

## Pre-reading Guide (Chapters 4 to 9)

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This textbook assumes some basic prior knowledge of business and management subjects. For example, Chapter 5 concentrates on the distinctive challenges of *entrepreneurial* marketing, rather than acting as a general introduction to the subject of marketing. We have prepared the following guide for those who do not have a background in one or more of the core functional areas of management (i.e. managing people, marketing, operations and information systems, accounting and finance) that are covered in Chapters 4 to 9.

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4	<p><b>Opportunities: Nurturing creativity and innovation</b></p> <p>Drucker, P. (2007[1985]) <i>Innovation and Entrepreneurship</i>. Oxford: Butterworth-Heinemann.</p> <p>Tidd, J. and Bessant, J. (2013) <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i> (5th edn). Chichester: John Wiley &amp; Sons.</p>
5	<p><b>People: Leading teams and networks</b></p> <p>Banfield, R. and Kay, R. (2011) <i>Introduction to Human Resource Management</i> (2nd edn). Oxford: Oxford University Press.</p> <p>Taylor, S. and Emir, A. (2009) <i>Employment Law</i>. Oxford: Oxford University Press.</p> <p>Wilson, F. (2009) <i>People, Work and Organizations</i>. Oxford: Oxford University Press.</p>
6	<p><b>Markets: Understanding customers and competitors</b></p> <p>Baines, P., Fill, C. and Page, K. (2011) <i>Marketing</i> (2nd rev edn). Oxford: Oxford University Press.</p> <p>Hackley, C. (2009) <i>Marketing: A Critical Introduction</i>. London: Sage.</p> <p>Palmer, A. (2009) <i>Introduction to Marketing</i> (2nd edn). Oxford: Oxford University Press.</p>
7	<p><b>Processes: Controlling operations and technologies</b></p> <p>Chaffey, D. (2014) <i>Digital Business and e-Commerce Management</i> (6th edn). Harlow, UK: Pearson Education.</p> <p>Slack, N., Chambers, S., Johnston, R. and Betts, A. (2009) <i>Operations and Process Management: Principles and Practice for Strategic Impact</i>. Harlow: FT Prentice Hall.</p>
8	<p><b>Accounts: Interpreting financial performance</b></p> <p>Gowthorpe, C. (2005) <i>Business Accounting and Finance for Non-Specialists</i> (2nd rev edn). Andover: Cengage.</p> <p>Weetman, P. (2009) <i>Financial and Management Accounting: An</i></p>

	<i>Introduction</i> (5th edn). Harlow: FT Prentice Hall.
9	<b>Finances: Raising capital for new ventures</b> Gowthorpe, C. (2005) <i>Business Accounting and Finance for Non-Specialists</i> (2nd rev edn). Andover: Cengage. Howells, P. and Bain, K. (2009) <i>Financial Markets and Institutions</i> . Harlow: FT Prentice Hall. McLaney, E. (2009) <i>Business Finance: Theory and Practice</i> (8th edn). Harlow: FT Prentice Hall. Pilbeam, K. (2010) <i>Finance and Financial Markets</i> (3rd edn). Andover: Palgrave Macmillan.