**Podcasts to listen to each week:**

<https://www.todayfm.com/>



**(Simply look for the search icon on the right hand side of the home page and type in ‘Behind the Brand’)**

Every second week, the **Today FM** Sunday Business Show give a quick podcast on some of the world’s biggest brands, such as Renault, Footlocker, Apple, Paddy Power, Sky, Twitter, and Ryanair to name a few. These are extremely interesting and provide a real insight to many of the major brands that we are familiar with in the real world as well as discussing many of the key terms we discuss in class.

<https://www.newstalk.com/podcasts/Down_To_Business/>

**Newstalk** also has its own dedicated Business Podcast section where Podcasts about the business world including talks with successful entrepreneurs are updated daily for students to listen to.