

# Business Newsletter

ISSUE 1: AUTUMN TERM

Written By The Business Scholars

## Current Affairs Of The Business World

### Business Facts

- *The red and white: Coca-Cola is recognized by 94% of the world's population.*
- *Cereal is the second largest advertiser on television today behind automobiles.*
- *64% of consumers have made a purchase decision on social media content.*
- *70% of small businesses are aimed and operated by a single person.*



### 2022 Best Performing Stocks



### Four-Day Week

Earning 100% pay for 80% of the hours. That's thrilling!

This experiment organized by the campaigners 4 Day Week Global was introduced to improve employees wellbeing as they achieve an optimum work-life balance.

A trial including 70 companies kicked off on 6 June and is thought to be the world's biggest pilot scheme into the working pattern. The result of this trial is not expected to be published until February next year. Many of the firms involved with this trial have stated that, employees are more effective and self-motivated.

A 4 day week can improve wellbeing, productivity, engagement and sustainability.

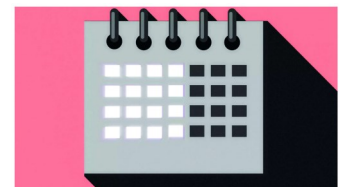
### Introduction of CBDC

CBDC stands for Central Bank Digital Currency and is digital versions of a nation-state currency issued by the central bank which is The Bank Of England for the UK.

Governments like CBDCs because they are issued by the state and it allows for tight regulation. CBDCs are similar to cryptocurrencies, however are not the same thing. CBDCs are under the direct control of the government, whereas cryptocurrencies are issued by the private sector or public block-chains.

CBDCs are becoming a reality for many nations such as Nigeria, who has launched its CBDC.

Written By: Murat



## Business & Economics Society

The business and economics society is a great way to show your passion for the subjects, whether that being through presentations or debates.

It's also a great way of communicating with your business and economics peers. Furthermore, it can help deepen your understanding of the working world.

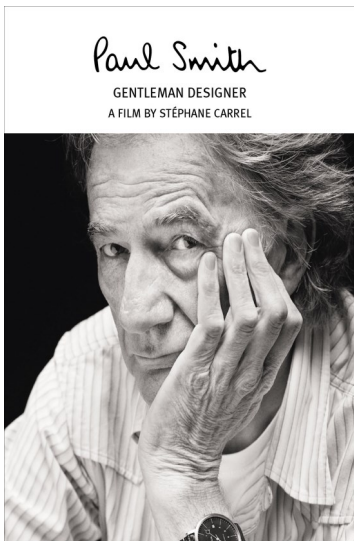
Business  
&  
Economics  
Society!

Every Thursday - Week 1 in EN8  
Starting for Y12s - Thurs 10<sup>th</sup> Nov

Come along for...

- Presentations
- Debates about current affairs
- Further understanding of topics linked with real life situations
- Meet your fellow economists/business students!

## Paul Smith: Gentlemen Designer



Gentleman Designer delves into the life of the British menswear designer Paul Smith and his multimillion-pound fashion empire. Stéphane Carroll, writer and producer, has followed Paul Smith around capturing his everyday life. The 55 minute documentary opened by customers talking about how Paul Smith has changed the way they dress, they highlight how his designs are incredibly distinctive, right down to the materials, linings, and patterns. The documentary captures his enjoyment in every aspect of the business; he is inspired by a variety of things, including open fairs held in Paris.

These funfairs provide him with creative design ideas for his scarves. In addition, this documentary was extremely interesting to watch as it demonstrated how each of the designs are eventually put together to produce his end product. The brand's success is built on hard work, but Smith's ability to turn creative ideas into cash is unparalleled.

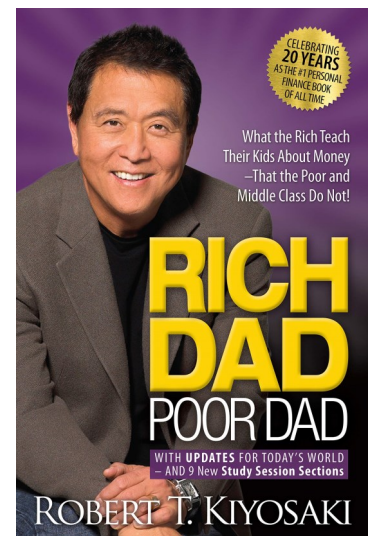
Reviewed & Recommended By: Sofia

## Rich Dad Poor Dad

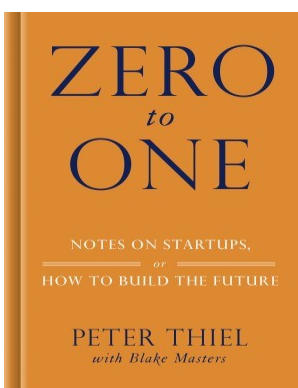
This book dives into the life of a young boy with two dads (one rich and one poor) and establishes the different mindsets and business choices made by them which sent them down two different paths of struggle or wealth. This is a fantastic read for those looking into finance and investing, but also great for anyone trying to understand money and learn various perspectives about increasing wealth. The best part of this book is how it really sets the stage for the mentality a person should have if they want to get rich.

The second-best part in my opinion is his quadrant system in chapter 2 that explains the income statement and balance sheet in simple terms.

Reviewed & Recommended By: Shane



## Zero To One



I read this book not planning to open up a start-up for myself, but to gain a perspective into Thiel's thinking style.

By nature, I am sceptical of the self-made entrepreneur stories and success stories. You hear of the success stories but never of the ones who failed. Even after they followed the "right" footsteps. Yet, Peter Thiel has built a successful start-up not once, but several times. The "PayPal Mafia" have even built several successful start-ups. So Thiel and the rest of the PayPal Mafia may be on

to something.

Reviewed & Recommended By: Edi