

## **Recommended Reading List**

The following are current books on Business Studies. Some are easier to read than others but all are in reach of a talented A Level student.

When reading a Business book always research the author to find out how much of an expert in the subject they are. In other words what are their credentials? If you find the book useful research others by the same author. The books in red are available in the school library.

### **Gentle Reads - You could read these on holiday**

- Chew on This – Eric Schlosser and Charles Wilson
- **Tescopoly – Andrew Simms**
- **The Travels of a T Shirt – Pietra Rivoli**
- Shopped: The Shocking Power of British Supermarkets – Joanna Blythman

### **Slightly More Difficult**

- Guerrilla Marketing: Cutting Edge Strategies for the 21<sup>st</sup> Century – Jay Conrad Levison
- Steve Jobs: The Exclusive Biography – Walter Isaacson
- Impatient Optimist: Bill Gates in his own words
- The Facebook Effect: The Real Inside Story of Mark Zuckerberg and the World's Fastest Growing Company
- The Google Story – David Vise

### **Quite Hard**

- The World According to Peter Drucker – Jack Beatty and Peter Drucker
- Start and Run a Restaurant – Carol Godsmark
- 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

## **Magazines and Journals**

"The Economist"

"Prospect Magazine"

"Economics Today"

"The Economic Review"

"Marketing Weekly"

"Business Review"

## **Newspapers**

The Times and Sunday Times

The Financial Times

The Observer

The Guardian

The Telegraph