

We are pleased to present a new edition of *Cyberlaw: Management and Entrepreneurship*—the fourth edition overall and the first with Wolters Kluwer—the first, and still leading, text on this subject. Written in response to the Internet’s remarkable, unprecedented, and myriad impacts on business law, the text continues to evolve as the Internet has developed into the default platform for new businesses, new business models, and more. This edition hones its focus further, most notably becoming the first text to address business and cyberlaw issues from the perspective of entrepreneurial, Internet-based startups.

The text takes a cohesive approach, addressing business and cyberlaw, entrepreneurship, and management issues in the order in which these challenges arise in typical Internet-based startups. This approach not only creates internal consistency, but also fosters students’ appreciation for the connectedness between and among the topics, thus deepening their meaningful comprehension of the subject.

Cyberlaw covers one of today’s most dynamic aspects of business: the legal challenges associated with entrepreneurial Internet-based startups. Characterized by high concentrations of intellectual property assets and talented, mobile, and international employees, the situations these Internet-based startups face are typically further complicated by being founded on difficult to value inventions for which even assigning ownership can be a challenge. These businesses are built out before a formalized entity is created or ownership clearly defined. They may make money from the start, or they may never make money—yet they may still have billion-dollar valuations

The text moves on from these initial issues to cover the topics that arise as these startups continue to build out. The authors address all the complex issues facing these Internet-based startups as they become operational, including entity formation, financing, contracts and licensing, human resource and employment, social media use, dispute resolution, regulatory and compliance, data privacy and management, and finally data security and crime.

By taking this lifecycle approach, *Cyberlaw* assures that students receive broad exposure to every business law topic encountered by typical startups. Achieving this familiarity enables students to create a platform from which they can develop further competencies in cyberbusiness and entrepreneurship and the means with which to effectively translate and adapt their academic and theoretical experience to the needs of their professional work environments.

Additional key features complementing the text’s notable approach and substantive content include international sections or cases, an ethical component, and a Managers’ Checklist in each chapter. Another core feature is a reference in each chapter to a thread case, focused on Twitter’s management of the main

substantive topic or issue addressed in the chapter. This thread case makes the topic vivid for students, enhancing their appreciation and understanding of how the individual issues relate to startups and how the topics interrelate. The focus on companies of interest to students makes the material interesting, current, and relatable. The text is further augmented with PowerPoint slides for use in the classroom that provide a complementary narrative to the text material. Also available is an Instructors' Manual, containing materials the authors have found useful in presenting the materials effectively.

Cyberlaw: Management and Entrepreneurship is an ideal choice for Business Law electives focusing on the Internet and the web in relation to startups and entrepreneurship. The comprehensive coverage, cohesive format, and many enriching features ensures this text will continue to be the leading and foundational text for business cyberlaw and entrepreneurship electives. We welcome instructors and students to this text and to the fascinating, engaging, and challenging material within.

—**Margo E. K. Reder, Jonathan J. Darrow, Sean P. Melvin, and Kabrina K. Chang**