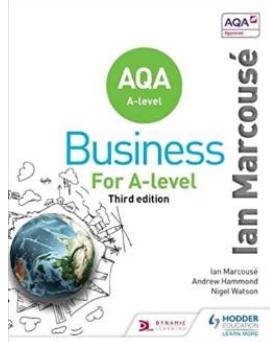


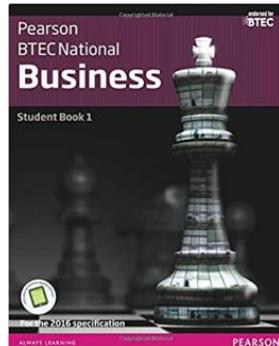


One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read...

Business Books



Your specific A-level textbook which covers both years. This book helps to develop understanding of business arguments and reasoning, with a clear progression pathway and case studies that illustrate core points.



This BTEC Business textbook covers all the units studied across both years. This book includes theory, questions, key terms and mini activities plus the specification criteria for each unit.



To supplement your reading, these books will be of interest!

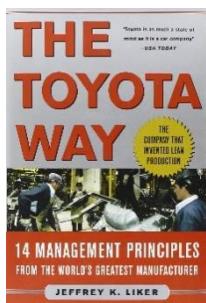
Book Recommendations

It is vital that you are accustomed to completing wider reading around topics you will cover during your A levels. As a starting point, we recommend the following titles:
(Remember, you can add these to your wider reading log in September!)

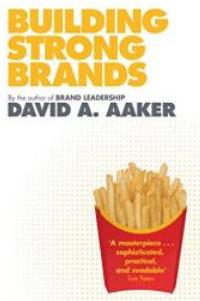


The book gives a fascinating insight into Amazon, not just the Amazon we know today but right back to the start of the business.

By Brad Stone

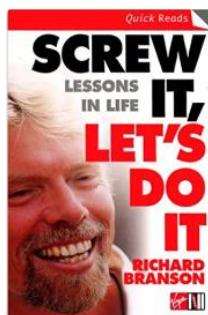


The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer



The author uses real brand-building cases to demonstrate how strong brands have been created and managed.

By David Aaker



Richard Branson reveals the lessons that have helped him through his business and personal life, like believing it can be done and that if others disagree with you, try and try again until you achieve your goal...

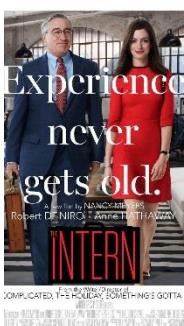


Film/ Documentary Recommendations

There are a number of useful films and documentaries that will develop your wider understanding of the topics covered.



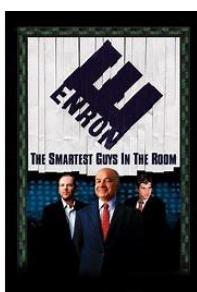
The Big Short – about the prediction of the financial crisis through identifying the toxic bonds being sold



70-year-old widower Ben Whittaker has discovered that retirement isn't all it's cracked up to be. Seizing an opportunity to get back in the game, he becomes a senior intern at an online fashion site, founded and run by Jules Ostin.



Steve Jobs takes us behind the scenes of the digital revolution, to paint a portrait of the man at its epicenter. The story unfolds backstage at three iconic product launches, ending in 1998 with the unveiling of the iMac.



The story of Enron, the energy company and its rise and inglorious fall.



Sixth Form Transition Work

Business A Level and BTEC

A wider awareness of business context is central to the whole philosophy of the specification. In order to provide a firm contextual foundation for your studies, you should have an in-depth understanding of 12 key industries, which are listed below. These are recommended because they are accessible, relevant and hopefully of interest to you. You can keep up with changes in these industries by carrying our research and listen/watch the daily news.

Supermarket	Lidl/Aldi/Sainsbury's/Tesco/Waitrose/M&S/Wholefoods
Retail	Primark/New Look/Zara/H&M/Jack Wills/Superdry
Consoles	Nintendo/PlayStation/Xbox
Social Media	Facebook/Twitter/Tumblr/Snapchat
Mobile Phones	Apple/Samsung/Microsoft/HTC/Nokia/Blackberry
e-commerce	Amazon/eBay/ASOS
Automotive	Honda/Toyota/Aston Martin/McLaren/Ford/GM/Jaguar
Sports and leisure	Nike/Adidas/Puma/New Balance/Fitness First/Arsenal FC/Manchester United FC
Toys	Moshi Monsters/Barbie/Lego
Airlines	EasyJet/Ryanair/Flybe/BA/Etihad/Emirates
Food retail	Subway/McDonald's/KFC/Pizza Hut/Pizza Express
Confectionery	Cadbury/Mars/Nestle/Lindt

Social Media and Websites

A who's who of who to follow on social media.....

You need to be aware of current global events that are related to the units you will be studying; so look out for things in the news to do with the topics we are studying. You can use Google Alerts to make this easier

<http://www.google.co.uk/alerts?hl=en>

New websites for Business

BBC - <http://www.bbc.co.uk/news/business>

The Guardian – <https://www.theguardian.com/uk/business>

The Independent – <https://www.independent.co.uk/>

The FT – <https://www.ft.com/>

Reuters - <https://uk.reuters.com/>

There are also many good websites you can use.

www.tutor2u.net

<https://www.ons.gov.uk/economy>

<http://www.theguardian.com/data>

<http://www.economist.com/>

<https://www.ted.com/talks?sort=newest&topics%5B%5D=Business>

<https://businesscasestudies.co.uk/>

Also look at the tutor2u YouTube channel and try this website for revision <http://www.s-cool.co.uk/>



Follow us on Twitter @EdgbarrowBUS

Best wishes!

Sixth Form Transition Work
Business A Level and BTEC



Wider Reading Log

Date Finished	Author/Speaker	Book/Article/Video	Summary/Facts

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