

# Cengage Advantage Books Fundamentals Of Business Law Summarized Cases

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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 bracemasters 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 pl in tampa bay florida

this volume has been designed for students who are studying the subject as part of their business studies and is divided into six parts commercial law principles contract law consumer law partnership and bankruptcy law employment and workplace relations law and marketing law

this new edition of business law has been thoroughly updated and expanded to provide a clear and comprehensive treatment of the key aspects of business law

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

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the new twelfth edition of the essentials of business law program is a practical concise and broad based introduction to the vibrant field of business law while continuing to offer all of the features that have made the ten prior editions successful this new edition includes a chapter on the areas of law affected by social media updated content and enhanced support materials both the traditional areas of law such as contracts and property and the emerging areas of law such as e commerce and environmental are covered in short informative chapters written to capture the essence of each topic the objective of the text throughout its coverage is ease ease of use ease of teaching ease of assessment and ease of understanding it has been developed for those seeking a more fundamental overview of the concepts and principles that are vital to the understanding of business law

this book deals with the fundamental branches of business law namely law of contract sale of goods act 1930 negotiable instrument act 1881 indian partnership act 1932 company act 2013 and consumer protection act 2019 the object of this book basics of business law is to set out the basic principles of mercantile law simply and clearly the whole book is in the form of capsule model and unnecessary explanations have been removed new concepts and information have been incorporated wherever found necessary a number of simple examples have been

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essentials of business law is well regarded for its clear yet succinct exposition of core principles and key cases across the essential legal topics relevant to business students this new edition has been significantly updated and deals fully and comprehensively with the consumer rights act 2015

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