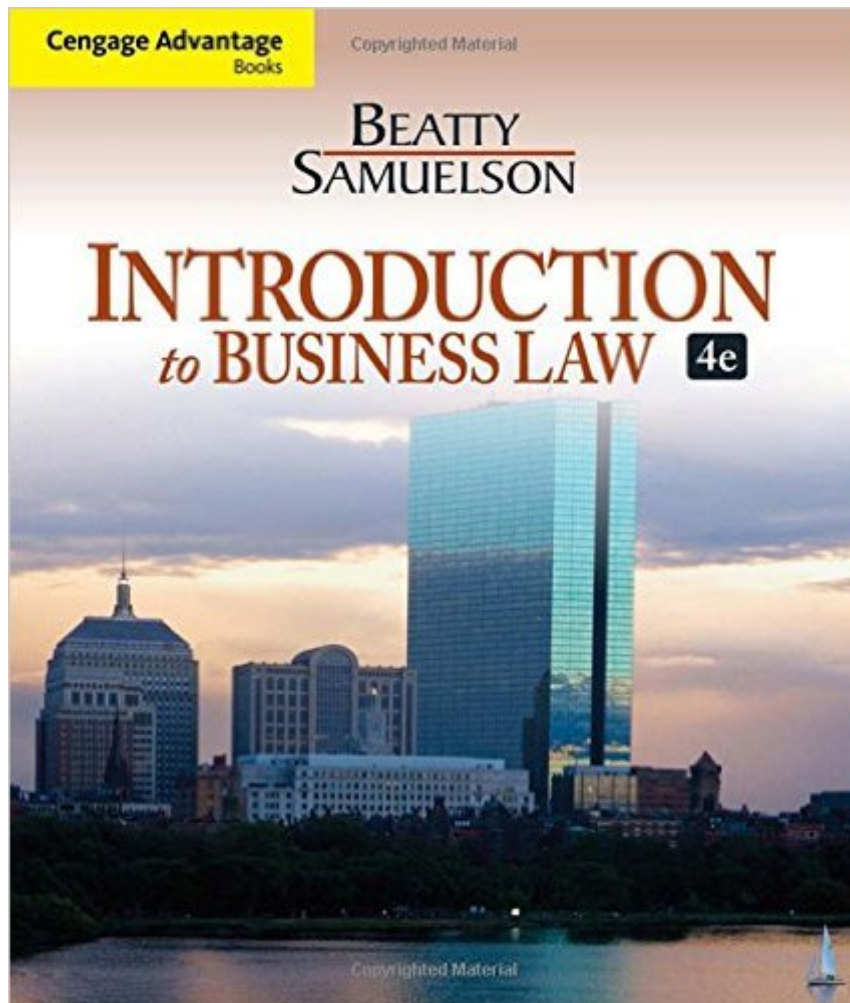


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Introduction To Business Law, 4th Edition



Synopsis

INTRODUCTION TO BUSINESS LAW, 4E presents the full range of business law topics in a series of fast-paced, brief chapters. Developed with business students in mind and filled with intriguing stories, readers will find this textbook both comprehensive and easy to understand. Plus, it highlights the material's business applications, so readers can see how they'll apply the material in their careers. And, with its built-in study guides, INTRODUCTION TO BUSINESS LAW, 4E helps readers check their progress as they master the content.

Book Information

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Customer Reviews

This text is well written and easy to understand. The interactive case examples given in the text were very helpful for me to understand and put into immediate practice critical reasoning skills of the terms as well as the variuos processes. Because of my very busy schedule, I found the way the text is laid out to be user friendly. By that I mean section headings are clear, concise write ups, bold definitions or explanations, and side-bar terms for quick reference. The diagrams are also helpful to be able to follow the their explanations visually. For example: which court can do what, which branches of government are over what and what laws do they oversee and effect. The interactive student website for the text is helpful and user friendly for testing your understanding and retention.

Honestly it has great incite on business, and law. It doesn't tell you exactly what laws do what and mean, but it puts it in terms you can understand. Which later you can branch out to more sophisticated books.

I have never reviewed a school required book before, since they are usually mind numbingly boring. This book was NOT! It was actually a book that I looked forward to reading, and I think I learned more from this book than any other textbook. I know! Weird! If you are interested in some basic knowledge of business law, this is a great resource and probably one I will hang onto.

I'm working in the lending industry and have had to deal with so much litigation in the last five years. It is frustrating! I've learned that the legal system is very broken and far from fair and equitable. The benefit of this book is that it helps the reader understand the process better, because anyone dealing with law learns that the process is far more important than who is right or wrong or who did something by law or not. Being armed with the 'realities' of the legal system is just good common sense for anyone in law or in business! A highly recommended read for everyone! Not overly dry, good examples, and also helps the reader think.

book was easy to read, and had all the information needed to fulfill class requirements, topics were modern and easy to relate to real world examples, also had great case studies with actual relevance.

Introduction to Business Law is very well written and informative, easy to understand and the information is clear. The quizzes at the end of each chapter really are great for retaining the information read.

I like this text because the examples given are from real court transcripts, you can look them up and study them even more in depth if you choose to. The text is clear and concise without being overly burdened with legal jargon of a court document. I would highly recommend this text.

Cengage books are very poor quality. Avoid these books if you plan to sell them after your course. The pages are thin and they tear easily. This is my second Cengage book and last.

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