

(Mobile book) Electronic Commerce (Casebook Series)

## Electronic Commerce (Casebook Series)

*Ronald J. Mann, Jane K. Winn*

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**Ronald J. Mann, Jane K. Winn : Electronic Commerce (Casebook Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Electronic Commerce (Casebook Series):

Electronic Commerce, Third Edition, takes a practical, practice-oriented approach to the study of e-commerce. Author Ronald Mann, well-known commercial law scholar who recently served as Reporter for revisions to UCC Articles 3, 4, and 4A, de-mystifies the technology surrounding e-commerce with clear language and a problem-based pedagogy. The text is structured around the hypothetical representation of a technology company, giving students a preview of how principles and strategies work in the real world. Among the features that make this text so accessible and illuminating:

- clear and concise reading assignments, that use nontechnical language whenever possible
- explanations about need-to-know technology that are clear and easily understood
- exercises that illustrate current issues in e-commerce practice
- coverage of important commercial law topics, such as click-through contracts, cybersquatting, web site development, software licensing, and electronic payments
- dozens of discrete assignments that allow for concentration on specific areas of interest
- extensive Teachers Manual that provides answers to assignments in the book and a companion web site ([www.mann-ecommerce.com](http://www.mann-ecommerce.com)) that complements and enriches printed materials

The Third Edition has been thoroughly updated and reorganized to focus on current issues. New materials include:

- the latest on spyware and a new assignment on potential liability for internet-based intermediaries (including edited versions of the Perfect 10 cases)

/li li bin-depth analysis/b of important landmark cases such as the Supreme Court opinion in Grokster and the Ninth Circuit en banc opinion in iYahoo! v. UJF /i /li li numerous new opinions in a variety of areas, including bcybergriping/b (i Lamparello v. Falwell/i), bCAN-SPAM/b (iOmega World Travel v. Mummagraphics/i), bCDA/b (iFHC v. Roommates.com/i), and bclickwrap/b (iWachter/i) /li li bupdated problem sets/b that reflect advances in technology and practice /li /ul p If you are looking for a text that explains the nuances of e-commerce in lucid, practical terms, while presenting electronic transactions squarely in the context of modern commercial law, be sure to examine the new edition of Electronic Commerce. /p p /p p /p p /p p /p