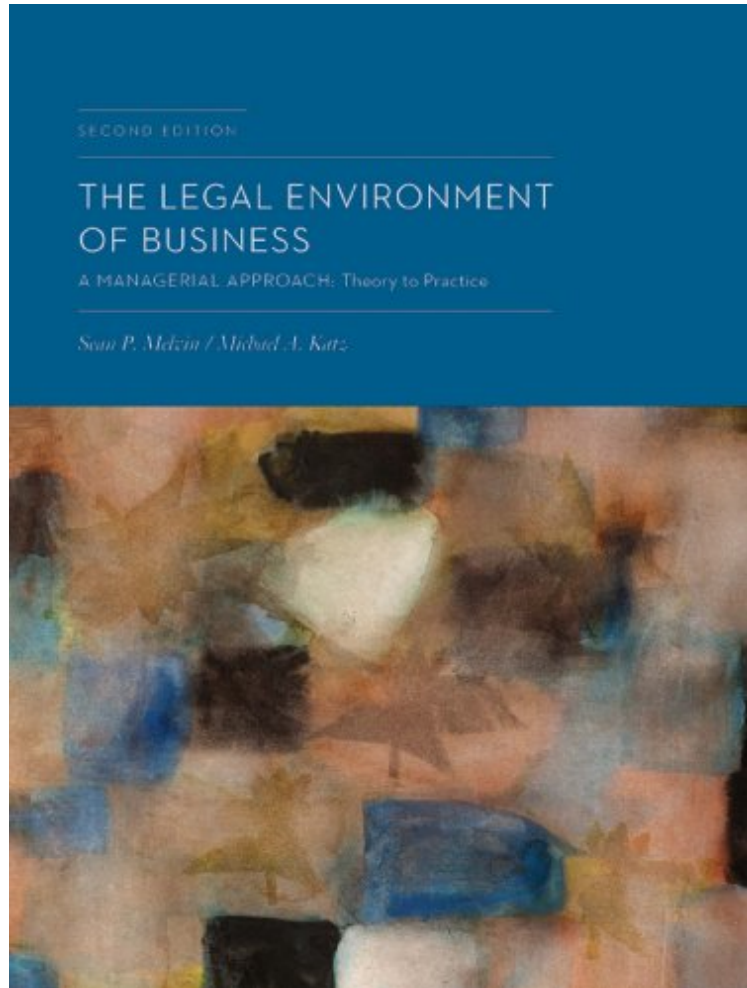


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This textbook emphasizes bridging the gap between understanding legal doctrines that impact the business environment and how business owners and managers use legal insight to limit liability and manage risk. Its distinct

approach focuses on using teaching features, simulations, case studies, examples, and case law that is accessible and engaging because it is specifically tailored for business students.

About the Author Sean P. Melvin is an associate professor of business law at Elizabethtown College (Pennsylvania), where he served as department chair for eight years, won the Delta Mu Delta Outstanding Teacher of the Year award, and received several Faculty Merit awards for teaching and scholarship. Prior to his appointment at Elizabethtown, he was an assistant professor of business at a large state university where he taught in both the undergraduate and MBA programs. Before his academic career, Professor Melvin was a corporate lawyer in a large Philadelphia-based law firm and went on to become vice president and general counsel at a publicly traded technology company. Professor Melvin is the author or co-author of eight books (including five textbooks), has contributed scholarly and professional articles and case studies to over two dozen publications, and is a member of the Academy of Legal Studies in Business (ALSB). His article "Case Study of a Coffee War" was selected as Best International Case Study at the 86th annual ALSB conference.