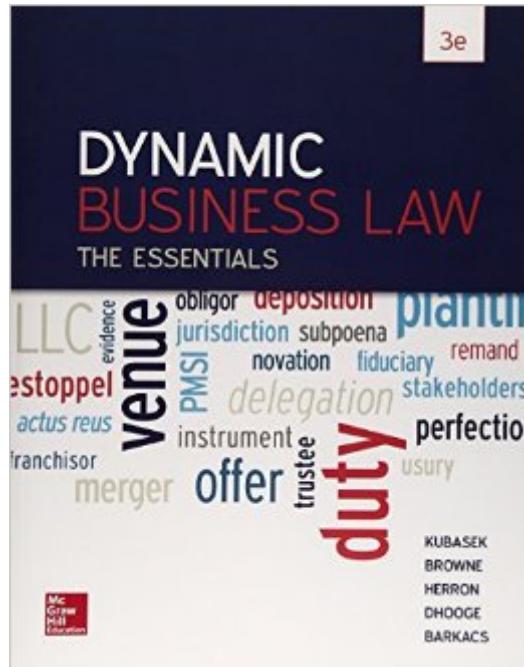


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Dynamic Business Law: The Essentials, 3dr Edition



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 â ^defendingâ ™ 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 instructorâ ™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 â “ 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

Paperback: 656 pages

Publisher: McGraw-Hill Education; 3 edition (January 13, 2015)

Language: English

ISBN-10: 007802384X

ISBN-13: 978-0078023842

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ ¤ See all reviewsÂ ¤ (16 customer reviews)

Best Sellers Rank: #27,301 in Books (See Top 100 in Books) #7 inÂ Books > Textbooks > Business & Finance > Business Law #11 inÂ Books > Law > Business > Franchising #25 inÂ Books > Law > Administrative Law

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