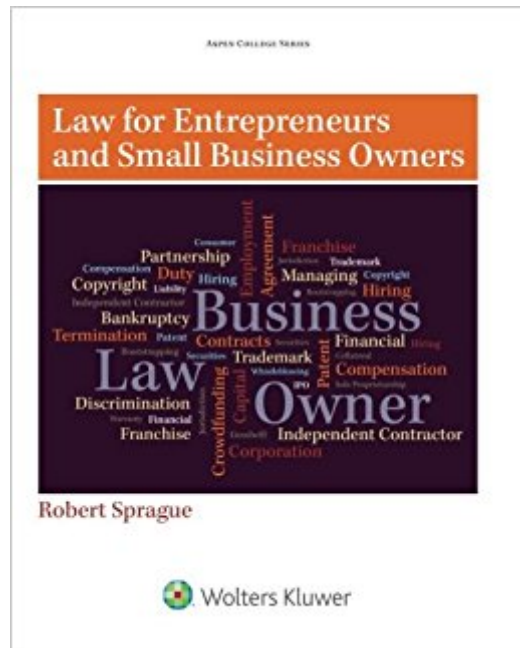


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Synopsis

This business law text focuses on critical legal issues associated with starting and managing a small or entrepreneurial business. In a clear and readable style, Robert Sprague discusses intellectual property; opening, managing, and closing businesses; and hiring and managing employees. Key Features Organized into five parts: First Steps, Intellectual Property, Hiring and Managing Employees, Managing the Business, and Ending the Business. While the organization is linear, starting with initiating operations and then focusing on running the business, the electronic format of the textbook allows Instructors to easily make connections between different parts of the book. Focus throughout on critical thinking. Substantive legal principles are initially presented in a narrative format to provide students with knowledge of the basic material. After the narratives, Critical Thinking Exercises are presented in the form of summarized facts from cases accompanied by one or more questions requiring students to apply the relevant legal principals to the facts presented. The text also includes Featured Cases that summarize significant rules of law and Bottom Line summaries of important topics. Advanced topics are available throughout the book (as hyperlinked materials in the electronic text) for instructors who want to explore some topics in more depth. The author uses clear and readable text, combined with case summaries, to succinctly cover the key topics in a readable and balanced presentation

Book Information

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