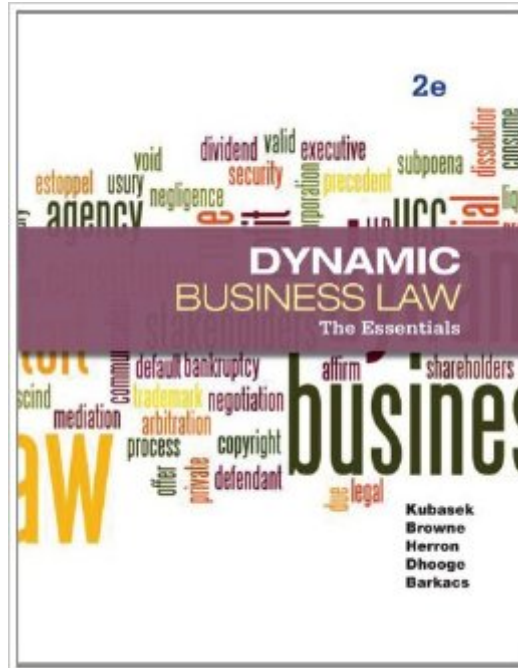


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Dynamic Business Law: The Essentials



Synopsis

Dynamic Business Law: The Essentials is appropriate for the one-semester Business Law course. It contains the basics of business law but does not get bogged down in the kind of details that are more appropriate in an upper-level law class. The text provides an examination of the basic questions, concepts, and legal rules of business law. Emphasis on the BUSINESS in business law. Dynamic Business Law: The Essentials emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Faculty need to know how this is integrated as they are constantly “defending” the inclusion of this course in the business curriculum. And students need to understand how the concepts tie to their future business careers. Emphasis on TEACHING. Many professors teaching this course are attorneys first and academics second. They do not have a lot of time to prepare or think about how to apply this information effectively for their business students. Dynamic Business Law: The Essentials contains a helpful instructor’s manual, particularly for the many adjuncts teaching this course. Emphasis on CRITICAL THINKING. Neil Browne, one of the co-authors of this text, has written a successful text on critical thinking. His framework is included in Dynamic Business Law: The Essentials as well “to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to tie in this component even further.

Book Information

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Customer Reviews

This book is organized very well and I like how information is easy to find, read, and understand. I got this book for a class that I am taking and this textbook is better than some that I have come

across.

For me, studying law is boring and tedious, but at least the authors (and I suspect instructional designers) of this book did a great job. There were interesting and concise case studies, good use of colors, great and helpful layout, and I especially appreciated the glossary items put right in the margins, which made reviewing for tests much easier and less time-consuming!

The shipping is so fast that I got my book on the second day that I purchased it. This book's coverage is kind old but I am fine with it. On the first several chapters, the notes are too much, but the notes helps me a lot.

Even though I live in alaska I was pleasantly surprised at how quickly I was able to get this book for my class and after I am done with this class I plan on letting my mother read it since its so well written...

I ordered the book with connect and instead I received one without the connect. I now have to order the connect access separate.

The book came fast, was in good shape, and even came with an online access code (did not use but option is there)

Great for class. Excelent book. Easy look up on terms. Easy to understand and follow. Case stories help material ffor understanding.

This book is an essential read for anyone with a desire to understand business and the principals that govern business management.

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