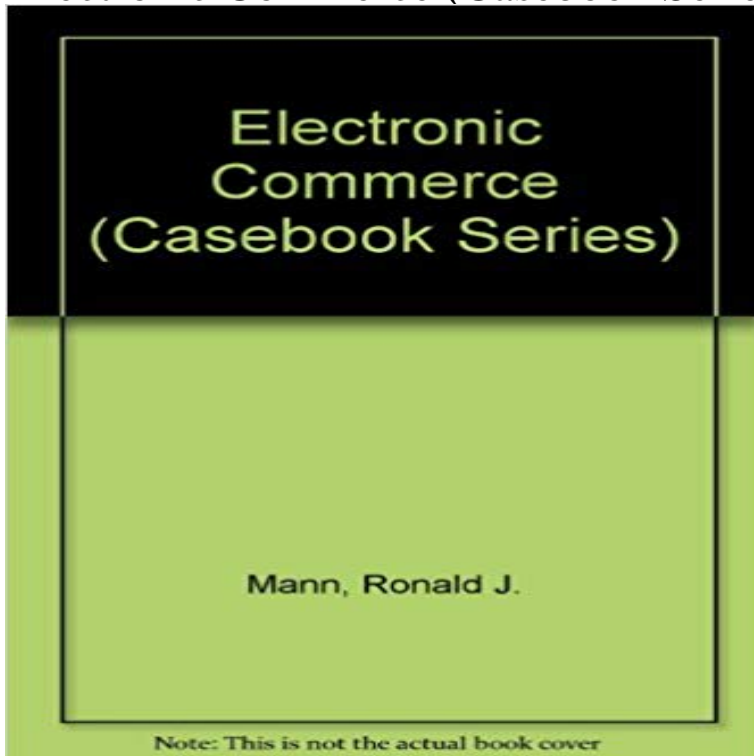


Electronic Commerce (Casebook Series)



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:

- 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 <i>Yahoo! v. UEJF </i> numerous new opinions in a variety of areas, including cybergripping (<i>Lamparello v. Falwell</i>), CAN-SPAM (<i>Omega World Travel v. Mummagraphics</i>), CDA (<i>FHC v. Roommates.com</i>), and clickwrap (<i>Wachter</i>) updated problem sets that reflect advances in technology and practice <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>

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