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Answers to all

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that were an uneasy blend of fact and fiction and which purported to show viewers how events had "really" happened. At newspapers and magazines, celebrity was replacing news, newsroom budgets were being slashed, and editors were pushing journalists

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for more "edge" and  
"attitude" in place of  
reporting. And, on

the radio, powerful  
talk personalities led  
their listeners from  
sensation to

sensation, from fact  
to fantasy, while  
deriding traditional  
journalism. Fact was  
blending with fiction,  
news with  
entertainment,

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journalism with  
rumor. Calling  
themselves the  
Committee of  
Concerned  
Journalists, the  
twenty-five  
determined to find  
how the news had  
found itself in this  
state. Drawn from the  
committee's years of  
intensive research,  
dozens of surveys of

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readers, listeners,  
viewers, editors, and  
journalists, and more

than one hundred  
intensive interviews  
with journalists and  
editors, The Elements  
of Journalism is the  
first book ever to  
spell out — both for  
those who create and  
those who consume  
the news — the  
principles and

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responsibilities of  
journalism. Written

by Bill Kovach and

Tom Rosenstiel, two  
of the nation's

preeminent press

critics, this is one of

the most provocative

books about the role

of information in

society in more than

a generation and one

of the most

important ever



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written about news.

By offering in turn

each of the principles

that should govern

reporting, Kovach

and Rosenstiel show

how some of the

most common

conceptions about

the press, such as

neutrality, fairness,

and balance, are

actually modern

misconceptions. They

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also spell out how the news should be gathered, written, and reported even as they demonstrate why the First Amendment is on the brink of becoming a commercial right rather than something any American citizen can enjoy. The Elements of Journalism is

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already igniting a national dialogue on issues vital to us all.

This book will be the starting point for discussions by journalists and members of the public about the nature of journalism and the access that we all enjoy to information for years to come.

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This is a 22-chapter, abbreviated version of Business Law Today: Text, Summarized Cases, Legal, Ethical, Regulatory, and International Environment, 4e. This version, however, uses hypothetical examples instead of cases to illustrate legal issues as they

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apply to business.

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Many features focus  
on the global,

political, ethical,  
social,

environmental, and

cultural context of

business law. The

Guide to Personal

Law, included as an

appendix, covers

practical aspects of

law such as family

law, jury duty,

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housing law, and other topics. Two new pedagogical features emphasize technology and the Internet. Key content changes include the integration of material on lease contracts and Article 2A throughout all sales chapters, as well as the revision of negotiable

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instruments material  
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to reflect law based  
on Revised Articles 3  
and 4.

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Cases

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readers like you



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have commented that this is the most interesting introduction to law they've ever read. Beatty/Samuelson/Abril's ESSENTIALS OF BUSINESS LAW, 7E is packed with current examples and real

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illustrate how  
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practice. This

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edition also

emphasizes

today's digital

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research to

explain why

people make

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the reasoning

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apply them.

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analyze and

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issues in the

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chapters, the text includes many learning features, including full cases and excerpts from 2010 and 2011 decisions, exam preparation tools, hypothetical situations and exercises, ethical

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of contemporary  
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critical thinking  
skills as well as  
think through  
ethical dilemmas  
before they  
confront them in  
the workplace. The  
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how traditional law  
has been applied to  
issues involving the  
Internet and how  
the laws of other

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in a way that will encourage them to ask questions and go beyond basic memorization.

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framework for making ethical business decisions that students can use on a regular basis. Following each case there are questions designed to train students to apply this approach. Then repeatedly throughout the chapters, questions

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about business ethics are raised in

the text. This

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designed to help

improve the

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process. Emphasis

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question/issue.

Critical thinking

questions are also

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Law emphasises the

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back to the core  
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curriculum. This

will help both

students and

faculty. Students

need to understand

how the concepts

they learn in this

course tie into their

business careers.

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easily show that the



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need to know how  
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on TEACHING.

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Many professors  
teaching this course  
are attorneys first  
and academics

second. They do not  
have a lot of time to  
prepare or think

about how to apply  
this information  
effectively for their

business students.

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Law contains a helpful instructor's manual, particularly for the many adjuncts teaching this course.

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THINKING. Neil

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critical thinking. His framework is included in Dynamic Business Law as well - to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to

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contains a variety of  
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choice, and essay  
questions - as well  
as “ scenario-  
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which are  
application-based,  
and use a situation

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court familiarize  
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