

## Contemporary Business Law Henry Cheeseman

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Professor Cheeseman was director of the Legal Studies in Business Program at the University of Southern California. Professor Cheeseman taught business law, legal environment, and ethics courses in both the Master of Business Administration (MBA) and undergraduate programs of the Marshall School of Business of the University of Southern California.

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Présentation de l'éditeur : "Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues is an engaging text that teaches students about the workings of business law by examining real case studies and examples. The material explores core issues in both national and international business law in depth while remaining brief and concise. The Ninth Edition has been updated with a wealth of new cases from the U.S. Supreme and Federal Courts for students to investigate, as well as new examples of environmental, digital and international business legal cases. An exploration of ethics takes business law education a step further by teaching students how to practice justly. Illustrated with beautiful imagery, Business Law uses tangible examples that students will be able to reference in their future careers to introduce students to this important topic."

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Exceptionally reader-friendly, this full-color introduction to contemporary business law offers full coverage and clear explanations of traditional business law topics AND addresses the legal environment in which business must operate. Over 100 enrichment boxes focus on contemporary, ethical, and international issues, and over 150 contemporary cases provide examples of the application of the law. Coverage includes the legal ramifications of the Internet and technology; contract formation and commercial law; contract performance and international trade; intellectual property rights including the exploding multimedia market and its legal implications; equal opportunity employment including the latest discussion of diversity in the workforce; ethics and social responsibility of business; product liability; and more. For those currently practicing in legal and/or business environments.

For one- or two-semester undergraduate courses in Business Law Take students beyond rote memorization and into true understanding of the concepts and their implications. This motivating, up-to-date text presents business law, ethics, and the legal environment in a way that intrigues students, spurs them to ask questions, and takes them beyond rote memorization as they learn the issues and concepts. With its emphasis on covering online law and e-commerce as key parts of the legal environment—as well as today's social, ethical, and international issues that are important to the study of business law—it's the ideal text for your one- or two-semester undergraduate course in Business Law. This text provides a better teaching and learning experience-for you and your students. Here's how: \*Tailor the material to your specific course with the Custom Database option. \*Draw students into the material with a rich selection of cases. \*Address issues critical to the field of business law today.

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