

Recommended Reading List for A-Level Business Studies

Books

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.

Magazines

- The Economist
- Business Review Magazine

Websites

- www.tutor2u.net
- www.bized.co.uk
- www.businesscasestudies.co.uk
- www.bbc.co.uk/news/business