

# Business Studies

## **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 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. The Economist Business Review Magazine

## **Websites**

[www.tutor2u.net](http://www.tutor2u.net)

[www.bized.co.uk](http://www.bized.co.uk)

[www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)

Freakonomics Podcast

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

## **Days Out and Visits**

Museum of Brands – London

Legoland – the growth of a brand

Cadbury's World