

A-Level Business and Business BTEC– Wider Reading list

- **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. Vise
An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The question 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.

Other Sources of Information

- The Economist
- Business Review Magazine
- Below are some **useful websites**.

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