

**Business Studies wider reading year 11 into year 12**

* 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 the 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?
* 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.



**Websites for Business Studies**

* www.tutor2u.net
* www.bized.co.uk
* www.businesscasestudies.co.uk
* Freakonomics Podcast
* www.bbc.co.uk/news/business