



Sales: A Systems Approach (Aspen Casebook)

Daniel L. Keating

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Emphasizing the institutions and the mechanisms participants use in the marketplace to conduct transactions, Daniel Keating's "Systems Approach" gives a complete view of the commercial code in practice.

Comprehensive, problem-based coverage encompasses the domestic sale of goods, real estate sales, leases, and international sales. Vivid problems for students to solve incorporate insights from this distinguished author's interviews with leading figures in commerce as well as actual sales forms and documents. News stories further illustrate, in real-world examples, how the system works in practice. Organized by Assignments, this engaging casebook lends flexibility in teaching and course design.



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