

BA(Hons) Business Entrepreneurship - Business resources

[View Online](#)

Here you'll find resources for information on setting up and running a business

1.

Heather Townsend. The Financial Times Guide to Business Networking. Financial Times Prentice Hall; 2011.

2.

William D. Bygrave. Entrepreneurship. Wiley; 2010.

3.

Mathis B. Agile Project Management for Beginners: Mastering the Basics with Scrum. Amazon Media; 2013.

4.

Sibbet D. Visual Meetings: How Graphics, Sticky Notes, & Idea Mapping Can Transform Group Productivity. Wiley; 2010.

5.

Godin S. Tribes: We Need You to Lead Us. Piatkus; 2008.

6.

Burke R, Burke R. Entrepreneurs Toolkit ; Small Business Entrepreneur: Guide to Running a Small Business. Burke; 2006.

7.

Arden P. Whatever You Think, Think the Opposite. Penguin; 2006.

8.

Peter F. Drucker. Managing the Non-Profit Organization. Butterworth-Heinemann; 1990.

9.

Sissors, Jack Z. Advertising Media Planning. 7th ed. McGraww Hill; 2010.

10.

Safko L. The Social Media Bible: Tactics, Tools and Strategies for Business Success. 3rd ed. Wiley; 2012.

11.

Michael Harker, Armstrong G, Brennan R. Marketing: An Introduction. 2nd edition. Pearson; 2012.

12.

Atrill, Peter, McLaney, E. J. Accounting and Finance for Non-Specialists. 8th ed. Financial Times/Prentice Hall; 2013.

13.

Barrow, Colin, Barrow, Paul, Brown, Robert. The Business Plan Workbook. 7th ed. Kogan Page; 2012.

14.

Bichard E, Cooper C. Positively Responsible: How Business Can Save the Planet. Butterworth-Heinemann; 2008.

15.

Steven M. Bragg. Accounting and Finance for Your Small Business. John Wiley; 2006.

16.

Dave Chaffey. Digital Marketing: Strategy, Implementation and Practice. 5th edition. Pearson; 2012.

17.

Ian Chaston. Entrepreneurial Marketing. Macmillan Business; 2000.

18.

Ian Chaston, Terry Mangles. Small Business Marketing Management. Palgrave Macmillan; 2002.

19.

Patricia Clayton, Clayton P. The Sunday Times Business Enterprise Guide: Forming a Limited Company - A Practical Guide to Legal Requirements and Procedures. Kogan Page Ltd

20.

Gillian Clegg, Colin Barrow. How to Start and Run Your Own Business. Palgrave Macmillan; 1984.

21.

Gary Jones. Starting Up. Pitman; 1991.

22.

John C. Lambden. Small Business Finance. Pitman; 1993.

23.

Alexander Osterwalder. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons; 2010.

24.

Ryan, Damian, Jones, Calvin. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 2nd ed. Kogan Page; 2012.

25.

Williams S. The Financial Times Guide to Business Start Up 2014: The Most Comprehensive Annually Updated Guide for Entrepreneurs. 9th edition. FT Publishing International; 2014.

26.

Brand Republic - Advertising, media, marketing and PR news & jobs.
<http://www.brandrepublic.com/>

27.

Businessballs. <http://www.businessballs.com/>

28.

Business and self-employed - GOV.UK. <https://www.gov.uk/business>

29.

Campaign - website for brands, ad agencies & to watch ads.
<http://www.campaignlive.co.uk/>

30.

Companies House. <http://www.companieshouse.gov.uk/>

31.

Rory Sutherland: Life lessons from an ad man | Talk Video | TED.com.
http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man

32.

Marketing Week - Marketing Jobs & Marketing News - Media, Advertising, Brands.
<http://www.marketingweek.co.uk/>

33.

Ken Robinson - Schools kill creativity.
http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity

34.

Bangs DH. The First 12 Months: A Complete Start-up Guide for Entrepreneurs. Rev. ed.
Kogan Page; 1993.

35.

Ries E. The Lean Startup: How Constant Innovation Creates Radically Successful
Businesses. Portfolio Penguin; 2011.

36.

Semler R. Maverick!: The Success Story behind the World's Most Unusual Workplace.
Arrow; 1999.

37.

Record M. Preparing a Business Plan: How to Lay the Right Foundations for Business

Success. 2nd ed. How To Books; 1997.

38.

Jones D. Who Cares Wins: Why Good Business Is Better Business. FT Press; 2011.

39.

Shareholder's agreement and the Articles.

40.

Morgan A. Eating the Big Fish: How Challenger Brands Can Compete against Brand Leaders . 2nd ed., [Rev. & expanded]. Wiley; 2009.

41.

Ohai T, Lambert B. Sales Chaos: Using Agility Selling to Think and Sell Differently. Pfeiffer & Company; 2011.

42.

Gitomer JH. The Sales Bible: The Ultimate Sales Resource. Wiley india Pvt. Ltd; 2008.

43.

Johnson L. Start It Up: Why Running Your Own Business Is Easier Than You Think. Penguin Putnam Inc; 2013.

44.

Southon M, West C. The Beermat Entrepreneur: Turn Your Good Idea into a Great Business. 2nd Revised edition. Pearson Education Limited; 2008.

45.

Branson R. Losing My Virginity: The Autobiography. Ebury Press; 2009.

46.

Fisher R. Getting to Yes. Yuan Liu/Tsai Fong Books; 2013.

47.

Carnegie D. How to Win Friends and Influence People. Important Books; 2013.

48.

Heather Townsend. The Financial Times Guide to Business Networking. Financial Times
Prentice Hall; 2011.

49.

Kirschner R. How to Click with People: Building the Personal Side of Business. Hyperion;
2010.

50.

Lindstro

m M. Brand Sense: Sensory Secrets behind the Stuff We Buy. 2nd ed. Kogan Page; 2010.

51.

Stevens M, Industrial Society. How to Be Better at Giving Presentations. Kogan Page [with]
the Industrial Society; 1996.

52.

Horner D, Mott G. Accounting for Non-Accountants. 9th ed. Kogan Page; 2013.

53.

Arden P. It's Not How Good Your Are, It's How Good You Want to Be. Phaidon; 2003.

54.

Godin S, Godin S. Linchpin. Unabridged. Bolinda Publishing; 2010.

55.

Bridge R. How to Start a Business without Any Money. Ebury Press; 2011.

56.

Branson R. Like a Virgin: Secrets They Won't Teach You at Business School. Ebury Press; 2013.

57.

Pulizzi J. Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, & Win More Customers by Marketing Less. McGraw-Hill Education - Europe; 2013.

58.

Chris Anderson. The Long Tail: Why the Future of Business Is Selling Less of More. Hyperion; 2006.

59.

Percy, Larry, Elliott, Richard H. Strategic Advertising Management. 4th ed. Oxford University Press; 2012.

60.

Nicholas Ind. Living the Brand. Kogan Page

61.

Gladwell, Malcolm. The Tipping Point: How Little Things Can Make a Big Difference. Little, Brown; 2000.

62.

Atrill P, McLaney E. Management Accounting for Decision Makers. 7th edition. Pearson; 2012.

63.

Atrill P, McLaney E. Financial Accounting for Decision Makers. 6th edition. Financial Times/Prentice Hall; 2011.

64.

Blanchard KH, Johnson S. The One Minute Manager. HarperCollinsBusiness; 1996.

65.

David Boddy. Essentials of Management: A Concise Introduction. 1st edition. Pearson; 2012.

66.

Bernard Burnes. Managing Change. 5th edition. Prentice Hall/Financial Times; 2009.

67.

Dave Chaffey. Digital Marketing: Strategy, Implementation and Practice. 5th edition. Pearson; 5 edition; 2012.

68.

Henry William Chesbrough. Open Innovation: The New Imperative for Creating and Profiting from Technology. Harvard Business School Press; 2003.

69.

Martin Christopher. Logistics and Supply Chain Management. 4th edition. Financial Times Prentice Hall; 2011.

70.

Nick Ellis. Business-to-Business Marketing: Relationships, Networks and Strategies. Oxford University Press; 2010.

71.

Goleman D. Working with Emotional Intelligence. Bantam Books; 2000.

72.

Gummesson E. Total Relationship Marketing: Marketing Strategy Moving from the 4Ps - Product, Price, Promotion, Place - of Traditional Marketing Management to the 30Rs - the Thirty Relationships - of a New Marketing Paradigm. 2nd ed. Butterworth-Heinemann; 2002.

73.

Jones L. Introduction to Business Law. 2nd edition. Oxford University Press; 2013.

74.

Jay Conrad Levinson. Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business. Houghton Mifflin; 2007.

75.

E. J. McLaney. Accounting: An Introduction. Pearson; 2012.

76.

Henry Mintzberg. The Rise and Fall of Strategic Planning. Financial Times Prentice Hall; 2000.

77.

Moller K, Wilson D. Business Marketing: An Interaction and Network Perspective. Springer; 1995.

78.

John A. Tracy. How to Manage Profit and Cash Flow.; 2004.

79.

Godin S. Purple Cow: Transform Your Business by Being Remarkable. Penguin; 2005.

80.

Eisenberg B, Eisenberg J, Davis LT. Waiting for Your Cat to Bark?: Persuading Customers When They Ignore Marketing. Thomas Nelson Publishers; 2006.

81.

Kao JJ. Jamming: The Art and Discipline of Business Creativity. Profile Books Ltd; 1997.

82.

Spoelstra J. Ice to the Eskimos: How to Market a Product Nobody Wants. HarperCollins eBooks; 2009.

83.

Collins J. Good to Great. New edition. Cornerstone; 2006.

84.

Covey SR, Merrill AR, Merrill RR. First Things First. Free Press; 2014.

85.

Brian T. The Psychology of Selling. Nightingale Conant; 1995.

86.

Cesari R, Kelly T, Lynch R. Buy Now!: Creative Marketing That Gets Customers to Respond to You and Your Product. John Wiley and Sons Ltd; 2011.

87.

Godin S. All Marketers Are Liars. Penguin Putnam Inc; 2012.

88.

Godin S. Permission Marketing: Turning Strangers into Friends and Friends into Customers. New edition. Simon & Schuster; 2007.

89.

Gitomer JH. The Little Red Book of Selling: 12.5 Principles of Sales Greatness. Bard Press; 2004.

90.

Wiersema F. Customer Intimacy: Pick Your Partners, Shape Your Culture, Win Together. New edition. Profile Books Ltd; 2003.

91.

Gad T. 4D Branding: Cracking the Corporate Code of the Network Economy. Pearson Education Limited; 2000.

92.

Butler D. Enterprise Planning and Development. Routledge; 2012.

93.

Dell M. Direct from Dell: Strategies That Revolutionized an Industry. Profile Books Ltd; 2000.

94.

Collins JC. Built to Last: Successful Habits of Visionary Companies. 3rd ed. HarperCollins Publishers Inc; 2002.

95.

Branson R, Mulraney A. Screw It, Let's Do It. Bolinda Publishing; 2013.

96.

Kelley T, Littman J. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. Profile Books; 2004.

97.

Kapferer JN. The New Strategic Brand Management: Advanced Insights and Strategic Thinking. 5th ed. Kogan Page; 2012.

98.

Berkowski G. How to Build a Billion Dollar App: Discover the Secrets of the Most Successful Entrepreneurs of Our Time. Little, Brown Book Group; 2014.

99.

Wipperfurth A. Brand Hijack: Marketing without Marketing. Portfolio; 2006.

100.

Priestley D. Entrepreneur Revolution. John Wiley and Sons Ltd; 2013.

101.

Dickson M, Adamson B. The Challenger Sale: Taking Control of the Customer Conversation. Penguin Putnam Inc; 2013.

102.

Drewniany, Bonnie L., Jewler, A. Jerome. Creative Strategy in Advertising. 10th ed., International ed. Wadsworth Cengage Learning; 2011.

103.

Lindemann, Jan. The Economy of Brands. Palgrave Macmillan; 2010.

104.

keller K. Best Practice Cases in Branding, Strategic Brand Management. 4th edition. Pearson Higher Education; 2014.

105.

Michael Fradette. The Power of Corporate Kinetics. Simon & Schuster; 1998.

106.

C. K. Prahalad, Venkat Ramaswamy. The Future of Competition. Harvard Business School Press

107.

B. C. J. Lievegoed. The Developing Organization. Tavistock Publications; 1973.

108.

Henry Mintzberg. Managers Not MBAs. Financial Times Prentice Hall; 2004.

109.

Arens W, Weigold M, Arens C. Contemporary Advertising: And Integrated Marketing Communications. 14th edition. McGraw-Hill/Irwin; 2012.

110.

Atrill P, McLaney E. Financial Accounting for Decision Makers. 6th edition. Financial Times/Prentice Hall; 2011.

111.

Atrill P, McLaney E. Management Accounting for Decision Makers. 7th edition. Pearson; 2012.

112.

Brown, Tim, Katz, Barry. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Harper Business; 2009.

113.

Burlingham B. Small Giants: Companies That Choose to Be Great Instead of Big. Portfolio; 2007.

114.

Kathy Daniels. Employment Law: An Introduction for HR and Business Students. Chartered Institute of Personnel and Development; 3 edition (1 Mar 2012); 2012.

115.

Grant, John. The Brand Innovation Manifesto: How to Build Brands, Redefine Markets and Defy Conventions. John Wiley; 2006.

116.

Rahaf Harfoush. Yes We Did! An inside Look at How Social Media Built the Obama Brand (Voices That Matter). 1st edition. New Riders; 2009.

117.

keller K. Best Practice Cases in Branding, Strategic Brand Management. 4th edition. Pearson Higher Education; 2014.

118.

V. Kumar. Customer Relationship Management: Concept, Strategy, and Tools. 2nd edition. Springer; 2012.

119.

Lockwood, Thomas. Design Thinking: Integrating Innovation, Customer Experience and Brand Value. Allworth Press; 2010.

120.

Mintzberg H, Ahlstrand BW, Lampel J. Strategy Safari: The Complete Guide through the Wilds of Strategic Management. 2nd ed. Financial Times Prentice Hall; 2009.

121.

Michael E. Porter. The Competitive Strategy: Techniques for Analysing Industries and Competitors. Free Press; 2004.

122.

Slack N, Chambers S, Johnston R. Operations Management. 7th edition. FT Prentice Hall; 2013.

123.

John Bessant, Tidd J. Managing Innovation: Integrating Technological, Market and Organizational Change. 5th edition. John Wiley & Sons; 2013.

124.

Thompson AA, Peteraf MA, Gamble J, Strickland AJ, Janes A, Sutton C. Crafting and Executing Strategy: The Quest for Competitive Advantage : Concepts and Cases. European edition. McGraw-Hill; 2013.

125.

Van Weele AJ. Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice. 5th edition. Cengage Learning; 2010.

126.

Bettina Von Stamm. Managing Innovation, Design and Creativity. John Wiley and Sons Ltd; 2008.

127.

Chun Wei Choo. The Knowing Organization: How Organisations Use Information to Construct Meaning, Create Knowledge and Make Decisions. Oxford University Press; 2005.

128.

Kofman F. Conscious Business: How to Build Value through Values. Sounds True; 2006.

129.

Morgan G. Images of Organization. Updated ed. Sage Publications; 2007.

130.

Holden J. The Selling Fox: A Field Guide for Dynamic Sales Performance. John Wiley & Sons; 2008.

131.

Pine BJ, Gilmore JH. The Experience Economy. Updated ed. Harvard Business; 2011.

132.

Ries A, Trout J, Gardner G, Kotler P. Positioning: The Battle for Your Mind. McGraw-Hill Education on Brilliance Audio; 2014.

133.

Carter S, Jones-Evans D. Enterprise and Small Business: Principles, Practice and Policy. 3rd Revised edition. Pearson Education Limited; 2012.

134.

Burns P. Corporate Entrepreneurship: Innovation and Strategy in Large Organizations. 3rd Revised edition. Palgrave Macmillan; 2012.

135.

Bridge S, O'Neill K, Cromie S. Understanding Enterprise, Entrepreneurship and Small Business. 2nd Revised edition. Palgrave Macmillan; 2003.

136.

De Geus AP, Senge PM. The Living Company: Growth Learning and Longevity in Business. Nicholas Brealey Publishing; 1997.

137.

Katzenbach JR. Peak Performance: Aligning the Hearts and Minds of Your Employees.

Harvard Business School Publishing; 2000.

138.

McQuarrie EF. The Market Research Toolbox: A Concise Guide for Beginners. 3rd Revised edition. SAGE Publications Inc; 2011.

139.

Jaffee D. Organization Theory: Tension and Change. McGraw Hill; 2001.

140.

Kaufman J. The Personal MBA: A World-Class Business Education in a Single Volume. Penguin Books Ltd; 2011.

141.

Hsieh T. Delivering Happiness: A Path to Profits, Passion and Purpose. Little, Brown & Company; 2012.