

# Michael Fricke, JD, MBA | Business Law: A Storytelling Approach, 1st Ed.

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## Video Speaker

- **Michael Fricke, JD, MBA** University of Arizona
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Welcome to Business Law: A Storytelling Approach.

Now, my experience teaching legal studies to business students has made it clear that a core challenge of any business law or legal environment class is engaging students so they can discover and appreciate the myriad ways that legal issues impact businesses.

How many students are ever won over by just memorizing black letter law? Not very many. In my experience, helping students see why legal issues are important and how they fit into the larger business context is crucial to maintaining that engagement.

Now, my vision when writing this resource was really to create an engaging digital experience with application to the actual legal needs of businesses.

Success in today's business environment requires an understanding of how the law impacts businesses of all sizes at each stage of their development.

Identification and understanding of legal issues can't just simply be background knowledge for today's business students. Instead, it has to provide useful skills that help students obtain better jobs and make an immediate and significant impact on their careers.

So this digital book takes students through the story of a fictional business. I call it TIP Technologies, and it encounters legal issues throughout its lifecycle.

TIP Tech begins as just an idea in the minds of its founders. Then it transitions into a quickly expanding startup and finally matures into a large multinational business.

Each step along the way, we examine the legal issues that the company faces and how it can navigate them to mitigate risk and position itself for success.

This unique ordering of the subject matter allows students to see how legal issues all flow together to impact businesses instead of just existing on discrete little islands of their own.

Now Revel, which is Pearson's interactive digital platform, helps deliver on this vision with learning tools that help students keep pace and navigate the constantly evolving business law environment.

This textbook has more than your typical business law courseware, including some videos of me explaining relevant court cases, interactive exercises, integrated quizzes, and step by step case analyses.

So welcome, and I hope you enjoy it.

