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A message for Edexcel GCSE Business teachers from author Ian Marcousé

Dear Colleague,

I was already pretty thrilled with my new Edexcel GCSE Business book when my 3-year-old grandson sealed it for me. Trips to the Italian baker around the corner from my house have been part of the upbringing of generations of Marcousés. Then James saw that the shop next door had brown paper over the windows. His 6-year-old sister said “It’s died”. James turned to me and asked “Why do shops die?” That struck me as a wonderful talking point for a business classroom. So I put **talking points** into each chapter.

The book has a lot of other features, but the one that students will come to love most is the **full glossary** at the back. I literally went through the spec and **defined every term** standing. And the terms themselves are also given at the end of the chapter where they’re first introduced. **Using terms precisely is a skill that on its own sends students towards pass grades.**

The heart of a book, though, is the text not the features. Here I’ve tried hard to give **special coverage to the new topics** introduced to the spec, such as **procurement** and **logistics**. And please remember that **examiners tend to gravitate first towards brand-new material**. No-one has ever before asked a 15-year-old an exam question about logistics; the Principal Examiner will be sorely tempted.

Finally, allow me to plug the **Answer Guide**. Each chapter starts with **teaching advice** on the topic in question before getting into **answering the questions**. I think it’s my best Answer Guide for quite a while. Oh, and one last thing: I’m offering **two years’ free email support** for this new GCSE. At least **two GCSE-focused topical cases** will ping into your email inbox **each month**. Email marcouse@btopenworld.com to ask to be put on the subscription list. The promise is that it will be free at least for 2017/18 and 2018/19.

Best wishes,

Ian Marcousé

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endorsed for Edexcel GCSE (9–1) Business

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