

Dear Students,

If you are reading this introduction, you are either interested in or forced to learn about the legal environment of business practice. It is our hope that this text makes your learning path easier to navigate. This text is for you. We welcome your comments and feedback in hopes of making this a stronger learning tool. Before beginning, you may want to know a bit more about the background and purpose of this text.

This text began with the objective of providing learning material to individuals who otherwise lack the means or resources to purchase more expensive text or video resources. Specifically, the purpose of this text was to ease the financial burden on college students taking business law courses. While maintaining this mission, the project quickly expanded into a comprehensive approach to teaching general business-law topics that lays the groundwork for a new model for higher education. Specifically, the text employs numerous pedagogical techniques to effectively transmit information to the lector. The methods of communication include text, video lectures, defined vocabulary, situational examples, discussion questions, practice questions with video explanation, appellate case references (briefs and recommended full-text cases), and content outlines. The text flips the traditional classroom teaching model by introducing the material in a fashion that reinforces the underlying learning objectives in multiple ways.

This project has grown far beyond the ability of a single individual to maintain. It now includes (or will soon include) the contributions of many talented educators and legal professionals. It is their generosity and creativity that makes this project possible. We will work to provide you with the most comprehensive and diverse legal text available for your introduction to business law.

While this text has become a stand-alone learning resource, it is most effective when used in conjunction with classroom discussion and lecture. Classroom lecturers can spend time elaborating on legal concepts, introducing current events that implicate legal principles, and digging deeper into the philosophy and beliefs that underpin the legal system. We hope that you use this material to better your understanding of the law and business.

Best wishes,

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