

RECOMMENDED RESOURCES FOR STUDENTS

A Must-Read Book List for Business Professionals

Strategic Management and Competition The "War Room" books explaining how companies survive and eliminate their competitors.

- **Competitive Strategy** (Michael Porter): The cornerstone of understanding industry structure through five forces analysis.
- **Blue Ocean Strategy** (W. Chan Kim): The art of creating new markets where competition is irrelevant.
- **Good to Great** (Jim Collins): A 5-year analysis of how mediocre companies become giants.
- **The Innovator's Dilemma** (Clayton Christensen): Explains why giants lose to new technologies.
- **Business Model Generation** (Alexander Osterwalder): The book that introduced the "Canvas" model of modern business to the world.
- **Zero to One** (Peter Thiel): The philosophy of building "monopoly" startups that will build the future.
- **The Lean Startup** (Eric Ries): A guide to rapid prototyping and "learned agility".
- **Strategic Management** (Hayri Ülgen & S. Kadri Mirze): The most comprehensive academic strategy resource in Türkiye.
- **Game Theory** (Avinash Dixit): Mathematical modeling in strategic decision-making processes.
- **Measure What Matters** (John Doerr): A detailed explanation of the OKR system (Google's method). (This section goes up to 75 books; continues with Michael Porter's entire series, HBR Strategy selections, and local strategy theorists.)

Leadership and Organizational Behavior Managing the human factor, motivation, and corporate culture.

- **Business Management** (Tamer Koçel): The main pillar of business administration in Türkiye, a summary of organizational theories.
- **Leaders Eat Last** (Simon Sinek): Trust environment and the neurobiological approach to leadership.
- **Emotional Intelligence** (Daniel Goleman): The role of EQ, not IQ, in business success.
- **The Culture Code** (Daniel Coyle): The common secrets of the world's most successful teams.
- **Radical Candor** (Kim Scott): The art of giving honest feedback without causing offense.
- **Flow** (Mihaly Csikszentmihalyi): The science of maximum focus and happiness.
- **Thinking, Fast and Slow** (Daniel Kahneman): The cognitive traps we fall into when making decisions.
- **Grit** (Angela Duckworth): Proves that the key to success is passion and perseverance, not intelligence.
- **Organizational Culture and Leadership** (Edgar Schein): How to diagnose and build corporate culture.
- **Management Psychology** (Erol Eren): The reflections of individual and group behaviors in the work environment.

Marketing and Future Marketing An insight into the consumer mind and a vision extending to the space economy.

- **Marketing Management** (Philip Kotler): The academic resource considered the "Bible" of marketing.
- **Purple Cow** (Seth Godin): The modern manifesto of differentiation and attracting attention.
- **Influence: The Psychology of Persuasion** (Robert Cialdini): The 6 basic principles of persuasion used in marketing.
- **Hooked** (Nir Eyal): How habit-forming products are designed.
- **Marketing 5.0** (Philip Kotler): Technology and AI-supported marketing for humanity.
- **Buyology** (Martin Lindstrom): The most extensive study on neuromarketing.
- **Space Marketing** (Izzy House): Brand positioning and future vision in the space economy.
- **Contagious** (Jonah Berger): The scientific analysis of why ideas go viral.
- **Digital Marketing Strategy** (Simon Kingsnorth): Fully integrated digital planning from SEO to social media.
- **Positioning** (Al Ries & Jack Trout): The fundamental rules of the battle for a place in the mind.

Finance, Stock Market, and Investment Managing capital and creating value.

- **The Intelligent Investor** (Benjamin Graham): The foundation of value investing and stock market discipline.
- **The Psychology of Money** (Morgan Housel): The relationship between financial success, ego, and patience.
- **Financial Management** (Metin Kamil Ercan): Analysis of corporate finance and investment decisions.
- **Why Nations Fail** (Daron Acemoğlu): The impact of institutions on economic prosperity.
- **Valuation** (Aswath Damodaran): The most authoritative book in the world on calculating company value.
- **The Black Swan** (Nassim Taleb): The destructive power of unpredictable events in financial markets.
- **A Random Walk Down Wall Street** (Burton Malkiel): The defense of index funds and market efficiency.
- **A Little History of Economics** (Niall Kishtainy): A summary of basic economic concepts for business professionals.
- **Rich Dad Poor Dad** (Robert Kiyosaki): Financial literacy and passive income philosophy.
- **One Up On Wall Street** (Peter Lynch): Simple and effective strategies for individual investors.

Data Science, Mathematics, and Artificial Intelligence Analytical decision-making and technologies of the future.

- **Naked Statistics** (Charles Wheelan): The work that takes the fear out of statistics and explains its logic.
- **The Master Algorithm** (Pedro Domingos): The future of machine learning in the business world.

- **The Signal and the Noise** (Nate Silver): The art of extracting the right forecast from a mass of data.
- **AI Superpowers** (Kai-Fu Lee): China-US competition and the impact of AI on the workforce.
- **Weapons of Math Destruction** (Cathy O'Neil): Ethical issues and biases created by algorithms.
- **Data Science** (John D. Kelleher): An introduction to data mining for business professionals.
- **Operations Research** (Ahmet Öztürk): Optimization and mathematical decision-making techniques.
- **The Fourth Industrial Revolution** (Klaus Schwab): The digital transformation guide for production and management.
- **AI 2041** (Kai-Fu Lee): The integration of AI into daily business life with future scenarios.
- **Prediction Machines** (Ajay Agrawal): How AI reduces economic costs.

Production, Logistics, and Sustainability Operational excellence and green transformation.

- **The Goal** (Eliyahu Goldratt): The cult production book explaining the theory of constraints in a novel format.
- **The Toyota Way** (Jeffrey Liker): Lean production and the philosophy of continuous improvement (Kaizen).
- **Green to Gold** (Daniel Esty): How environmental sustainability translates into profitability.
- **Supply Chain Management** (Mehmet Tanyaş): Academic foundations of logistics and inventory management.
- **Net Positive** (Paul Polman): The model of a company that not only does no harm but improves the world.
- **Doughnut Economics** (Kate Raworth): A new economy focused on balance instead of growth.
- **Lean Thinking** (James Womack): Value creation processes by eliminating waste.
- **The Checklist Manifesto** (Atul Gawande): The method of reducing the margin of error to zero in complex systems.
- **Total Quality Management** (Muhittin Şimşek): Quality standards and process management.
- **Project Management** (Çetin Elmas): Planning, budgeting, and implementation techniques.

Visionary Biographies and the Future Experience sharing and the world of tomorrow.

- **Elon Musk** (Walter Isaacson): The management style of an entrepreneur aiming for the impossible.
- **Steve Jobs** (Walter Isaacson): The intersection of design and marketing.
- **Sapiens** (Yuval Noah Harari): The history of why the human species can form organizations.
- **Shoe Dog** (Phil Knight): The financial and operational difficulties in the founding of Nike.
- **The Everything Store** (Brad Stone): How Amazon turned into a data and logistics giant.

- **Homo Deus** (Yuval Noah Harari): The data and algorithm-based societal structure of the future.
- **The Age of Surveillance Capitalism** (Shoshana Zuboff): Privacy and business in a world where data is the new oil.
- **21 Lessons for the 21st Century** (Yuval Noah Harari): Warnings of technological unemployment facing the business world.
- **Range** (David Epstein): Why general knowledge and diversity are more important than specialization.
- **Antifragile** (Nassim Taleb): Building systems that grow stronger from chaos and shocks.

Comprehensive Business Books Curation

Artificial Intelligence and Technology Strategy These works examine how artificial intelligence has evolved from a "tool" into a "business partner".

- **Power and Prediction** (Ajay Agrawal, Joshua Gans & Avi Goldfarb): This current work, from the authors of Prediction Machines, explains how AI automates decision-making processes and how companies will gain power with these new "prediction machines".
- **AI 2041** (Kai-Fu Lee & Chen Qiufan): Combining science fiction with technological foresight, this book presents scenarios of how businesses and society will undergo a radical transformation with artificial intelligence within the next 20 years.
- **Co-Intelligence** (Ethan Mollick): (Late 2024 / Early 2025 impact) Wharton Professor Mollick discusses the impact on business management of "working together" with AI and using it as a thought partner rather than an assistant.

Leadership, Culture, and New Generation Work Styles Works focusing on employee psychology and organizational structures that have changed post-pandemic.

- **The Fearless Organization** (Amy Edmondson): The manifesto of "psychological safety," the most popular leadership concept today. It explains how to build learning organizations where making mistakes is allowed.
- **Unreasonable Hospitality** (Will Guidara): Written by the operator of one of the world's best restaurants, this book has become a cult classic not only in the service sector but in all areas of business with its philosophy of "delivering value beyond expectations".
- **Hidden Potential** (Adam Grant): Grant, breaking down the classical understanding of "talent," offers a scientific roadmap on how businesses can extract the hidden gems within their employees.

Finance, Economy, and Strategic Decision-Making Current works focusing on navigating complex markets and remaining rational.

- **The Psychology of Money** (Morgan Housel): The best-selling book in modern finance literature. It explains through striking stories that money is a behavioral issue, not a mathematical one.
- **Principles for Dealing with the Changing World Order** (Ray Dalio): Dalio analyzes how businesses and investors should position themselves during global power shifts by examining historical cycles.

- **Clear Thinking** (Shane Parrish): One of the most popular strategy books of recent times, written on avoiding succumbing to emotions during decision-making moments and establishing rational systems in business management.

Sustainability and Future Marketing Guides to shifting from profit-centricity to benefit-centricity.

- **Net Positive** (Paul Polman & Andrew Winston): Former Unilever CEO Polman describes a new business model that advocates businesses not only "doing no harm" but "adding positive value" to the world, combining this with profitability.
- **Doughnut Economics** (Kate Raworth): A highly influential work that challenges the traditional growth-oriented economic understanding, presenting a business vision suited to the environmental and social limits of the 21st century.

Execution and Efficiency

- **Measure What Matters** (John Doerr): A modern classic found on every manager's desk, explaining the OKR (Objectives and Key Results) system used by giants like Google, Amazon, and Intel.
- **Elon Musk** (Walter Isaacson): Not just a biography, but a deep analysis of the tough, risky, and innovative business logic behind some of the world's most valuable companies (Tesla, SpaceX).

Fundamental Resources

Undergraduate Level: Fundamentals and Functional Areas Books in this group aim to establish the basic functions of business (Management, Marketing, Finance, Production) and the analytical infrastructure.

Management, Organization, and Strategy

- Business Management - Tamer Koçel (Beta)
- Introduction to Business Science - Şerif Şimşek & Adnan Çelik (Eğitim Yayınevi)
- Management and Organization - Erol Eren (Beta)
- Strategic Management - Hayri Ülgen & S. Kadri Mirze (Beta)
- The Practice of Management - Peter Drucker (Optimist)
- Management - Peter Drucker (HBR Series)
- Business Economics - Halil Can (Siyasal Kitabevi)
- Modern Management Techniques - İsmet Mucuk (Türkmen)
- Management Psychology - Erol Eren (Beta)
- The Effective Executive - Peter Drucker (Optimist)
- Entrepreneurship - Ahmet Hamdi İslamoğlu (Nobel)
- Small Business Management - Muammer Doğan
- International Business - Enver Özkalp
- Human Resources Management - Zeyyat Sabuncuoğlu
- Public Relations - Alaeddin Asna
- Business Mathematics - Münevver Turanlı
- Fundamentals of Business Science - Doğan Tuncer
- The Art of War - Sun Tzu (İş Bankası)
- The Prince - Machiavelli (İş Bankası)

- Project Management - Çetin Elmas ...

Marketing and Sales

- Principles of Marketing - İsmet Mucuk (Türkmen)
- Marketing Management - Philip Kotler (Beta)
- Principles of Marketing - Ahmet Hamdi İslamoğlu (Beta)
- Consumer Behavior - Yavuz Odabaşı (MediaCat)
- Marketing Communications - Yavuz Odabaşı
- Marketing Research - Tuncer Tokol
- Sales Management - Ömer Baybars Tek
- Services Marketing - Aykan Candemir
- Global Marketing - Melek Erdemir
- Purple Cow - Seth Godin (Elma)
- Influence: The Psychology of Persuasion - Robert Cialdini (MediaCat)
- Positioning - Al Ries & Jack Trout (MediaCat)
- The 22 Immutable Laws of Marketing - Al Ries (MediaCat)
- Marketing 4.0 - Philip Kotler (Optimist)
- Contagious - Jonah Berger (MediaCat) ...

Finance and Accounting

- General Accounting - Orhan Sevilengül (Gazi)
- Business Finance - Metin Kamil Ercan & Ünsal Ban (Gazi)
- Financial Management - Niyazi Berk (Türkmen)
- Cost Accounting - Kamil Büyükmirza (Gazi)
- Corporate Accounting - Yurdusev Özdemir
- Management Accounting - Melih Erdoğan
- Financial Statement Analysis - Öztin Akgüç (Avcıol)
- Capital Markets and Stock Exchange - Muharrem Afşar
- Investment Analysis and Portfolio Management - Mehmet Baha Karan
- Money and Banking - Merih Paya ... (Basic financial literacy and technical accounting books.)

Production, Quantitative Methods, and Informatics

- Production Management - Bülent Kobu (Beta)
- Operations Research - Ahmet Öztürk (Ekin)
- Statistics - Necati Yıldız (Akademi)
- Information Systems in Business - Mithat Üner
- Supply Chain Management - Mehmet Tanyaş
- Total Quality Management - Muhittin Şimşek
- Quantitative Methods - Hamza Ateş
- Decision Making Techniques - Erkan Bayraktar
- E-Commerce - Cemal Zehir
- Data Mining - Şakir Esnaf

Graduate Level (MBA/Master's): Application and Vision This level focuses on case studies, leadership psychology, and sector trends.

Leadership and Personal Development

- Leadership - Bernard Bass (or local compilations)
- Emotional Intelligence - Daniel Goleman (Varlık)
- Flow - Mihaly Csikszentmihalyi (Buzdağı)
- Thinking, Fast and Slow - Daniel Kahneman (Varlık)
- Start with Why - Simon Sinek (Pegasus)
- Leaders Eat Last - Simon Sinek (Pegasus)
- The 7 Habits of Highly Effective People - Stephen Covey (Varlık)
- Awaken the Giant Within - Anthony Robbins
- The Culture Code - Daniel Coyle (Pegasus)
- Radical Candor - Kim Scott (MediaCat)

Strategic Execution and Case Analysis

- Blue Ocean Strategy - W. Chan Kim (Pegasus)
- Good to Great - Jim Collins (Boyrer)
- The Lean Startup - Eric Ries (Optimist)
- Zero to One - Peter Thiel (Pegasus)
- The Innovator's Dilemma - Clayton Christensen (Optimist)
- Platform Revolution - Geoffrey Parker (Optimist)
- Measure What Matters - John Doerr (Optimist)
- HBR's 10 Must Reads on Strategy (Optimist)
- HBR's 10 Must Reads on Leadership (Optimist)
- Game Theory - Cihad Gündoğdu

Financial Markets and Economy

- The Intelligent Investor - Benjamin Graham (Scala)
- One Up On Wall Street - Peter Lynch (Scala)
- The Psychology of Money - Morgan Housel (Scala)
- Why Nations Fail - Daron Acemoğlu (Doğan Kitap)
- The Narrow Corridor - Daron Acemoğlu (Doğan Kitap)
- Rich Dad Poor Dad - Robert Kiyosaki (Alfa)
- A Little History of Economics - Niall Kishtainy (Say)
- Principles for Dealing with the Changing World Order - Ray Dalio (Scala)
- The Little Book of Valuation - Aswath Damodaran (Scala)
- A Random Walk Down Wall Street - Burton Malkiel (Scala)

Digital Transformation and Technology

- The Fourth Industrial Revolution - Klaus Schwab (Optimist)
- Shaping the Future of the Fourth Industrial Revolution - Klaus Schwab (Optimist)
- AI Superpowers - Kai-Fu Lee (Pegasus)
- Sapiens - Yuval Noah Harari (Kolektif)
- Homo Deus - Yuval Noah Harari (Kolektif)
- The Master Algorithm - Pedro Domingos (Pegasus)
- Naked Statistics - Charles Wheelan (Domingo)
- Big Data - Viktor Mayer-Schönberger (Optimist)
- Blockchain Revolution - Don Tapscott (Optimist)

- Marketing 5.0 - Philip Kotler (Optimist)

Doctoral Level: Theory, Methodology, and Philosophy At the doctoral stage, since the focus is on "producing knowledge," philosophical and methodological works come to the fore.

Scientific Research Methods and Philosophy

- Scientific Research Method - Niyazi Karasar (Nobel)
- Qualitative Research Methods - Ali Yıldırım & Hasan Şimşek (Seçkin)
- Research Methods in Social Sciences - Remzi Altunışık
- Philosophy of Science - Cemal Yıldırım (Remzi)
- The Logic of Scientific Discovery - Karl Popper (YKY)
- The Structure of Scientific Revolutions - Thomas Kuhn (Kırmızı)
- Against Method - Paul Feyerabend (Ayrıntı)
- Econometrics - Damodar Gujarati (Literatür)
- Panel Data Econometrics - Ferda Yerdelen Tatoğlu
- Multivariate Statistical Methods - Kalaycı

Advanced Organizational Theories

- Organization Theories - Ramazan Erdem (Nobel)
- Organization Theories - Melek Tüz (Aktüel)
- Classification and Organization Theory - Compilation of Various Articles
- Current Issues in Organizational Behavior - (Academic Compilation)
- Critical Management Studies - (Various Translations)

Advanced Economics and Finance Theory

- Microeconomics Theory - Zeynel Dinler (Ekin)
- Macroeconomics Theory - Erdal Ünsal (İmaj)
- Game Theory - (Academic Approaches)
- Finance Theory - (Advanced Level Compilations)
- Behavioral Economics - (Literatür Yayınları)

Recommended Movie List

Finance, Stock Market, and Investment Market psychology, speculations, ethical crises, and the nature of money.

- **The Big Short:** The best movie explaining the 2008 crisis and the importance of reading market data.
- **Wall Street (1987):** The dark side of the financial world with the motto "Greed is good".
- **The Wolf of Wall Street:** Sales techniques and the consequences of extreme greed.
- **Margin Call:** A great lesson in crisis management depicting the collapse hours of an investment bank.
- **Inside Job:** A cult documentary uncovering the corruption behind the 2008 crisis.
- **Boiler Room:** On aggressive sales and stockbroking.
- **Becoming Warren Buffett:** A must to understand the philosophy of value investing.

- **Too Big to Fail:** Shows how the economic system is interconnected.
- **Trading Places:** A fun classic on the commodities exchange and market manipulation.
- **Money Monster:** Financial broadcasting and the public's perception of the stock market. (List continues up to 80 movies; Rogue Trader, Arbitrage, Enron: The Smartest Guys in the Room.)

Entrepreneurship and Innovation The struggles of building an empire from an idea and strategic moves.

- **The Social Network:** The founding of Facebook, partnership conflicts, and vision.
- **The Founder:** McDonald's growth strategy and "real estate"-focused business model.
- **Steve Jobs (2015):** Management and perfectionism behind product launches.
- **Joy:** A female entrepreneur's struggle in product development and patent processes.
- **Pirates of Silicon Valley:** The birth of Apple and Microsoft, the debate of copying vs. innovation.
- **The Aviator:** Howard Hughes' risk management and grand vision.
- **Burnt:** Operations management and perfectionism in the kitchen.
- **Start-up.com:** The rise and tragic collapse of the dot-com bubble.
- **The Internship:** Internal culture and teamwork in tech giants.
- **Tucker: The Man and His Dream:** An innovative automobile venture against major monopolies.

Marketing, Brand, and Consumer Culture Mind management, perception design, and the advertising world.

- **The Joneses:** A striking fiction on "undercover marketing".
- **Thank You for Smoking:** The art of lobbying and public relations (PR).
- **Art & Copy:** The story of the most iconic campaigns in advertising history.
- **The Greatest Movie Ever Sold:** A parody of the world of brand placement and sponsorship.
- **Syrup:** An entertaining look at brand value and product positioning.
- **Crazy People:** An honest advertising experiment.
- **What Women Want:** Target audience analysis and empathizing.
- **99 Francs:** A critical and surrealist analysis of the French advertising world.
- **The Century of the Self:** A wonderful 4-part documentary explaining how consumer society was built.
- **Generation P:** The birth of capitalism and advertising in Russia.

Social Entrepreneurship and Sustainability Social benefit and environmental awareness beyond profit.

- **The True Cost:** The environmental and human cost of Fast Fashion.
- **Bhopal: A Prayer for Rain:** Corporate irresponsibility resulting in disaster.
- **Erin Brockovich:** Environmental sustainability and the legal battle against corporate giants.
- **Dark Waters:** Business ethics and chemical waste through the DuPont scandal.
- **The Boy Who Harnessed the Wind:** Innovation and social benefit with limited resources.

- **Beyond the Brink:** A sustainability lesson on water resources and the future economy of scarcity.
- **Common Ground:** Regenerative agriculture and sustainable business models.
- **A Plastic Ocean:** Plastic waste management and the need for a circular economy.
- **Sustainable:** Local food systems and sustainable business management.
- **To Catch a Dollar:** Muhammad Yunus and the birth of the micro-credit system.

Business Management, Corporate Culture, and Organizational Behavior Office hierarchy, motivation, and management styles.

- **Office Space:** A cult movie on corporate inefficiency and employee demotivation.
- **Up in the Air:** Corporate downsizing, the ethics of layoffs, and professionalism.
- **Moneyball:** The use of statistics and data science in management.
- **The Intern:** Intergenerational management and experience transfer.
- **Glengarry Glen Ross:** Sales pressure, unethical competition, and motivational speeches.
- **Horrible Bosses:** Management mistakes and toxic leadership.
- **The Devil Wears Prada:** Leadership, mobbing, and industry standards.
- **Chef:** A leader transitioning from corporate structure to boutique business (Street Food).
- **Gung Ho:** Cross-cultural management (Japanese-US business differences).
- **Enron: The Smartest Guys in the Room:** The biggest corporate corruption in history.

Space Economy, the Future, and Artificial Intelligence The business world of tomorrow and technological transformation.

- **Ex Machina:** AI ethics and R&D processes.
- **Her:** Digital services and future customer relations.
- **Hidden Figures:** Data management, diversity, and inclusion (D&I) at NASA.
- **Gravity / The Martian:** Logistics, risk management, and crisis resolution in space.
- **Blade Runner 2049:** Corporate giants of the future and ethical boundaries.
- **Minority Report:** Predictive analytics and personalized marketing vision.
- **The Great Hack:** The marketing dimension of data mining and social engineering.
- **Coded Bias:** Bias in AI algorithms and business ethics.
- **Apollo 13:** Project management with the motto "Failure is not an option".
- **Moon:** Mining and space business operations of the future.

Recommended Documentaries and Case Studies

Brand Creation and Luxury Management Strategies that turn an object into an object of desire.

- **The Men Who Made Us Spend:** A massive 3-part documentary explaining how the marketing world accustomed us to consumption.
- **Dior and I:** Crisis management during a luxury brand's creative director change and the process of preserving brand heritage.
- **Valentino: The Last Emperor:** Branding and corporate takeover processes in the fashion world.

- **Abstract: The Art of Design (Netflix):** Every episode is a lesson in design and brand language (Especially the Tinker Hatfield - Nike episode).
- **McQueen:** The tragic and instructive story of how a name turned into a global brand identity.
- **Manolo: The Boy Who Made Shoes for Lizards:** Niche branding in shoe design.

Marketing in Space and the Economy of the Future New marketplaces beyond the borders of Earth.

- **Space Is Open for Business (Documentary):** The commercial future of space tourism and mining.
- **A Brief History of the Future:** Future marketing and sustainable technology vision.
- **The Expanse (Series/Movie-like episodes):** Asteroid belt mining, logistics, and interplanetary corporate politics (e.g., Mao-Kwikowski Mercantile).
- **For All Mankind:** How the space race triggered technological innovation and competitive strategies.
- **Europa Report:** Risk management in space projects and the cost of investing in the unknown.

Entrepreneurship and Social Entrepreneurship: Deep Dive The fine line between profit and social benefit.

- **The Men Who Built America (Documentary Series):** Vanderbilt, Rockefeller, Carnegie, Ford, and Morgan. How the American economy was built.
- **Living on One Dollar:** Survival strategies in microfinance and the economics of poverty.
- **The Volunteers:** Field operations and resource management of social enterprises.
- **Something Ventured:** The birth of the Venture Capital world and how giants like Intel, Apple, and Cisco were funded.
- **Silicon Cowboys:** The incredible entrepreneurial battle Compaq fought against IBM.

Business and Crisis Management Case Studies Real scenarios for learning from mistakes.

- **Downfall: The Case Against Boeing:** An analysis of how an engineering giant ruined its brand reputation due to greed for profit.
- **Skandal! (The Wirecard Scandal):** The massive collapse of the German financial giant and lack of oversight.
- **Eat the Rich: The GameStop Saga:** How the stock market was manipulated via Reddit and new generation investor behavior.
- **Pepsi, Where's My Jet?:** One of the biggest legal and strategic mistakes in marketing history (Loyalty program crisis).
- **Bad Vegans:** A bizarre case of how a business owner's personal weaknesses can destroy a brand.

CASE STUDIES

- **Explained (Netflix):** (Cryptocurrency, Stock Market, Food Economy episodes).
- **The Profit (Series):** Marcus Lemonis' strategies for saving small businesses.
- **Shark Tank:** Entrepreneur pitch and investor persuasion lessons.
- **Mega-Factories:** Operations management and production line optimization.

Recommended Visionary TEDx Talks 1

Strategy, Leadership, and Organizational Culture Talks that determine the "soul" and "direction" of companies.

- **Linda Hill – How to Manage for Collective Creativity:** Explains how innovation is born from a collective process, not a single genius.
- **Margaret Heffernan – Dare to Disagree:** Proves how conflict (constructive debate) makes an organization smarter.
- **Dan Copley – What Physics Taught Me About Marketing:** Surprising similarities between the laws of physics (Newton, Thermodynamics) and marketing strategies from a Google executive.
- **Agah Uğur – Change and Leadership (TEDxIstanbul):** The former CEO of Borusan shares his personal experiences with the digital and cultural transformation of a traditional structure.
- **Roselinde Torres – What It Takes to Be a Great Leader:** Explains why traditional leadership programs fail and the 3 key questions for a 21st-century leader.
- **Jim Hemerling – 5 Ways to Lead in an Era of Constant Change:** A strategy guide on how to put employees at the center during transformation processes.
- **İzzet Pinto – Creating a Global Brand (TEDxReset):** Entry strategies into seemingly "impossible" markets from the man who markets Turkish TV series to the world.

Finance, Economy, and the Stock Market World The mathematics of money markets and human psychology.

- **Nassim Taleb – How to Live in a World We Don't Understand:** (A rare talk) Explains why risk management cannot be done with mathematical models in a world with Black Swans.
- **Robert Shiller – The Evolution of Finance:** A historical perspective from a Nobel laureate economist on how finance can be an "instrument of good" for society.
- **Aswath Damodaran – The Value of Value:** The biggest mistakes made when determining a company's true value, from the professor nicknamed the "Dean of Valuation".
- **Dan Ariely – How We Misinterpret the World Around Us:** The foundations of behavioral finance; why can't we make rational decisions?
- **Mert Yılmaz – Being an Investor in Türkiye (TEDx):** A local perspective on the dynamics of Turkish markets and stock market psychology.
- **Sheryl Sandberg – Why We Have Too Few Women Leaders:** The impact of diversity in corporate finance and management levels on economic outputs.

Marketing, Digital Transformation, and the Future (Space & AI) Human behavior changing with technology and new marketplaces.

- **Seth Godin – This is Broken:** Shows how design and marketing mistakes are actually entrepreneurial opportunities.
- **Kevin Kelly – How AI Can Bring on a Second Industrial Revolution:** A visionary talk explaining how AI will penetrate every business like "electricity".
- **Burt Rutan – Entrepreneurs are the Future of Space:** A historic talk on how the space economy will rise not just in the hands of governments, but entrepreneurs.

- **Malcolm Gladwell – Choice, Happiness and Spaghetti Sauce:** Explains that there is no "single ideal product" in market research, highlighting the power of segmentation.
- **Jared Diamond – Why Societies Collapse:** A sustainability lesson for business professionals; resource management and environmental adaptation.
- **Serdar Kuzuloğlu – New World Order (TEDxIstanbul):** One of the most comprehensive Turkish presentations on how technology fundamentally changes our social and commercial lives.

Entrepreneurship, Social Entrepreneurship, and Sustainability The intersection of profit motive and social benefit.

- **Muhammad Yunus – Social Business:** A new business model focused on "solving social problems" instead of profit maximization.
- **Jessica Jackley – Poverty, Money and Love:** The transformative power of micro-credit on entrepreneurship from the founder of Kiva.org.
- **Ellen MacArthur – The Surprising Thing I Learned Sailing Around the World:** The talk that introduced the concept of the Circular Economy to the world.
- **Yossi Ghinsberg – The Power of Survival:** A motivational case for entrepreneurs on surviving extreme situations and crisis management.
- **Dilek Bil – Sustainable Development (TEDx):** On why corporate sustainability in Türkiye should be a business model, not just reporting.
- **Jason Fried – Why Work Doesn't Happen at Work:** Efficiency illusions in office management and the design of modern workspaces.

Data Science, Statistics, and Decision Making The strategic power behind numbers.

- **Hans Rosling – The Best Stats You've Ever Seen:** Shows how data is not boring, but can be a fascinating storyteller.
- **Cathy O'Neil – The Era of Blind Faith in Big Data Must End:** A stern warning on biases in algorithms and data ethics.
- **Kenneth Cukier – Big Data is Better Data:** Explains that big data is not just volume, but a "new perspective".
- **Nate Silver – The Signal and the Noise:** Mistakes made in the art of forecasting and reading patterns in data.
- **Sebastian Thrun – Google's Driverless Car:** The revolutionary impact of autonomous systems on logistics and operations management.

Recommended Monthly Magazines and News Channels

Global Authorities (World) These magazines are the flagships that determine global strategies and management theories.

- **Harvard Business Review (HBR):** One of the most prestigious publishers in the business world. Every article is an educational material. It is the best academic-practical bridge in the world, especially in leadership, organizational change, and strategy.
- **MIT Sloan Management Review:** Focuses on the intersection of technology and management. It is more technical than HBR in digital transformation, AI management, and data-driven strategies.

- **The Economist:** Essential for business professionals to understand macroeconomics and geopolitical developments. Analyzes global markets, trade wars, and trends with a sharp tone.
- **Fortune:** Renowned for its "Fortune 500" list, it offers in-depth analyses on the internal structures of large companies, CEO biographies, and corporate culture.
- **Forbes:** Focuses on entrepreneurship, personal finance, and technology. Highly inspiring for young entrepreneurs and wealth management.
- **Fast Company:** The publication most focused on innovation, creativity, and future business models. The number one choice for business professionals interested in design thinking.

Türkiye's Business World Archive (Local) Should be followed to understand Türkiye's economic dynamics and management approach in the local market.

- **Harvard Business Review Türkiye:** Alongside Turkish translations of HBR articles, it presents exclusive interviews and analyses with CEOs of Türkiye's giant conglomerates and local academics.
- **Capital:** One of Türkiye's most established business magazines. A treasure trove for discovering local market shares and sector leaders through research like "Türkiye's Top 500 Companies".
- **Ekonomist:** Capital's weekly sister magazine. Focuses more on investment opportunities, the stock market, real estate, and SME-level company news.
- **Para:** One of the most up-to-date weekly sources in Türkiye for stock market, finance, and SME entrepreneurship news.
- **Marketing Türkiye:** The authority in Türkiye on marketing, advertising, and brand management. Indispensable for understanding the strategies behind creative campaigns.
- **Platin:** Addresses economics and business trends with a "lifestyle" and "modern management" perspective.

Niche and Digital Publications (Special Areas)

- **Wired (World):** Although not a pure business magazine, it should be read to understand how technology will change future business models (Space mining, AI, Blockchain, etc.).
- **Bloomberg Businessweek:** Keeps the pulse of the financial world; highly consumable and famous for its infographics.
- **Digital Age (Türkiye):** A critical magazine for modern business students focusing on Türkiye's digital transformation and technology-based marketing world.

Recommended News Channels

Global Finance and Business Channels The gold standard for understanding the language of the global economy and the vision of decision-makers.

- **Bloomberg TV:** The 24/7 heart of the financial world. Integrated with data terminals, it presents stock market data and macroeconomic developments with the fastest and most technical analyses.
- **CNBC-e (Türkiye) & CNBC International:** A global authority on company balance sheets, CEO interviews, and market analyses.
- **Reuters & Associated Press (AP):** The "raw" form of news. Follow their live streams to reach the purest form of news before it is interpreted.
- **Financial Times (FT):** Video content and in-depth analysis videos, highly valuable especially regarding European markets and global trade law.

Türkiye-Focused Economy Channels To understand the dynamics of the local market, exchange rates, and industrial/trade balances in Türkiye:

- **Bloomberg HT:** The most comprehensive broadcasting platform for the business world in Türkiye.
- **Ekotürk TV:** An economy-focused thematic channel. Programs focusing on exports, logistics, and the real sector serve as case studies for business students.
- **A Para:** An alternative local channel for market tracking and stock market analyses.

Next-Generation Digital News and Newsletter Channels (Newsletter & App) Modern tools that bring the business world to your "pocket":

- **Morning Brew / The Hustle:** Global newsletters delivering business news to your email in a humorous, fast, and fluent tone.
- **Aposto (Türkiye):** One of Türkiye's highest quality digital newsletters. Publications like "Pareto" and "Duende" present the economy with intellectual depth.
- **Business Insider:** Provides "insider" news on technology, entrepreneurship, and the inner workings of companies.
- **CFO Dive / Retail Dive:** Offers specific daily digital news feeds for business sub-branches (Finance, Retail, HR).

Social Media and Messaging Channels (Real-Time Data)

- **Telegram:** Channels like "Foreks Haber", "Mesele Ekonomi", or globally "Wall Street Breakfast" instantly push market-affecting data as notifications.
- **X (Twitter):** Following global data accounts like "The Spectator Index" alongside prominent economists is critical for fast data flow.

Recommended Podcasts and Platforms

Global Podcasts (The Unknowns of Global Giants)

- **How I Built This (Guy Raz - NPR):** The world's most famous entrepreneurship podcast. Guy Raz hosts founders of giant brands (Airbnb to Nike), revealing not just success, but psychological breakdowns and near-bankruptcies.

- **Business Wars (Wondery):** Narrates "wars" between brands (e.g., Nike vs. Adidas) like a gripping audio play, detailing strategic moves and espionage-level competition.
- **The Business of Story (Park Howell):** Dives into the neuromarketing details of how a brand becomes a billion-dollar entity through its "story," not just its logo.

Turkish Podcasts and Platforms (Local Heroes)

- **Taş Kağıt Makas (Ceren Sağlam & Erol Batislam):** Deeply analyzes positioning strategies and cultural codes of brands in Türkiye and the world.
- **Nasıl Olunur? (Nilay Örnek):** Episodes featuring brand creators reveal the "unknown" bureaucratic and cultural challenges of building a brand in Türkiye.
- **Girişimci Notları / Sıfırdan Globale:** Focuses on tech and digital startups, detailing how a software turns into a "brand" and positions itself globally.

YouTube Channels (Case Studies)

- **Slidebean (Startups 101):** Famous for its "Company Forensics" series, documenting why giant brands failed or the chaotic founding processes of companies like Uber and WeWork.
- **Company Man:** Provides concise case studies answering "Why did they fail?" regarding brand logos, names, and withdrawn products.
- **Taner Özdeş Akademi:** Hosts veteran names of the Turkish business world, sharing their breaking points and sales strategies sincerely.

Digital Libraries and Archives

- **Branding Türkiye:** One of the most comprehensive digital mediums in Türkiye for articles on digital branding and local brand stories.
- **Marketing Türkiye & Pazarlama Türkiye:** Shares behind-the-scenes stories of the advertising world and brand campaigns.

Recommended Travel-and-Learn Routes

The Heart of Global Finance: New York, USA

- **Wall Street and NYSE:** The center of financial markets.
- **Federal Reserve Bank of New York:** Shapes global monetary policies.
- **Manhattan Corporate Headquarters:** Observe corporate power dynamics among Fortune 500 skyscrapers.

Europe's Trade and Finance Hub: London, UK

- **The City of London:** The "Square Mile," the world's largest foreign exchange and insurance market.
- **Canary Wharf:** The skyscraper district where modern banking giants rise.
- **LSE Surroundings:** To feel the academic and intellectual depth.

The Temple of Technology and Entrepreneurship: San Francisco and Silicon Valley, USA

- **Sand Hill Road:** Street housing the world's largest venture capital (VC) firms.
- **Googleplex and Apple Park:** The peak of company campus culture and innovation management.
- **Stanford University:** To see academia deeply intertwined with entrepreneurship.

The Intersection of East and West: Hong Kong and Singapore

- **Hong Kong Financial Centre (IFC):** The gateway to Asian markets.
- **Port of Singapore:** A living laboratory of supply chain management.
- **Marina Bay Sands Area:** Luxury consumption marketing and tourism management vision.

The Bureaucracy and Lobbying Center of the EU: Brussels, Belgium

- **European Parliament and Commission:** To understand how regulations, customs union rules, and competition law shape the business world.

Production and Operational Excellence: Frankfurt and Munich, Germany

- **Frankfurt Stock Exchange:** The financial heart of the Eurozone.
- **BMW Welt (Munich) or Volkswagen (Wolfsburg):** See production management, logistics, and quality control via factory tours.

The City of the Future and Technology: Tokyo, Japan

- **Akihabara and Shibuya:** Observe consumer behavior and how trends are born.
- **Toyota Museum:** Understand the roots of "Lean Production" and the "Kaizen" philosophy.

A Must from Türkiye: Istanbul

- **Levent-Maslak Line:** The center of plaza culture and corporate management in Türkiye.
- **Grand Bazaar:** The world's oldest shopping mall and the "ancestral" school of bargaining and cash flow management.
- **Borsa Istanbul (İstinye):** The pulse of local capital markets.

Recommended Digital Channels and Platforms

LinkedIn: Professional Network and Strategy

- **Harvard Business Review (HBR):** Summaries of the most prestigious articles on management and strategy.
- **World Economic Forum (WEF):** Great graphics on global economy, sustainability, and future work trends.

- **Gary Vaynerchuk (GaryVee):** One of the most influential names on marketing and the "hard work" culture in entrepreneurship.
- **Özgür Demirtaş:** Interprets current developments in the economy with accessible graphics.
- **Serdar Kuzuloğlu:** One of the best local curators analyzing the impacts of technology and digital culture.
- **Bloomberg HT:** The most reliable channel for tracking Turkish and global markets instantly.

Instagram: Visual Data and Inspiration

- **@visualcapitalist:** Explains complex economic data through tremendous infographics.
- **@morningbrew:** Global account presenting business news humorously.
- **@pazarlamaturkiye:** The most up-to-date platform for ad campaigns and brand news in Türkiye.
- **@startup_borsasi:** Provides info on the entrepreneurship ecosystem, investments, and exit processes.
- **@girisimhaber:** Great local source for new business ideas and entrepreneur interviews.
- **@the_hustle:** Fits interesting business models into short videos.

YouTube (Instead of Facebook): In-Depth Learning

- **FluTV:** Entertaining explanations of the business world and the logic of money.
- **Mesele Ekonomi:** Analyses by experts on the Turkish economy and global markets.
- **Y Combinator:** The channel answering "How is a company founded?".
- **Slidebean:** Great case studies on why giant companies fail or succeed.

Recommended TEDx Talks 2 and Visionary Talks from CEOs and CFOs

Fundamental Concepts and Social Entrepreneurship Philosophy

- **Muhammad Yunus – A World of Three Zeros:** Advocates redesigning business focusing on social benefit, not just profit.
- **Bill Drayton – Everyone a Changemaker:** Explains that social entrepreneurship is a "changemaking" mindset rather than a profession.
- **Jessica Jackley – Poverty, Money and Love:** Shares how viewing poor people as entrepreneurs (via micro-credit) changes the world.

Success Stories from Türkiye and Local Perspectives

- **Bedriye Hülya – Social Entrepreneurship: A Lifestyle (TEDxIstanbul):** On scaling a business centered on women's entrepreneurship and the importance of "celebrating failure".
- **İbrahim Betil – Entrepreneurship in Civil Society (TEDxFormat):** How civil society can be managed with a professional entrepreneurial mindset.
- **Ece Temelkuran – Entrepreneurship for Good (TEDxAnkara):** A philosophical talk on integrating conscience into business models.
- **Kushane – From Waste to Art and Socialization (TEDxReset):** A local case study on turning disadvantaged groups or recycling projects into economic value.

Strategy and Execution (How-To?)

- **Dan Pallotta – The Way We Think About Charity is Dead Wrong:** Argues why "do-good" organizations must grow like giant brands.
- **Navi Radjou – Creative Problem-Solving in the Face of Extreme Limits:** Explains "Jugaad" (innovation with limited resources).
- **Michael Porter – Why Business Can Be Good at Solving Social Problems:** Explains that true change begins when companies solve social problems by creating "Shared Value".

Sustainability and Green Business Management

- **Ray Anderson – The Business Logic of Sustainability:** A legendary talk on how sustainability increases profitability.
- **Ellen MacArthur – The Surprising Thing I Learned...:** The manifesto of the Circular Economy; abandoning the "take-make-dispose" model.
- **Gunter Pauli – The Blue Economy:** Introduces the Blue Economy model, creating zero-waste business models by mimicking natural ecosystems.
- **Sertaç Doğanay – Sustainability? Oh, Come On! (TEDxIstanbul):** A critical take on how the concept of sustainability is hollowed out in Türkiye.

Impact Measurement

- **Dan Pallotta:** Delivers the message, "We must play big to create an impact".
- **Toby Eccles – Invest in Social Change:** Explains Social Impact Bonds and how the private sector's capital can be used to solve complex social problems.

Next-Generation Themes (Future & Technology)

- **Kate Raworth – A Healthy Economy...:** Introduces Doughnut Economics, balancing the social foundation and ecological ceiling.
- **Audrey Choi – How to Make a Profit While Making a Difference:** A financial perspective on how investment funds can change the world.

- **Hakan Alp – Change for Transformation (TEDxIstanbul):** Discusses establishing a sustainable leadership and organizational structure from an HR perspective.

Leadership and Strategy Lessons from Global Giants (World)

- **Bill Gates: The Next Outbreak? We're Not Ready:** A visionary talk on systemic unpreparedness for crises, delivered years before the pandemic.
- **Ray Dalio: How to Build a Company Where the Best Ideas Win:** A masterpiece on "Radical Transparency" and the use of algorithms in decision-making.
- **Sheryl Sandberg: Why We Have Too Few Women Leaders:** A world-shaking talk on the importance of diversity and women's roles in leadership.
- **Reed Hastings: How Netflix Changed Entertainment...:** On business model transformation and technology-driven growth strategies.
- **Tim Cook: Privacy and Tech Ethics:** Presentations serving as lessons for corporate identity management.
- **Rosalind Brewer: Color Brave or Color Blind?:** Inclusion and diversity management in corporate culture.

Vision and Experience from Türkiye's Leaders (Türkiye)

- **Agah Uğur: Change and Leadership:** Explains the modernization process of a traditional conglomerate.
- **Şerif Kaynar: The Leader of the Future:** A "headhunter" perspective on which talents will be valuable in the future.
- **İzzet Pinto: Creating a Global Brand:** The marketing genius of creating a global brand from scratch.
- **Nevzat Aydın: Entrepreneurship and Culture:** On company culture, exit processes, and managing a tech startup in Türkiye.
- **Bedriye Hülya: Celebrating Failure:** The human factor in social entrepreneurship and operations management.
- **Mete Çakmakçı: Technology and Innovation Strategies:** On Türkiye's technological transformation and R&D management.

Functional Leadership (CFO, CMO, CTO Perspective)

- **Rory Sutherland: Life Lessons from an Ad Man:** Proves marketing is a behavioral economic science, not just advertising.
- **Ruth Porat: Economic Sustainability and Growth:** A CFO's perspective on the balance of growth and efficiency in the world's largest tech company.
- **Audrey Choi: How to Make a Profit...:** A CFO-perspective presentation on combining sustainability principles with financial profitability.

Business Principles and the New World Order

- **Jim Hemerling: 5 Ways to Lead in an Era of Constant Change:** On conducting corporate transformation in a "human-centric" way.
- **Martin Reeves: Your Strategy Needs a Strategy:** Explains which strategy model should be chosen in which business environment.

Unforgettable Business Mistakes

Unforgettable Mistakes of Global Giants (Strategic Blindness)

- **Blockbuster (Missing the Opportunity):** Rejected buying Netflix for \$50 million in 2000. Today Netflix is an empire, Blockbuster is a memory.
- **Nokia (Underestimating Software):** Ignored the "ecosystem" war started by iOS and Android, asking "Who would want a touch screen phone?" and lost their market share.
- **Kodak (Defeated by Its Own Invention):** Despite inventing the digital camera, they suppressed it to protect profitable film roll sales, resulting in bankruptcy.
- **Xerox (Commercialization Mistake):** Developed the GUI and mouse but failed to realize their value; Steve Jobs saw it and made Apple a global giant.
- **New Coke (Forgetting Consumer Emotion):** Changed the formula in 1985; rational tests were positive, but emotional attachment was ignored, causing massive protests and a sales collapse.

Business Lessons from Türkiye (Local Dynamics)

- **Getir (Global Expansion Speed):** The technical success of the 10-minute delivery model didn't match economic sustainability, resulting in an "over-scaling" mistake and withdrawal from foreign markets.
- **İhlas Finans (Liquidity and Trust):** Failed to manage cash flow and meet panicking depositors' demands during the early 2000s crisis, sinking the institution.
- **Temsa (Partnership and Financial Structure):** Production halted due to uncertainties during a handover and debt management issues, proving even industrial giants can stop due to one financial error.
- **Aviation Companies of an Era (Onur Air, AtlasGlobal):** Failed to balance the Low-Cost Carrier (LCC) model with aggressive growth and foreign currency-based borrowing.

The "Mosts" for Business Students (In light of 2026 data)

Global "Mosts" (World Stage)

- **Most Valuable Company (Market Cap):** NVIDIA or Apple (AI chips and software ecosystems pushed market cap to the \$3.5\$ - \$4\$ trillion band).
- **Most Effective Management Model:** Haier's "Rendanheyi" Model (Destroying hierarchy by dividing the company into thousands of micro-enterprises).
- **Most Prestigious MBA Program:** Stanford Graduate School of Business (Considered a step ahead of Harvard due to its symbiotic tie with Silicon Valley).

- **Most Read Business Book (21st Century):** "Good to Great" (Jim Collins).
- **Largest Supply Chain Operation:** Amazon (Possesses the world's most advanced logistics and forecasting algorithms).

Türkiye's "Mosts" (Local Market Dynamics)

- **Most Valuable Brand:** Turkish Airlines (THY) (Türkiye's strongest flag carrier globally).
- **Largest Industrial Enterprise:** TÜPRAŞ (Unchanging leader of the ISO list in terms of turnover and added value).
- **Biggest Entrepreneurship Success (Exit):** Peak Games or Getir (Peak's sale to Zynga was a breaking point; Getir exported "q-commerce" to the world).
- **Best Corporate Governance:** Koç Holding (Türkiye's most corporate structure with sustainability reporting and professional management).
- **Fastest Growing Sector:** Defense Industry and FinTech (Baykar, Aselsan alongside iyzico, Papara).

Intersection of "Mosts": Concepts to Follow

- **Biggest Threat:** Greenwashing (Risk of reputation loss for companies using sustainability merely as marketing).
- **Most Important Competency:** Resilience (Ability to keep the company standing during crises).
- **Most Critical Metric:** LTV / CAC Ratio (Customer Lifetime Value / Customer Acquisition Cost; shows true profitability).
- **"Coolest" Business Area:** Space Economy (Space logistics and data management via satellites became highly prestigious after Türkiye's astronaut moves).

PLAYLIST for Business Professionals ☺

Financial Vision and Money Psychology These songs describe cash flow, inflation, and the power of capital.

- **Pink Floyd – Money:** The greatest classic explaining that money is both a power and has a "dark" side.
- **ABBA – Money, Money, Money:** A pop-economy lesson on resource management and equal opportunity.
- **The O'Jays – For the Love of Money:** A cult piece depicting the ambitious face of capitalism.
- **Aloe Blacc – I Need a Dollar:** Emphasizes the vital importance of "cash flow" during an economic collapse.

Entrepreneurship and Ambition for Success

- **Jay-Z – Story of O.J.:** An investment lesson on credit scores, real estate, and growing money.
- **Survivor – Eye of the Tiger:** The anthem of competitive strategy and "survival" instinct.
- **Dolly Parton – 9 to 5:** A classic that ignites the desire to start your own business.
- **Fort Minor – Remember the Name:** Gives the formula for success: "%10 luck, %20 skill...".

Strategy and Decision Making (Like a Case Study)

- **The Gambler – Kenny Rogers:** Explains the most important rule in risk management: knowing what to keep and when to walk away.
- **Frank Sinatra – My Way:** The manifesto of a leader reaching success by staying true to their vision and taking risks.
- **Daft Punk – Harder, Better, Faster, Stronger:** A production philosophy anthem built on operational excellence.

Business Tunes from Türkiye

- **Barış Manço – Halil İbrahim Sofrası:** The most meaningful local piece on "ethical business".
- **Nil Karaibrahimgil – Pırlanta:** A fun perspective on how a personal brand should determine its own value.
- **Sezen Aksu – Para Parra Parra:** An ironic look at the impact of money on human relations.

Playlist Strategy for Business Students

- **Focus (Deep Work):** Instrumental, Lofi, or classical (e.g., Hans Zimmer - Interstellar soundtracks give a resource management vibe).
- **Motivation:** "Success-oriented" artists like Jay-Z or Kanye West.
- **Analysis/Journey:** Podcast-style songs (e.g., Story of O.J.).