Recommended Reading List for A-Level Business Studies ​ ​

The Basics

**AQA Business for A-level (Marcousé) (covers full A-level)**



Authors: Ian Marcousé, Andy Hammond, Nigel Watson   
Publisher: [Hodder Education](http://www.hoddereducation.co.uk/AQA-A-Level-business)   
ISBN-13: 978-1-4718-3569-8   
Price: £34.99

Gentle Reads - You could read these on holiday

**Tescopoly – Andrew Simms**

A fascinating read that tackles a subject none of us can afford to ignore - what supermarkets in general, and Tesco in particular, are doing to the way we think we live our lives.

**The Travels of a T Shirt – Pietra Rivoli**

This entertaining book takes the reader on a fascinating, around the world journey to reveal the economic and political lessons from the life story of a simple t-shirt. Over five years, business professor Pietra Rivoli traveled from a Texas cotton field to a Chinese factory to a used clothing market in Africa, to investigate compelling questions about the politics, economics, ethics, and history of modern business and globalization.

**How I Made It: Rachel Bridge**

40 Successful Entrepreneurs Reveal How They Made Millions​ ​ - ​ ​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 questions is; are these the things that made Google the ​world’s number one search engine? ​ ​

**Business Stripped Bare: Adventures of a Global Entrepreneur​ ​ - ​Sir Richard Branson​ ​**

The autobiography of Britain’s most famous entrepreneur. ​ ​ ​

**From Acorns: How to Build Brilliant Business - Caspian Woods**

An extremely readable book written by a man who has “been there” and is passionate about the challenges of setting up a successful business.

**Slightly More Difficult**

**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. ​ ​ ​

**The Magic Cup and It’s Not About the Coffee – Howard Behar**

Interesting insights into business form the founder of Starbucks.

**Guerrilla Marketing: Cutting Edge Strategies for the 21st Century – Jay Conrad Levison**

Based on hundreds of solid ideas that really work, Levinson’s philosophy has given birth to a new way of learning about market share and how to gain it. Levinson offers an arsenal of weaponry for small-business success including;  
  
\* strategies for marketing on the Internet (explaining when and precisely how to use it)  
  
\* tips for using new technology, such as podcasting and automated marketing 

**Steve Jobs: The Exclusive Biography – Walter Isaacson**

**Impatient Optimist: Bill Gates in his own words**

# The Facebook Effect: The Real Inside Story of the Company that is Connecting the World: David Kirkpatrick

The inside story of Facebook, told with the full, exclusive cooperation of founder Mark Zuckerberg and the company's other leaders.  
Kirkpatrick tells us how Facebook was created, why it has flourished, and where it is going next. How did a nineteen-year-old Harvard student create a company that has transformed the Internet and how did he grow it to its current enormous size? Kirkpatrick shows how Zuckerberg steadfastly refused to compromise his vision, insistently focusing on growth over profits and preaching that Facebook must dominate (his word) communication on the Internet.

**The Intelligent Investor ​ ​ - Benjamin Graham​** ​ ​

The classic book on stock market investment. ​ ​ ​

**No Logo**​ ​- ​**Naomi Klein**

Investigates the negative side to marketing and globalisation. ​ ​

**The Everything Store: Jeff Bezos and the Age of Amazon by Brad Stone**

The definitive story of Amazon.com, one of the most successful companies in the world, and of its driven, brilliant founder, Jeff Bezos.

**Lean In: Women, Work and the Will to Lead by Sheryl Sandberg**

The statistics, although an improvement on previous decades, are certainly not in women's favour – of 197 heads of state, only twenty-two are women. Women hold just 20 percent of seats in parliaments globally, and in the world of big business, a meagre eighteen of the Fortune 500 CEOs are women.  
  
In Lean In, Sheryl Sandberg – Facebook CEO and one of Fortune Magazine's Most Powerful Women in Business – draws on her own experience of working in some of the world's most successful businesses and looks at what women can do to help themselves, and make the small changes in their life that can effect change on a more universal scale.

**The Apple Revolution: Steve Jobs, the counterculture and how the crazy ones took over the world by Luke Dormehl**

**The true story behind the rise of the world's largest technology company,** Meet the crazy ones who created Silicon Valley—the hippies who started the Homebrew Computer Club, the young ad executive who first sketched out Apple's iconic logo, and the engineers who met lying down in a cardboard geodesic dome at Stanford University. From Steve Wozniak, who built the first breakthrough Apple computers, to Jony Ive, who imagined the iPod—the designers and programmers, the geeks, creatives, and dreamers, they are all here. And at the center of it all, a bearded and barefoot Steve Jobs, whose singular vision would will Apple Inc. into a future that it would come to own.

Feel Like A Challenge?

**The World According to Peter Drucker – Jack Beatty and Peter Drucker**

Peter Drucker is arguably the most influential architect of today's corporate society.

**Start and Run a Restaurant – Carol Godsmark**

From initial start-up, to building up and maintaining a regular trade. It is full of information for the aspiring or novice restauranteur, as well as those already in the business and striving to meet customer expectations.

**Wake Up and Smell the Profit – 52 Guaranteed Ways to Make Money in your Coffee Business** – John Richardson and Hugh Gilmartin

**Forbes Greatest Business Stories of All – Forbes Magazine and Daniel Gross**

**Easy Listening - Podcasts**

**The Bottom Line presented by Evan Davis**

[**http://www.bbc.co.uk/podcasts/series/bottomline**](http://www.bbc.co.uk/podcasts/series/bottomline)

**In Business presented by Peter Day**

[**http://www.bbc.co.uk/podcasts/series/worldbiz**](http://www.bbc.co.uk/podcasts/series/worldbiz)

**Websites**

BusinessWeek Great site for business news and features. http://www.businessweek.com/

The Times

Good site for business news. This includes a very useful section on entrepreneurs. http://business.timesonline.co.uk/ http://business.timesonline.co.uk/tol/busin ess/related\_reports/entrepreneurs/

BBC News

A superb resource and one of the best starting points to find resources. http://news.bbc.co.uk/1/hi/business/