

A Level Business & Economics Reading List

BUSINESS

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 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.

Magazines

- The Economist
- Business Review Magazine

ECONOMICS

Year 12

- Freakonomics - *Stephen Dubner and Steven Levitt*
- The Wealth of Nations - *Adam Smith*
- 23 Things they don't tell you about Capitalism - *Ha-Joon Chang*
- Small is beautiful: A study of economics as if people mattered - *E. F. Schumacher*
- Doughnut Economics - *Kate Raworth*
- The Communist Manifesto - *Karl Marx*

Year 13

- The Corporation - *Joel Bakan*
- Capitalism & Freedom - *Milton Friedman*
- The Shock Doctrine - *Naomi Klein*
- Back from the Brink - *Alister Darling*
- Crashed: How a decade of financial crisis changed the world - *Adam Tooze*

Further Reading

- The Great Economists: How Their Ideas Can Help Us Today - *Linda Yueh*
- A Little History of Economics: Little Histories - *Niall Kishtainy*
- The Price of Inequality - *Joseph Stiglitz*