

## Cambridge International Diploma in Business at Advanced Level

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

<b>Author</b>	<b>Title</b>	<b>Publisher, date</b>	<b>ISBN</b>
Chambers, I, Squires, S & Hall, L	Business Studies	Longman, 1994	0582309026
Hall, D	Business Studies	Causeway Press 2 <sup>nd</sup> Edition, 1999	1873929900
Lines, D, Marcouse, I & Martin, B	The Complete A_Z Business Studies Handbook	Hodder & Stoughton Educational, 3 <sup>rd</sup> 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 – 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.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.s-cool.co.uk/topic\\_index.asp?subject\\_id=8](http://www.s-cool.co.uk/topic_index.asp?subject_id=8) – S-Cool!  
Aimed at A/AS level 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 to be used in the classroom.

<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](http://www.ics-nto.com)  
Institute of Customer Service (UK)

[www.customer-service.com](http://www.customer-service.com)  
Service Quality Institute

[www.customercare.com](http://www.customercare.com)  
Customer Care Institute (USA)

[www.businesslink.org/cgi-bin/bv1/index.jsp?urlid=5&PCOID=-9054](http://www.businesslink.org/cgi-bin/bv1/index.jsp?urlid=5&PCOID=-9054)  
Business Link Pages on the basics of sales and Marketing

[www.cbi.org.uk](http://www.cbi.org.uk)  
Confederation of British Industry

<http://www.britishchambers.org.uk>  
British Chambers of Commerce

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

[www.cim.co.uk](http://www.cim.co.uk)  
Chartered Institute of Marketing

[www.mad.co.uk](http://www.mad.co.uk)  
Marketing magazines site – requires registration for 7 day free trial.

[www.asa.org.uk](http://www.asa.org.uk)  
Advertising Standards Agency

[www.warc.com](http://www.warc.com)  
Advertising and marketing related data, trends, etc

[www.dma.org.uk](http://www.dma.org.uk)

Direct Marketing Association

[www.theidm.co.uk](http://www.theidm.co.uk)

Institute of Direct Marketing

[www.connectedinmarketing.com/ece/cfml/index.cfm](http://www.connectedinmarketing.com/ece/cfml/index.cfm)

Everything you need to know about e-marketing

[www.carol.co.uk](http://www.carol.co.uk)

Company Annual Reports On-Line

[www.cbi.org.uk](http://www.cbi.org.uk)

Confederation of British Industry

[www.dti.gov.uk](http://www.dti.gov.uk)

Department of Trade & Industry

[www.ipd.co.uk](http://www.ipd.co.uk)

Institute of Personnel Development

[www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

Registrar of Companies

<b>Author</b>	<b>Title</b>	<b>Publisher, date</b>	<b>ISBN</b>	<b>Currently Available</b>
<b>Interpersonal Business Skills</b>				
Argyle, M	The Psychology of Interpersonal Behaviour	Penguin Books, 1994	0140172742	✓
Argyle, M	Bodily Communication	Methuen Publishing, 1990	0415051142	✓
Back, Kate & Back, Ken	Assertiveness at Work: A Practical Guide to Handling Awkward Situations	McGraw Hill, 1999	007084576X	Out of Print, but still a valid text.
Bee, F. & Bee, R.	Customer Care	The Chartered Institute of Personnel & Development, 1999	0852927762	✓
Brause, R	Succeeding at your Interview	Lawrence Erlbaum Associates, 2001	0805838562	✓
Bradbury, A	Successful Presentation Skills	Kogan Page, 2000	0749417498	Out of Print, but still a valid text.
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	The Negotiator's Pocketbook	Management Pocketbooks, 1997	1579220053	✓
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	✓
Honey, P	Problem People and How to Manage Them	Chartered Institute of Personal Development, 2001	085292495X	Out of Print, but still a valid text.
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	✓
Lloyd, T	Selling Your Skills	Everyman Publications, 1998	1871598001	Not Available
Mackay, I	Listening Skills. Management Shapers Series	Chartered Institute of Personnel & Development, 1998	0852927541	✓
Maitland, I	Motivating People	CIPD, 1998	0852927665	✓
McGaulley, M.T.	Selling: 101 Essential Selling Skills for Business Owners and Non-Sales People	Adams Media Group, 1997	1558507051	✓
Neal, J	Effective Phrases for performance Appraisals	Neal's Publications, 1999	1882423097	✓
Nuttal, C. J.	Behaviour at Work	1997	000322 4465	Out of Print, but still a valid text.

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	✓
Siddons, S	Presentation Skills	The Chartered Institute of Personnel & Development, 1999	0852928106	✓
Tate, T	Just Sell It	Wiley, 1996	0471055212	✓
Vignali, C	Selling Skills	Manchester Metropolitan University, 1994	0905304225	✓
Warwick, D	Interviews & Interviewing	Spiro Press, 1990	0852904495	Out of Print, but still a valid text.
Weightman, J	Managing People	2001	0852927843	✓
Wellemin, J	Successful Customer Care	Hodder & Stoughton, 1998	0764101277	Out of Print, but still a valid text.
Weymes, P	How to Perfect your Selling Skills	Kogan Page, 1990	0749400641	Out of Print, but still a valid text.
Wilson, R F	Conducting Better Job Interviews	Barron's Business Success Series, 1992	0812098935	✓
	PowerPoint 2000 - Getting Professional Results	Microsoft		✓

<b>Effective Business Communication</b>				
Blundel	Effective Business Communication	Prentice Hall, 1998	0137427018	✓
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.
Evans	Communicating with Customers	Orion, 1999		✓

Hardingham	Working in Teams	Chartered Institute of Personnel & Development, 1999	0852927673	✓
McMillan, S	How To Be a Better Communicator	Kogan Page	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.
Sillars, S	Success in Communication	John Murray, 1998	0719545234	✓
Smith	Meeting Customer Needs	by The Institute of Management & Butterworth Heinemann, 1998	0750633913	✓
Stanton, N	Mastering Communication	Palgrave, formerly Macmillan Press, 1996	0333665090	✓
Wood	Customer Communications in Marketing	Butterworth Heinemann, 2001	0750653035	✓

<b>Customer Care</b>				
Brown, S A	The Evolution of Customer Care	J Wiley and Sons, 1999	0471643424	✓
Dobson, A	Conducting Effective Interviews	How To Books	1857032233	Out of Print, but still a valid text.
Forsyth, P	Making Meetings Work	Chartered Institute of Personal Development, 1998	0852927657	✓
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	✓
Stone & Young	Competitive Customer Care – a guide to keeping customers	Croner, 1998	1855240521	Out of Print, but still a valid text.
Martin	Managing quality customer service	Kogan Page, 1990	0749403527	✓
Gerson	Keeping customers for life	Kogan Page, 1992	0749409444	Out of Print, but still a valid text.
Morris & Willcocks	Connecting with your customers	Pitman Publishing, 1996		✓

<b>Marketing</b>				
Adcock, Bradfield, Halborg & Ross	Marketing: Principles and Practice, third Edition 4 <sup>th</sup> Ed. To be published 31 Oct 2002	FT/Pitman Publishing	0273627988 (3 <sup>rd</sup> Ed.) 0877785856 (4 <sup>th</sup> Ed.)	✓
Blythe, J	Essentials of Marketing	Financial Times/Pitman Publishing, 1998	0273646672	✓
Dibb, Simkin, Pride & Ferrell	Marketing: Concepts & Strategies, 4 <sup>th</sup> Edition	Houghton Mifflin, 2001	0395962447	✓
Kelley, G & Hyde, M	Marketing in Practice	Butterworth-Heinemann, 2000 - 2001	0750653043	✓
Jobber, D	Principles and Practice of Marketing (Third Edition)	McGraw Hill, 2001	0077096134	✓
Kotler, P	Marketing Management, The Millennium Edition	Prentice Hall, 1999	0130156841	✓
Kotler, Leong, Ang & Tan	Marketing Management, An Asian Perspective	Prentice Hall, 1996	0130109800	✓
Kotler, Armstrong, Saunders & Wong	Principles of Marketing, 3 <sup>rd</sup> edition	Prentice Hall, 2001	0273646621	✓
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 <sup>nd</sup> Edition	Blackwell, 1998	0631196382	✓
Strauss & Frost	E-marketing (2 <sup>nd</sup> Edition)	Prentice Hall, 2001	0130322644	✓

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

<b>Business Start-up</b>				
Blackwell, E	How To Prepare a Business Plan	Kogan Page	0749426330	Out of Print, but still a valid text.
Robert Browning	Setting up a limited company	How to Books, 2001	1857037472	✓
Kogan, H	How to set up and run your own business	Kogan Page, 2000	0749433086	✓
John Whitely	Going for Self-employment	How to Books, 2002	1857036131	✓
Robert Leach	Running your own business	Management Books 2000 Ltd, 2000	1852523328	✓
Rhodes, R	Getting Started	Kogan Page	0749415967	Out of Print, but still a valid text.

<b>Human Resources Management</b>				
Beardwell, Holden Torrington & Hall	Human Resource Management	Beardwell & Holden, 2000	0273643169	✓
Bartol and Martin	Management	McGraw Hill, 3 <sup>rd</sup> Edition 1997	0070057222	✓
Bennett, R	Management	M&E Pitman publishing, 3 <sup>rd</sup> Edition, 1998	0273634089	✓
Goss, D	Human Resource Management: the Basics	International Thomson Business Press, 1997	1861520328	✓

<b>Business Finance</b>				
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: Student's Book	John Murray, 2001	0719572126	✓
Wood, F & Sangster, A	Frank Wood's A-Level Accounting	FT Prentice Hall, 1998	0273631616	✓