

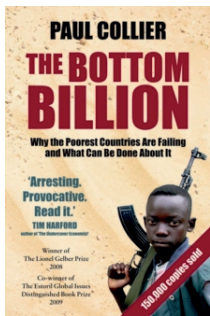
## Business Studies, Edexcel GCE 'A' Level



### **The Rational Optimist: How Prosperity Evolves**

Matt Ridley 9780007267118

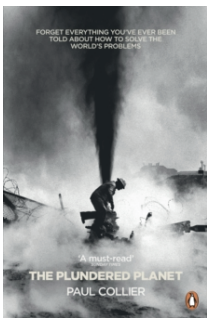
Today there are more than 6 billion, 99 per cent of whom are better fed, better sheltered, better entertained and better protected against disease than their Stone Age ancestors. The availability of almost everything a person could want or need has been going erratically upwards for 10,000 years and has rapidly accelerated over the last 200 years: calories; vitamins; clean water; machines; privacy; the means to travel faster than we can run, and the ability to communicate over longer distances than we can shout. Yet, bizarrely, however much things improve from the way they were before, people still cling to the belief that the future will be nothing but disastrous. In this original, optimistic book, Matt Ridley puts forward his surprisingly simple answer to how humans progress, arguing that we progress when we trade and we only really trade productively when we trust each other.



### **The Bottom Billion: Why the Poorest countries are Failing**

Paul Collier 9780195374636

In this elegant and impassioned synthesis from one of the world's leading experts on Africa and poverty, economist Paul Collier writes persuasively that although nearly five billion of the world's people are beginning to climb from desperate poverty and to benefit from globalization's reach to developing countries, there is a "bottom billion" of the world's poor whose countries, largely immune to the forces of global economy, are falling farther behind and are in danger of falling apart, separating permanently and tragically from the rest of the world.

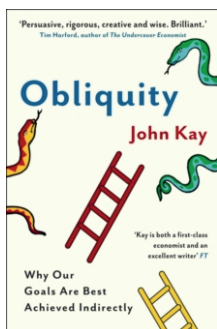


### **The Plundered Planet**

Paul Collier 9780141042145

In *The Plundered Planet: How to Reconcile Prosperity with Nature* Paul Collier proposes a radical and often counter-intuitive rethink of international policy in order to combat global poverty and environmental devastation. How can we help poorer countries become richer without harming the planet?

Is there a way of reconciling prosperity with nature? World-renowned economist Paul Collier offers smart, surprising and above all realistic answers to this dilemma.

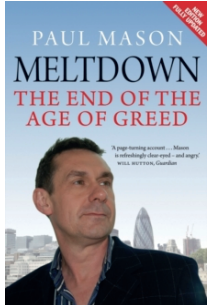


### **Obliquity: Why Our Goals are best achieved indirectly**

John kay 9781846682896

If you want to go in one direction, the best route may involve going in another. This is the concept of 'obliquity': paradoxical as it sounds, many goals are more likely to be achieved when pursued indirectly. The richest men and women are not the most materialistic; the happiest people are not necessarily those who focus on happiness, and the most profitable companies are not always the most profit-oriented as the recent financial crisis showed us. Whether overcoming geographical obstacles, winning decisive battles or meeting sales targets, history shows that oblique approaches are the most successful, especially in difficult terrain.

## Business Studies, Edexcel GCE 'A' Level



### Meltdown – the end of the age of greed

Meltdown is the gripping account of the financial collapse that destroyed the West's investment banks, brought the global economy to its knees, and undermined three decades of neoliberal orthodoxy. Covering the development of the crisis from the economic front line, BBC Newsnight journalist Paul Mason explores the roots of the US and UK's financial hubris, documenting the real-world causes and consequences from the Ford factory, to Wall Street, to the City of London.

Paul Mason 9781844676538

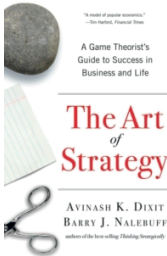
50 Economics Ideas  
You Really  
Need to Know  
Edmund Conway



### 50 Economic Ideas you really need to know

In a series of 50 accessible essays, Ed Conway introduces and explains the essential economic concepts needed to understand booms and busts, bulls and bears, and how economics influences every aspect of our lives, whether buying a house or what you ate for breakfast this morning. From Adam Smith's invisible hand to supply and demand, stocks and shares to communism, 50 Economics Ideas You Really Need to Know is a complete introduction to the most important economics concepts in history.

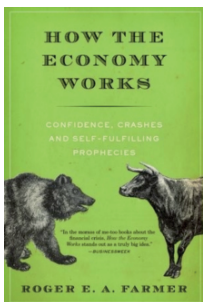
Edmund  
Conway 9781529425130



### The Art of Strategy

Game theory means rigorous strategic thinking. It's the art of anticipating your opponent's next moves, knowing full well that your rival is trying to do the same thing to you. Though parts of game theory involve simple common sense, much is counterintuitive, and it can only be mastered by developing a new way of seeing the world. Using a diverse array of rich case studies—from pop culture, TV, movies, sports, politics, and history—the authors show how nearly every business and personal interaction has a game-theory component to it. Mastering game theory will make you more successful in business and life, and this lively book is the key to that mastery.

Dixit &  
Nalebuff 9780393337174



### How the economy works

"Of all the economic bubbles that have been pricked," the editors of The Economist recently observed, "few have burst more spectacularly than the reputation of economics itself." Indeed, the financial crisis that crested in 2008 destroyed the credibility of the economic thinking that had guided policymakers for a generation. But what will take its place? In How the Economy Works, one of our leading economists provides a jargon-free exploration of the current crisis, offering a powerful argument for how economics must change to get us out of it.

Roger  
Farmer 9780199360307

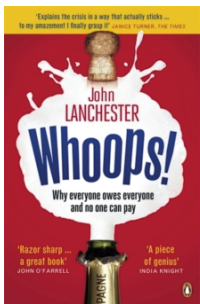
## Business Studies, Edexcel GCE 'A' Level



### The Origins of Virtue

Why are people nice to each other? What are the reasons for altruism? Matt Ridley explains how the human mind has evolved a special instinct for social exchange, offering a lucid and persuasive argument about the paradox of human benevolence.

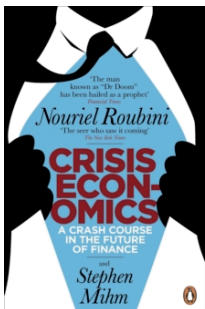
Matt Ridley 9780140244045



### Whoops! : why everyone owes everyone and no one can pay

This is the unbelievable true story of the economic crisis. We are, to use a technical economic term, screwed. The cowboy capitalists had a party with everyone's money and now we're all paying for it. What went wrong? And will we learn our lesson - or just carry on as before, like celebrating surviving a heart attack with a packet of Rothmans? John Lanchester travels with a cast of characters - including reckless banksters, snoozing regulators, complacent politicians, predatory lenders, credit-drunk spendthrifts, and innocent bystanders to understand deeply and genuinely what is happening and why we feel the way we do.

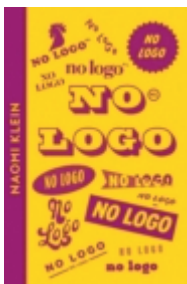
John Lanchester 9780141045719



### Crisis Economics

In this myth-busting book Nouriel Roubini shows that everything we think about economics is wrong. Financial crises are not unpredictable 'black swans', but an inherent part of capitalism. Only by remaking our financial systems to acknowledge this, can we get out of the mess we're in. Will there be another recession, and if so what shape? When will the next bubble occur? What can we do about it? Here Roubini gives the answers, and lists his commandments for the future.

Roubini, Nouriel 9780141045931



### No Logo

Introducing the Collins Modern Classics, a series featuring some of the most significant books of recent times, books that shed light on the human experience - classics which will endure for generations to come. When No Logo was first published, it became an instant bestseller and international phenomenon.

Naomi Klein 9780008485139

Its riveting expose of the branded and corporate world in which we live became a rallying cry for rebellion and self-determination. Engaging, humanising and inspiring, No Logo is a book that defined both a generation and its language of protest.

## Business Studies, Edexcel GCE 'A' Level



### The Lean Start-up

Most new businesses fail. But most of those failures are preventable. The Lean Startup is the approach to business that's being adopted around the world. It is changing the way companies are built and new products are launched. The Lean Startup is about learning what your customers really want.

It's about testing your vision continuously, adapting and adjusting before it's too late. Now is the time to think Lean. The Lean Startup changes everything - Harvard Business Review

Eric Ries

9780670921607



### How Google Works

Both Eric Schmidt and Jonathan Rosenberg came to Google as seasoned Silicon Valley business executives, but over the course of a decade they came to see the wisdom in Coach John Wooden's observation that 'it's what you learn after you know it all that counts'.

As they helped grow Google from a young start-up to a global icon, they relearned everything they knew about management.

Eric Schmidt  
& Jonathon  
Rosenberg

9781444792492



### The Google Story

The Google Story is the definitive account of one of the most remarkable organizations of our time.

Every day over sixty-four million people use Google in more than one hundred languages, running billions of searches for information on everything and anything.

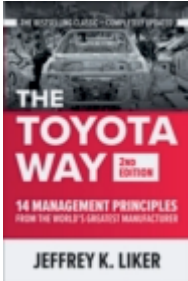
Through the creative use of cutting-edge technology and a series of groundbreaking business ideas, Google's thirty-five year old founders, Sergey Brin and Larry Page, have in ten years taken Google from being just another internet start-up to a company with a market value of over US\$80 billion.

Based on scrupulous research and extraordinary access to the inner workings of Google, this book takes you inside the creation and growth of a company that has become so familiar its name is used as a verb around the world. But even as it rides high, Google wrestles with difficult challenges in a business that changes at lightning speed.

David A  
Vise & Mark  
Malseed

9781509889211

## Business Studies, Edexcel GCE 'A' Level



### **The Toyota Way: 14 Management principles from the world's greatest manufacturer**

Jeffrey Liker 9781260468519

The bestselling guide to Toyota's legendary philosophy and production system—updated with important new frameworks for driving innovation and quality in your business. One of the most impactful business guides published in the 21st Century, The Toyota Way played an outsized role in launching the continuous-improvement movement that continues unabated today.

Multiple Shingo Award-winning management and operations expert Jeffrey K.



### **Jo Malone - My Story**

Jo Malone 9781471143021

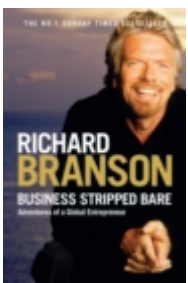
Honest and inspirational... Jo's courageous story is not just for those who are fans of famous scents and fancy bags, but also for budding entrepreneurs' - The Sun 'Inspiring and insightful' - Woman & Home 'You won't fail to be inspired by this scented story' - YOU Jo Malone is the inspirational British businesswoman responsible for creating her globally renowned beauty business and, more recently, her new brand 'Jo Loves'.



### **Strong woman - the truth about getting to the top**

Karren Brady 9780007416141

Karren Brady is an inspiration to women everywhere, and her incredible success is borne of her passion, impressive business instinct, ambition, and her very genuine, honest, down-to-earth outlook. This is Karren's story... before being Alan Sugar's aide on The Apprentice and VC of West Ham United, how she started out as a sparky 18 year old at Saatchi & Saatchi and at 23, went on to persuade David Sullivan to buy Birmingham City football club - turning that business round to sell it for an incredible GBP82 million 12 years later.



### **Business Stripped Bare: Adventures of a Global Entrepreneur**

Sir Richard Branson 9780753515037

In Business Stripped Bare, Sir Richard Branson shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant and audacious deals.

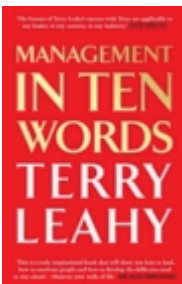
## Business Studies, Edexcel GCE 'A' Level



**Freakonomics:** Cult bestseller, new buzz word... "Freakonomics" is at the heart of everything we see and do and the subjects that bedevil us daily: from parenting to crime, sport to politics, fat to cheating, fear to traffic jams.

Steven D.  
Levitt &  
Stephen J  
Dubner

Asking provocative and profound questions about human motivation and contemporary living and reaching some astonishing conclusions, "Freakonomics" will make you see the familiar world through a completely original lens.



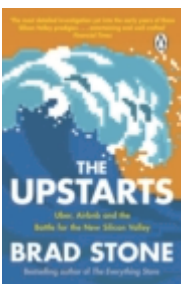
### Management in ten words

In his fourteen years as CEO of Tesco, Sir Terry Leahy not only turned the company into the largest supermarket chain in the UK but also transformed it into a global enterprise.

Terry  
Leahy

9781847940919

As a result, Sir Terry is now one of the world's most admired business leaders, widely acclaimed for his drive, flair and no-nonsense approach. In Management in 10 Words he draws on his experience and expertise to pinpoint the ten vital attributes that make successful managers and underlie great organisations, explaining:- Why initial failure often leads to ultimate success. - Why profits stem from a company's values, not its day-to-day business. - Why competition should always be welcomed. - Why simplicity leads to innovation. - Why trust is the bedrock of effective leadership. The result is an inspiring, thoughtful and supremely practical guide that will prove invaluable to all managers in all types of organisation.



### The Upstarts

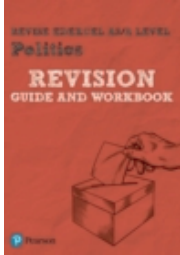
New York Times bestselling author of The Everything Store Brad Stone takes us deep inside the new Silicon Valley. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online.

Brad Stone 9780552172585

Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology.

They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence.

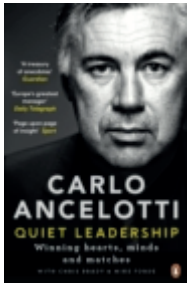
## Business Studies, Edexcel GCE 'A' Level



### Pearson Revise AS/A Level Business: Revision Guide and Workbook

9781292213217

This combined Revision Guide and Workbook is the smart choice for those revising for Edexcel AS/A level Business and includes: A FREE online edition One-topic-per-page format 'Now Try This' practice questions on topic pages Exam skills pages including Worked examples with exemplar answers Exam-style practice pages with practice questions in the style of the exams Guided support and hints providing additional scaffolding, to help avoid common pitfalls Full set of practice papers written to match the specification exactly



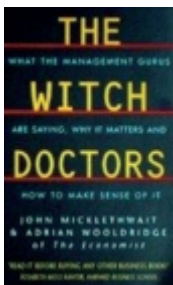
### Quiet Leadership

Carlo  
Ancelotti

9780241244944

'Steeped in glory, loved by players for his light touch, he is probably the most coveted coach in the world.' - Financial Times 'a treasury of anecdote and insight' - The Guardian 'Quiet Leadership contains page upon page of insight into his methods from Cristiano Ronaldo, Zlatan Ibrahimovic, John Terry and more'. - Sport Magazine Carlo Ancelotti is one of the greatest managers of all time, with five Champions League titles to his name.

Yet his approach could not be further from the aggressive theatricals favoured by many of his rivals. His understated style has earned him the fierce loyalty of players like David Beckham, Zlatan Ibrahimovic and Cristiano Ronaldo. In Quiet Leadership, Ancelotti reveals the full, riveting story of his managerial career - his methods, mentors, mistakes and triumphs - and takes us inside the dressing room to trace the characters, challenges and decisions that have shaped him.



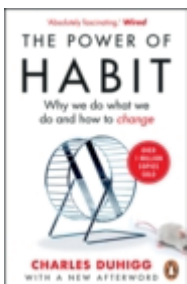
### The witch doctors: What management Gurus are saying, why it matters and how to make sense of it

J.  
Micklethwait  
& A.  
Woolridge

9780749326456

A critique of management theory and the gurus who promote it.

The authors, who spent two years travelling through Britain, the USA and the Far East, studying companies as they struggled to manage themselves, sort through the muddle of modern management theory and aim to explain it in plain English.



### The Power of Habit

Charles  
Duhigg

9781847946249

There's never been a better time to set new habits.

This book will change your life. In The Power of Habit, award-winning journalist Charles Duhigg takes us into the thrilling and surprising world of the scientific study of habits. He examines why some people and companies struggle to change, despite years of trying, while others seem to remake themselves overnight.

## Business Studies, Edexcel GCE 'A' Level



### **Shoe Dog: A Memoir of the Creator of Nike**

In 1962, fresh out of business school, Phil Knight borrowed \$50 from his father and created a company with a simple mission: import high-quality, low-cost athletic shoes from Japan. Selling the shoes from the boot of his Plymouth, Knight grossed \$8000 in his first year.

Today, Nike's annual sales top \$30 billion. In an age of start-ups, Nike is the ne plus ultra of all start-ups, and the swoosh has become a revolutionary, globe-spanning icon, one of the most ubiquitous and recognisable symbols in the world today. But Knight, the man behind the swoosh, has always remained a mystery. Now, for the first time, he tells his story. Candid, humble, wry and gutsy, he begins with his crossroads moment when at 24 he decided to start his own business.

Phil Knight 9781471146725



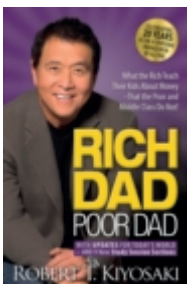
### **Lean in women, work and the will to lead**

Sandberg packed theatres, dominated opinion pages, appeared on every major television show and on the cover of Time magazine, and sparked ferocious debate about women and leadership. Ask most women whether they have the right to equality at work and the answer will be a resounding yes, but ask the same women whether they'd feel confident asking for a raise, a promotion, or equal pay, and some reticence creeps in. The statistics, although an improvement on previous decades, are certainly not in women's favour - of 197 heads of state, only twenty-two are women.

Women hold just 20 percent of seats in parliaments globally, and in the world of big business, a meagre eighteen of the Fortune 500 CEOs are women.

In Lean In, Sheryl Sandberg - Facebook COO and one of Fortune magazine's Most Powerful Women in Business - draws on her own experience of working in some of the world's most successful businesses and looks at what women can do to help themselves, and make the small changes in their life that can effect change on a more universal scale.

Nell 9780753541647  
Scovell &  
Sheryl  
Sandberg



### **Rich Dad, Poor Dad**

The book explodes the myth that you need to earn a high income to be rich and explains the difference between working for money and having your money work for you. 20 Years... 20/20 Hindsight In the 20th Anniversary Edition of this classic, Robert offers an update on what we've seen over the past 20 years related to money, investing, and the global economy.

Robert 9781612680194  
Kiyosaki



## Business Studies, Edexcel GCE 'A' Level



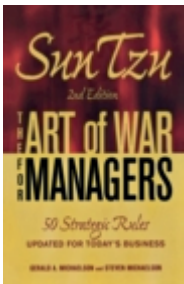
### **Billions of Entrepreneurs: How China and India are reshaping their future and yours**

Tarun  
Khanna

9781422157282

Much attention is being paid to business opportunity in China and India, the world's most populous nations. According to Tarun Khanna, it's the new entrepreneurial emergence of these two nations that will have the greatest impact on business, politics, and global society as a whole.

Billions of Entrepreneurs is an elegantly written book that mixes on-the-ground stories with thorough research to show how Chinese and Indian entrepreneurs are creating change through new business models, and bringing hope to countless people across the globe.



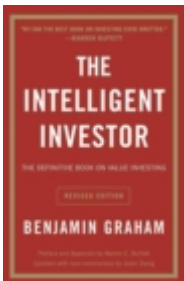
### **Sun Tzu: The Art of War for Managers; 50 strategic rules updated for today's businesses**

Gerald A  
Michaelson

9781605500300

Seize the advantage from your competitors and conquer today's competitive business world with these 50 strategic business rules from the tried-and-tested wisdom of Sun Tzu. In today's competitive business world, you must capture the high ground and defend it against your rivals.

The secret lies in mastering the strategic arts taught by the ancient Chinese military theorist Sun Tzu.



### **The Intelligent Investor**

Benjamin  
Graham

9780060555665

The classic bestseller by Benjamin Graham, "The Intelligent Investor" has taught and inspired hundreds of thousands of people worldwide.

Since its original publication in 1949, Benjamin Graham's book has remained the most respected guide to investing, due to his timeless philosophy of "value investing", which helps protect investors against the areas of possible substantial error and teaches them to develop long-term strategies with which they will be comfortable down the road.



### **House of cards - How wall Street's Gamblers Broke Capitalism**

William D  
Cohan

9780141039596

From the author of The Last Tycoons, William D. Cohan's international bestseller House of Cards: How Wall Street's Gamblers Broke Capitalism dissects the collapse of Bear Stearns and the beginning of the financial crisis. It was Wall Street's toughest investment bank, taking risks where others feared to tread, run by testosterone-fuelled gamblers who hung a sign saying 'let's make nothing but money' over the trading floor. Yet in March 2008 the 85-year-old firm Bear Stearns was brought to its knees - and global economic meltdown began.

## Business Studies, Edexcel GCE 'A' Level



### Think and Grow Rich

Discover the 13 powerful principles behind every great success story. The timeless bestseller setting out Hill's formula for money-making success. Napoleon Hill, America's most beloved motivational author, devoted 25 years to finding out how the wealthy became that way.

After interviewing over 500 of the most affluent men and women of his time, he uncovered the secret to great wealth based on the notion that if we can learn to think like the rich, we can start to behave like them.

Napoleon Hill 9781785042416

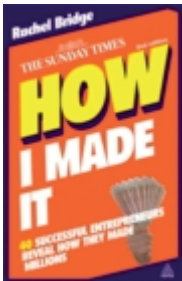


### The Startup Playbook

In *The Startup Playbook*, Clickable CEO and NY Times best-selling author David Kidder reveals the rules and guiding principles of successful entrepreneurs, investors and CEOs.

Built on some of the most dramatic success stories in today's marketplace (Spandex, TED, etc), this is a no-nonsense guide to starting a company.

David Kidder 9781452105048



### How I Made it: 40 Successful Entrepreneurs Reveal How they Made Millions

Every year thousands of hopeful entrepreneurs decide to take the plunge.

Many fail, but many go on to achieve great success and huge profits.

In *How I Made It* 40 successful entrepreneurs explain how they managed to defy the odds and turn their dreams into reality.

Find out how they decided what to do, how they got started and how they found the money they needed.

But they also reveal how they had doubts, made stupid mistakes, and encountered overwhelming frustrations along the way.

Rachel Bridge 9780749460525