

Business Studies KS4 and 5 Top 10 Reading List

Top Reads

No Logo

Naomi Klein

Klein investigates the negative side to marketing and globalisation.

Small Data: The Tiny Clues That Uncover Huge Trends

Martin Lindstrom

In an era where many believe Big Data has rendered human perception and observation 'old-school' or passé, Martin Lindstrom shows that mining and matching technological data with up-close psychological insight creates the ultimate snapshot of who we really are and what we really want.

The Intelligent Investor

Benjamin Graham

The classic book on stock market investment, as recommended by Warren Buffet.

Easy Reads

Business Stripped Bare: Adventures of a Global Entrepreneur

Sir Richard Branson

The autobiography of Britain's most famous entrepreneur.

Rich Dad, Poor Dad

Robert T. Kiyosaki

Recommended by Mr Abdulla and Mr Naqvi

This book has challenged and changed the way people think about money. The author explains how we have the power to make changes in our lives, take control of our financial future, and live the rich life we deserve.

Enrichment Reads

Science not Sorcery

Rebecca Sulliva

Recommended by Mrs Chhibba

Great marketing strategy looks like magic to the uninitiated. The mystical aura surrounding behavioural economics draws in the intellectually curious but has also confined the discipline to the fringes of modern marketing practices. Unpacking the drivers of human behaviour is critical to connecting with consumers, but insights from psychology, neuroscience, and other fields are hidden away in arcane academic publications and books that aren't designed for practitioners.

Freakonomics

Steven D. Levitt; Stephen J. Dubner

Recommended by Mr Abdulla

It is a decent read; it touches on a range of social issues and how economics plays a factor on cause and effect. It uses a range of life choices from Sumo Wrestler to Teachers, Drug Dealers to Estate Agents to convince the reader that life choices are all about incentives and how the concept of 'supply, and demand' is key to that.

Seven Habits of highly successful people

Recommended by Mr Naqvi

It helps you to prioritise your plans and aid you with decision making.

Challenging Reads

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours

Tarun Khanna

An investigation into Asia's two growing economic powers.

Globalisation and It's discontents

Joseph Stiglitz

Recommended by Mrs Chhibba

The book focuses on how globalisation has impacted the world. The author provides a full picture of workings of organisations such as IMF and the World Bank. It was interesting to see where the balance of power lies.