

INTRODUCTORY READING LIST

BSc INTERNATIONAL BUSINESS

This list is offered to our prospective students as a way of introducing you to certain first year subjects with which you may not be fully familiar. **Please note that you are advised NOT to buy any textbooks before you come to Warwick; these suggestions are NOT compulsory, nor will they necessarily be set texts on your first year modules.** We are suggesting a selection of what we hope are readable texts in areas where you may feel, for whatever reason, it would be helpful to you to read more than you have already.

In preparing for any of your first year modules you may wish to develop your understanding of current issues by reading the quality press and news magazines/journals, all of which also have useful websites. You might find the *Financial Times* and/or *The Economist* particularly helpful.

General

As an introduction to taking lecture notes and studying for exams:

Andy Northedge, *The Good Study Guide*, Open University Worldwide, 2005.
ISBN: 978-0749259747

There is a useful guide about internet research that would be helpful to look at
<http://www.vts.intute.ac.uk/detective/>

International Business

Any general textbook style publication on International Business would give a useful overview. For a comparative cultural perspective try:

Kamal Fatehi, *Managing Internationally: Succeeding in a Culturally Diverse World*, Sage Publications, 2008. ISBN: 978-1412936903.

Quantitative Analysis for Management

Derek Rowntree, *Statistics Without Tears*, Allyn & Bacon, 2003. ISBN: 978-0205395095.

For those without A-level Maths or who are concerned about the mathematics content of the course:

Clare Morris and Emmanuel Thanassoulis, *Essential Maths: For Business and Management*, Palgrave Macmillan, 2007. ISBN: 978-1403916105.



For those who are concerned about the mathematics content in general and who have not studied any statistics before:

Gordon Rugg, *Using Statistics: A Gentle Introduction*, Open University Press, 2007. ISBN 978-0335222186.

Introduction to Financial Accounting

CORE TEXT

Andrew Thomas and Anne Marie Ward, *Introduction to Financial Accounting - Sixth Edition*, Mc Graw Hill, 2009. ISBN: 978-0077122805.

SUPPLEMENTARY READING

Michael Jones, *Financial Accounting*, Wiley Publishing, 2006. ISBN: 978-0470058985.

Management, Organisation and Society

An introduction to this area can be found in:

Christopher Grey, *A very short, fairly interesting and reasonably cheap introduction to studying organizations*, 2nd ed, Sage, 2009. ISBN: 978-1847873439

Markets, Marketing and Strategy

Pre and Course Support Textbooks:

Adrian Palmer and Bob Hartley, *The Business Environment*, McGraw-Hill Higher Education, 2006. ISBN: 978-0077109905.

Philip Kotler, Gary Armstrong, *Principles of Marketing, Global Edition*, Pearson Education, 2009. ISBN: 9780137006694

Comprehensive Strategy Textbook:

Robert M Grant, *Contemporary Strategy Analysis*, Blackwell, 2010. ISBN: 0470747099

Advanced Marketing textbook:

David W Cravens and Nigel F Piercy, *Strategic Marketing*, McGraw-Hill Higher Education, 2005. ISBN: 978-0071244329.

Financial Management

For an introduction to the workings of the major financial markets and the financial instruments that are traded in those markets:

Stephen Valdez and Philip Molyneux, *An Introduction to Global Financial Markets* (6th edition), Palgrave Macmillan, 2010. ISBN 978-0-230-24309-5.

For an introduction to Corporate Finance:

Erik Banks, *Finance: The Basics*, Routledge, 2007. ISBN: 978-0-415-38463-6.

In order to familiarise yourself with the information that appears in the Companies & Markets section of the Financial Times:

Romesh Vaitlingam, *"Financial Times" Guide to Using the Financial Pages* (6th edition), Financial Times/Prentice Hall, 2011. ISBN 978-0-273-72787-3.

For a set of real-world case-studies in corporate finance that featured in the Financial Times:

Kevin Boakes, *Reading and Understanding the "Financial Times" Updated for 2010-2011*, Financial Times/Prentice Hall, 2010. ISBN: 978-0-273-73181-8.

Operations Management

If you want to do some light reading around the subject of Operations Management try the following:

Eliyahu M Goldratt and Jeff Cox, *The Goal: A Process of Ongoing Improvement*, Gower Publishing Limited, 2004. ISBN: 978-0566086656.

This one sums-up OM quite nicely. A business novel and an easy read. If you want to learn about OM in everyday life, and have a laugh at the same time, try:

Frank B Gilbreth Jr and Ernestine Gilbreth Carey, *Cheaper by the Dozen*, HarperTorch, 2003. ISBN: 978-0060594336.

Images from the Steve Martin film appear on the cover, but the book is the original text set in 20s USA. The Gilbreths were Operations pioneers and applied OM principles to running a large

family. The recent film is nothing like the book. However, the 1957 version is much closer to the Gilbreth's original intent.

If you want another OM film to look at, try:

Tampopo (1986), Starring: Tsutomu Yamazaki and Nobuko Miyamoto, Director: Juzo Itami

The film works at many levels, and on the face of it is about food, and our various relationships with food. However, one major sub-plot concerns the improvement of a noodle bar. This little story contains some OM gems.

Language

In preparing for your language module you might want to practice your language skills in a variety of ways, for example, by reading newspapers and magazines/journals in the language of your choice. If you want to improve your understanding of contemporary France, Germany, Italy and Spain you should read the European news in the *Financial Times* and/or *The Economist*.

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