

Cambridge International Diploma in Business at Standard Level

ENDORSED TEXTBOOKS

This book has been endorsed by CIE for use with this syllabus. It has been through an independent quality assurance process and matches the syllabus content closely.

Author	Title	Publisher, date	ISBN
Nuttall, C	Career Award in Business: Standard Level	Cambridge University Press, 2003	0521750946

General

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

Chambers, I, Squires, S & Hall, L	Business Studies	Longman, 1994	0582309026
Hall, D	Business Studies	Causeway Press 2 nd Edition, 1999	1873929900
Lines, D, Marcouse, I & Martin, B	The Complete A-Z Business Studies Handbook	Hodder & Stoughton Educational, 3 rd Edition, 2000	034077214X
Marcouse, I, Martin, B, SurrIDGE, M & Wall, N	Business Studies	Hodder & Stoughton Educational, 1999	0340704624
Marcouse, I & Lines, D	Business Case Studies: Student's Book	Longman, 2002	0582406366

CD-ROMS

SECOS Trends CD-ROM – Available for Higher/Further Education and Schools
2000

This is an easy-to-use data interpretation, graph and mapping program, which makes it easy for students to investigate tables of data and to present the results in graphs and maps. The eight datasets provide a bank of statistical data (over 2000 tables) for use in Business Studies, Economics, Geography, History and Social Sciences.

Times A Level Business Studies - PC CD Rom

This program is a unique multimedia study guide based on the core syllabus for this subject. Authored by a practising head of department and current AEB examiner, this CD is intended to cover every significant aspect of all "A" and "AS" level Business Studies syllabuses, and also contains information that would be useful for the Career Award in Business.

Websites

<http://www.osl-ltd.co.uk> –Oxford School of Learning

A and AS Level. Contains free study resources including case studies, example essay questions along with critical responses and essay planning / revision notes

<http://hometown.aol.com/loxn/myhomepage/index.html> – Business Education Advise Centre.

This site offers free on-line business studies help. The site's owners say that they will answer all questions within 12 working hours. If you need a prompt answer, label your email with URGENT. The site also contains suggested reading, frequently asked questions (FAQs) and case studies with chat rooms and forums aimed at the OCR syllabus, which although different to the CIE syllabus, should still be useful.

<http://www.resources-online.com> – Resources online – Business Studies.

This website contains details of resources available to A-level Business Studies students. This site will also be of use to students participating in a wide range of business programmes.

<http://www.bbc.co.uk/learning> – BBC Learning.

Has information aimed at different levels – GSCE Bitesize has details about how to get hold of supporting materials from the BBC. There are also online revision and tests available.

<http://www.bestofbiz.com/briefings/matrix.asp> – Best of Biz - The Business Information Service.

Best of Biz offers free interesting in-depth briefings on business thinking from corporate innovation to global branding.

<http://www.examtutor.com/businessonline> – Business Teacher.co.uk

Developed specifically for business studies students, focusing on A Level and AVCE. Some free content, but most is available through subscription. Useful links included to relevant news items.

<http://www.tutor2u.net> – tutor 2 u.

Contains lots of useful information, including revision notes and is aimed at different levels of Business Studies. . Also has information for teachers.

<http://www.bized.ac.uk> - 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.

www.ics-nto.com

Institute of Customer Service (UK)

www.customer-service.com

Service Quality Institute

www.customercare.com

Customer Care Institute (USA)

www.cbi.org.uk

Confederation of British Industry

<http://www.britishchambers.org.uk>

British Chambers of Commerce

www.businesslink.org/cgi-bin/bv1/index.jsp?urlid=5&PCOID=-9054

Business Link Pages on the basics of sales and marketing

<http://europa.eu.int/index-en.htm>

European Union

www.cim.co.uk

Chartered Institute of Marketing

www.mad.co.uk

Marketing magazines site – requires registration for 7 day free trial.

www.asa.org.uk

Advertising Standards Agency

www.warc.com

Advertising and marketing related data, trends, etc

www.dma.org.uk

Direct Marketing Association

www.theidm.co.uk

Institute of Direct Marketing

www.connectedinmarketing.com/ece/cfml/index.cfm

Everything you need to know about e-marketing

www.carol.co.uk

Company Annual Reports On-Line

www.cbi.org.uk

Confederation of British Industry

www.dti.gov.uk

Department of Trade & Industry

www.ipd.co.uk

Institute of Personnel Development

www.companieshouse.gov.uk

Registrar of Companies

<i>Author</i>	<i>Title</i>	<i>Publisher, date</i>	<i>ISBN</i>	<i>Currently Available</i>
Interpersonal Business Skills				
Back, Kate & Back, Ken	Assertiveness at Work: A Practical Guide to Handling Awkward Situations	McGraw Hill, 1999	007084576X	✓
Bee, F. & Bee, R.	Customer Care	The Chartered Institute of Personnel & Development, 1999	0852927762	Out of Print, but still a valid text
Brause, R	Succeeding at your Interview	Lawrence Erlbaum Associates, 2001	0805838562	✓
Bradbury, A	Successful Presentation Skills	Kogan Page, 2000	0749417498	✓
Dobson, A	Conducting Effective Interviews	How To Books, 1996	1857032233	Out of Print, but still a valid text

Eggert, M	Assertiveness Pocketbook	Management Pocketbooks, 1997	1870471458	✓
Fear, R.A. & Chiron, R.J.	Evaluation Interview	McGraw Hill, 1990	0071377913	✓
Fisher, J. E.	Telephone Skills at Work	Irwin Professional Publishing, 1993	1556238584	✓
Forsyth, P	How to be Better at Writing Reports & Proposals	Kogan Page, 1997	0749422009	✓
Forsyth, P	Making Meetings Work	The Chartered Institute of Personnel & Development, 1998	0852926375	Out of Print, but still a valid text
Forsyth, P	Telephone Skills	Chartered Institute of Personnel & Development, 2000	0852928653	✓
Forsyth, P	Communicating with Customers	Orion Business Books, 1999	0752821024	✓
Fowler, A	The Disciplinary Interview	The Chartered Institute of Personnel & Development, 1996	0852927533	✓
Friedman, N.J.	Telephone Skills from A-Z - The Telephone 'Doctor' Phonebook	Crisp Publications, 2000	1560525800	✓
Furnham, A	Body Language at Work	Chartered Institute of Personnel & Development, 2000	0852927711	✓
Gravett, S	The Right Way to Write Reports	Elliot Right Way Books, 1998	0716021021	✓
Gutmann, J	Taking Minutes of Meetings	The Sunday Times, 2000	074943564X	✓
Harvard, B	Performance Appraisals	Kogan Page, 2000	0749433191	✓
Hindle, T	Essential Managers: Managing Meetings	Dorling Kindersley, 1998	0789424479	✓
Jay, A & Jay, R	Effective Presentation	FT Prentice Hall, 1999	0273600370	Out of Print, but still a valid text
Johns, T	Perfect Customer Care	Arrow Business Books, 1999	0712659129	Out of Print, but still a valid text
Kennedy, G	Everything is Negotiable	Arrow Books, 1997	0099243822	✓
Kreiswith, M. & Carmichael, T.	Constructive Criticism	The University of Toronto Press, 1995	0802006752	✓
Mackay, I	Listening Skills. Management Shapers Series	Chartered Institute of Personnel & Development, 1998	0852927541	✓
Neal, J	Effective Phrases for Performance Appraisals	Neal's Publications, 1999	1882423097	✓
Pfeiffer	Training Solutions - Conducting Selection Interviews	Wiley, 1996	0883904969	Out of Print, but still a valid text
Ribbens, G & Thompson, R	Understanding Body Language in a Week	Institute of Management, 2000	0340849436	✓
Robinson, K. R.	Effective Performance Review Interviews	The Chartered Institute of Personnel & Development, 1983	0852923279	Out of Print, but still a valid text

Rotondo, J & Rotondo, R	Presentation Skills for Managers	McGraw-Hill, 2000	0071379304	✓
Sayers-Cowpe, G.	Interviewing & Questioning Skills	Spiro Press, 1999	1904298141	✓
Siddons, S	Presentation Skills	The Chartered Institute of Personnel & Development, 1999	0852928106	✓
Warwick, D	Interviews & Interviewing	Spiro Press, 1990	0852904495	Out of Print, but still a valid text
Wellemin, J	Successful Customer Care	Hodder & Stoughton, 1998	0764101277	Out of Print, but still a valid text
Wilson, R F	Conducting Better Job Interviews	Barron's Business Success Series, 1992	0812098935	✓

Effective Business Communication				
Argyle	The Psychology of Interpersonal Behaviour	Pelican, 1994	0140172742	✓
Blundel	Effective Business Communication	Prentice Hall, 1998	0137427018	✓
Bonny	The Business Writing Pocketbook	Management Pocketbooks, 1999	1870471229	✓
BPP study text	Customer Communications in Marketing	BPP study texts, 2001	0751741132	✓
Carysforth	Communication for Work	Heinemann, 1998	0435455427	✓
Dandi, Daley, MacKall	Teamwork Skills	Ferguson Publishing, 1998	0894342126	✓
Evans	People, Communication & Organisations	FT Prentice Hall, 1990	0273025880	Out of Print, but still a valid text
Eyre & Pettinger	Mastering Basic Management	Macmillan, 1999	0333772407	✓
Hardingham	Working in Teams	Chartered Institute of Personnel & Development, 1999	0852927673	✓
McMillan, S	How To Be a Better Communicator	Kogan Page, 1996	0749420251	✓
Murdock & Scutt	Personal Effectiveness	by The Institute of Management & Butterworth Heinemann, 1993	0750606657	✓
Nolan	Problem Solving, Communication and Teamwork	Penguin, 1989	014012327X	Out of Print, but still a valid text
Wood	Customer Communications in Marketing	Butterworth Heinemann, 2001	0750653035	✓

Customer Care				
Johns, T	Perfect Customer Care	Arrow Business Books, 1999	0712659129	Out of Print, but still a valid text
Leboef, M	How To Win Customers and Keep Them For Life: Revised and Updated for the Digital Age	Berkley Publishing Group, 2000	0425175014	✓
Wellemin, J	Successful Customer Care in a Week	Hodder & Stoughton, 2002	0340849584	✓

Marketing				
Adcock, Bradfield, Halborg & Ross	Marketing: Principles and Practice, 3 rd Ed.	FT/Pitman Publishing	027364677X	✓
Blythe, J	Essentials of Marketing	Financial Times/Pitman Publishing, 1998	0273646672	✓
Kelley, G & Hyde, M	Marketing in Practice	Butterworth-Heinemann, 2000 - 2001	0750653043	✓
Lancaster, Withney & Ashford	Marketing Fundamentals Workbook	Butterworth-Heinemann, 2000 – 2001	0750653051	✓
Leong, Ang & Tan	Marketing in the New Asia	McGraw-Hill, 2001		✓
Mercer, D	Marketing, 2 nd Edition	Blackwell, 1998	0631196382	✓

Business Organisation and Environment
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Please refer to list of general books at the beginning of this document

Business Start-up				
Browning, R	Setting up a Limited Company	How to Books, 2001, 3 rd Ed.	1857037472	✓
Kogan, H	How To Set Up and Run Your Own Business	Kogan Page, 2000	0749433086	✓
Whitely, J	Going for Self-Employment	How to Books, 2002	1857036131	✓
Leach, R	Running your own business	Management Books 2000 Ltd, 2000	1852523328	✓

Human Resources Management				
Beardwell, Holden Torrington & Hall	Human Resource Management	Beardwell & Holden, 2000	0273643169	✓
Goss, D	Human Resources Management: The Basics	International Thomson Business Press	1861520328	✓
Landale, A	Gower Handbook of Training and Development	Gower publishing, 1993		Out of Print, but still a valid text
Torrington and Hall	Human Resource Management (4 th Edition)	Prentice Hall Europe, 1998		✓

Business Finance				
Chadwick, L & Kirkby, D	Financial Management	International Thomson Business Press, 1995	041511067X	✓
Millichamp, A	Finance for Non-Financial Managers	Continuum International Publishing Group, 2001	0826453791	✓
Whitehead, G	Success in Principles of Accounting: Students Book	John Murray, 2001	0719572126	✓
Wood, F & Sangster, A	Frank Wood's A-Level Accounting	FT Prentice Hall	0273631616	✓