

5. Resource list

5.1 Text books and websites

The following books provide a lot of useful information that covers all aspects of the subject. They are helpful as general reference material.

Author	Title	Publisher, Date	ISBN
Chambers, I et al.	Business Studies	Causeway Press, 2008	1405892315
Marcouse, I	The Complete A-Z Business Studies Handbook	Philip Allan, 2009	0340987294
Marcouse, I et al.	Business Studies	Hodder Education, 2008	0340966907
Stimpson, P	Cambridge International AS and A Level Business Studies	Cambridge University Press, 2010	0521126568

Websites

Has information aimed at different levels – GCSE Bitesize has details about how to get hold of supporting materials from the BBC. There are also online revision and tests available.	http://www.bbc.co.uk/learning
Aimed at students. Very clear and user-friendly site. Contains study notes, example questions and revision notes. The site also has an area for teachers that provides free material for use in the classroom.	www.s-cool.co.uk
Contains lots of useful information, including revision notes, and is aimed at different levels of Business Studies. Also has information for teachers.	http://www.tutor2u.net
Business and economics service for students, teachers and lecturers. This is a really good site – packed with useful information and things like glossaries of subject specific terminology. Very user friendly.	http://www.bized.co.uk
The Times 100 Case Studies for Business	www.thetimes100.co.uk
Service Quality Institute	www.customer-service.com
Customer Care Institute (USA)	www.customercare.com
Confederation of British Industry	www.cbi.org.uk
British Chambers of Commerce	http://www.britishchambers.org.uk
A range of resources suitable for CID in Business	www.selectknowledge.com
European Union	http://europa.eu
Chartered Institute of Marketing	www.cim.co.uk
Marketing magazines site – requires registration for 7 day free trial.	www.mad.co.uk
Advertising Standards Agency	www.asa.org.uk
Advertising and marketing related data, trends, etc.	www.warc.com
Direct Marketing Association	www.dma.org.uk
Company Annual Reports On-Line	www.carol.co.uk
Department for Business Innovation and Skills	www.bis.gov.uk
Institute of Personnel Development	www.ipd.co.uk
Registrar of Companies	www.companieshouse.gov.uk

Business Organisation and Environment

Please refer to the list of general books at the beginning of this section.

Effective Business Communication

Author	Title	Publisher, Date	ISBN	Currently available
Blundel	Effective Business Communication	Prentice Hall, 1998	0137427018	✓
BPP study text (CIM)	Customer Communications in Marketing	BPP Learning Media, 2009	0751768138	✓
Carysforth	Communication for Work	Heinemann, 1998	0435455427	✓
Dandi, Daley, MacKall	Teamwork Skills	Facts on File, 2006	0894342126	✓
Evans, D	People, Communication and Organisations	Longman, 2000	0273032690	✓
Hardingham	Working in Teams	Chartered Institute of Personnel & Development, 1999	0852927673	Out of print, but still a valid text
McMillan, S	How To Be a Better Communicator	Kogan Page, 1996	0749420251	Out of print, but still a valid text
Murdock & Scutt	Personal Effectiveness	Butterworth Heinemann, 2002	0750656220	✓
Nolan	Problem Solving, Communication and Teamwork	Penguin, 1989	014012327X	Out of print, but still a valid text
Sillars, S	Success in Communication	John Murray, 1998	0719545234	Out of print, but still a valid text
Smith, I	Meeting Customer Needs	Butterworth Heinemann, 2003	075065984X	✓
Stanton, N	Mastering Communication	Palgrave, 2009	0230216927	✓
Wood, G	Customer Communications in Marketing	Butterworth Heinemann, 2001	0750653035	✓

Marketing

Author	Title	Publisher, Date	ISBN	Currently available
Adcock, Bradfield, Halborg & Ross	Marketing: Principles and Practice, 4th edition	Financial Times/ Pitman Publishing, 2001	027364677X	✓
Blythe, J	Essentials of Marketing	Financial Times/ Pitman Publishing, 2008	0273717367	✓
Dibb, Simkin, Pride & Ferrell	Marketing, 6th Edition	Cengage Learning, 2012	1408032147	✓
Kelley, G & Hyde, M	Marketing in Practice	Butterworth- Heinemann, 2000–2001	0750653043	Out of print, but still a valid text
Jobber, D	Principles and Practice of Marketing, 6th edition	McGraw Hill, 2009	0077123301	✓
Kotler, P et al.	Marketing Management	Prentice Hall, 2009	0273718568	✓
Kotler, Armstrong, Saunders & Wong	Principles of Marketing, 5th edition	Prentice Hall, 2010	0273743279	✓
Lancaster, et al.	Marketing, Essentials of	McGraw-Hill, 2001	0077098609	✓
Kotler, Leong, Ang & Tan	A Global Perspective	Pearson, 2009	9810679521	✓
Mercer, D	Marketing, 2nd edition	Blackwell, 1995	0631196382	✓
Strauss & Frost	E-marketing, 5th edition	Pearson Education, 2008	0132461846	✓

Human Resources Management

Author	Title	Publisher, Date	ISBN	Currently available
Beardwell et al.	Human Resource Management	Financial Times/ Prentice Hall, 2007	0273707639	✓
Bartol and Martin	Management, 3rd edition	McGraw Hill, 1997	0071152067	✓
Bennett, R & Graham, H	Human Resource Management, 3rd edition	Financial Times/ Prentice Hall, 1998	0273634011	✓
Goss, D	Human Resources Management: The Basics	International Thomson Business Press, 1997	1861520328	✓

Business Finance

Author	Title	Publisher, Date	ISBN	Currently available
Chadwick, L	Essential Financial Accounting	Financial Times/ Prentice Hall, 2001	0273646591	✓
Millichamp, A	Finance for Non-Financial Managers	Continuum International Publishing Group, 2001	0826453791	✓
Whitehead, G	Success in Principles of Accounting: Student's Book	John Murray, 2001	0719572126	✓
Wood, F & Sangster, A	Frank Wood's Business Accounting, Volume 1	Financial Times/ Prentice Hall, 2008	0273712128	✓

Resources are also listed on Cambridge's public website at www.cie.org.uk. Please visit this site on a regular basis as the Resource lists are updated through the year.

Access to teachers' email discussion groups, suggested schemes of work and regularly updated resource lists may be found on the Cambridge Teacher Support website at <http://teachers.cie.org.uk>. This website is available to teachers at registered Cambridge Centres.