

Electronic Commerce



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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 : lucid 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 Teacher' s Manual that provides answers to assignments in the book and a companion web site (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) in-depth analysis of important landmark cases such as the Supreme Court opinion in Grokster and the Ninth Circuit en banc opinion in Yahoo! v. UEJF numerous new opinions in a variety of areas, including cybergripping (Lamparello v. Falwell), CAN-SPAM (Omega World Travel v. Mummagraphics), CDA (FHC v. Roommates.com), and clickwrap (Wachter) updated problem sets that reflect advances in technology and practice 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.

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