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Business Law offers comprehensive coverage of the key aspects of business law in a straightforward manner that is easy to understand for non-law students. It describes and considers the full range of legal topics such as Contract, Company and Employment Law, as well as including coverage of emerging areas such as Health and Safety and Environmental Law as they apply to business.

Using an innovative storytelling style to bring cases and legal concepts to life, INTRODUCTION TO BUSINESS LAW, 5E presents a full range of business law topics in a series of brief, quick-reading chapters. The text delivers succinct coverage of core business law topics, emphasizes the business applications of chapter concepts, and includes summarized cases to illustrate the point of law. The fifth edition includes all-new chapters on LLCs and employment discrimination, new Case Questions, and a new emphasis on social media issues throughout. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Written by nationally-known elder law practitioners, Robert B. Fleming and Lisa Nachmias Davis, the Elder Law Answer Book gathers the most current legal, regulatory, and practice guidelines from the core topics of elder law, long-term care, estate planning, retirement planning, healthcare decision making, and rights of the elderly -- and presents this information in a thoroughly integrated, easy-access reference. The all-new Third Edition of Elder Law Answer Book helps you render sound advice and give reliable guidance on: Medicaid and Long-Term Care Planning Estate Planning Probate and Trust Administration Special Needs Trusts Medicare And More! Only Elder Law Answer Book delivers and'How-toand' explanations of the guiding rule or regulation, along with current citations to the relevant cases and statutesand—including the Deficit Reduction Act Expert legal analysis of the special rules and how they typically apply Detailed information about each of the disparate, but frequently related, aspects of elder law practiceand—age discrimination, nursing home rights, Medicaid and other public benefits programs, as well as traditional estate planning and administration Real-world practice examples that help you implement the applicable rules or guidelines in a wide variety of situations Extensive cross-references to related topicsand—for fast and easy research Index and at-a-glance list of questions that help you zero in on the exact information you are looking for

Marketing, 4th Edition was designed with the first-year marketing student in mind and covers key marketing concepts in a style that is easy to follow and understand. This new edition uses a number of regional case studies to illustrate the relevance and importance of marketing topics covered in class. New to this edition is a whole new chapter on Data and Analytics.

In this lively, entertaining, and informative book, Dean K. Fueroghne guides readers through the complex laws governing the creation of advertising, illuminating a heavily regulated arena at the intersection of free enterprise and consumer protection. Is it acceptable to use images of real people, famous or not? Can Nike talk about Adidas in its promotional campaign? When can money be shown? What constitutes puffery, or deceptive truth, or bait-and-switch advertising? What are the specific rules pertaining to professional businesses, political advertising, or the marketing of alcohol or tobacco? What is the difference between copyright and trademark? Fueroghne answers these questions and more as he covers the complex laws relevant to advertising in all its guises. In addition to discussing specific cases, he explains the reasoning behind the court's decisions and how it affects the business of advertising. Students of strategic communication as well as advertising professionals—from agency account executives and copywriters to art directors and freelance designers—will learn to anticipate when proposed advertising may cause legal problems and how to avoid costly mistakes. Advertising lawyers will also appreciate the book as a handy reference that gathers in one place the many disparate laws affecting marketing and promotion in the United States today.

Cases and Materials on Consumer Law (4th ed.) retains its comprehensive coverage and has been completely updated to reflect new developments in the dynamic field of consumer law, including: * Internet marketing, ad substantiation, celebrity and other testimonials * Consumer credit regulation, and the new Consumer Financial Protection Bureau * Consumer privacy, online marketing and tracking * Emerging payment systems - e.g., credit, debit and stored value cards * Remedies -latest U.S. Supreme Court developments on consumer arbitration * Predatory lending ("capstone" chapter), the legal fallout from the subprime mortgage foreclosure crisis This text contains a balance of cases, problems that reflect modern situations, and notes with discussion questions and references to the latest consumer protection scholarship. An updated teacher's manual and a new statutory supplement, entitled Selected Consumer Statutes, are available, also.

The third edition of Legal Considerations for Fire & Emergency Services is a reader-friendly guide to the challenging legal issues that firefighters and emergency service personnel encounter. Written by J. Curtis Varone, a practicing attorney as well as an experienced firefighter, this book explores such key topics as fire department liability, search and seizure, sovereign immunity, overtime laws, collective bargaining, OSHA compliance, workers' compensation, physical abilities testing, medical examinations, drug testing, discrimination, and sexual harassment. It is a perfect textbook for any course on fire service law as well as an indispensable desk reference for day-to-day fire department administration. Features of the new 3rd Edition: □ Updated cases on several topics including residency requirements, employment discrimination, and more □ Expanded treatment of hot topics such as digital imagery, social media, and electronic surveillance □ Meets the latest requirements for FESHE's Legal Aspects of the Fire Service curriculum □ Many new photos and graphics to help connect cases to day-to-day issues in the fire service □ Coverage of recent changes to search and seizure law, use of digital photos and social media by emergency personnel, and fire department liability

Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. Sport Marketing, Fifth Edition With HKPropel Access, presents a modernized, current-day approach to the dynamic industry of sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the legacy that Bernard Mullin, Stephen Hardy, and William Sutton established in the first four editions, a new author team, handpicked by their predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater emphasis on data and analytics to make more informed business decisions In-depth examination of how social media and digital platforms serve as critical communication channels to drive sport marketing strategy and execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and new strategies for the mobile age Discussion of modern ticketing practices and the secondary ticket market, including how leagues partner with secondary ticket providers and the impact on pricing strategies Also new to the fifth edition are related online learning aids, now delivered through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer insights into how they incorporate marketing strategies into their daily work. Discussion questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.