

# Introduction To Business Law 4th Edition

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*Lowell B. Howard Shailja S Sharma Frank Shaw Dr.G.Mythili John Carvan Dr. S. K. Singh, Dr. Angad Tiwary, Nikhil Gupta Jonathan G. Merritt*

when you start a business legal issues can seem complex even scary business law basics will help you ask smart questions and get the right advice this simple guide will show you everything you need to know about how to choose an attorney contract essentials including patents and copyrights what you need to protect such as processes or intellectual property how to reorganize or restructure your business you ll also learn the basics of partnership and corporate structures license and regulation essentials employment issues legal aspects of buying and selling common pitfalls international business issues and more each of the books in the crash course for entrepreneurs series offers a high level overview of the critical things you need to know and do if you want to survive and thrive in our super competitive world of course there s much more to learn about each topic but what you ll read here will give you the framework for learning the rest also the co authors website [expertbusinessadvice.com](http://expertbusinessadvice.com) offers expanded support for entrepreneurs and is updated daily among them scott l girard jr michael f o keefe marc a price and mark r moon esq have successfully started 20 companies in a wide variety of fields their individual experiences are just as varied scott a combat veteran who has served in iraq and afghanistan was formerly vice president of pinpoint holdings group inc mike founded o keefe motor sports in 2004 and grew it into the largest database of aftermarket automotive components in the world as vice president for marketing of bracedmasters international he grew his company s website viewership by 17 000 in two years marc has launched seven companies of his own and has collaborated with the federal government u s military major nonprofits and some of the largest corporations in america business law basics is also coauthored by mark r moon esq a founding and currently the managing partner of the moon law group p l in tampa bay florida

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marson and ferris business law provides a thorough account of the subject for students on business degrees it introduces students to the essential topics by exploring current and pertinent examples it emphasizes the importance of cases and demonstrates the relevance of the law in a business environment

the book presents the basic concepts of business law in a compiled manner and focuses on the provisions penalties and remedies mentioned under the act the subject matter is presented in such a way that a student with little or no exposure with the subject will understand it well the content matter is especially designed keeping in mind the audience of the book graduate post graduate students and other professional course students the book comprises of no of examples which will help readers to understand the concept easily

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## Introduction

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