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# Tutor2u Business Blog Specification Map

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AQA Business for A Level (Marcou )   
Banking & Financial Systems   
Cambridge International AS and A Level Business   
Coursebook with CD-ROM   
AQA A-level Business (Surridge and Gillespie)   
The Economics of Digital Transformation   
Principles of Physiological Psychology   
Macroeconomics   
Strategic Operations Management   
Introduction to Quality   
Contemporary Theory, Practice, and Cases   
Capability Development in Support of   
Comprehensive Approaches   
Control, Assurance, and Management   
Business Policy and Strategic Management   
A Brief but Affectionate History - Revised and   
expanded Edition   
GDP   
Organization and Management   
Edexcel GCSE (9-1) Business, Second Edition   
Text & Cases   
Global Marketing   
Culture Shift   
Approaching Non-stable and Uncertain Digitalized

Production Systems  
An Introductory Guide to Learning Theory  
Social Marketing in Action  
Concepts and Cases on Value Creation and Digital  
Business Transformation  
Markets, State, and People: Economics for Public  
Policy  
Mintzberg on Management  
GCSE Geography Edexcel B  
How Music Companies Brand and Market Artists  
in the Digital Era  
Science Education in Theory and Practice  
A Practical Guide to Managing Organizational  
Culture  
Key Performance Indicators (KPI)  
Second Edition  
Record Label Marketing  
ACCA Audit and Assurance  
Free Will: Determinism  
Globalization, Democracy and Oil Sector Reform  
in Nigeria  
Economics of the 1%  
Grade 9-1 GCSE Religious Studies: AQA A  
Revision Guide with Online Edition  
Selected Papers

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Specification  
Map*

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**STEWART**

**THORNTON**

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Penguin UK  
Record Label  
Marketing, Third  
Edition is the essential

resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions, the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you'll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features

new to this edition include: Social media strategies including step-by-step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, [focalpress.com/cw/mac](http://focalpress.com/cw/mac), features weblinks, exercises, and

suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans.

**AQA Business for A Level (Marcou )**

CRC Press

Introduction to QualityControl, Assurance, and ManagementPrentice Hall

Banking & Financial Systems McGraw-Hill College

A student-friendly and engaging resource for the 2016 Edexcel GCSE Geography B specification, this brand new course is written to match the demands of the specification. As well as providing thorough and rigorous coverage of the spec, this book is designed to engage students in their

learning and to motivate them to progress.

*Cambridge International AS and A Level Business Coursebook with CD-ROM* Springer

Nowadays, stakeholder consideration focuses as much on an organization's culture as it does on the bottom line - employees want to work for a company that has clear values and an engaging environment; customers and clients want to know they're supporting a worthwhile brand; and investors look to back socially responsible companies with good organizational health. Too often, too many businesses see culture change as a project with a defined end point - once the project

is considered 'done', the dominant culture re-emerges and things go back to how they were. Culture Shift guides organizations on how to do things differently, ensuring that culture really does shift (with minimal budget and no external consultants) and putting culture permanently at the core of running the business. Founded on behavioural economics, Culture Shift recognises that people do not always make average assumptions or follow rational logic. Changing a culture, therefore, is not about telling people what to do and expecting them to fall neatly in line – it's about identifying where they are now and how they make decisions, in order to

help them form new habits to create a sustainable culture shift, from the very top of the organization's workforce to the bottom. Using her extensive experience, Kirsty Bashforth outlines exactly what it takes to oversee sustainable culture change in an organization. The book explores how to communicate cultural expectations to a number of stakeholders; implement new, lasting habits in the workforce; effectively measure and track organizational culture; as well as deal with pushback from senior leadership when, as time passes, the planned culture shift risks falling lower on their agenda.

**AQA A-level**

## **Business (SurrIDGE and Gillespie)**

Goodheart-Wilcox  
Publisher

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and

global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility; key values for any modern

business; Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

[The Economics of Digital Transformation](#)

Prentice Hall  
BPP Learning Media is an ACCA approved content provider. Our suite of study tools will provide you with all the

accurate and up-to-date material you need for exam success.

**Principles of Physiological Psychology** Springer Nature

This is a substantial new edition of a successful textbook which continues to have a sensible and 'easy to read' style. Each Chapter has a past/present/future theme with a real strategic approach. Strategic Operations Management shows operations as combining products and services into a complete offer for the customer. Services are therefore seen as key and are integrated throughout the material in each chapter. Manufacturing, service supply and other key factors are all shown to

be in place. In an era where companies are fond of talking about core competences but still struggle to understand their operations, this is an important for academics and practitioners alike. Only when managers understand their operations will they be able to leverage them into any sort of capabilities that will lead to competitive advantage. Online tutor resource materials accompany the book.

### **Macroeconomics**

Princeton University Press

This book addresses the practice of internal auditing using GAAS (Generally Accepted Auditing Standards), GAGAS (Generally Accepted Government Auditing Standards)

and International Standards for the Professional Practice of Internal Auditing (Standards) as enunciated by the IIA. Unique in that it is primarily written to guide internal auditors in the process and procedures necessary to carry out professionally accepted internal audit functions, it includes everything necessary to start, complete and evaluate an internal audit practice, simplifying the task for even non-professionals.

Strategic Operations Management Pearson Education

Exam Board: AQA

Level: AS/A-level

Subject: Computer

Science First Teaching:

September 2015 First

Exam: June 2016 This

title has been



approved by AQA for use with the AS and A-level AQA Computer Science specifications. AQA A-level Computer Science gives students the chance to think creatively and progress through the AQA AS and A-level Computer Science specifications. Detailed coverage of the specifications will enrich understanding of the fundamental principles of computing, whilst a range of activities help to develop the programming skills and computational thinking skills at A-level and beyond. - Enables students to build a thorough understanding of the fundamental principles in the AQA AS and A-Level Computer Science specifications, with detailed coverage of programming,

algorithms, data structures and representation, systems, databases and networks, uses and consequences. - Helps to tackle the various demands of the course confidently, with advice and support for programming and theoretical assessments and the problem-solving or investigative project at A-level. - Develops the programming and computational thinking skills for A-level and beyond - frequent coding and question practice will help students apply their knowledge of the principles of computer science, and design, program and evaluate problem-solving computer systems. Bob Reeves is an experienced teacher

with examining experience, and well-respected author of resources for Computing and ICT across the curriculum.

**Introduction to Quality** CRC Press

The problems related to the process of industrialisation such as biodiversity depletion, climate change and a worsening of health and living conditions, especially but not only in developing countries, intensify. Therefore, there is an increasing need to search for integrated solutions to make development more sustainable. The United Nations has acknowledged the problem and approved the “2030 Agenda for Sustainable Development”. On 1st January 2016, the 17

Sustainable Development Goals (SDGs) of the Agenda officially came into force. These goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection. The Encyclopedia of the UN Sustainable Development Goals comprehensively addresses the SDGs in an integrated way. It encompasses 17 volumes, each one devoted to one of the 17 SDGs. This volume addresses SDG 9, namely “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation” and contains the description of a range

of terms, to allow a better understanding and foster knowledge about it. This book presents a set of papers on the state of the art of knowledge and practices about three important aspects of sustainable development, infrastructure, industrialization and innovation. It focuses on the support of cleaner technologies, enhanced scientific research, domestic technology development and universal internet access. Concretely, the defined targets are: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and

human well-being, with a focus on affordable and equitable access for all Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets Upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use

efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological

and technical support to African countries, least developed countries, landlocked developing countries and small island developing states Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries Editorial Board Oluwabunmi Opeyemi Adejumo, Leah A Dundon, Lizhen Huang, Heather Jones,

Haruna Musa Moda  
Contemporary Theory,  
 Practice, and Cases

Pearson UK

The Nigerian state has been oil-rich for decades, and yet perennially incapable of converting its oil resources into wealth for ordinary Nigerians. Adeoye O. Akinola tackles this “vexed” oil question by examining the political economy of efforts to deregulate the Nigerian downstream oil industry. Focusing on themes of globalization and democratization, this book considers how a resource-rich developing country like Nigeria can exploit the opportunities of globalization and navigate the pressures of democratization and the challenges of liberalization. Pairing sophisticated

theoretical frameworks with firsthand accounts from actors in the oil industry, this book identifies the root causes of Nigeria’s development struggles and offers practical policy solutions for successfully deregulating the oil sector. For public officials and policymakers as well as researchers, this book offers a critical new lens on the future of natural resource management in Nigeria and the Global South. *Capability Development in Support of Comprehensive Approaches* Philip Allan This revised set of resources for Cambridge International AS and A Level Business syllabus (9609) is thoroughly updated for the latest

version of the curriculum. Written by experienced authors, the Coursebook provides comprehensive coverage of the syllabus. Accessible language combined with the clear, visually-stimulating layout makes this an ideal resource for the course. Questions and explanation of key terms reinforce knowledge; different kinds of activities build application, analytical and evaluation skills; and case studies contextualise the content making it relevant to international learners. It provides thorough examination support for all papers with exam-style questions with each chapter and an extensive Paper 3 style case study with

each unit. The student CD-ROM contains revision aids, further questions and activities. A Teacher's CD-ROM is also available.

Control, Assurance, and Management

Hodder Education  
Exam Board: OCR  
Level: A-level Subject: Business First  
Teaching: September 2015 First Exam: June 2016 - Guides students through the new course and assessment structure with advice at the start of the book to help them understand what's required - Enables students to put their knowledge in context and helps them start analysing business data with case studies of real businesses included throughout - Prepares students for assessment with the

'Your turn' feature that contains practice questions including multiple choice, case study and data response, and those that test their quantitative skills

Business Policy and Strategic Management  
Princeton University Press

Describes the qualities of a good manager, discusses the impact of stress, and explains how to formulate strategy

A Brief but Affectionate History - Revised and expanded Edition

Hodder Education

With English becoming the world's foremost lingua franca, the pressure to improve English language education (ELE) has been steadily increasing. Consequently, the nature of ELE has

changed drastically in the last decade. This has not only brought about a number of changes in the way English is taught and learnt, but it has also led to various innovative practices around the world. As a result, this edited book aims to shed light on the new theoretical and methodological developments in the field of ELE as well as the major issues and difficulties faced by practitioners in different parts of the globe. One very important variable that the book takes into account is the role that English already plays in a particular society since this may affect the views that teachers and students hold of the language. This in turn can significantly influence the way

English is taught and learnt in given political, economic and socio-cultural settings. The purpose of this book is therefore to provide a comprehensive overview of the pedagogical methods, policies and problems that underlie English language education in ten different regions across the world, including: the USA, Canada, the UK, Australia, New Zealand, India, Singapore, Japan, China and Hong Kong. In doing so, the different chapters in the book emphasize the importance of responding to linguistic and other forms of diversity in order to develop English language education in a globalized world. This book will be useful for teachers and students

of English language, for English language curriculum and materials developers, and for those involved in educational policy-making and language acquisition research. Written by experts in the field, the range of content covered in the book's chapters will also help policy-makers, researchers and practitioners develop effective English language education practices and policies, and propose solutions to emerging issues in English language teaching and learning in different environments around the world. The newly-developed arguments and concerns pertaining to English language education will serve as future reference for



professionals interested in this area of expertise.  
*GDP* Pearson Education India  
Exam Board: Edexcel  
Level: GCSE Subject: Business First  
Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their

knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative, investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic  
*Organization and Management* Hachette UK  
By identifying and describing the most powerful financial and

non-financial KPIs, this book will make life easier for you by defining them, explaining how and when they should be used and providing a rich library of KPIs that have been proven to significantly improve performance. The book presents case examples to illustrate the selection and use of the KPIs and provides tools such as KPI selection templates and Key Performance Questions to help you apply the most appropriate KPIs effectively in your business.

**Edexcel GCSE (9-1)**

**Business, Second**

**Edition** Springer

Banking & Financial Systems provides an overview of banking basics, the Federal Reserve System, customer services, and

bank operations.

Banking careers and workplace skills are also explored. Included activities support college and career standards for reading, writing, speaking, and listening. Event Prep activities help students prepare for competitive contests. Authored by the award-winning educational television show Biz Kid\$. Biz Kid\$ videos accompany each unit. Content aligns with the National Standards in K-12 Personal Finance Education published by the Jump\$art Coalition for Personal Financial Literacy®.

*Text & Cases* Springer

This book takes an in-depth look at the economics of digital transformation. Presenting a variety of perspectives from experts, it deals with

the socioeconomic changes associated with the digital transformation of production systems. The chapters also address the impacts of digital transformation on the sustainable functioning of socioeconomic and environmental systems. Select chapters also investigate the consequences of adopting intelligent learning systems, both in terms of replacing the human labor force. and their effects on the smart digital management and security of cities, places, and people. Lastly, chapters discuss important questions regarding innovations leading to sustainable change.

**Global Marketing**  
Springer

Ian Marcou   has been trusted by Business students for over 15 years and his updated textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student's learning. - Guides students through the content in an easy to understand way, with the new 'logic chain' feature at the start of every chapter showing them the progression clearly - Helps students apply their knowledge and analyse business data with real business examples throughout - Consolidates students' learning and prepares them for assessment with the workbook feature at the end of every chapter containing knowledge

check and practice  
questions