

Recommended Reading List

WJEC Retail Business

WJEC Level 1/2 Vocational Award in Retail Business Course Companion Author: Sharan Oliver

Why read it?

- Written specifically for the WJEC course
- Covers all examined and NEA content
- Includes retail case studies and activities
- Ideal for revision and independent study

Beginner-Friendly Retail & Business Books

1. *How Business Works*

Publisher: DK

Why it's useful:

- Simple visual explanations
- Introduces business concepts clearly
- Supports understanding of retail operations, finance and marketing

2. *The Economics Book (Big Ideas Simply Explained)*

Publisher: DK

Why it's useful:

- Explains supply and demand
- Consumer behaviour
- Pricing strategies
- Economic factors affecting retailers

3. *You Are Awesome*

Author: Matthew Syed

Why it's useful:

- Develops resilience and problem-solving skills
- Supports coursework and project work
- Encourages growth mindset

4. *Onward*



Author: Howard Schultz (Starbucks)

Why it's useful:

- Understanding customer loyalty
- Retail branding
- Business decision-making
- Customer experience

Links directly to:

- Customer service
- Retail operations
- Marketing

5. *Shoe Dog*

Author: Phil Knight (Nike)

Why it's useful:

- Entrepreneurship
- Branding
- Global retailing
- Business growth

Recommended for:

- Students interested in careers in retail, marketing or business

6. *The Everything Store*

Author: Brad Stone

Why it's useful:

- The rise of Amazon
- Online retailing
- Customer convenience
- Innovation and technology in retail

Links directly to:

- E-commerce
- Digital retail
- Consumer trends

Retail Industry and Consumer Reading

7. What Your Customer Wants and Can't Tell You

Author: Melina Palmer

Why it's useful:

- Consumer behaviour
- Decision-making
- Customer experience
- Marketing psychology

8. How Brands Grow

Author: Byron Sharp

Why it's useful:

- Marketing and branding
- Customer loyalty
- Retail promotion

Magazines and Online Reading

Retail Week

<https://www.retail-week.com>

Useful for:

- Current retail trends
- Retail technology
- Sustainability
- Major UK retailers

BBC Business News

<https://www.bbc.co.uk/news/business>

Useful for:

- Real-life retail case studies
- Cost of living impacts
- Retail developments
- Consumer spending habits

Which?

<https://www.which.co.uk>

Useful for:

- Customer expectations
- Consumer rights
- Product reviews
- Ethical retailing