



Business Studies

AQA Published Textbooks:

- AQA Business for A-level Year 1 and AS (5th edition) – Malcom SurrIDGE, Andrew Gillespie [978-1471 836138]
- AQA Business for A-level – Ian Marcouse, Andrew Hammond, Nigel Watson [978-1471 835698]

Further reading:

- Harvard, Stanford and Wharton Business Schools - Business Book Reading Recommendations

<https://www.blog.consultants500.com/consulting/mba-reading-list-according-top-business-schools-world/>

These three Business Schools, Harvard, Stanford and Wharton often appear in the top 5 of Best Business Schools no matter what year you look at or whether it is global or a US only ranking of Top Business Schools. Their reading list is extensive and wide ranging, it is advisable to be reading around the subject at A Level to extend your knowledge and application skills.

1.The Lean Startup by Eric Ries

Listed 4 out of 19 times and is among the most recommended MBA books. This book teaches the fundamentals of organizing a new business via a model of fast and continuous learning by testing and experimenting. Inspired by lean manufacturing, Eric Ries introduces the concept of “validated learning,” based on doing ongoing experimentations that are measured from the beginning, and adjusting or fine-tuning your direction and actions based on these findings. The Lean Startup offers entrepreneurs of all sizes a way to continuously test, adapt and improve based on a scientific approach. It is without any doubt one of the best business books to read, and that is one of the reasons why it is included in many MBA reading lists of top universities across the world.

Recommended by:

– Top CEO’s of the corporate world (like General Electric, Facebook, and Asana)

- Senior professionals from the venture capital and private equity scene
- Numerous professors from Ivy League Universities (like Harvard or Stanford)

2. Moneyball: The Art of Winning an Unfair Game by Michael Lewis

Listed 4 out of 19 times, this book is according to Forbes, one of the best baseball, and management, books out there. It is favorable to readers from different dimensions; for baseball fans to know how to build a stronger and smarter winning team; for statistic fans – on how to employ numbers to get the best performance; and, for lovers of human nature, it sheds lights on how perpetuated mistakes can be eliminated.

Recommended by:

- The New Yorker
- Wall Street Journal
- Wharton Business School MBA Reading List

3. How to Win Friends and Influence People by Dale Carnegie

Listed 4 out of 19 times, is an incredible study on human behavior. and this book was published in 1936. This book is one of the most successful books in American history. Carnegie advices on how to relate to other consumers in order to become a better salesman. The knowledge in the book can be applied by business owners to handle demanding clients and win them over. Today, this great business book is still listed as number 7 of most read non-fiction books at Amazon, which says it all.

Recommended by:

- Warren Buffet
- Wharton Business School MBA Reading List
- It is obviously included in *the Personal MBA* by Josh Kaufman

4. Good to Great by Jim Collins

Listed 4 out of 19 times. In this five-year study, Collins brings out the reason why some businesses have made it to the transition of good-to-great and others have not. He particularly pinpoints on the myths that businesses rely on to succeed.

Recommended by:

- Wharton & Stanford's Business School MBA Reading List
- Top media such as Wall Street Journal, Harvard Business Review, Inc, etc
- Peter F. Drucker often described as “the founder of modern management”

5. The Hard Thing About Hard Things by Ben Horowitz

Listed 3 out of 19 times. Horowitz is a technology entrepreneur and co-founder of one of the most successful venture capital firms in Silicon Valey. This book is an important source for those in business or any other person. It provides a view of the challenges that may occur while running a business which includes employee layoffs, gaining loyalty by employee and customers, and different ways of capturing the investors' attention. The author explains this using war stories shared to show that the right things are the same as the hard things.

Recommended by:

- Mark Zuckerberg (Facebook), Larry Page (Google), Peter Thiel (PayPal)

- Listed in all the “Essential Business Books” lists from the top media
- Wharton & Stanford’s Business School MBA Reading List

6. Made to Stick: Why Some Ideas Survive and Others Die | by Chip & Dan Heath
Listed 3 out of 19 times. From the brothers Heath – Chip a professor at Stanford’s business school, Dan a teacher and textbook publisher. The book guides the readers on how to successfully communicate with clients. The authors outline certain principles that can make an idea “sticky” through engagement of clients’ emotions, memory, and self-motivation.

Recommended by:

- Wharton & Harvard’s Business School MBA Reading List
- Harvard Business Review

7. Rework | by Jason Fried & David Heinemeier Hansson
Listed 3 out of 19 times. This book goes against the stream of what most business books say and will make you uncomfortable. It gives a procedural guide on ways to carry out modern business. The authors are software entrepreneurs who have been in the business for over a decade and have obtained sustainable profits. The book advises the reader on: using prototypes instead of real designs, how flexibility is preferred in forwarding the momentum of the business, and why getting funds from outside the business can lead to the collapse of the business.

Recommended by:

- Seth Godin who has written many bestseller business books and who is regarded as an online marketing guru
- Chris Anderson author of *The Long Tail*
- Tom Peters author of *In Search of Excellence*

8. Thinking, Fast and Slow | by Daniel Kahneman
Listed 3 out of 19 times, is an international bestseller. In his book, Kahneman teaches how human intuition works as a way of having an advantage of persuasion. He says there are two systems that contribute to how we think. System 1 – being fast, automatic, and emotional – drives to having feelings and impressions. System 2 is rational thinking which is slow and systematic and is the reason for logical thinking. He pinpoints when to give into System 1 and when to take advantage of System 2.

Recommended by:

- Listed in all the “Best Business Books” lists from the top media
- Nassim Taleb, author of *The Black Swan*
- Various Professor’s from top universities like Harvard, University of Chicago and Princeton

9. Purple Cow: Transform Your Business by Being Remarkable | by Seth Godin
Listed 3 out of 19 times. The classic bestseller that taught the business world that safe is risky; very good is bad; and above all, you’re either remarkable or invisible. The author is also nicknamed as a “marketing guru” and this business book has high-lasting impact globally. Godin explains the importance of making something unique and eye-catching to the target market. He gives relevant examples from companies such as Apple and JetBlue. He explains how the companies have branded their products in a noticeable style and use this as a marketing technique.

Recommended by:

- Wharton Business School MBA Reading List
- Top marketing media publishers
- Jay Levinson, author of *Guerrilla Marketing*

10. The 4-Hour Workweek | by Timothy Ferris

Listed 3 out of 19 times. This book is a guide on how to have a luxurious lifestyle and being a location independent entrepreneur. Ferris gives an enticing story of how easily you can outsource assistants to have unlimited freedom to do whatever you want, how professionals can travel the world and still have their jobs intact and how easily you can eliminate 50% of your workload.

Recommended by

- Wharton Business School MBA Reading List
- Top media publishers specialized in the digital world
- Multiple seasoned CEO's / founders of High Tech companies

11. The Innovator's Dilemma | by Clayton M. Christensen

Listed 3 out of 19 times. Clayton Christensen is an Associate Professor at the Harvard Business School and in his book he describes the importance of adopting technology and its contribution to the success of a company. He emphasizes that most companies fail because of resistance to embrace change in a very dynamic world. He talks about how sticking to the same right practices can be the cause of failure of a company even though they had previously led to its success due to lack of innovation.

Recommended by

- Stanford's Business School MBA Reading List
- Michael Bloomberg
- Forbes, Business Week and many more

12. Scaling Up Excellence | by Robert Sutton and Huggy Rao

Listed 2 out of 19 times. Both authors are Professors at Stanford University and they attempt to give a guide to management through a series of stories based on their personal experience at Silicon Valley. They reveal that organizations develop good practices but they fail due to challenges arising during their implementation in the organization.

Recommended by

- Harvard's Business School MBA Reading List
- Multiple seasoned CEO's / founders of High Tech companies
- Top media publishers

13. How to Understand, Communicate, and Control Uncertainty Through Graphical Display | by Howard Wainer

Listed 2 out of 19 times. The author is a former Professor at the Wharton Business School and is retired now. We live in a world full of uncertainty, yet it is within our grasp to take its measure. This book gives the reader a future view of a business world and its uncertainty. It elaborates a visual highlight on how to measure the future requirements, using illustrations he explains on how to predict a business future and understand its outcomes.

Recommended by

- Wharton Business School MBA Reading List
- Multiple authoritative (Big) Data experts

14. The Flaw of Averages: Why We Underestimate Risk in the Face of Uncertainty | by Sam L. Savage

Listed 2 out of 19 times. The author is a Professor at Stanford University and a Fellow at Cambridge University. According to this book “The Flaw of Averages” typically results when someone plugs a single number into a spreadsheet to represent an uncertain future quantity. It is a must-read for anyone who makes business decisions in the face of uncertainty. The author reveals that most people are insufficiently equipped on how to deal with risks. The book teaches on how to validate a single number to represent a larger quantity of uncertain future instances.

Recommended by

- Wharton’s Business School MBA Reading List
- Multiple authoritative Risk experts
- William J. Perry, former US Secretary of Defense

15. The Partnership: The Making of Goldman Sachs | by Charles D. Ellis

Listed 2 out of 19 times. The Partnership chronicles the most important periods in Goldman Sachs’s history and the individuals who built one of the world’s largest investment banks. It is an enticing story of Goldman’s rise under challenging times of competition, legal regulations and dynamic changes in the market. It tells a fascinating story of people behind the world’s greatest financial firm out of one that was on the verge of destruction.

Recommended by

- Wharton’s Business School MBA Reading List

16. The Anatomy of Buzz Revisited: Real-life lessons in Word-of-Mouth Marketing | by Emanuel Rosen

Listed 2 out of 19 times, Rosen wrote a definitive handbook on word-of-mouth marketing, completely revised and updated for today’s online world. It is based on over one hundred new interviews with thought leaders, marketing executives, researchers, and consumers. This book is a must-read for every entrepreneur who wishes to have their products in the sports lit. Rosen emphasizes the importance of word-of-mouth marketing strategy with real examples of most prominent and successful companies in today’s world.

Recommended by

- Wharton’s Business School MBA Reading List
- Multiple seasoned and authoritative Marketing experts from businesses and top universities

17. The Wisdom of Crowds | by James Surowiecki

Listed 2 out of 19 times, Surowiecki is a writer at the New Yorker and his work appears in a wide range of publication, including the New York Times, the Wall Street Journal, and Wired. The author expounds on the importance of adopting ideas from a larger group, he suggests that a larger group’s idea is more concrete compared to a small group which he argues better in providing solutions that foster innovation. The author explains how the

human psychology, culture, history, politics and behavioural economics affect the business world.

Recommended by

- Wharton’s Business School MBA Reading List
- Top media publishers

18. Capitalism and Freedom | by Milton Friedman

Listed 2 out of 19 times. Friedman was a research fellow at Stanford University, a Professor at the University of Chicago and was awarded the Nobel Memorial Prize in Economics in 1976. This book has been selected as one of the “hundred most influential books since the war”. In his book, Friedman sheds light on how capitalism can be used as a tool for gaining economic freedom while also benefiting from political freedom. He explains on how we can benefit from the government without our individual freedom being threatened.

Recommended by

- Wharton’s Business School MBA Reading List
- Top media publishers

19. Threshold Resistance: The Extraordinary Career of a Luxury Retailing Pioneer | by Alfred Taubman

Listed 2 out of 19 times. This is the story of America’s most innovative developer and luxury retailing pioneer Alfred Taubman from the start of his career as a store designer, mall developer and, eventually, owner of one of the world’s leading auction houses Sotheby’s.

Recommended by

- Wharton’s Business School MBA Reading List

20. Information Rules: A Strategic Guide to the Network Economy | by Carl Shapiro, Hal R. Varian

Listed 2 out of 19 times. This book reveals that economic concepts are necessary to succeed in the world of information technology. The authors argue that, for managers to develop and maintain effective strategies of thriving in today’s economy, they must have a comprehensive understanding of the economies of information technology.

Recommended by

- Wharton’s Business School MBA Reading List
- Jeff Bezos, founder and CEO of Amazon
- Multiple seasoned CEO’s / founders of High Tech companies (Novell, Intel, 3Com)

Business 101: A reading list for lifelong learners

<https://ideas.ted.com/business-101-a-reading-list-for-lifelong-learners/>

1. The Change Masters - Rosabeth Moss Kanter Free Press, 1985

“A foundational book for your collection. When a colleague recently switched careers, I lent her this incredibly dog-eared book from college days. Rosabeth Moss Kanter helped coined the idea and term ‘empowerment’ in the 1970s, a sure sign she was ahead of her time.

Even though *The Change Masters* was published forty years ago, it's relevant. Why? Because all progress is made by those that are change masters. Become one."

2. Here Comes Everybody: The Power of Organizing without Organizations - Clay Shirky Penguin, 2008

"A few years back, I took out Clay Shirky's book and found it filled with scribbles. While it's almost passé now to talk of how Obama organized a large community to sweep into the presidency, Shirky's book is textbook quality for what will happen next. It points to a new truth: Today, connected individuals can do what once only large organizations could. So look past the timeliness of his stories to see the timeless."

3. Opposable Mind: Winning through Integrative Thinking - Roger Martin Harvard Business Review, 2009

"I'm convinced that the way we create an abundant future of prosperity will require a global redesign of what is possible. And I think Roger Martin's idea here could be key. When you hold two ideas as opposites, you'll never find a way for both things to be true. But to go forward and reconcile some deep divides we have, we're going to have to find new solutions to old problems through new thinking. Martin's book is like yoga for the mind."

4. Redesigning Leadership (Simplicity: Design, Technology, Business, Life) - John Maeda MIT Press, 2011

"The real question is: How will we reinvent the world around us? Well, fundamentally, it will involve having folks take the big step away from just being themselves (the thing we all know best) and join in doing something with others (the people we fear may let us down). John Maeda's book captures a modern leader's challenge to switch gears and become a social, collaborative leader."

5. The Difference - Scott E. Page Princeton University Press, 2010

"Complex systems turn out to be adaptive and resilient, and therefore thriving, systems. Sounds like something our world needs more of, right? See how a math theorist argues for including difference — that is, cognitive difference — into our lives, our workplaces and ultimately what we create. The value of this difference is a proven truth, not a feel-good mantra, for how you shape both better ideas and new solutions. It's going to be central to what happens next."

6. Finite and Infinite Games - James Carse Free Press, 1986

"Most of the ways people think of business, politics or economics assume that if you win, others lose. I've done thirteen years of schooling and realize that's how people teach this stuff. Those people view the world as a finite game. But there's another choice. After you read *Finite and Infinite Games*, you may never look at any relationship or power dynamic the same way again."

7. The New Capitalist Manifesto: Building a Disruptively Better Business - Umair Haque Harvard Business Review, 2011

"Here's one theory of what comes next in our economy, written by a sharp mind and cultural critic. His book doesn't get everything right (How could it?), but it's an incredibly powerful read on the right questions all of us ought to be asking."

8. The Illuminated Rumi - Jelaluddin Rumi, with translation by Coleman Barks and illustrations by Michael Green Broadway Books, 1997

"Because I believe all of us need to be grounded in eternal wisdom, I'd want you to have this book by your bedside with a prescription: Read daily."

Podcasts

1. Entrepreneurs on Fire

John Lee Dumas created the wildly successful, award-winning [Entrepreneurs on Fire](#) podcast to help inspire and educate young entrepreneurs. The podcast has hosted over 2,000 interviews with industry heavyweights such as Seth Godin, Gary Vaynerchuk, Tony Robbins and Tim Ferriss. Aside from the credibility of featured talent, Dumas' podcast sets it apart from the rest in the fact that new episodes are rolled out every single day of the week.

2. Smart Passive Income

Pat Flynn hosts this award-winning weekly podcast. [Smart Passive Income](#) offers interviews, strategies and tactics on how to increase profits and grow your online business. If you're interested in learning about ways you can build atomic habits, create evergreen sales funnels, buy and sell businesses online, tap into niches or grow your YouTube presence, then this is going to be a great resource to take advantage of.

3. Youpreneur

Those of you who have enjoyed *The New Business Podcast* by British entrepreneur and bestselling author Chris Ducker will be excited to check out his newest venture in podcasting. [Youpreneur](#) is dedicated to helping entrepreneurs understand what it means to develop their personal brand in the 21st century. Ducker covers every topic from delegating to launching online products and establishing industry authority in his weekly podcast and offers key insight, advice and tactics to help business owners succeed.

Related: [15 Social Media Podcasts to Take Your Skills to the Next Level](#)

4. Ambitious Entrepreneur Show

[Ambitious Entrepreneur Show](#) is an award-winning business podcast hosted by Annemarie Cross to help young and struggling entrepreneurs on their journey towards achieving success and standing out in the crowded marketplace. Cross touches upon a variety of essential business topics such as leadership, online marketing, developing a money mindset, business management and branding.

5. As Told by Nomads

[As Told by Nomads](#) is hosted by digital marketing specialist Tayo Rockson, who offers up various insights to entrepreneurs looking to make their mark in the business world with the help of digital marketing. If you're looking for a creative, out-of-the-box approach to help build your business and develop your marketing strategy, then this is a great podcast to check out.

6. Entrepreneurial Thought Leaders

This inspiring and thought-provoking podcast is brought to you courtesy of Stanford University. It's weekly show features discussions and interviews with successful entrepreneurs and innovators and shares their personal stories to help others learn valuable lessons on "developing, launching and scaling disruptive ideas". While it was originally designed for Stanford entrepreneurs, individuals of all backgrounds can benefit from the valuable information provided by [Entrepreneurial Thought Leaders](#).

7. Mixergy

Mixergy was created by Andrew Warner as a way to provide listeners with advice, tips and strategies on how to overcome the various challenges associated with being an entrepreneur. Listeners can learn from a mix of interviews and courses that have been created with the help of over 1,5000 successful entrepreneurs. Warner has interviewed founders of globally successful companies such as Pixar, LinkedIn, Groupon and Wikipedia in order to provide his audience with powerful insight from some of the biggest names in business.

8. Learning With Leslie

Entrepreneur Leslie Samuel provides listeners with solid advice, lessons and tips on how to establish and build an online presence. Learning With Leslie features candid interviews and insights from entrepreneurs who have created their own personal platforms and transformed them into successful and thriving online businesses.

9. Entrepreneur Effect

The Entrepreneur Effect is dedicated to those with a passion for innovation and entrepreneurship. The Entrepreneur Effect features thought-provoking interviews and monologues on a number of important strategic topics and helps entrepreneurs develop a successful mindset, giving them the tools and knowledge to achieve growth and sustainability regardless of the business landscape.

10. Online Marketing Made Easy

If you're interested in learning more on topics such as how to start an online business, how to develop your email list or how to grow online sales, then Amy Porterfield's weekly Online Marketing Made Easy is a great option. Porterfield tackles a number of essential topics such as social media advertising, content marketing and branding and offers "mini marketing masterclasses and step-by-step guides" with actionable information to help grow and sustain your online business with the help of digital marketing.

11. The Internet Business Mastery

Hosts Jeremy and Jason have been helping individuals learn how to escape the 9-5 office drudge in the pursuit of entrepreneurship since 2006. Their successful Internet Business Mastery podcast teaches entrepreneurs everything they need to know to create "automated online income streams" and offers actionable advice and tips on how to readjust your mindset and learn the latest strategies to create a sustainable income online.

12. eBay Radio

If you're interested in e-commerce and looking to learn more about selling on eBay, then this weekly eBay Radio podcast is going to be a valuable resource for you. It offers listeners key tips, strategies and tools for establishing, running and growing an online business through eBay and answers the week's top questions submitted by listeners on each episode.

13. The Introvert Entrepreneur

This award-winning podcast hosted by Beth Buelow was named one of the "Top 25 Business Podcasts for Entrepreneurs" by Entrepreneur.com in 2014. The Introvert Entrepreneur features exciting conversation, insight and advice on how to successfully promote your business, raise productivity, achieve success and tackle your fears in the world of business

from an introvert perspective. If you're looking to learn how to better tap into your personal power, improve relationships and establish leadership in your industry, then this is a great podcast to check out.

13. RISE Podcast

RISE is a weekly podcast which features "bold conversations" with business heavyweights and industry leaders that help its audience gain "real-life takeaways" and actionable information they can use to help grow their business. The show is hosted by Rachel Hollis, a New York Times Best Selling author and motivational speaker.

14. The \$100MBA

The \$100MBA is a successful, award-winning podcast has consistently been listed as one of the top podcasts available on iTunes for business training and education. The show is hosted by Omar Zenhom, whose zero-fluff approach provides listeners with "straight-to-the-point", actionable lessons and insight with the help of top experts in the industry.

15. HBR Ideacast

For those of you who can't get enough of Harvard Business Review, you'll be excited to learn about their popular HBR Ideacast which features interviews and discussions from "leading world thinkers" in both business and management. The show is hosted by senior editors Alison Beard and Curt Nickish and airs weekly episodes on pertinent issues and affairs affecting both entrepreneurs and the business world at large.

16. School of Greatness

School of Greatness is the brainchild of New York Times Best Selling author, entrepreneur and former pro athlete Lewis Howes. Howes created the podcast to share inspiring stories and ideas from some of the most brilliant business minds in the industry. Howes has interviewed successful entrepreneurs such as Tony Robbins, Jay Shetty, Michael Beckwith and Russell Simmons and offers pointed life advice to help entrepreneurs maintain the balance and proper mindset necessary to be their best selves.

17. The GaryVee Audio Experience

The irreverent-yet-lovable host of this insanely popular podcast perhaps needs no introduction. CEO, investor and public speaker Gary Vaynerchuk has successfully solidified himself as one of the leading entrepreneurs of our generation and hosts The GaryVee Audio Experience to offer insightful information in the world of marketing and business to his listeners. The show contains a mix of his popular #AskGaryVee episodes, DailyVee video episodes, as well as speeches, interviews and fireside chats he's conducted.

18. How I Built This

NPR's business podcast, How I Built This hosted by Guy Raz, provides listeners with insight into the lives and stories of some of the most popular business leaders behind leading companies in a number of industries. Raz's weekly podcast has featured interviews with the likes of Jet Blue Airways founder David Neeleman, Canva founder Melanie Perkins, as well as the minds behind the SoulCycle franchise and Kickstarter.

19. Social Pros Podcast

Social Pros is brought to you courtesy of Jay Baer and Salesforce's Adam Brown. Their marketing podcast has achieved global success and was recently named the best podcast at the Content Marketing Awards. The show focuses on successful strategies and approaches to conquering social media and offers insider stories and "behind-the-scenes secrets" from companies such as ESPN, IBM and Ford to help individuals learn how they can succeed in the social media realm.

20. BizChix

BizChix is a popular podcast geared towards women entrepreneurs. Host Natalie Eckdahl obtained her Master's in Business Administration and went on to coach high-performing business executives throughout the course of her successful career. Eckdahl offers business training, advice, on-air coaching calls and expert interviews to her podcast listeners, helping them to refine their strategies, grow their business and master their mindsets in order to achieve success.

21. BBC Business Matters

- "Changing World of Work – Gig Economies"

<https://www.bbc.co.uk/programmes/w172wmx7vq8fxxs>

- "Nike faces up to shareholders – Political Donations"

<https://www.bbc.co.uk/programmes/w172w0pw799gqww>

- "Behind Japan's Corporate – Culture of Concealment"

<https://www.bbc.co.uk/programmes/w172vth5z6gg8mx>

Websites

- www.tutor2u.net
- www.bized.co.uk
- <https://www.ted.com>
- www.businesscasestudies.co.uk
- www.bbc.co.uk/news/business
- <https://www.hoddereducation.co.uk/subjects/business-and-accounting>
- <https://www.youtube.com/user/FinancialTimesVideos>