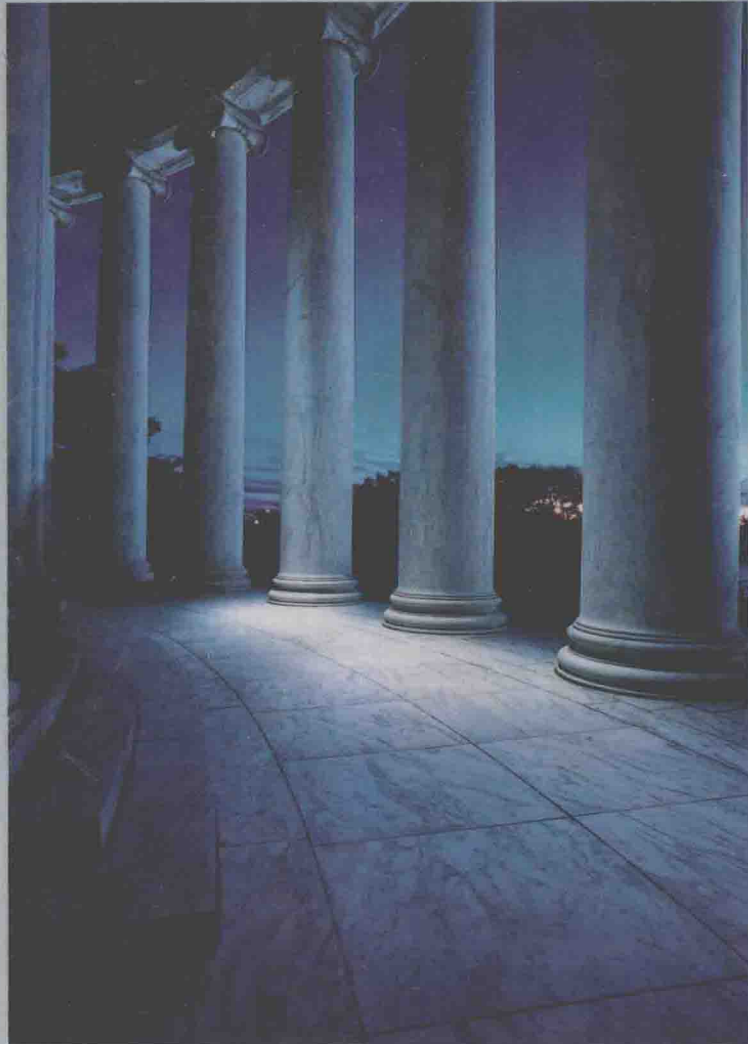


*Second
Edition*

BUSINESS AND THE LEGAL ENVIRONMENT



Marianne Moody Jennings

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Marianne Moody Jennings

Arizona State University



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BUSINESS AND THE LEGAL ENVIRONMENT

FOR TERRY, SARAH, CLAIRE, AND SAM

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designed to help the student focus on the facts and to pose questions for future similar cases and their resolutions. The questions often ask students to address the issues of whether the legal problem could have been prevented or what procedures and precautions should be instituted in the future.

Throughout each chapter, the “Ethical Issue” feature poses questions and situations to be solved on such controversial issues as product dumping, misrepresentation, and operating in different political systems.

Some chapters also contain brief segments called “Business Planning Tips” — brief suggestions on business operations and how legal problems can be avoided or minimized. These tips provide the legal element for strategic planning and integrate business law with business planning.

Also planted throughout each chapter are “Consider . . .” problems — cases summarized very briefly and accompanied by questions for students to resolve. This feature presents classic business problems designed to test knowledge of the principles preceding them.

Each chapter ends with “Questions and Problems.” These chapter problems (along with the “Consider . . .” problems) take a different approach than that of existing texts. Experience shows that recognizing a legal problem in law class is much easier than recognizing a legal problem in marketing or management class. A law class defines a jar that does not seal properly as a clear breach of contract. But for the purchaser, a jar that does not seal properly represents a bad deal. Problems used throughout the chapters and in the “Questions and Problems” have been “borrowed” from other disciplines so that legal education meshes with business education.

Each chapter begins with a list of key concepts that serve as a preview and organizational tool for the chapters. The key terms for the chapter are highlighted in boldface within the chapter. Each chapter contains a summary to highlight the key points.

A NOTE TO STUDENTS

Begin each chapter by reviewing the list of key concepts. These lists serve as a brief outline and overview for what you will read. Look for the boldface key terms as you read to keep your perspective and organization clear. These boldfaced terms are defined in the glossary at the end of the text. When you finish the reading, review by reading the summary. Analyze all the “Consider . . .” and “Ethical Issue” problems as well as the chapter-end “Questions and Problems.” Master the language of the law as well as the thought processes so that your recognition level is keen when you study or work in the other areas of business.

ANCILLARY MATERIALS

A Study Guide is available for students. It contains a chapter overview, key terms, and matching, fill-in-the-blank, and application/short essay questions for each chapter. In addition, an Instructor’s Manual contains chapter objectives, outlines, case briefs, and answers to all problems and questions throughout the text. The manual reproduces supplemental cases so that students can receive copies of additional readings. The manual also contains a supplemental reading list for each chapter that provides cites to business magazine articles and other cases to allow for research projects or outside

class readings. A separate Test Bank contains over 1,500 questions, including approximately thirty or more true/false, thirty or more multiple choice, and five essay questions for each chapter in the text. A Computerized Test Bank is also available. The Computerized Test Bank allows the instructor to edit test questions, to generate multiple versions of the same test, and to select questions by type, topic, or level of analysis required.

A WORD OF THANKS

A textbook is like a patchwork quilt put together at a quilting bee. Everyone works on it and no one person can take credit for the final result. This textbook is the result of years of classroom interaction with students and their feedback on what helped them and what didn't. This textbook is also the work of my colleagues who have served as reviewers for both the first and second editions. These reviewers perform a labor of love as they go through rough drafts and provide input on accuracy, timeliness, and readability. Many thanks to those reviewers who worked through this project with me:

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To many writers, editors are the enemy. Editors do things like set deadlines, catch your mistakes, make you live through copyediting, and send the Federal Express people to your door on a daily basis. Even with all those strikes against them, Kathleen Tibbetts, Sue Caffey, and Rolf Janke have been not the enemy but a support system for the project. In addition, their efficiency and high standards have ensured the book's quality and motivated an often-worn author.

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Marianne Moody Jennings

CONTENTS

Preface xix

Part I LAWS AND THE COURT SYSTEM 1

1 INTRODUCTION TO LAW 2

Definition of Law 3

Purposes of Law 4

Keeping Order 4 • Influencing Conduct 4 • Honoring
Expectations 4 • Promoting Equality 4 • Law as the Great
Compromiser 4

Characteristics of Law 5

Flexibility 5 • Consistency 7 • Pervasiveness 7

Theories of Law 8

The Historical Theory of Law or Law as Custom 8 • The Natural or
Moral Theory of Law 8 • The Power Theory of Law or Law as a
Command 9 • The Social Theory of Law 9 • The Economic or
Utilitarian Theory of Law 9 • Which Theory Is Correct? 9

Classifications of Law 11

Public vs. Private Law 11 • Criminal vs. Civil Law 11 •
Substantive vs. Procedural Law 12 • Common vs. Statutory
Law 12 • Law vs. Equity 12

Sources of Law 13

Constitutional Law 13 • Statutory Law at the Federal Level 13 •
Statutory Law at the State Level 15 • Local Government of Cities,
Counties, and Townships 15 • Private Laws 15

Summary 16

Questions and Problems 16

2 THE JUDICIAL SYSTEM 19

Types of Courts and How Decisions Are Made 20

Trial Courts 20 • Appellate Courts 20

Parties in the Judicial System 28

Plaintiffs 28 • Defendants 28 • Lawyers 28 • Judges 29 •
Changes When on Appeal 29

The Concept of Jurisdiction 29**The Court Systems and Subject Matter Jurisdiction 30**

The Federal System 30 • The State Court System 37 • Judicial
Opinions 39

In Personam Jurisdiction 41

Volunteer Jurisdiction 42 • Ownership of Property in the
State 42 • Presence in the State 42

Summary 45**Questions and Problems 45****3 LAWSUITS AND DISPUTE RESOLUTION 47****How Does a Lawsuit Start? 48**

Filing the Complaint (Petition) 49 • The Summons 51 •
The Answer 52 • Seeking Timely Resolution of the Case 54 •
Discovery before Trial 55 • Pretrial Conference 58 •
The Trial 58

Alternative Methods of Dispute Settlement 63

Arbitration 63 • Mediation 68 • The Mini-Trial 68 •
Rent-a-Judge 69

Summary 70**Questions and Problems 70****4 BUSINESS ETHICS AND SOCIAL RESPONSIBILITY 72****Why Business Ethics? 74**

Profitability as a Return on Ethical Behavior 74 • Ethics as a
Strategy 76 • Business Ethics for Personal Reasons 78

What Is Business Ethics? 79**Resolving the Ethical Dilemmas: Which Master Is Served? 81**

Inherence 81 • Enlightened Self-Interest 82 • The Invisible
Hand 82 • Social Responsibility 83

Can Firms Behave Ethically? The Macro Approach 87**Can Firms Behave Ethically? The Micro Approach 89**

The Resolution of Ethical Dilemmas: A Three-Part Test 89

The Overview for Employee Ethics: The Code of Ethics 91**Social Responsibility Roles of Businesses 93**

Reactive 93 • Status Quo 94 • Proactive 94

Summary	94
Questions and Problems	95

5 BUSINESS AND THE CONSTITUTION 100

The U.S. Constitution—An Overview	101
Articles I, II, and III—The Framework for Separation of Powers	101 • Other Articles 103 • The Bill of Rights 103
The Role of Judicial Review and the Constitution	103
Constitutional Limitations of Economic Regulations	104
The Commerce Clause	104 • Constitutional Standards for Taxation of Business 111
The Contracts Clause	114
State vs. Federal Regulation of Business—Constitutional Conflicts	115
Preemption—The Supremacy Clause	115
Application of the Bill of Rights to Business	119
Commercial Speech and the First Amendment	119 • Eminent Domain—The Takings Clause 124 • Procedural Due Process 130 • Substantive Due Process 131 • Equal Protection Rights for Business 132
Summary	134
Questions and Problems	134

6 ADMINISTRATIVE LAW 137

Definition and Purposes of an Administrative Agency	138
What Are Administrative Agencies?	138 • Why We Need Administrative Agencies 139
Laws Governing Administrative Agencies	145
The Administrative Procedures Act	145 • The Freedom of Information Act 145 • Federal Privacy Act 147 • Government in the Sunshine Act 147 • The Federal Register Act 147
The Functions of Administrative Agencies	149
Promulgating Regulations	149
Rule Enforcement and Adjudication	160
Regulation without Prosecuting	160 • Regulation by Prosecuting 161 • Consent Decrees 163 • Hearing 164 • Administrative Law of Appeals 165
Summary	166
Questions and Problems	168

7 BUSINESS CRIME 170**The Reasons for Corporate Crime 172****Types of Business Crime 172**

Intrabusiness Crime 172 • Interbusiness Crime 172

Elements of Business Crime 173

Mens Rea 173 • Actus Reus 176

Examples of Business Crimes 176

Theft and Embezzlement 176 • Computer Crime 178 • Criminal Fraud 180 • Foreign Corrupt Practices Act 181 • RICO (Racketeer Influenced and Corrupt Organization Act) 183 • Federal Crimes 185 • State Crimes 186

Who Is Liable for Business Crime? 186**The Penalties for Business Crime 189**

Reforming Criminal Penalties 189

Procedural Rights for Business Criminals 191

Fourth Amendment Rights for Businesses 191 • Fifth Amendment Rights for Businesses 194

Summary 199**Questions and Problems 200****8 BUSINESS AND TORTS 202****What Is a Tort? 203**

Torts vs. Crimes 203 • Types of Torts 203

The Intentional Torts 204

Defamation and Product Disparagement 204 • False Imprisonment 209 • Intentional Infliction of Emotional Distress 211 • Invasion of Privacy 211

The Competition Torts 214

Appropriation 214 • Palming Off 216 • Misappropriation 218 • Contract Interference 220

Federal Protection against Business Interference 222

Patents 222 • Copyrights 224 • Trademarks 225

Negligence 228

Element One: The Duty 228 • Element Two: Breach of Duty 231 • Element Three: Causation 233 • Element Four: Damages 236 • Defenses to Negligence 236

Summary 237**Questions and Problems 238**

Part II BUSINESS MANAGEMENT—EMPLOYMENT AND LABOR LAW 241

9 MANAGEMENT OF EMPLOYEE CONDUCT—AGENCY 242

Names and Roles—Agency Terminology 244

Agency 244 • Principals 244 • Agents 244 • Masters-Servants 244 • Independent Contractor 245 • Agency Law 245

Creation of the Agency Relationship 245

Express Authority 245 • Implied Authority 246 • Apparent Authority 247 • Ratification 248

The Principal-Agent Relationship 250

The Agent's Responsibilities 250 • The Principal's Rights and Responsibilities 252

Liability of Principals for Agents' Conduct: The Relationship with Third Parties 253

Contract Liability 253 • Types of Agents and Tort Liability 254 • Torts of Servants 254 • Torts of Independent Contractors 259

Termination of the Agency Relationship 261

Termination of Agents under Employment at Will 261

The Implied Contract 261 • The Public Policy Exception 264 • The Anti-Retaliation Statutes: Protections for Whistle-blowers 265

Summary 267

Questions and Problems 268

10 MANAGEMENT OF EMPLOYEE WELFARE—STATUTORY PROTECTIONS 270

Early Federal Regulation 272

The Fair Labor Standards Act 273

Coverage of FLSA 273 • Penalties for FLSA Violations 273 • Liability for FLSA Violations 273 • FLSA Regulations 274 • The Equal Pay Act of 1963 276

Occupational Safety and Health Act 277

Employers Covered 277 • Employers' Duties 277 • OSHA Administration 278 • OSHA Procedures 278 • OSHA Penalties 283 • Employee Rights under OSHA 283 • OSHA and Its Ongoing Controversy 283

Pensions, Retirement, and Social Security 284

Social Security 284 • Private Retirement Plans 284 • Unemployment Compensation 285

Workers' Compensation Laws 289

Employee Injuries 290 • Fault Is Immaterial 293 • Employee vs. Independent Contractors 293 • Benefits 293 • Forfeiture of the Right of Suit 294 • Third-Party Suits 295 • Administrative Agency 295 • Insurance 295

Summary 295**Questions and Problems 296****11 EMPLOYMENT DISCRIMINATION 298****History of Employment Discrimination Law 299****The Civil Rights Act of 1964—Title VII 300**

Application of Title VII 300

Theories of Discrimination under Title VII 302

Disparate Treatment 302 • Disparate Impact 305 • Pattern or Practice of Discrimination 308

Specific Applications of Title VII 311

Sex Discrimination 311 • Religious Discrimination 320 • Race Discrimination 321

Anti-Discrimination Laws and Affirmative Action 324**The Defenses to a Title VII Charge 329**

Bona Fide Occupational Qualifications (BFOQ) 329 • Seniority or Merit Systems 330 • Aptitude and Other Tests 330

Enforcement of Title VII 331

Steps in an EEOC Case 331 • Remedies Available 332

Other Anti-Discrimination Laws 332

Age Discrimination in Employment Act of 1967 332 • Equal Pay Act of 1963 334 • Communicable Diseases in the Workplace 334 • Rehabilitation Act of 1973 334 • Americans with Disabilities Act 335

Summary 335**Questions and Problems 336****12 LABOR LAW 339****History and Development of Labor Legislation 340**

Common Law Treatment of Labor Issues 340 • Early Legislative Control of Labor 340 • Early Legislative Protection of Labor 341 • Response to the Early Legislation 342

Procedural Labor Law 343

Structure of the NLRB 343 • Jurisdiction of the NLRB 343 • NLRB Procedures 343

Union Rights and Responsibilities 345

- Selecting a Union 345 • The Union's Role in Negotiation 350 •
- The Union's Responsibilities to Union Members 353 • Union
- Member Protections 355 • Union "Concerted Activities" 357 •
- Union Unfair Labor Practices 359

Employer Rights and Responsibilities 362

- Employer Rights 362 • Economic Weapons of Employers 364 •
- Employer Unfair Labor Practices 365

New Directions in Labor Law 368**Summary 369****Questions and Problems 370****13 CONTRACTS 372****History and Definition of Contracts 373**

- Development of Enforceable Promises 373 • Enforceable Promises—
- The Definition of a Contract 373

Sources of Contract Law 373

- The Common Law 374 • The Uniform Commercial Code 374

Types of Contracts 376

- Bilateral vs. Unilateral Contracts 376 • Express vs. Implied
- Contracts 377 • Void and Voidable Contracts 377 •
- Unenforceable Contracts 378 • Executed vs. Executory 378 •
- Quasi Contracts 378

Formation of Contracts 379

- Offer 379 • Acceptance—The Offeree's Response 389 •
- Consideration 390 • When a Contract Needs to Be Written 392 •
- Capacity 395 • Freedom from Defenses 395 • Illegality and
- Public Policy 398

Performance 400

- When Performance Is Due 400 • Standards for
- Performance 400 • When Performance Is Excused 401

Contract Remedies 402**Contract Perspectives 404****Third-Party Rights in Contracts 406****Summary 408****Questions and Problems 409****14 PRODUCT LIABILITY 412****Development of Product Liability 413****Modern Theories of Product Liability 414**

Contract Warranty Theories 414

Express Warranties 414 • The Implied Warranty of Fitness for a Particular Purpose 416 • The Implied Warranty of Merchantability 418 • Eliminating Warranty Liability by Disclaimers 419 • Privity Standards for UCC Recovery 421 • Statutory Warranty Liability 423

Tort Liability—Actions in Negligence 424

Requirements for a Negligence Action 425 • Types of Negligence in Product Liability Cases 426 • Privity Issues in Tort 430 • Defenses to Negligence in Product Liability Cases 430

Strict Tort Liability—Product Liability 433

Unreasonably Dangerous Defective Condition 433 • Reaching the Buyer in the Same Condition 434 • Liability under 402A 434 • Defenses under 402A 436

Federal Standards for Product Liability 437

Consumer Product Safety Commission 437 • Uniform Product Liability Act 437

Summary 439**Questions and Problems 440****15 CREDIT REGULATION 443****Establishing a Credit Contract 444****Statutory Requirements for Credit Contracts 444**

State Usury Laws 444 • The Equal Credit Opportunity Act (ECOA) 445 • The Truth-in-Lending Act (TILA) 447 • Fair Credit Billing Act 456 • Fair Credit Reporting Act 458 • Consumer Leasing Act 460

Enforcement of Credit Transactions 462

The Use of Collateral—The Security Interest 462 • Collection Rights of the Creditor 463 • Suits for Enforcement of Debts 465

Summary 468**Questions and Problems 469****16 ADVERTISING AND DECEPTIVE TRADE PRACTICES 471****Common Law Remedies for False Advertising 472**

Misrepresentation 472 • Fraud 473

Uniform Commercial Code Remedies 473**Federal Regulation of Advertising 475**

Legislative History of the Federal Trade Commission 475 • Ad Regulation by the FTC 476 • FTC Remedies 482

Summary	485
Questions and Problems	485

17 ENVIRONMENTAL REGULATION 487

Statutory Environmental Laws 488	
Air Pollution Regulation	488 • Water Pollution Regulation 496 •
Solid Waste Disposal Regulation	498 • Environmental Quality
Regulation	501 • Other Federal Environmental Regulations 503
State Environmental Laws 503	
Enforcement of Environmental Laws 504	
Parties Responsible for Enforcement	504 • Criminal Sanctions for
Violations	505 • Civil Liability for Violations 506
Summary 508	
Questions and Problems 509	

Part III BUSINESS FORMS AND CAPITALIZATION 511

18 FORMS OF DOING BUSINESS 512

The Sole Proprietorship 513	
Formation	513 • Sources of Funding 513 • Liability 513 •
Tax Consequences	513 • Management and Control 513 •
Transferability of Interest	514
The Partnership 514	
Formation	514 • Sources of Funding 518 • Partner
Relationships	518 • Tax Issues in Partnerships 521 • Dissolution
and Termination of the Partnership	522
Limited Partnerships 522	
Formation	523 • Sources of Funding 524 • Liability 524 •
Partner Relationships	525 • Tax Consequences 526 •
Dissolution and Termination of a Limited Partnership	526
Corporations 527	
Types of Corporations	527 • The Law of Corporations 528 •
Formation	528 • Capital and Sources of Corporate Funds 530 •
Liability Issues	531 • Corporate Management and Control 542 •
The Dissolution of a Corporation	545 • Corporate Tax Issues 547
Summary 547	
Questions and Problems 548	