BA(Hons) Business Entrepreneurship - Business resources

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



[1]

Heather Townsend, The Financial times guide to business networking. Harlow, England: Financial Times Prentice Hall, 2011.

[2]

William D. Bygrave, Entrepreneurship. Hoboken, NJ: Wiley, 2010.

[3]

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

[4]

D. Sibbet, Visual meetings: how graphics, sticky notes, & idea mapping can transform group productivity. Hoboken, N.J.: Wiley, 2010.

[5]

S. Godin, Tribes: we need you to lead us. London: Piatkus, 2008.

[6]

R. Burke and R. Burke, Entrepreneurs toolkit; Small business entrepreneur: guide to running a small business. [Ringwood]: Burke, 2006.

[7]

P. Arden, Whatever you think, think the opposite. London: Penguin, 2006.

[8]

Peter F. Drucker, Managing the non-profit organization. Oxford: Butterworth-Heinemann, 1990

[9]

Sissors, Jack Z., Advertising media planning, 7th ed. New York: McGraww Hill, 2010.

[10]

L. Safko, The social media bible: tactics, tools and strategies for business success, 3rd ed. Hoboken, N.J.: Wiley, 2012.

[11]

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

[12]

Atrill, Peter and McLaney, E. J., Accounting and finance for non-specialists, 8th ed. Harlow: Financial Times/Prentice Hall, 2013.

[13]

Barrow, Colin, Barrow, Paul, and Brown, Robert, The business plan workbook, 7th ed. London: Kogan Page, 2012.

[14]

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

[15]

Steven M. Bragg, Accounting and finance for your small business. Hoboken, NJ: John Wiley, 2006.

[16]

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

[17]

lan Chaston, Entrepreneurial marketing. Houndmills, Basingstoke, Hampshire: Macmillan Business, 2000.

[18]

lan Chaston and Terry Mangles, Small Business Marketing Management. Palgrave Macmillan, 2002.

[19]

Patricia Clayton and P. Clayton, The Sunday Times Business Enterprise Guide: Forming a Limited Company - A practical guide to legal requirements and procedures. Kogan Page Ltd.

[20]

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

[21]

Gary Jones, Starting up. London: Pitman, 1991.

г	\neg	\neg	٦
L	_	Z]

John C. Lambden, Small business finance. London: Pitman, 1993.

[23]

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

[24]

Ryan, Damian and Jones, Calvin, Understanding digital marketing: marketing strategies for engaging the digital generation, 2nd ed. London: Kogan Page, 2012.

[25]

S. Williams, 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'. [Online]. Available: http://www.brandrepublic.com/

[27]

'Businessballs'. [Online]. Available: http://www.businessballs.com/

[28]

'Business and self-employed - GOV.UK'. [Online]. Available: https://www.gov.uk/business

[29]

'Campaign - website for brands, ad agencies & to watch ads'. [Online]. Available: http://www.campaignlive.co.uk/

[30]

'Companies House'. [Online]. Available: http://www.companieshouse.gov.uk/

[31]

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

[32]

'Marketing Week - Marketing Jobs & Marketing News - Media, Advertising, Brands'. [Online]. Available: http://www.marketingweek.co.uk/

[33]

'Ken Robinson - Schools kill creativity'. [Online]. Available: http://www.ted.com/talks/ken robinson says schools kill creativity

[34]

D. H. Bangs, The First 12 months: a complete start-up guide for entrepreneurs, Rev. ed. London: Kogan Page, 1993.

[35]

E. Ries, The lean startup: how constant innovation creates radically successful businesses. London: Portfolio Penguin, 2011.

[36]

R. Semler, Maverick!: the success story behind the world's most unusual workplace. London: Arrow, 1999.

Γ	3	7	1
L	\cup	/	J

M. Record, Preparing a business plan: how to lay the right foundations for business success , 2nd ed. Oxford: How To Books, 1997.

[38]

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

[39]

'Shareholder's agreement and the Articles'...

[40]

A. Morgan, Eating the big fish: how challenger brands can compete against brand leaders, 2nd ed., [Rev. & Expanded]. Chichester: Wiley, 2009.

[41]

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

[42]

J. H. Gitomer, The Sales Bible: The Ultimate Sales Resource. New Delhi: Wiley india Pvt. Ltd, 2008.

[43]

L. Johnson, Start it Up: Why Running Your Own Business is Easier Than You Think. New York: Penguin Putnam Inc, 2013.

[44]

M. Southon and C. West, The Beermat Entrepreneur: Turn Your Good Idea into a Great Business, 2nd Revised edition. Harlow: Pearson Education Limited, 2008.
[45]
R. Branson, Losing My Virginity: The Autobiography. London: Ebury Press, 2009.
[46]
R. Fisher, Getting to Yes. Yuan Liu/Tsai Fong Books, 2013.
[47]
D. Carnegie, How to Win Friends and Influence People. Important Books, 2013.
[48]
Heather Townsend, The Financial times guide to business networking. Harlow, England: Financial Times Prentice Hall, 2011.
[49]
R. Kirschner, How to Click with People: Building the Personal Side of Business. New York: Hyperion, 2010.
[50]
M. Lindstro
m, Brand sense: sensory secrets behind the stuff we buy, 2nd ed. London: Kogan Page, 2010.
[51]

M. Stevens and Industrial Society, How to be better at giving presentations. London: Kogan

Page [with] the Industrial Society, 1996.

[59]

[52]
D. Horner and G. Mott, Accounting for non-accountants, 9th ed. London: Kogan Page, 2013.
[53]
P. Arden, It's not how good your are, it's how good you want to be. London: Phaidon, 2003.
[54]
S. Godin and S. Godin, Linchpin, Unabridged. Tullamarine: Bolinda Publishing, 2010.
[55]
R. Bridge, How to Start a Business without Any Money. London: Ebury Press, 2011.
[56]
R. Branson, Like a Virgin: Secrets They Won't Teach You at Business School. London: Ebury Press, 2013.
[57]
J. Pulizzi, 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. New York: Hyperion, 2006.

8/19

Percy, Larry and Elliott,	Richard H.,	Strategic	advertising	management,	4th ed.	Oxford:
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. London: Little, Brown, 2000.

[62]

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

[63]

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

[64]

K. H. Blanchard and S. Johnson, The one minute manager. London: HarperCollinsBusiness, 1996.

[65]

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

[66]

Bernard Burnes, Managing change, 5th edition. New York: 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. Boston: Harvard Business School Press, 2003.

[69]

Martin Christopher, Logistics and supply chain management, 4th edition. Harlow, England: Financial Times Prentice Hall, 2011.

[70]

Nick Ellis, Business-to-business marketing: Relationships, networks and strategies. Oxford: Oxford University Press, 2010.

[71]

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

[72]

E. Gummesson, 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. Oxford: Butterworth-Heinemann, 2002.

[73]

L. Jones, Introduction to Business Law, 2nd edition. Oxford: 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. Harlow, England: Pearson, 2012.

[76]

Henry Mintzberg, The Rise and Fall of Strategic Planning. Harlow: Financial Times Prentice Hall, 2000.

[77]

K. Moller and D. Wilson, Business Marketing: An Interaction and network perspective. Springer, 1995.

[78]

John A. Tracy, How to manage profit and cash flow. Hoboken, N.J., 2004.

[79]

S. Godin, Purple cow: transform your business by being remarkable. London: Penguin, 2005.

[80]

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

[81]

J. J. Kao, Jamming: The Art and Discipline of Business Creativity. London: Profile Books Ltd, 1997.

[82]

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

[83]

J. Collins, Good to Great, New edition. London: Cornerstone, 2006.

[84]

S. R. Covey, A. R. Merrill, and R. R. Merrill, First Things First. Free Press, 2014.

[85]

T. Brian, The Psychology of Selling. Paignton: Nightingale Conant, 1995.

[86]

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

[87]

S. Godin, All Marketers are Liars. New York: Penguin Putnam Inc, 2012.

[88]

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

[89]

J. H. Gitomer, The Little Red Book of Selling: 12.5 Principles of Sales Greatness. Austin: Bard Press, 2004.

[90]

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

[91]

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

[92]

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

[93]

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

[94]

J. C. Collins, Built to Last: Successful Habits of Visionary Companies, 3rd ed. New York: HarperCollins Publishers Inc, 2002.

[95]

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

[96]

T. Kelley and J. Littman, The art of innovation: lessons in creativity from IDEO, America's leading design firm. London: Profile Books, 2004.

[97]

J.-N. Kapferer, The new strategic brand management: advanced insights and strategic thinking, 5th ed. London: Kogan Page, 2012.

[98]

G. Berkowski, How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time. London: Little, Brown Book Group, 2014.

[99]

A. Wipperfurth, Brand hijack: marketing without marketing. New York: Portfolio, 2006.

[100]

D. Priestley, Entrepreneur Revolution. Oxford: John Wiley and Sons Ltd, 2013.

[101]

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

[102]

Drewniany, Bonnie L. and Jewler, A. Jerome, Creative strategy in advertising, 10th ed., International ed. Boston, Mass: Wadsworth Cengage Learning, 2011.

[103]

Lindemann, Jan, The economy of brands. Basingstoke: Palgrave Macmillan, 2010.

[104]

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

[105]

Michael Fradette, The power of corporate kinetics. New York: Simon & Schuster, 1998.

[106]

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

[107]

B. C. J. Lievegoed, The developing organization. London: Tavistock Publications, 1973.

[108]

Henry Mintzberg, Managers not MBAs. London: Financial Times Prentice Hall, 2004.

[109]

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

[110]

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

[1111]

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

[112]

Brown, Tim and Katz, Barry, Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper Business, 2009.

[113]

B. Burlingham, Small giants: companies that choose to be great instead of big. New York, New York: 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. Chichester: 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. Berkeley: New Riders, 2009.

[117]

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

[118]

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

[119]

Lockwood, Thomas, Design thinking: integrating innovation, customer experience and brand value. New York, NY: Allworth Press, 2010.

[120]

H. Mintzberg, B. W. Ahlstrand, and J. Lampel, Strategy safari: the complete guide through the wilds of strategic management, 2nd ed. Harlow: Financial Times Prentice Hall, 2009.

[121]

Michael E. Porter, The Competitive Strategy: Techniques for analysing industries and competitors. New York: Free Press, 2004.

[122]

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

[123]

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

[124]

A. A. Thompson, M. A. Peteraf, J. Gamble, A. J. Strickland, A. Janes, and C. Sutton, Crafting and executing strategy: the quest for competitive advantage: concepts and cases, European edition. London: McGraw-Hill, 2013.

[125]

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

[126]

Bettina Von Stamm, Managing Innovation, Design and Creativity. Chichester: 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. New York: Oxford University Press, 2005.

[128]

F. Kofman, Conscious business: how to build value through values. Boulder, Colorado: Sounds True, 2006.

[129]

G. Morgan, Images of organization, Updated ed. Thousand Oaks: Sage Publications, 2007.

[130]

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

[131]

B. J. Pine and J. H. Gilmore, The experience economy, Updated ed. Boston, Mass: Harvard Business, 2011.

[132]

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

[133]

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

[134]

P. Burns, Corporate Entrepreneurship: Innovation and Strategy in Large Organizations, 3rd

Revised edition. Basingstoke: Palgrave Macmillan, 2012.

[135]

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

[136]

A. P. De Geus and P. M. Senge, The Living Company: Growth Learning and Longevity in Business. London: Nicholas Brealey Publishing, 1997.

[137]

J. R. Katzenbach, Peak Performance: Aligning the Hearts and Minds of Your Employees. Boston: Harvard Business School Publishing, 2000.

[138]

E. F. McQuarrie, The Market Research Toolbox: A Concise Guide for Beginners, 3rd Revised edition. Thousand Oaks: SAGE Publications Inc, 2011.

[139]

D. Jaffee, Organization theory: tension and change. Boston: McGraw Hill, 2001.

[140]

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

[141]

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