

# 'Tis the season for top ten lists, and manipulation of top ten lists

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December 20, 2007



Raymond Chen

A few years ago, [Marketplace radio reported on the sub-industry of top ten lists](#), specifically the lists intended to be used as gift guides. Marketing companies drool over these lists, since placement on them can mean a tremendous boost in sales, and they're anxious to do whatever it takes to get on the list. For example, *The Da Vinci Code* was a relatively unknown title until the American Booksellers Association placed it on their own "best picks" list. In the story, [c|net](#) comes off looking good, standing their ethical ground against marketers looking for an endorsement. *The Today Show* doesn't fare as well.

[On the Media reports on the subject as well.](#)

[Raymond Chen](#)

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