

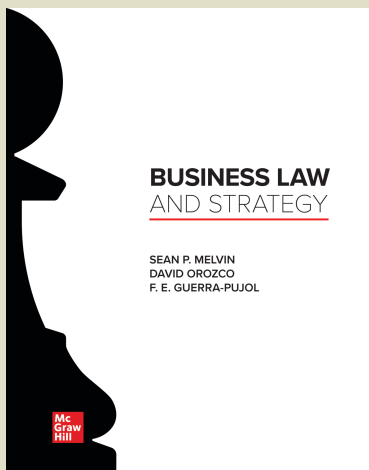


# Business Law and Strategy

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ISBN: 9780078023828 / © 2021



available in



connect®

Melvin's *Business Law and Strategy* employs critical thinking and practical, real-world examples to reinforce to students that every business decision has legal implications, regardless of the industry. Through a strategic framework, *Business Law and Strategy* helps undergraduate business students examine how companies can proactively use the law to craft and execute strategy, and ultimately achieve competitive advantage. A robust technology suite of products supports the text content with online assignments and activities emulating common business situations in which students can actively explore the consequences of various actions and sharpen their strategic thinking skills.

# New Features

**DOCUMENT-BASED REVIEW EXERCISES (DBRE):** After each unit, instructors may assign a multistep Document-Based Review Exercise (DBRE) designed to help students connect the various topics covered in a single unit. DBREs challenge students to analyze significant evidence such as legal documents, periodicals, data, and photos or editorial cartoons that are related to strategic legal dilemmas. These exercises encourage students to think critically and strategically and connect several concepts and sources when they prepare their answers. The DBREs are a part of Connect, McGraw-Hill's digital platform for assignment and assessment. DBREs include both auto-graded questions and questions that require manual grading. The DBREs' multipart format permits instructors to customize which portions of the DBREs they would like to assign.

**NEW! APPLICATION-BASED ACTIVITIES:** Application-Based Activities provide students valuable practice using problem solving skills by applying their knowledge to realistic scenarios. Students' progress from understanding basic concepts to using their knowledge to analyze complex scenarios and solve problems. Application-based activities are organized by topic and assignable and gradable through Connect.

**NEW! SMARTBOOK 2.0:** Available within Connect, SmartBook 2.0 is an adaptive learning solution that provides personalized learning to individual student needs, continually adapting to pinpoint knowledge gaps and focus learning on concepts requiring additional study. SmartBook 2.0 fosters more productive learning, taking the guesswork out of what to study, and helps students better prepare for class. With the ReadAnywhere mobile app, students can now read and complete SmartBook 2.0 assignments both online and off-line. For instructors, SmartBook 2.0 provides more granular control over assignments with content selection now available at the concept level. SmartBook 2.0 also includes advanced reporting features that enable instructors to track student progress with actionable insights that guide teaching strategies and advanced instruction, for a more dynamic class experience.

**LAW, ETHICS, AND SOCIETY:** Located in appropriate places throughout the text, the Law, Ethics, and Society feature ties together current issues of law and ethics and presents them in a societal context. For example, this feature integrates with the material in the "Torts and Product Liability" chapter to consider the use of product liability statutes by families of the Sandy Hook massacre to sue manufacturers of AK-47s. In some chapters, the feature ends with a set of questions for assignment or discussion. The use of this feature will also help instructors satisfy accreditation standards.

**CAREFULLY SELECTED CASE LAW:** The touchstones of every business law textbook are the cases. The authors use a careful selection process to include cases chosen for relevance, ease of understanding, clarity, and general appeal to students. The case law is a blend between landmark cases (e.g., *Palsgraf v. Long Island Railroad*) and cutting-edge cases featuring brands that connect with today's learners (e.g., Facebook and Uber).

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