

Oxford Innovation High Growth Programmes

Author	Title	ISBN	Comments
John Mullins	The New Business Road Test	978-0-273-73279-2	Excellent book on what you need to do before writing a business plan. Practical steps on really how to test your ideas out well in advance. Probably for the more ambitious business.
Edward Blackwell	How to prepare a Business Plan	978-0-7494-4981-0	Clear concise and aimed firmly at the smaller business.
Duncan Bannatyne	Wake up and change your life	978-0-7528-8287-1	As the title suggests – a good general read with some detail on what should be in a plan.
Steven Peterson et. al	Business Plans Kit for Dummies	978-0-470-74381-2	A really good basic guide to all things required for a plan including a CD with draft documents and financials.
Colin Barrow et.al	The Business Plan Workbook	978-0-7494-5231-5	Very professional book with a set of clear assignments to help you research your market and prepare your plan.
Jane Khedar & Michael Anderson	Successful Business Plans – Get results fast	978-185458483-0	Straightforward and easy to read with lots of “Top Tips”.
Paul Barrow	The Best Laid Business Plans	978-0-7535-0963-0	From Warwick Business School for SMEs. Good clear guide.
Iain Maitland	Business Plans in a week	0-340-71199-X	A bit light weight but can be read very quickly.

Ignite Workshop Reading List



Mike Southon	The Beermat Entrepreneur	978-0-273-72098-0	An excellent short guide to the whole business planning process.
Mike Southon	This is how yoodoo it!	978-1-905823-98-7	A collection of 65 articles from a wide range of people on all subjects around running a business.
On a Beermat Series	Finance, Sales and Marketing on a Beermat	978-1-9052-1104-3 978-1-8479-4006-3 978-1-8479-4007-0	Three books on the individual subjects. Lots of straightforward and practical advice.
Geoffrey A. Moore	Inside the Tornado	978-0-06-074581-3	The definitive work on high tech sales and marketing. Also Crossing the Chasm the forerunner to this is worth a read. All about niche marketing, the technology adoption life cycle and how to avoid disappearing down "the chasm". Essential reading for those in high tech markets.
Geoffrey A. Moore	Dealing with Darwin	978-1-59184-214-9	A follow on to the above really dealing with how to innovate and keep a business running in very changing times. More for the established business but worth a read especially if you are into high tech markets.
Miller & Heiman	The New Strategic Selling	0-7494-4130-5	An essential read if you are selling large capital projects or dealing with complex sales.
Nassim Taleb	The Black Swan	978-0-1410-3459-1	Not the easiest read but an excellent philosophical look at risk management and the reasons for market failure and banking crises.