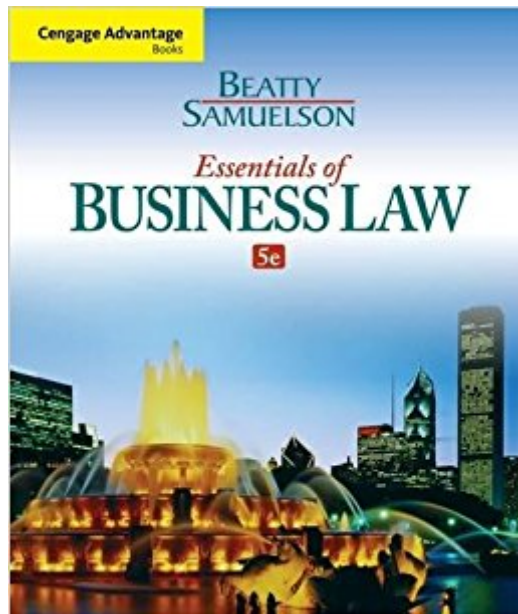




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Cengage Advantage Books: Essentials Of Business Law



Synopsis

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Book Information

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"I love ALL the versions of the Beatty Samuelson textbook for the following reasons: it's funny and engaging; the examples used by authors are very good; students report on my evaluations that they discussed the book with their parents and friends and many students intend to keep the textbook for their own interest after the course is finished. Essentials has a good price as compared to the hardcover while the coverage is more or less the same." "The case summaries which present excerpts and concise summaries of the facts/opinion are a wonderful asset of this text. Additionally, the layout (breaking up large amounts of text with illustrations, cases and other examples) makes this an easier text for students to read. Additionally, the organization of the textbook (in terms of chapters) is conducive to teaching business law." "I adopted this text because of the readability of the textbook. Reading and comprehension is one of the biggest challenges that students face today. Any text that I use has to be one that students can read and understand. Most of the students taking our Business Law I course are Business majors, not pre-law so being able to digest the material is

very important."

Jeffrey F. Beatty, J.D., was an exceptional teacher, having won both the Metcalfe Prize and Cup, Boston University's highest teaching award as well as the Charles Hewitt Award, which is given each year by the Academy of Legal Studies in Business (ALSB) for excellence in teaching. The highest honor for teaching conferred by the ALSB, this award is dedicated to the communication and recognition of creative teaching practices of business law. Prior to his joining the faculty at Boston University, Professor Beatty worked for several years as a legal aid lawyer, concentrating on general civil litigation. He also practiced in a private firm, where he concentrated on general civil litigation, including trials and appeals of tort, contract, employment, and property cases. Professor Beatty wrote television scripts and plays that were performed in Boston, London, and Amsterdam. Susan S. Samuelson, J.D., is a tenured full professor in the School of Management at Boston University, where she has been awarded the Broderick Prize in recognition of outstanding teaching accomplishments. She teaches both law and ethics to undergraduates, graduate students, and executives. Professor Samuelson's research has focused on securities law and the management of lawyers (in both law firms and corporations). Her articles have appeared in the Boston University Law Review, Ohio State Law Journal, the Harvard Journal on Legislation and the Sloan Management Review, among others. She practiced law in the corporate department of the law firm Choate, Hall, and Stewart. She earned both an AB and JD at Harvard University.

I bought this book for college because I had to, not because I wanted to.

I really enjoyed this book. Rather than reading a whole bunch of blah, blah, blah there were lots of real case examples. The cases were interesting and some included well known companies. I would try to "skim" through the material, but I couldn't do it because I would become hooked with the material. Rental was in almost new condition. No highlighting or dog-eared pages. Will definitely rent again!

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Good book to help you understand concepts

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This book is educative and entertaining. Very good book.

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