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# business studies 2008



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# Dynamic Learning



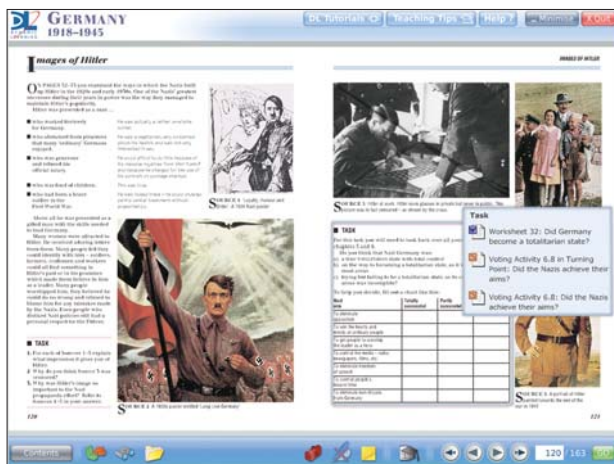
Innovate • Motivate • Personalise

## Unforgettable lessons at the click of a mouse!

If you want to use ICT to make your lessons more engaging and interactive with minimum hassle, look no further than Dynamic Learning from Hodder Education.

**Dynamic Learning** is easy to use, so you can just concentrate on your teaching. All the resources launch directly from the page itself or a menu, you can create simple, customised and professional lessons with our drag-and-drop Lesson Builder and everything you need can be found with a quick internet-style search.

**Dynamic Learning** provides interactive lessons which involve and motivate students. Resources come to life through audio recordings, video, annotations, quizzes and voting activities, and through interactive lessons that can easily be created using the Lesson Builder. Disks in the back of our books mean students can easily use their own Editions for homework and revision.



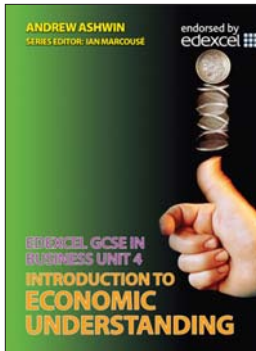
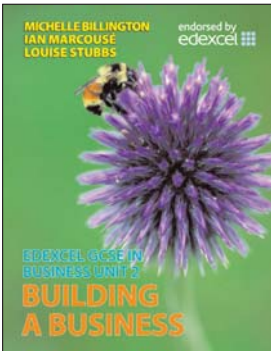
**Dynamic Learning** delivers personalisation through easy choice of resources, so that students can work at their own level.

**Dynamic Learning** provides ready-made content for your VLE, so you can use your school's environment, and others in your department can share your resources.

For more information visit [www.dynamic-learning.co.uk](http://www.dynamic-learning.co.uk)

You can be confident that **Dynamic Learning** works because it is already market tested, and has been **shortlisted for a BETT award**, so you know it meets the highest standards in the field.





endorsed by  
**edexcel**

## **SERIES** Edexcel GCSE in Business Series

**Series Editor:** Ian Marcousé, bestselling author and founding editor of *Business Review* magazine

**Authors:** Various

**This exciting new qualification from Edexcel covers the essentials of everyday business decisions and situations with real life business examples.**

Edited by Ian Marcousé and written by bestselling business authors, this series covers units 1–6 of this brand new qualification and provides everything you need to deliver successful lessons in business enterprise. Written in short easy to follow sections, real-life examples are used to illustrate business concepts and practice questions throughout prepare students for the exam.

- A wealth of activities and questions to allow students to apply their knowledge
- Introduces business terms which students are encouraged to use with confidence
- Practice exercises to prepare students for assessment

## Edexcel GCSE in Business Teacher's Resources

**CD-ROM**

A Teacher's Resource CD-ROM accompanies each textbook, providing guidance on teaching the new qualification successfully. They include answers to all exercises in the student book, along with suggestions for other activities and homework.

**Edexcel GCSE in Business Unit 1: Introduction to Small Business**

**Edexcel GCSE in Business Unit 2: Building a Business**

**Edexcel GCSE in Business Unit 3: Business and Communication Systems**

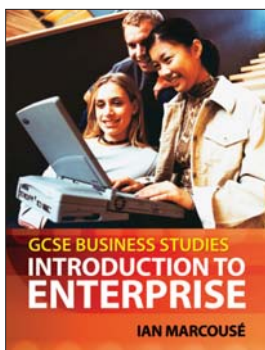
**Edexcel GCSE in Business Unit 4: Introduction to Economic Understanding**

**Edexcel GCSE in Business Unit 5 & 6: Applied Business**

*For full details please see the order form*

Log on to [www.hoddereducation.co.uk/fe/business](http://www.hoddereducation.co.uk/fe/business) for further details on the series.

# GCSE



## GCSE Business Studies: Introduction To Enterprise

**Author:** Ian Marcousé, bestselling author and founding editor of *Business Review* magazine

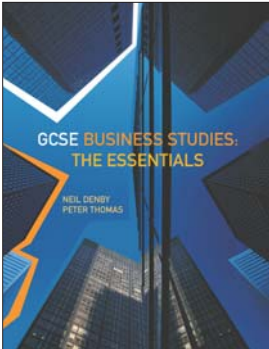
Written in short units of two to four pages, this full-colour textbook is ideal for those running business courses or enterprise programmes. It stimulates students with clear and lively explanations about setting up and running a business; succinct explanations of key business terms and practice questions to ensure students are exam-ready.

- Includes material showing how to start up and run a new business – a vital aspect of every GCSE business programme
- Provides excellent ideas for homework activities, with an extensive amount of freshly written case material
- Written by a chief examiner who is also a leading business studies author to ensure a thorough and engaging approach to the subject

## GCSE Business Studies: Introduction To Enterprise Teacher's Resource **CD-ROM**

In addition to guidance on teaching about enterprise, this Teacher's Resource includes answers to all of the exercises in the student book along with suggestions for homework activities. It will also provide you with a scheme of work and advice on how to ensure that enterprise is at the heart of your business studies teaching.

**Components** ● **Student's Book** 978 0 340 92698 7 192pp £12.99  
● **Teacher's Resource** 978 0 340 94218 5 2007 £49.99



## GCSE Business Studies: The Essentials

**Authors:** Neil Denby, principal moderator and principal examiner for GCSE business studies  
Peter Thomas, chief examiner for GCSE business studies and an experienced business studies teacher

This textbook is designed to specifically cater for your teaching needs. Each topic is presented across a double-page spread reminding students of what they have already learnt, including explanations of new areas with examples, classroom and homework exercises, summaries and definitions of key terms ensuring your students understand and remember the essentials.

## GCSE Business Studies: The Essentials CD-ROM Teacher's Resource CD-ROM

This CD-ROM provides extra support for your lower ability students and provides full teaching notes, lesson plans, and fully editable extra worksheets to encourage and motivate students to aim higher.

**Components** ● Student's Book 978 0 340 88784 4 160pp £14.99  
● Teacher's Resource Networkable CD-ROM 978 0 340 88785 1 £52.99 + VAT

## GCSE Business Studies for Edexcel

**Authors:** Sue Alpin, Jan Cooper, Ged O'Hara and Fiona Petrucke are senior examiners for business studies and are full-time business studies teachers

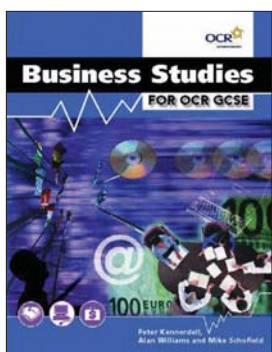
Written by practising teachers and examiners and specifically for students of Edexcel. This text is conveniently divided into manageable chunks with plenty of illustrations to ensure that it is user-friendly and the activities, tips and key terms help students consolidate learning for exam success.

## GCSE Business Studies for Edexcel CD-ROM Teacher's Resource CD-ROM

The accompanying Teacher's Resource CD-ROM is highly flexible with further teaching advice on coursework and assessment, as well as suggesting action plans to help you prepare engaging lessons quickly and easily.

**Components** ● Student's Book 978 0 340 81656 1 288pp £15.99  
● Teacher's Resource Networkable CD-ROM 978 0 340 81657 8 £55.99 + VAT

# GCSE



## Business Studies for OCR GCSE

**Authors:** Peter Kennerdell experienced examiner, writer and senior teacher of GCSE business studies

**Alan Williams**, experienced chief examiner and principal coursework moderator

**Mike Schofield**, experienced examiner, writer and senior teacher of GCSE business studies

A stimulating resource providing complete coverage of all elements of the OCR GCSE Business Studies specification, including the options *Business and Change* and *Business, Communication and Marketing*. It is suitable for the full and short courses, the options, key skills and coursework assignments.

A Teacher's Resource is available giving you comprehensive support including worksheets, tasks, extension activities and solutions as well as advice on coursework and the case study alternatives.

**Components** ● **Student's Book** 978 0 340 79052 6 288pp £15.99  
● **Teacher's Resource** 978 0 340 80432 2 256pp £56.99

## GCSE Business Studies A for AQA

**Authors:** Arthur Jenkins, David Hamman, Barry Heywood and Martin Forster

This is a comprehensive textbook helping students to fulfil the core and option requirements of AQA GCSE Business Studies Specification A. Written by a team of experts; an accompanying photocopiable Teacher's Book is available.

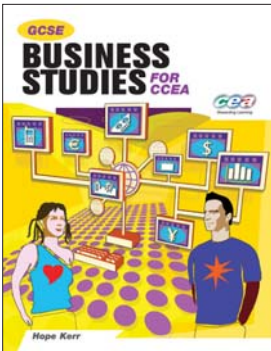
**Components** ● **Student's Book** 978 0 340 77268 3 240pp £16.99  
● **Teacher's Book** 978 0 340 80183 3 224pp £55.99

## AQA GCSE Business Studies B Second Edition

**Authors:** Neil Denby and Peter Thomas

Written by experienced senior examiners, this textbook is fully in line with the AQA GCSE Business Studies Specification B and includes stimulating activities and practice exam questions. To save valuable time and effort with the accompanying photocopiable Teacher's Book.

**Components** ● **Student's Book** 978 0 340 80116 1 240pp £16.99  
● **Teacher's Book** 978 0 340 80121 5 224pp £56.99



## GCSE Business Studies for CCEA

Author: Hope Kerr

Endorsed by CCEA, this book fully covers three themes which recur throughout the specification: Social costs and benefits of business activity; Spiritual, moral, ethical, social and cultural issues; Interdependence and co-operation.

● 978 0 340 85843 1 224pp £16.99

## Business Studies Now! for GCSE

### Second Edition

Authors: Peter Stimpson and Karen Borrington

The second edition of this popular core text includes examples from business situations to help to illustrate concepts and theories and definitions of key terms help students to get to grips with the subject.

**Components** ● **Student's Book** 978 0 7195 7266 1 427pp £16.99  
 ● **Networkable Teacher's Resource CD-ROM** 978 0 7195 7267 8 £81.99 + VAT

## Additional Resources:

### GCSE A-Z Business Studies Handbook

Second Edition

Author: Arthur Jenkins

978 0 340 85042 8 288pp £9.99

### Case Studies for Business

Authors: Neil Denby and Peter Thomas

978 0 340 80381 3 144pp £54.99

### ICT in Business

#### Business and Communication Systems GCSE for ICAA

Authors: Steve Cushing, Colin Harber

Stuart, Dave Parry and Pete Hutchings

978 0 7195 7264 7 174pp £16.99

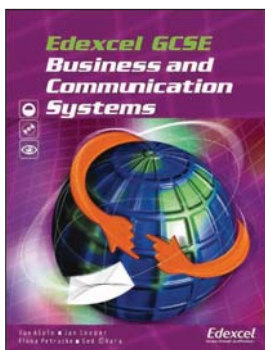
### GCSE Business Studies Pass Plus for AQA

Editor: Neil Denby

Authors: Peter Kennerdell, Alan Williams and Mike Schofield

978 0 340 87674 9 144pp £9.99

# GCSE Business and Communication Systems



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**edexcel**

## Edexcel GCSE Business and Communication Systems

Authors: Sue Alpin, Jan Cooper, Ged O'Hara and Fiona Petrucke

Endorsed by Edexcel, this superb textbook is a thorough and stimulating text offering a wide range of exercises for all ability levels. The book includes examples to illustrate concepts and theories, in addition to revision questions and case studies. A Teacher's Book is also available to assist in the classroom.

**Components** ● **Student's Book** 978 0 340 80425 4 288pp £16.99  
● **Teacher Book's** 978 0 340 84460 1 224pp £55.99

## GCSE Business and Communication Systems

Authors: **Bill Owens**, Head of Business Education and ICT Curriculum Manager at Clevedon Community School

**Lis Rogers**, current Chief Examiner for AQA Office Applications

An integrated classroom text and activity book providing pupils with a detailed and practical approach to GCSE Business and Communication Systems. The accompanying Teacher's Book offers sample exam papers and helpful guidance on delivering the specifications.

**Components** ● **Student's Book** 978 0 340 80200 7 288pp £16.99  
● **Teacher's Book** 978 0 340 80201 4 224pp £55.99

## GCSE in Applied Business

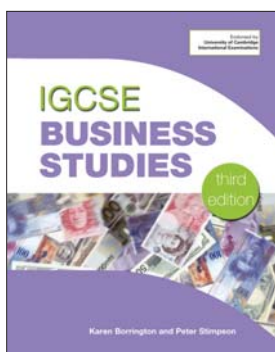
Authors: Neil Denby and Peter Thomas

These resources have been specifically written by a successful and established author team to cover the entire GCSE Applied Business qualification (double award). In short, manageable and accessibly written sections to ensure the text remains user-friendly. It contains a wealth of activities for students of differing abilities, case studies, and exam tips to enable students to reach their full potential.

The accompanying Teacher's Resource CD-ROM is packed with information and guidance on delivering the qualification, making it an indispensable tool for all teachers.

**CD-ROM**

**Components** ● **Student's Book** 978 0 340 85741 0 240pp £16.99  
● **Teacher Resource's Networkable CD-ROM** 978 0 340 81273 0 £59.99 + VAT



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**University of Cambridge  
International Examinations**

## IGCSE Business Studies

### Third Edition

Authors: Karen Borrington and Peter Stimpson

This fully revised edition is the only textbook, which gives complete coverage of this syllabus and the original overseas O Level in business studies.

- Authors are experienced business studies teachers and examiners with CIE
- Includes new case studies drawn from international businesses
- IGCSE exam questions and a chapter on case study work

## IGCSE Business Studies CD-ROM

**CD-ROM**

Authors: Karen Borrington and Peter Stimpson

This CD-ROM is a comprehensive ICT resource for use alongside the student textbook. It provides a wide range of interactive and downloadable facilities to support learning and revision.

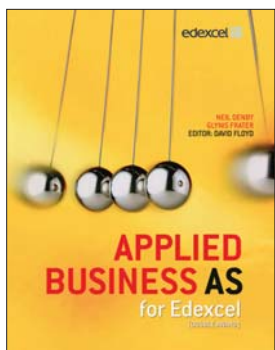
## IGCSE Study Guide for Business Studies

Authors: Karen Borrington and Peter Stimpson

Written especially for students preparing for the IGCSE examinations, this study guide provides a wealth of information including key facts for each topic, explanations of common misconceptions and errors and sample questions and students' answers with examiners' comments on how to improve grades.

- Components**
- **Student's Book** 978 0 340 92649 9 464pp £16.99
  - **Teacher's Resource CD-ROM** 978 0 7195 7269 2 £79.99 + VAT
  - **Study Guide** 978 0 7195 7901 1 120pp £8.50

# Applied Business



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**edexcel**

## Applied Business AS for Edexcel Double Award

**Authors:** Neil Denby, a principal moderator and principal examiner for GCSE business studies and applied business

**Glynis Frater**, a freelance consultant working for a range of awarding bodies

**Editor:** David Floyd, a senior examiner for a range of business qualifications

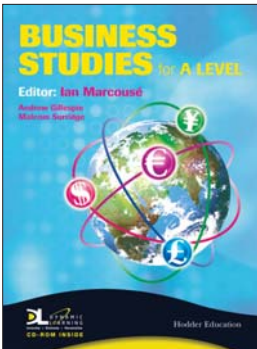
Closely mirroring the Edexcel specification, this book provides a thorough coverage of the Applied Business AS qualification. In full colour throughout, with numerous diagrams and illustrations, is designed to motivate your students in their study of business and give them confidence to readily apply the skills they have learnt.

- Examples from the real world of business to put the issues covered into perspective
- Short exercises are included frequently throughout the text to encourage students to apply the concepts they have learnt
- Quick-fire questions to re-cap on the key issues covered

## Applied Business AS for Edexcel Double Award: Teacher's Resource CD-ROM **CD-ROM**

A Teacher's Resource CD-ROM is available and contains a guide to the qualification and assessment criteria, ideas for developing case studies using the Internet and a list of useful resources to help students to develop their knowledge giving you flexibility to tailor the contents to meet the needs of your students.

- Components** ● **Student's Book** 978 0 340 90722 1 384pp £20.99
- **Teacher's Resource Networkable CD-ROM** 978 0 340 90721 4 £70.00 + VAT



## Business Studies for A Level with Dynamic Learning CD-ROM Third Edition

**NEW EDITION**

**CD-ROM**

**Editor:** Ian Marcoué, bestselling author and founding editor of *Business Review* magazine  
**Authors:** Malcolm Surridge, Andrew Gillespie, Naomi Birchall, Nigel Watson, Andrew Hammond and Marie Brewer

A new edition of this bestselling textbook has been written for the new specifications explaining key business principles and concepts in a straightforward way. There are many opportunities for students to test their learning through exercises and data response questions.

- New improved page design making the book more accessible
- Fully revised and updated with current and motivating content
- New and topical case studies put theory into context and aid understanding

To aid further understanding, there is an accompanying free student Dynamic Learning CD-ROM, which provides students with features such as mini-quizzes for self-testing, web links for further research, worksheets that can be used in class or home and various interactive activities to make learning fun.

## Business Studies for A Level Dynamic Learning Network Edition CD-ROM

**NEW**

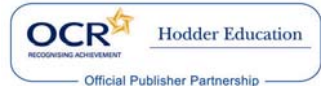
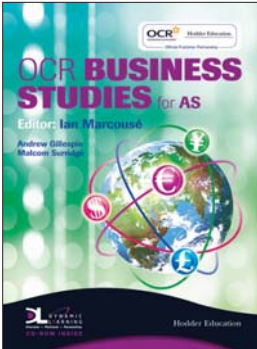
**CD-ROM**

Also available to teachers is the invaluable Dynamic Learning Network Edition CD-ROM, that gives a breakdown of each unit specification and marking scheme, 'drag and drop' exercises, multiple choice questions as well as sample exam questions with examiner commentaries for a full teaching and learning experience.

Visit [www.dynamic-learning.co.uk](http://www.dynamic-learning.co.uk) for further information.

- **Components** ● **Student's Book + CD-ROM** 978 0 340 96690 7 June 2008 616pp £29.99
- **Dynamic Learning Network Edition CD-ROM** 978 0 340 96808 6 July 2008 £500.00 + VAT
- **Evaluation Pack** 978 0 340 96898 7 July 2008 FREE

# A level 2008 – OCR



## OCR Business Studies for AS with Dynamic Learning CD-ROM

**NEW**

**CD-ROM**

**Editors:** Ian Marcoué, bestselling author and founding editor of Business Review magazine  
Roger Williams, teacher and chief examiner for a major awarding body

**Authors:** Malcolm Surridge, Andrew Gillespie, Naomi Birchall, Nigel Watson, Andrew Hammond and Marie Brewer

The new textbook for the 2008 OCR GCE Business Studies specification is full of features designed to enhance students' analytical skills and revision techniques. The text also contains a wealth of case studies to ensure that the subject is put into context and students can apply their knowledge.

- In-depth case studies and up-to-date examples – which encourage students to demonstrate a critical understanding of key business concepts and puts business into context
- Workbook exercises are provided throughout in the style that students will face in the exam to ensure that students are well prepared
- Clear and jargon-free tone and language makes it easier for students to comprehend

Further support is provided in the accompanying free student Dynamic Learning CD-ROM, which includes drag and drop exercises for self-testing, case studies for further research, charts and tables that can be used in class or home and various interactive activities to make learning fun.

## OCR Business Studies for AS Dynamic Learning Network Edition CD-ROM

**NEW**

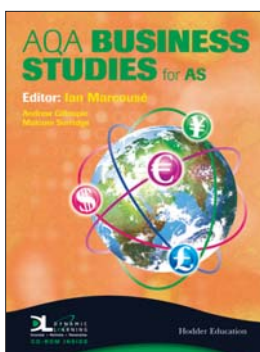
**CD-ROM**

Also available to teachers for the OCR GCE Business Studies specification is the invaluable Dynamic Learning Network Edition CD-ROM, that includes all the material from the student CD-ROM, animations and videos, teacher notes as well as useful web links and whole class activities for a full teaching and learning experience.

View a Network Edition demo at [www.dynamic-learning.co.uk](http://www.dynamic-learning.co.uk)

- Components**
- Student's Book + CD-ROM 978 0 340 95863 6 May 2008 616pp £19.99
  - Dynamic Learning Network Edition CD-ROM 978 0 340 96810 9 May 2008 £300.00 + VAT
  - Evaluation Pack 978 0 340 96895 6 May 2008 FREE

# A level 2008 – AQA



## AQA Business Studies for AS with Dynamic Learning CD-ROM

**NEW**  
**CD-ROM**

### The Marcousé Edition

**Editor:** Ian Marcousé, bestselling author and founding editor of Business Review magazine

**Authors:** Malcolm Surridge, Andrew Gillespie, Naomi Birchall, Nigel Watson, Andrew Hammond and Marie Brewer

Fully updated to take into account the new AQA specification, this edition is now full of features designed to enhance students' analytical skills and revision techniques.

- A best-selling text now updated, in full colour and with more illustrations
- Updated and additional case studies to ensure that students can apply their knowledge
- Improved page design to help students to navigate around the topics more easily

To aid further understanding, there is an accompanying free student Dynamic Learning CD-ROM, which includes quizzes for self-testing, videos for real life examples, and various interactive student activities to make learning fun.

## AQA Business Studies for AS Dynamic Learning Network Edition CD-ROM

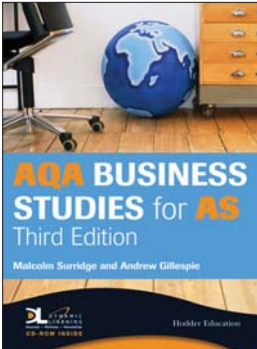
**NEW**  
**CD-ROM**

Also available to teachers is the invaluable Dynamic Learning Network Edition CD-ROM, which includes teacher resources, teacher notes, whole class activities, as well as a breakdown of each unit specification, marking scheme for a full teaching, and learning experience.

Visit [www.dynamic-learning.co.uk](http://www.dynamic-learning.co.uk) for further information.

- Components**
- **Student's Book + CD-ROM** 978 0 340 95864 3 April 2008 400pp £19.99
  - **Dynamic Learning Network Edition CD-ROM** 978 0 340 96809 3 May 2008 £300.00 + VAT
  - **Evaluation Pack** 978 0 340 96897 0 April 2008 FREE

# A level 2008 – AQA



## AQA Business Studies for AS with Dynamic Learning CD-ROM

**NEW EDITION**

**CD-ROM**

### Third Edition

**Authors:** Malcolm Surridge, chief examiner for AS/A2 business studies  
Andrew Gillespie, principal examiner for AS/A2 business studies

The third edition of this established textbook has been fully revised and updated to take into account the new AQA specification, ensuring that students are well equipped to tackle the new course.

- Topical case studies throughout teach students about ‘real life’ business
- New streamlined format means it is easier than ever for students to find what they are looking for
- The text is written in a highly accessible manner, making it easy for students to grasp difficult concepts

To aid understanding further, a Dynamic Learning Student CD-ROM is included free with the book and includes extensive video resources for a better appreciation of business practices, interactive knowledge quizzes and diagrams for self-assessment purposes and useful web links for further research.

## AQA Business Studies for AS Dynamic Learning Network Edition CD-ROM

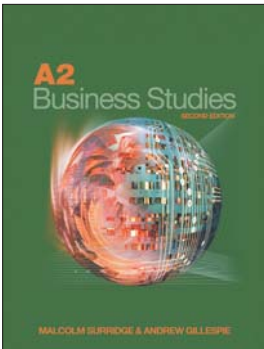
**NEW**

**CD-ROM**

Also available is the Dynamic Learning Network Edition CD-ROM that provides extensive interactive support in the classroom. Activities include ‘drag and drop’ exercises, multiple choice questions, as well as sample exam questions with examiner commentaries for further guidance in the course.

Visit [www.dynamic-learning.co.uk](http://www.dynamic-learning.co.uk) for further information.

- **Components** ● **Student’s Book + CD-ROM** 978 0 340 95717 2 March 2008 320 pp £19.99
- **Dynamic Learning Network Edition CD-ROM** 978 0 340 95718 9 April 2008 £300.00 + VAT
- **Evaluation Pack** 978 0 340 96896 3 April 2008 FREE



## A2 Business Studies

### Second Edition

**Authors:** **Malcolm Surridge**, chief examiner for AS/A2 business studies

**Andrew Gillespie**, principal examiner for AS/A2 business studies

Fully up-to-date, and containing illustrations throughout, this textbook follows a clear format that reflects the six units of the course. The entire A2 specification is covered, paying particular attention to the understanding, examination and application skills.

- A progressive, easy to follow text
- A book suitable for all abilities, but with language levels, activities and coverage to support your lower ability pupils
- A book that covers the core specifications for all boards

## A2 Business Studies Teacher's Resource CD-ROM

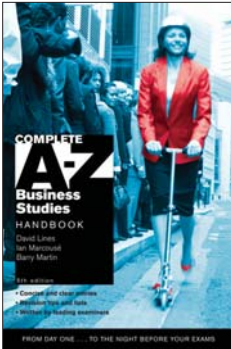
**CD-ROM**

The accompanying Teacher's Resource CD-ROM has been designed specifically to accompany the Student's Book. Written by experienced examiners and containing information on planning, preparing, delivering and assessing the course, it is fully adaptable to suit your needs and includes answers to all questions in the textbook, and additional worksheets for use as classwork or homework.

**Components** ● **Student's Book** 978 0 340 90091 8 360pp £16.99

● **Teacher's Resource Networkable CD-ROM** 978 0 340 90092 5 £59.99 + VAT

# A level



## AS Statistics

Third Edition

Authors: Mary Brace, Michael Ling, David Smart, Phil Stockton, Alastair Summers and Sidney Tyrell

Series Editor: Roger Porkess

This comprehensive, accessible text is the only book supporting MEI AS Statistics, and covers all three modules, Z1, Z2 and Z3 and is designed for students with a non-Mathematics background

978 0 340 94052 5 2007 512pp £25.00

## Complete A-Z Business Studies Handbook

Fifth Edition

Series Editor: Ian Marcou  

Authors: David Lines, Barry Martin and Ian Marcou  

This handbook explains all the key terms with each entry beginning with a clear definition and is followed by an explanation and/or worked example.

978 0 340 91516 5 352pp £11.99

## A-Z Business Studies Coursework Handbook

Third Edition

Author: Ian Marcou  

The ideal companion for students undertaking projects or research assignments at A level.

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## Business Studies for A2 Revision Guide

Editor: Ian Marcou  

Authors: Andrew Hammond and Ian Swift

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## Business Explained

Author: Stephen Barnes

Editorial Consultant: Berry O'Donovan

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## Business in Action

Author: Andrew Gillespie

Explores the interactive nature of the business world is vital reading for the synoptic paper.

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## The Business

Authors: Steve Morris and Graham Willcocks

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## Success in Commerce

Fourth Edition

Author: Derek Lobley

978 0 7195 5157 4 304pp £11.50

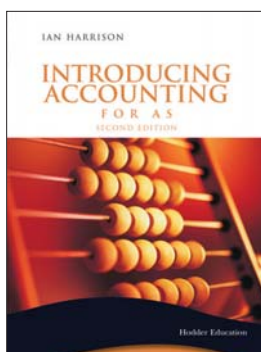
## Succeed at Psychometric Testing Series

These new and revitalised editions of the successful 'Succeed at Psychometric Testing' series are there to help take the fear out of testing, arming you with the confidence to tackle whatever the test throw at you.

● All books within the series £9.99  
February 2008

**For full details please the order form**

# Accounting – OCR & AQA



## Introducing Accounting for AS Second Edition

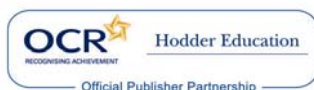
**NEW EDITION**

**Author:** Ian Harrison, chief examiner for A Level accounting

This popular introduction to accounting has been updated to reflect the new AQA and OCR specifications. It tackles this complex and sometimes confusing subject in a straightforward manner, using simple, uncomplicated language throughout.

- Provides comprehensive coverage for AS specification including advice on exam techniques
- Uses extremely clear, easily understood language
- Full of activities and exercises to ensure ample exam practice

## Introducing Accounting for OCR AS Teacher's Resource CD-ROM



**NEW**

**CD-ROM**

**Author:** Helen Henketh, principal examiner for A Level accounting

This useful CD-ROM, specifically written for the OCR GCE Accounting specification contains extra worksheets, with answers provided and exam-style questions to ensure that you are able to give your students plenty of practice and the confidence they need to tackle the exam. It also includes answers to all questions in the student text.

## Introducing Accounting for AQA AS Teacher's Resource CD-ROM

**NEW**

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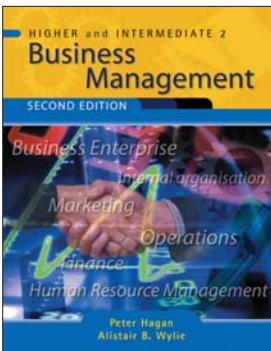
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