

Essential reading - Business

At the beginning of each year you will have access to a course text book, currently BTEC Business. You are expected to use this to supplement notes and for help in completing homework.

Up to date reading

Regular coverage of economic issues appears in serious newspapers such as The Times and Sunday Times, The Independent, Financial Times, The Guardian, and of course The Economist. The BBC News website is also an excellent source of relevant contemporary articles.

Other textbooks you may wish to consult include:

Lines, Martin & Marcouse Complete A-Z Business Studies Handbook

Crainer Key Management Ideas: Thinkers that Changed the Management World

Kotler & Armstrong Principles of Marketing

Websites

Both tutor2u and BIZ/ed are free one stop business and economics information gateways for students and teachers. In particular, they contain a considerable amount of economic data relating to a large number of countries as well as extensive theory and revision notes. The website addresses are www.bized.ac.uk and www.tutor2u.com

Other Useful Websites...

The following websites are excellent for up to date articles and economic data.

Organisation	Website Address
BBC	www.bbc.co.uk
UK Treasury	www.hm.treasury.gov.uk
The Bank of England	www.bankofengland.co.uk
the Office for National Statistics	www.ons.gov.uk/welcome.htm
Business Week	www.businessweek.com

Interesting Reading

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions - Rachel Bridge

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market, and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference - Malcolm Gladwell

A very readable and fascinating book, which looks into the reasons products become market leaders.

The Google Story - David A. Wise

An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The questions is; are these the things that made Google the world's number one search engine?

The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer - Jeffrey Liker

Covers Japanese Management Techniques such as Kaizen and TQM.

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours - Tarun Khanna

An investigation into Asia's two growing economic powers.

Business Stripped Bare: Adventures of a Global Entrepreneur - Sir Richard Branson
The autobiography of Britain's most famous entrepreneur.

Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business - Gerald A. Michaelson
Applying the ancient Chinese rules of battle to modern day business.

The Intelligent Investor - Benjamin Graham
The classic book on stock market investment, as recommended by Warren Buffet.

No Logo - Naomi Klein
Klein investigates the negative side to marketing and globalisation.

House of Cards: How Wall Street's Gamblers Broke Capitalism - William D Cohan
Explains the reason behind the continuing global financial crisis, which started in September 2008