



Introduction to Business Law (Paperback)

By Lucy Jones

Oxford University Press, United Kingdom, 2015. Paperback. Book Condition: New. 3rd Revised edition. 240 x 188 mm. Language: English . Brand New Book. With its engaging and accessible writing style, Introduction to Business Law introduces students to the key legal areas relevant to the world of business and work. Practical examples and insights from professionals are included throughout the text to ensure understanding, while definitions of key terms, diagrams, and case studies support students without a legal background. Covering all the essential topics addressed on business law modules, including a new chapter on intellectual property Law, the text has been reviewed by lecturers and students to ensure the content gives readers the best chance of success in their studies. Online Resources The book is accompanied by a comprehensive Online Resource Centre offering a range of resources to support teaching and learning. Student Resources * Striking the right balance Lucy Jones describes how to get the most out of your textbook * Suggested answers to end-of-chapter questions * Exam tips and advice * Flashcard glossary of key terms * Multiple choice questions with instant feedback * Chapter summary notes Lecturer Resources * Additional assignment questions * Group exercises * PowerPoint slides...



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