

Business Law Today: The Essentials (with Online Research Guide) (Available Titles CengageNOW)

Roger LeRoy Miller, Gaylord A. Jentz



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This text is a briefer paperback version of the widely-adopted Miller/Jentz BUSINESS LAW TODAY: THE STANDARD EDITION. THE ESSENTIALS offers the very same traits that have made that book so successful edition after edition - fundamentally that it provides the legal credibility and authoritativeness of a traditional business law book, while also offering the visual appeal and student friendly features students are used to seeing in books for many of their other courses. Though the text is "fun" for students to read, it does not accomplish this at the expense of important information - it goes into the necessary detail to completely explain law topics. The book truly offers an instructor the best of both worlds - a credible business law source, which students will be motivated to read. Its magic and the cornerstone of its widespread success is in this ability to appeal to both instructors and students without being mutually exclusive. It also offers the most comprehensive teaching and learning support package on the market, with something to fit many different instructional or learning styles - a reflection of West Legal Studies in Business's ongoing commitment to partnership, leadership, and innovation in providing the highest quality materials available for Business Law instructors and students. This text explicitly meets the AACSB curriculum requirements.

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