

Further Reading Suggestions

The books on the list below are highly recommended for reading during the course but there are many others may be also useful in widening your understanding of this subject- also great for those intending to study some form of business or management related discipline at college /university.

Author	Title	Publisher	ISBN
Hashemi S &B	Anyone Can Do It: Building Coffee Republic From Our Kitchen Table: 57 Real-life laws on entrepreneurship	Capstone Publishing	1841125930
Review Fantastic book and one I consider absolutely essential reading for understanding the topics of Risk, Entrepreneurship and Business Structure. This book covers much of the course material but in a very easy to read format. Listed first, as this is the book I would recommend you read first!			
Innocent!	A Book About Innocent: Our Story and Some Things We've Learned	Penguin	0718153175
Extract from Innocent's Publicity Review We started making smoothies in 1999. On that first day we sold 24 bottles, and now we sell over 2 million a week, so we've grown since then. This book is about the stuff we've learned since selling those first few smoothies. About having ideas and making drinks, about running a business and getting started, about nature and fruit, about company life and working with friends, about the stuff we've got right and the stuff we got wrong, and about doing the right thing. We thought we'd write it all down in a book so we don't forget any of it, and to maybe help other people too. We started innocent from scratch, so we've learnt a lot of things by getting stuff wrong. Some other lessons have come from listening carefully to people clever than us. And some stuff we just got lucky on. But all of it, the good the bad and the useful, is in here.			
Review FANTASTIC AND ENTERTAINING DO NOT LEAVE SCHOOL WITHOUT READING THIS BOOK EVEN THOUGH IT IS DATED.			
Bannatyne, D	Anyone can do it	Orion	0752881898
Review: Excellent book outlining Duncan Bannatyne's journey from rags to riches via ice cream vans, care homes and nurseries. Written in an easy to read format it is great for understanding entrepreneurship and legal structures particularly his experience of the drawbacks of floatation. Duncan can be considered a serial entrepreneur with his ability to spot opportunities arising in a variety of markets. This book is more useful at A level than his follow up book.			
Richer J	The Richer Way	Richer Publishing	0953441525
Review: Julian Richer has built from scratch a £200m+ group of businesses. 'Richer Sounds' is the biggest and most profitable hi-fi retailer in the UK with the highest sales per square foot of any retailer in the world (Guinness Book of Records 10 years running). A "must read" which covers so many areas of the A Level Specification, although good for culture and leadership at A2. This book will help you understand how competitive advantage can be gained through customer service. Also very useful for understanding motivation in practice.			
Brady K	Strong Woman, Ambition Grit and a Great Pair of Heels	Collins	0007395927
Karren Brady known to many because of her role on the Apprentice began her career at Saatchi & Saatchi, she swiftly moved onto LBC as a sales executive and then joined Sport Newspapers Ltd in 1988 and became Director within a year. Karren is known as the first woman in football. She was Managing Director of Birmingham City Football Club from 1993 to 2009 and during that time turned the Club's fortunes around as she took over when it was in administration, and in her first year made a profit. When she floated the Club on the Stock market she became the youngest Managing Director of a PLC in the UK. She is now at West Ham. An excellent book for women outlining how she balances her professional life with the demands of being a mother of two. "I want to show women that they have the ability to build a career around a family; this is a handbook for ambitious women everywhere," she says.			
Caan, J	The Real Deal: My Story from Brick Lane to "Dragons' Den"	Virgin Books	0753515099
Review: Another "must read" to help you understand entrepreneurship. A fascinating insight into a very successful businessman who many had not heard of before his appearance on Dragon's Den. After dropping out of school at just sixteen, James Caan started his business life in a broom cupboard with no qualifications and two pieces of fatherly wisdom: 'observe the masses and do the opposite' and 'always look for opportunities where both parties benefit'. Armed with this advice, his natural charm and the Yellow Pages, he built a market-leading business with a turnover of £130 million and swiftly became one of Britain's most successful entrepreneurs. From Caan's childhood as a Pakistani immigrant to the phenomenal success of his first company and beyond, this book traces both his financial and personal achievements. It offers a frank account of success at 30, his Dragons' Den experience and what his charity work means to him.			

Doherty, F	SuperBusiness; How I started Superjam from my Gran's Kitchen	Capstone	0857081421
Review: Having heard Fraser speak at several events I could virtually hear him talking as I read it. This book builds on the well-known story of his rise to success from his Gran's kitchen table. It is an easy to read introduction to real life business.			
Kidston, C.	Coming Up Roses: The Story of Growing a Business	Quadrille Publishing Ltd	1849492508
Cath Kidston's easy to read account of her journey from playing shop as a child to being an internationally renowned British brand is both inspirational and entertaining. A good summer read. '... The chatty tone of the text belies the scale of the author's achievements in developing her business from a small shop in west London to a global brand.' --House & Garden, July 2013			
Roupell, T	Bread and Butter: Lessons Learnt Building a Successful Company from Scratch	Quartet Books	0704372436
Review Easy to read book showing you can be successful without riding roughshod over suppliers and workers. Review of book "After ten unspectacular years working in the City, Tim Roupell started his business, Daily Bread, at the age of thirty-one by making fifty sandwiches in the basement of a friend's deli. No market research, no knowledge of catering, no money, no idea. Twenty-three years later and having very nearly gone bust somewhere along the way, Tim sold the business, having built it up to making 50,000 sandwiches a day, employing 230 people and turning over £14million a year. This is his story and is a book as much about leadership as about business, outlining the lessons Tim learnt, building a business from scratch."			
Lester D	How They Started: How 30 Good Ideas Became Great Businesses	Crimson Publishing	1854584007
Review Although some business "experts" suggest there is no substitute for making the leap and getting started, there is much to be learned from entrepreneurs who have been there and done it. This book takes you through the highs and lows of 30 start-up businesses – many are business which you will recognise including Innocent, Pizza Express, Gu, Cotton Traders, Pimlico Plumbers, Fabulous Bakin' Boys, Dyson, Bravissimo and Psion.			
Paphitis T	Enter the Dragon	Orion	752894225
Review The classic rags to riches story of Theo's rise to success, this book charts the businesses he bought and sold along the way. Very down to earth and easy to read. A really good read for anyone interested in business but not as detailed in business terms as the books by Duncan Bannatyne and James Caan.			
Branson, R	Screw it Let's do it – Lessons in life	Virgin Books	0753510995
Review Global entrepreneur Sir Richard Branson has built a business empire and made billions and is renowned for his approachability and ability to challenge and succeed against the odds. "Screw It, Let's Do It" 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; or that you must love what you do. These and other lessons, with examples of how he learned them and how he's used them, are included in this stirring and candid look at his lessons from an exceptional life. A quick read – very short and easy to read!			
Branson, R	Business Stripped Bare-Adventures of a Global Entrepreneur	Virgin Books	0-7535-1503-7
Review Fascinating overview of Richard Branson's business principles and how Virgin have had to adapt and change over the years – such as being early adapters in recognizing the demise of LPs, then moving into computer games etc. with the reduction in sales of CDs. The development of the V Festivals complete with their customer focused Virgin Angels to help provide a unique festival experience is also discussed. The problems in setting up Virgin America due to US restrictions on ownership and investment by foreign business, is an eye opener, whilst Virgin Nigeria faced totally different challenges! The chapters on Richard's approach to Corporate Social Responsibility are very relevant as well as thought provoking! Some candid stories outlining the achievements and setbacks he has encountered in building the Virgin Brand including his thought on why his plans to takeover the ailing Northern Rock were turned down. I would recommend you read this book during the summer after your first year.			

Author	Title	Publisher	ISBN
Bridge, R	You can do it too- The 20 essential things every budding entrepreneur should know.	Kogan Page	7494-5153-0
Review Based on Sunday Times Enterprise Editor Rachel Bridge's column "How I made it". Easy to read advice interspersed with stories of how this has applied to entrepreneurs such as Laura Tennison of Jojo Maman Bebe and James Murray Walker of Glasses Direct.			
Blanchard, K and Johnson, S	The One Minute Manager	Harper Collins	0-00-710792-6
Review A must read – compulsory reading for anyone wishing to become a manager! Easy to read and only just over 100 pages. Work your way through the series.			
Bridge, R	How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions	Kogan Page; 2nd Edition	0749455422
Review Based on interviews taken from the "How I Made It" column of the Sunday Times, highlighting common themes and assessing the factors that have led to success. Easy to read – you can just dip in and out of this book reading about business whose names you recognise.			
Forkan R &P	Tsunami Kids: Our journey from survival to success	Micheal O'Meara	1782433576
On Boxing day 2004, Rob, Paul, Matty and Rosie Forkan (aged from 8 to 17) tragically lost their parents in the tsunami that devastated Sri Lanka. Rob and Paul's ingenuity and resilience since the tsunami, has resulted in a multinational brand, Gandy's Flip Flops. They have also set up Orphans for Orphans, a charitable organization that uses 10% of the profits to support deprived children in Sri Lanka. This is a moving book which will also interest geographers.			
Cornish, S & Tucker, H	Build a Business from Your Kitchen Table	Simon & Schuster	1471102114
Sophie Cornish and Holly Tucker are the founders of notonthehighstreet.com, the award-winning, online marketplace which sells over 50,000 innovative and stylish products. This book outlines the lessons they had to learn the hard way, drawing not just on their experience but also that of the 3,000 independent businesses they work with. Easy to read.			
Ruddock, A	Michael O'Leary A life in Full Flight	Penguin	978-1-844880560
A fascinating and well researched yet unauthorised biography of Michael O'Leary and how he transformed Ryanair from being a small loss making Irish airline into one that achieves multimillion profits. The book also documents the changes in the airline industry as O'Leary battles with state monopolies and anti-competitive practices. His never ending focus on cost minimisation and the results achieved provide an intriguing real life case study. A challenging read.			

Other books to consider:			
Author	Title	Publisher	ISBN
Bilimoria, K.	Bottled For Business (Cobra beer story) – <i>Fascinating insight into the development and expansion of the Cobra beer brand</i>	Capstone	1841 127 264
Blanchard, K et al	Leadership and the One Minute Manager – Easy read for A2	Fontana	0-00-637080-2
Bridge R	How To Start a Business without Any Money	Virgin	0753540878
Caan, J. et al	Dragons' Den: Success, your road to success	Quick reads	
Haig, M.	Brand Failures – The truth about the 100 Biggest Branding Mistakes of All Time – <i>Excellent and easy to read – ideal for marketing</i>	Kogan Page	0-7494 39270
Heatley, M.	A Mind for Business – The Secrets of how Award Winning Entrepreneur Richard Harpin built a £1 billion business. <i>Easy to read insight into the development of Homeserve.</i>	The Enterprise Trust	9-780956456700
Johnson, S.	Who Moved My Cheese? Way to Deal with Change in Your Work and in Your Life	Fontana	978-0091816971
Leahy, T.	Management in 10 Words	Random House	9781847940896
Mone, M.	My Fight to the Top - <i>Michelle is the founder of Ultimo Brands International and this autobiography outlines the high and lows of her business career.</i>	Blink Publishing	1905825994

Sugar, A.	What You See Is What You Get – <i>whether you like or loathe his outspoken TV persona this book provides a fascinating insight into how Lord Sugar built his business empire.</i>	Macmillan	978-0-230-74933-7
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