

Reading beyond the classroom

Business Studies, Years 9 – 11.

BYRCHALL
HIGH SCHOOL

While in Years 9, 10 and 11 students should try and read a wide variety of books. You will become skilled in making decisions, being creative, solving problems, understanding finance, dealing with data, communicating and working as part of a team. The more books you read, the greater understanding you will have around all aspects of business.

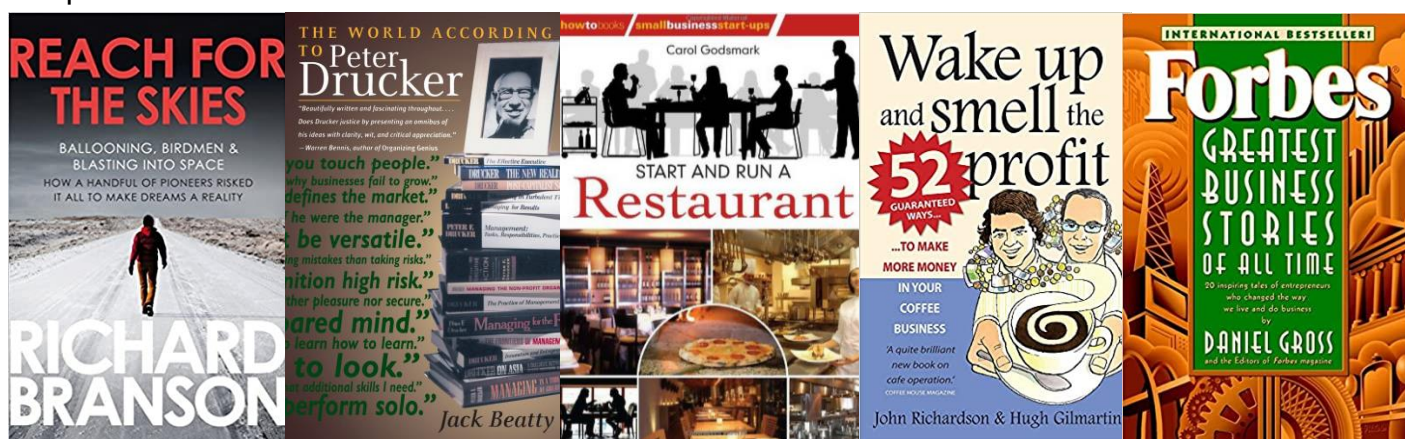
Newspapers and magazines are a good source of reading and these types of text will help prepare students for their future:

<https://www.thetimes.co.uk>
<https://subs.ft.com/>
<https://www.theguardian.com/uk>
<https://www.telegraph.co.uk/>
<https://www.independent.co.uk/>
<https://www.economist.com/>
<https://www.prospect.magazine.co.uk/>
<https://www.marketingweek.com/>
<https://business-review.eu/>

There are a number of high-quality websites:

https://www.wjec.co.uk/qualifications/business-gcse#tab_overview
<https://revisionworld.com/gcse-revision/business-studies>
<https://www.bbc.co.uk/bitesize/subjects/zpsvr82>
<https://www.businessed.co.uk/>
<https://www.bbc.co.uk/news/business>
<https://www.s-cool.co.uk/a-level/business-studies>

In addition to this, our recommendations follow below. These texts do not form part of our schemes of work so reading them will not spoil students' enjoyment of future lessons. They will most likely complement the work we do.



Year 9

Rachel Bridge
Made Millions

How I Made It: 40 Successful Entrepreneurs Reveal How They

Every year thousands of hopeful entrepreneurs decide to take the plunge. Many fail, but many go on to achieve great success and huge profits. Why is it that some race ahead to glory while others fall at the first hurdle?

In *How I Made It*, 40 successful British entrepreneurs explain how they managed to defy the odds

and turn their dreams into reality. They tell how they decided what to do, how they got started, how they found the money they needed and how they went about it. But they also reveal how they had doubts, made stupid mistakes, and encountered overwhelming frustrations along the way. This new edition updates their stories to reveal what happened next and how, in most cases, they finally sold their businesses and made millions.

Gutsy, inspiring, and life affirming, *How I Made It* is for anyone who has dreamed of starting a business.

Malcolm Gladwell

The Tipping Point: How Little Things Can Make a Big Difference

The tipping point is that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

Gladwell introduces us to the particular personality types who are natural pollinators of new ideas and trends, the people who create the phenomenon of word of mouth. He analyses fashion trends, smoking, children's television, direct mail, and the early days of the American Revolution for clues about making ideas infectious, and visits a religious commune, a successful high-tech company, and one of the world's greatest salesmen to show how to start and sustain social epidemics.

David A. Vise

The Google Story: Inside the Hottest Business, Media, and Technology Success of Our Time

Moscow-born Sergey Brin and Midwest-born Larry Page dropped out of graduate school at Stanford University to, in their own words, "change the world" through a powerful search engine that would organize every bit of information on the Web for free. *The Google Story* takes you deep inside the company's wild ride from an idea that struggled for funding in 1998 to a firm that rakes in billions in profits, making Brin and Page the wealthiest young men in America. Based on scrupulous research and extraordinary access to Google, this fast-moving narrative reveals how an unorthodox management style and culture of innovation enabled a search engine to shake up Madison Avenue and Wall Street, scoop up YouTube, and battle Microsoft at every turn. Not afraid of controversy, Google is expanding in Communist China and quietly working on a searchable genetic database, initiatives that test the founders' guiding mantra: DON'T BE EVIL.

Jeffrey Liker

The Toyota Way: 14 Management Principles from the World's

Greatest Manufacturer

Fewer man-hours. Less inventory. The highest quality cars with the fewest defects of any competing manufacturer. In factories around the globe, Toyota consistently raises the bar for manufacturing, product development, and process excellence. The result is an amazing business success story: steadily taking market share from price-cutting competitors, earning far more profit than any other automaker, and winning the praise of business leaders worldwide.

Years 10 and 11

Jack Beatty and Peter Drucker

The World According to Peter Drucker

Peter Drucker is arguably the most influential architect of today's corporate society. Yet no concise overview of his life and work has ever appeared--until now. Creating a Drucker primer as much as a biography, Jack Beatty has distilled the essence of Drucker's beliefs and strategies into one engaging volume. Spanning Drucker's childhood in Vienna during the first world war, through his first American teaching jobs when raging factions debated the best form of government (if any), to his immersion in modern management theory using General Motors as a model, and finally, to the era of downsizing facing his Fortune 500 clients, *The World According to Peter Drucker* also captures our own corporate evolution in this century.

Carol Godsmark

Start and Run a Restaurant

This second edition covers all aspects of the restaurant business - from initial start-up, to building up and maintaining a regular trade. It is full of information for the aspiring or novice restaurateur, as well as those already in the business and striving to meet customer expectations.

John Richardson

Wake Up and Smell the Profit

This is the ultimate guide to making more money in your coffee business. With 52 motivating tips and suggestions (plus an extra bonus idea for good measure), all you need to do is apply one initiative a week for a year and you could have a much more profitable and easier to manage business within 12 months.

Daniel Gross

Forbes Greatest Business Stories of All Time

Insightful stories of 20 entrepreneurs and how they changed the way we live and do business. The editors of Forbes magazine have gathered the stories every educated business professional needs to read. Each story features a business personality as well as a corporation, and is packed with drama, excitement, wisdom and success secrets. The book as a whole is an insightful history, illuminating our current condition by explaining the forces behind it.

Duncan Bannatyne

Anyone can do it: My Story

In this remarkable book, Bannatyne relives his colourful path to riches, from ice cream salesman to multi-millionaire, explaining how anyone could take the same route as he did - if they really want to. Hugely articulate, and with numerous fascinating and revealing stories to tell, this is an autobiography and a business book unlike any other - but then Bannatyne isn't like any other businessman, either.

Judi Bevan

The Rise and Fall Of Marks & Spencer... and How It Rose Again

Why did Marks and Spencer, once Britain's most admired retailers and most successful business, collapse so precipitously, and how long will its recent recovery last for? All is revealed in a fully updated version of this detailed history of the rise and fall of one of Great Britain's most lucrative household name.

Alan Sugar

What You See Is What You Get: My Autobiography

The autobiography of British businessman and TV personality Lord Alan Sugar. The 640-page book, which was published in May 2011, tells the story of Alan Sugar's birth and childhood in a deprived part of London, how he founded the company Amstrad aged just 21 years old, and how he eventually became a successful multi-millionaire tycoon, received a knighthood, and was appointed to the House of Lords. Sir Alan also reveals his main method of business and entrepreneurial activity: observing what market leaders are doing, (b) making better and cheaper products than the market leaders, and not focusing on the exclusive or more expensive parts of the market, rather selling to the mass market.

Terry Leahy

Management in Ten Words

In his 14 years as CEO of Tesco, Sir Terry Leahy not only turned the company into the largest supermarket chain in the UK but also transformed it into a global enterprise. As a result, Sir Terry is now one of the world's most admired business leaders, widely acclaimed for his drive, flair and no-nonsense approach. In *Management in 10 Words* he draws on his experience and expertise to pinpoint the ten vital attributes that make successful managers and underpin great organisations. He tackles the challenges that every manager faces, in a series of insights that are personal, provocative, and down to earth. And he explains: • Why initial failure often leads to ultimate success • Why profits stem from a company's values, not its day-to-day business • Why competition should always be welcomed • Why simplicity leads to innovation • Why trust is the bedrock of effective leadership The result is an inspiring, thoughtful and supremely practical guide that will prove invaluable to all managers in all types of organisation.

Richard Branson

Screw It, Let's Do It: Lessons in Life

Throughout my life I have achieved many remarkable things. In *Screw It, Let's Do It*, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve

your individual goals.

Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to *do no harm*. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business.

In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving.

But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success.

Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

Richard Branson

Reach for the Skies: Ballooning, Birdmen and Blasting into Space

One of the world's most famous business leaders explores the pioneers of flight. Bestselling author and billionaire entrepreneur Sir Richard Branson has always been obsessed with the skies. To promote a new Virgin Airlines route, he became the first man to water ski behind a blimp. His Virgin Galactic venture will soon offer ordinary people the opportunity to experience spaceflight aboard the first commercial spaceliner, SpaceShipTwo. In *Reach for the Skies*, Branson examines the history of aviation over the last two hundred years, putting the spotlight on trailblazers such as: * Tony Jannus, who made the first ever commercial flight over Tampa Bay, Florida, in 1914. * Leo Valentin, the "bird man" who jumped from 9,000 feet wearing a pair of wooden wings in the 1950s. * Steve Fossett, who broke 130 world records in planes, balloons, and airships. The pioneers of flight-not just the world-famous Wright Brothers, but also lesser known visionaries and dreamers-made it possible for any of us with the desire and the commitment to reach for the skies ourselves.

'If you don't have time for the small things, you won't have time for the big things.'

Sir Richard Branson (Entrepreneur)