
20		15	The Wonder of Heaven	Ron Rhodes	02/01/09	11,373
21		16	The Power of a Praying® Parent Prayer and Study Guide	Stormie Omartian	01/01/07	12,805
22		17	A Widow's Hope (The Miller Family Series)	Mary Ellis	03/01/09	13,348
23		18	Angels in the ER	Robert D. Lesslie	08/01/08	13,922
24		19	Rebecca's Promise (The Adams County Trilogy)	Jerry S. Eicher	03/01/09	14,135
25		20	Charting the End Times	Tim LaHaye	08/01/01	14,231
26						
27					Average Amazon Ranking:	8,747
28		Notes:				
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.				

B&H

	A	B	C	D	E	F
1						
2			B&H Publishing			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	The Love Dare	Stephen Kendrick	09/28/08	27
7		2	48 Days to the Work You Love	Dan Miller	01/01/07	519
8		3	Praying God's Word	Beth Moore	04/01/00	1,459
9		4	Experiencing God: Revised and Expanded	Henry Blackaby	09/01/08	4,595
10		5	El Desafio del Amor (Spanish Edition)	Alex Kendrick	12/15/08	5,305
11		6	Simple Church	Thom S. Rainer	06/01/06	6,250
12		7	100 Top Picks For Homeschool Curriculum	Cathy Duffy	01/01/05	6,841
13		8	Praying God's Word Day by Day	Beth Moore	10/01/06	7,339
14		9	Bonhoeffer's Cost of Discipleship	Greg Ligon	01/01/99	7,438
15		10	Jesus: 90 Days With the One and Only	Beth Moore	09/01/07	7,586

16	11	5 Conversations You Must Have with Your Daughter	Vicki Courtney	11/01/08	7,861
17	12	Holman Illustrated Bible Dictionary	Trent C. Butler	09/01/03	8,672
18	13	Breaking Free: Discover the Victory of Total Surrender	Beth Moore	04/01/07	8,688
19	14	Feathers from My Nest: A Mother's Reflections	Beth Moore	04/01/05	12,783
20	15	John: 90 Days with the Beloved Disciple	Beth Moore	09/01/08	14,216
21	16	Planting Missional Churches	Ed Stetzer	05/01/06	14,740
22	17	Holman Bible Atlas	Thomas C. Brisco	01/01/99	15,050
23	18	The Promise	Robert J. Morgan	02/01/08	15,698
24	19	Holman CSB Bible	Holman Publishers	12/18/07	17,296
25	20	48 Days to the Work You Love: An Interactive Study	Dan Miller	10/01/05	17,331
26					
27				Average Amazon Ranking:	8,985
28		Notes:			
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.			

Charisma

	A	B	C	D	E	F
1						
2			Charisma House			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	Breaking the Jewish Code	Perry Stone	04/01/09	1,299
7		2	23 Minutes in Hell	Bill Wiese	03/07/06	1,339
8		3	Prayers That Rout Demons	John Eckhardt	01/02/08	2,037
9		4	Fasting	Jentezen Franklin	01/02/08	4,442
10		5	The Bait of Satan	John Bevere	06/01/04	5,600
11		6	Compelled by Love	Heidi Baker	08/05/08	6,518
12		7	The Rules of Engagement	Cindy Trimm	09/02/08	7,015
13		8	Hell	Bill Wiese	09/02/08	9,569
14		9	Commanding Your Morning	Cindy Trimm	10/02/07	9,642
15		10	Face to Face With God	Bill Johnson	09/04/07	11,754
16		11	Bruchko	Bruce Olson	08/08/06	13,173
17		12	Breaking Intimidation	John Bevere	01/03/06	13,647
18		13	Prayers That Bring Change	Kimberly Daniels	05/05/09	13,773
19		14	Islam and Terrorism	Mark A. Gabriel	03/01/02	16,922
20		15	Total Forgiveness	R. T. Kendall	10/02/07	18,098
21		16	Redeeming the Times	Chuck Pierce	05/05/09	18,516
22		17	When Pigs Move In	Don Dickerman	03/03/09	21,507
23		18	How to Forgive Ourselves -- Totally	R. T. Kendall	09/04/07	23,240
24		19	Heaven Awaits the Bride	Anna Rountree	08/07/07	23,661
25		20	Heaven is so Real	Choo Thomas	04/01/06	26,235
26						
27					Average Amazon Ranking:	12,399
28		Notes:				

29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.				
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IVPress

	A	B	C	D	E	F	G
1							
2			InterVarsity Press				
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST				
4					Publisher	Publication	Amazon
5		Rank	Book Title:	Author:	Division:	Date:	Ranking:
6		1	Justification: God's Plan & Paul's Vision	N. T. Wright	IVP Academic	05/30/09	2,555
7		2	Longing for God	Richard J. Foster	IVP Books	04/01/09	2,981
8		3	Finding God in the Shack	Roger E. Olson	IVP Books	02/01/09	3,091
9		4	Knowing God	J. I. Packer	InterVarsity Press	07/01/93	5,319
10		5	Jesus Through Middle Eastern Eyes	Kenneth E. Bailey	IVP Academic	01/11/08	7,744
11		6	Evangelism and the Sovereignty of God	J. I. Packer	IVP Books	01/01/09	8,582
12		7	Culture Making	Andy Crouch	IVP Books	08/01/08	10,402
13		8	A Long Obedience in the Same Direction	Eugene H. Peterson	InterVarsity Press	07/01/00	12,183
14		9	Handbook of Christian Apologetics	Peter Kreeft	InterVarsity Press	03/01/94	12,958
15		10	The Universe Next Door	James W. Sire	InterVarsity Press	05/01/04	13,596
16		11	Love Is an Orientation	Andrew Marin	IVP Books	05/01/09	14,407
17		12	Too Busy Not to Pray	Bill Hybels	IVP Books	05/30/08	14,605
18		13	Spiritual Disciplines Handbook	Adele Ahlberg Calhoun	InterVarsity Press	11/01/05	15,139
19		14	Is Belief in God Good, Bad or Irrelevant?	Preston Jones	IVP Books	06/08/06	16,121
20		15	Basic Christianity (IVP Classics)	John R. W. Stott	IVP Books	01/30/07	18,248
21		16	Strengthening the Soul of Your Leadership	Ruth Haley Barton	IVP Books	07/01/08	18,991
22		17	Sacred Rhythms	Ruth Haley Barton	InterVarsity Press	02/10/06	19,565
23		18	The Next Evangelicalism	Soong-Chan Rah	IVP Books	05/01/09	23,480
24		19	Misquoting Truth	Timothy Paul Jones	IVP Books	06/08/07	24,070
25		20	Becoming the Answer to Our Prayers	Shane Claiborne	IVP Books	10/01/08	24,806
26							
27						Average Amazon Ranking:	13,442
28		Notes:					
29		Titles in Bold represent recent frontlist books.					
30							

Regal

	A	B	C	D	E	F
1						
2			Regal Books			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:

6	1	Intercessory Prayer	Dutch Sheets	03/03/08	5,225
7	2	Victory Over the Darkness	Neil T. Anderson	07/10/00	5,302
8	3	Fusion	Nelson Searcy	01/02/08	5,858
9	4	Coach Wooden's Pyramid of Success	John Wooden	02/28/05	7,373
10	5	Activate	Nelson Searcy	06/02/08	8,349
11	6	So What's the Difference?	Fritz Ridenour	03/02/01	9,024
12	7	Preparing for Adolescence	James Dr. Dobson	12/01/05	10,464
13	8	Grieving the Loss of Someone You Love	Raymond Mitsch	10/15/93	11,177
14	9	Real Christianity	William Wilberforce	01/11/07	13,891
15	10	Called to Battle Destined to Win	Jerry Savelle	04/07/09	15,131
16	11	Preparing for Marriage	David Boehi	10/17/97	15,857
17	12	Daily Victory, Daily Joy	First Place 4 Health	01/02/09	17,083
18	13	Communication: Key to Your Marriage	H. Norman Wright	07/01/00	17,999
19	14	Coach Wooden's Pyramid of Success Playbook	John Wooden	07/29/05	18,208
20	15	Who I Am In Christ	Neil T. Anderson	10/08/01	18,693
21	16	Healthy Summer Living (First Place)	First Place 4 Health	04/01/09	18,868
22	17	Transforming Children Into Spiritual Champions	George Barna	11/21/03	19,959
23	18	Marriage on the Rock	Jimmy Evans	05/07/07	22,115
24	19	Fasting for Spiritual Breakthrough	Elmer L. Towns	05/16/96	28,460
25	20	Still Growing: An Autobiography	Kirk Cameron	04/30/08	32,921
26					
27				Average Amazon Ranking:	15,098
28		Notes:			
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.			

Moody

	A	B	C	D	E	F
1						
2			Moody Publishers			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	The Five Love Languages	Gary Chapman	05/17/07	1,113
7		2	Just Do Something	Kevin DeYoung	04/01/09	1,690
8		3	Lies Young Women Believe	Nancy Leigh DeMoss	02/01/08	4,602
9		4	Why We're Not Emergent	Kevin DeYoung	04/01/08	5,293
10		5	Spiritual Leadership	J.Oswald Sanders	05/01/07	8,022
11		6	Lies Women Believe/Companion Guide	Nancy Leigh DeMoss	06/01/02	9,071
12		7	Lies Women Believe	Nancy Leigh DeMoss	04/01/02	10,069
13		8	Living By the Book	Howard Hendricks	01/01/07	11,813
14		9	Dispensationalism	Charles Ryrie	02/01/07	17,305
15		10	Choosing Forgiveness: Your Journey to Freedom	Nancy Leigh DeMoss	04/01/08	17,414
16		11	Absolute Surrender (Andrew Murray Series)	Andrew Murray	06/01/74	19,120
17		12	Hope For the Separated	Gary Chapman	01/01/05	19,683
18		13	Secret Keeper Girl Kit	Dannah Gresh	01/01/04	19,868
19		14	Gladys Aylward: The Little Woman	Gladys Aylward	06/01/80	20,861
20		15	Money and Marriage God's Way	Howard Dayton	04/01/09	21,197
21		16	Finding Your Child's Way on the Autism Spectrum	Laura Hendrickson	02/01/09	22,709
22		17	King Me	Steve Farrar	02/01/06	23,048

23	18	Pilgrims Progress in Today's English	John Bunyan	06/01/71	23,079
24	19	Torn Asunder	Dave Carder	10/01/08	23,372
25	20	Get Married	Candice Watters	01/01/08	26,598
26					
27				Average Amazon Ranking:	15,296
28		Notes:			
29		Titles in Bold represent recent frontlist books. If less than 8 bolded titles appear, frontlist marketing may need improvement.			

Cook

	A	B	C	D	E	F
1						
2			David C. Cook			
3			Amazon Rankings as of May 3, 2009 at 11:00pm EST			
4					Publication	Amazon
5		Rank	Book Title:	Author:	Date:	Ranking:
6		1	Crazy Love: Overwhelmed by a Relentless God	Francis Chan	05/01/08	182
7		2	Crazy Love DVD Study Resource	Francis Chan	01/01/09	3,039
8		3	The Furious Longing of God	Brennan Manning	03/01/09	3,536
9		4	From Eternity to Here	Frank Viola	03/01/09	4,987
10		5	The Ultimate Gift (The Ultimate Series #1)	Jim Stovall	09/01/07	5,119
11		6	Healing for Damaged Emotions	David A. Seamands	09/04/91	8,306
12		7	The Ultimate Life (The Ultimate Series #2)	Jim Stovall	09/01/07	8,586
13		8	Letters from a Skeptic	Edward Boyd	06/01/08	12,004
14		9	Reimagining Church	Frank Viola	08/01/08	16,225
15		10	What to Do When You Don't Know What to Do	David Jeremiah	03/01/09	16,649
16		11	Bible Knowledge Commentary	John F. Walvoord	01/29/02	19,664
17		12	11: Indispensable Relationships	Leonard Sweet Ph.D	04/01/08	22,892
18		13	Every Prophecy of the Bible	John F. Walvoord	01/01/99	24,983
19		14	God's Little Instruction Book: For the Class of 09	David C. Cook	03/01/09	27,985
20		15	Men in Midlife Crisis	Jim Conway	10/15/97	28,350
21		16	Wiersbe Bible Commentary OT	Warren W. Wiersbe	11/01/07	32,234
22		17	So Beautiful	Leonard Sweet	04/01/09	40,842
23		18	How to Really Love Your Child	Ross Campbell	01/02/04	42,811
24		19	Found: God's Will	John MacArthur Jr.	06/15/98	44,970
25		20	The Top Ten Mistakes Leaders Make	Hans Finzel	10/01/07	48,111
26						
27					Average Amazon Ranking:	20,574
28			Notes:			
29			Titles in Bold represent recent frontlist books.			