



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.



FAKENHAM SIXTH FORM

- 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