



Business Reading List

The following is a range of titles that our students look to read to develop a deeper interest and potential career choice from the core topics studied on our A-Level course.

- **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
This explains the reason behind the continuing global financial crisis, which started in September 2008. The Economist
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Websites

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