



## Christopher Whitehead Language College and Sixth Form A-Level Business Studies Reading List

### General Reading

*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 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).

### Current Affairs

You need to start keeping abreast of business-related news stories by reading broadsheet newspapers, following the business section of the BBC News website, and watching the main evening news bulletins and *Newsnight* on BBC2.

### Television and radio

There are also the business-themed programmes such as *Dragons' Den* and *The Apprentice* which can be both informative and entertaining. BBC Radio 4's *In Business* programme can also be worth listening to as it covers a wide range of business-related issues.