

Free Business Law textbook available for fall 2009 courses

Former McGraw Hill & Prentice Hall author chooses "freemium" model for new editions

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Saint Paul, MN, Textbook Media announced today that one of its client publishers, Freeload Press, will be offering two business law textbooks previously published by McGraw Hill Irwin. Both college textbooks will be available for free in advertising-supported online versions, with low-cost, ad-free electronic and printed versions available as upgrade options. Upgrades will be priced at a small fraction of the cost of similar traditional textbooks.

Business Law and the Legal Environment and *Business Law: an Introduction 2/E* were both written by Victor D. López, Associate Professor of Legal Studies in Business at Hofstra University's Frank G. Zarb School of Business. Professor López has authored similar textbooks for both McGraw Hill Irwin and Prentice Hall. Prior to joining the Hofstra University faculty, López was Dean of the Business Division for four years at Broome Community College in Binghamton, NY and a Professor of Business at SUNY at Delhi in Delhi, NY, for 12 years prior to that.

"As both a faculty member and an administrator I have always been concerned about the high cost of college textbooks," López commented. "For too many students, high textbook prices present an economic hardship."

"Signing with Freeload Press and using this new "freemium" model is enormously appealing to me," said López. "I like this Textbook Media model that provides students a choice of whether and how much to pay for their textbooks. This is especially important given the economic challenges that currently make a college education least affordable to those who need it the most."

Business Law and the Legal Environment of Business, which will be available for fall 2009 classes, is used in traditional undergraduate baccalaureate and associate degree programs in business for courses such as Business Law 1 and 2, Legal Environment of Business, and Introduction to Law. Instructors will be able to review the book for adoption consideration beginning March 20, 2009.

The second book in the series, *Business Law: an Introduction 2/E*, will be published in October of 2009, in time for spring semester courses. It is intended for courses that support associate degree and certificate programs offered by colleges, universities and proprietary schools. The book is being significantly

revised and updated from the first edition that was originally published by Irwin/Mirror Press in 1993.

"There's a remarkably loyal group of colleagues who used the book for many years," said Edgar Laube, Publisher and Co-Founder Freeload Press, "and who repeatedly asked Victor for the text to be updated." Laube noted that, at its peak, the text was in use at more than 100 colleges, universities and proprietary schools in 35 states. "Victor's motivation for rewriting the text is largely to thank these like-minded colleagues for their support," Laube continued. "He's also anxious to see his work reintroduced to a new audience interested in his student-centered approach, which makes challenging material accessible, relevant and perhaps even fun to teach and learn. And, of course, it's wonderfully affordable, thanks to Textbook Media."

Instructors interested in learning more, should contact Laube at Ed@freeloadpress.com

About Freeload Press

Freeload Press, has been publishing high-quality college textbooks for five years. Their list has focused primarily on textbooks for college-level business courses. As the first college publisher to use the freemium (free + premium) model supported by advertising, they have established a user base of over 300 colleges and universities throughout the United States. They now distribute their books exclusively through Textbook Media.

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