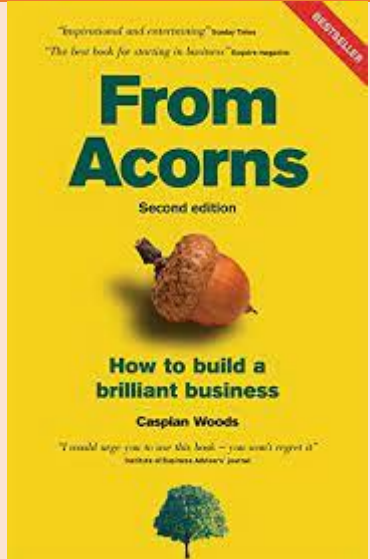
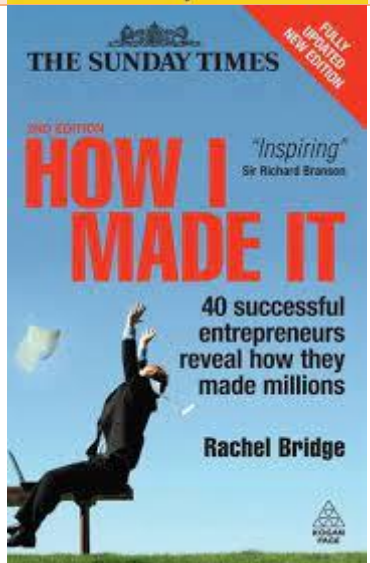
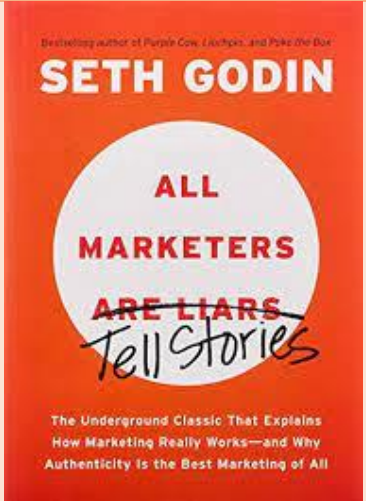

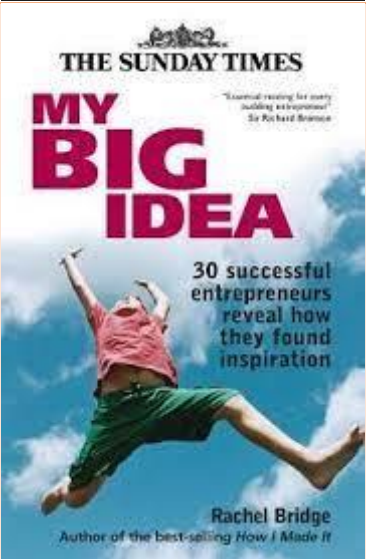


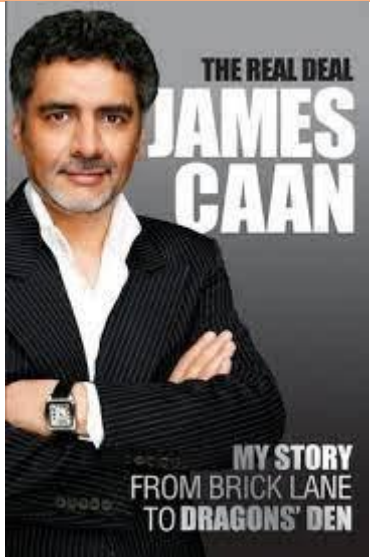
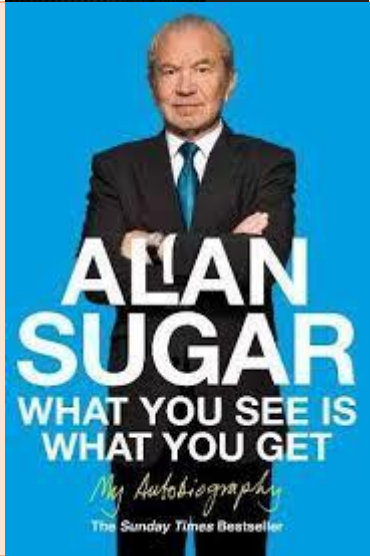
Business

Whatever your age, these recommended reads will complement your study of Business and help you to enjoy wider elements of enterprise, marketing and the global environment. Ask your Business teacher what they'd recommend for you!

Keystage 4 and 5

Title	What can I expect from this text?	Front Cover
From Acorns (Caspian Woods)	A first hand account into how an entrepreneur can grow a simple idea to a successful enterprise	
How I Made It: 40 Successful Entrepreneurs Reveal All (Rachel Bridge)	Some great interviews from inspiring business leaders who tell you how they 'did it'	

<p>All Marketers Tell Stories</p>	<p>The interesting world of Marketing opens up, considering the importance of branding and image</p>	
<p>Shoe Dog</p>	<p>Phil Knight the founder of Nike details just how he took a sports company from a stall to a billion dollar empire</p>	
<p>My Big Idea (Rachel Bridge)</p>	<p>A delve into what it is that makes a strong business idea and how you can best develop it to success</p>	

<p>The Real Deal</p>	<p>James Caan gives a great account of what it was like to make it as a member of a minority group in the 1980's</p>	
<p>What you see is what you get</p>	<p>Despite being 'rough around the edges' Lord Sugar details how he made it as a "Hackey lad done good"</p>	
<p>Strong Woman The truth about getting to the top</p>	<p>A great chance to read about the struggles Baroness Brady has had in being taken seriously in a male dominated industry</p>	