Business & Economics
DVDs & Videos
in the James A. Gibson Library,
Brock University,
St. Catharines, Ontario, Canada

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Business & Economics
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Introduction
This catalogue is a guide to business and economics DVDs and videos located in the collection of the James A. Gibson Library at Brock University. Each entry lists basic descriptive information including the title, call number, running time, and a brief summary.

Additional items may be identified by searching the Brock Library Catalogue by keyword. Use the Advanced Keyword Search (http://catalogue.library.brocku.ca/search/X) to search by keyword (e.g. Marketing), and then limit your search by Material Type to DVD (for DVDs) or Video (for videotapes) before clicking Submit. To select more than one material type, (e.g., DVD and Video), hold down the CTRL key, and then select the desired Material Types.

Part A: Film and Video Databases and Websites
Business Source Complete
Library Database
Summary: Features the Harvard Business School Faculty Seminar Series, a collection of over 50 video lectures on a variety of business topics by HBS faculty members.

CBC Archives
Library Database
Summary: Online access to radio and television clips from the archives of the Canadian Broadcast Corporation. Clips may be browsed by topic and date, offering a unique glimpse into important figures and the history and culture of Canada. Also includes educational materials for elementary and high school teachers.

NFB.ca Screening Room
Library Database
Summary: The NFB.ca Screening Room currently features over 800 streaming videos of films, clips and trailers from the NFB collection, including NFB world-renowned documentaries, films that chronicle key moments in the lives of Canadians and works that take a stand on issues of global importance: the environment, human rights, international conflict and more. It also features acclaimed Canadian dramatic features and new films are added every week. The online Screening Room features playlists, where users can find suggestions from film experts and directors and contains Described Video and Closed Captioning capabilities.

TVO Archives
Open Access Website: http://archive.tvor.org/
Summary: TVO's digital public archive is a free online resource that showcases four decades of made-at-TVO educational programming.
Part B: Subject & Geographic Index

Advertising
- Advertising & the end of the world
- Advertising layout
- America’s ad icons
- Behind the screens: Hollywood goes hypercommercial
- Best of 2004: Clio gold plus
- Clio awards: 40th anniversary reel
- Cover girl culture: awakening the media generation
- Gadgetmania: the history and evolution of the infomercial
- Killing us softly 3
- Mad men. Season one
- Mad men. Season two
- The codes of gender: identity + performance in pop culture
- The selling game
- World’s best commercials: Cannes Lions film category winners 2005

Africa and the Middle East
- Africa: open for business
- Blood and oil
- The impact of tourism IV: The Gambia, West Africa

Agribusiness & Biotechnology
- Harvest of fear
- Pig Business
- Seeds of change: farmers, biotechnology, and the new face of agriculture
- Under rich earth

Alcoholic Beverages Industry
- American originals: Budweiser
- Thirst for profits: selling alcohol

Asia
- Bombay calling: life on the other end of the line
- Manufactured landscapes
- The hidden face of globalization: what the corporations do not want us to know
- The impact of tourism VI: Thailand: behind the image

Automobile industry
- American car: a marketing case study
- Canadian innovations

Biography
- Making Canada proud
- My first million: secrets of success
- Richard Branson
- Sumner Redstone: the making of a media empire
- The Hour does business
Business Ethics / Corporate Social Responsibility
- Bigger than Enron
- Coffee with a conscience
- Demise of a focus group
- Doing well and doing good: corporate social responsibility as a profit generator
- Eco-preneurs: business goes green
- Enron: smartest guys in the room
- Ethics and the consumer
- FINTRAC: the case
- Inside job
- Myth of the ethical consumer
- Pink Ribbons, Inc.
- The nature of business: partnering with the environment
- Whose Business? Stakeholders, ethics, and the market economy

Canada/Canadian Productions
- Adventure travel: marketing unique experiences
- All in the family business
- Beyond collision: high integrity labour relations
- Bombay calling: life on the other end of the line
- Canada’s worst cellphone bill
- Canadian innovations
- Cellphone frenzy: making money with mobile applications
- Coffee with a conscience
- Demise of a focus group
- Dollar wise dining: selling quick meal solutions
- Dragon’s Den: best of Season 1, 2, & 3
- Eco-initiatives: weathering climate change
- Eco-preneurs: business goes green
- Facebook factor: social networking for profit
- FINTRAC: the case
- Franchise fame and fortune
- Google world
- Healthy profits: cashing in on active living
- Help wanted: profits in the people business
- High end hopes: selling luxury
- How the kids took over
- Igniting the buzz: cashing in on cool
- In brands we trust
- Indecently exposed
- It’s not a game
- Making Canada proud
- Manufactured landscapes
- Mod-robos
- My first million: secrets of success
- Mystery of Capital
- On strike: the Winnipeg General Strike, 1919
- One red paperclip
- Out on the street
- Rights and obligations of successors
- Security start-up: selling safety
- Seeds of change: farmers, biotechnology, and the new face of agriculture
- Seven sins of the marketplace
- Success story of an entrepreneur: from earth buddies to air hogs
- Success: the prize and the price
- The corporation: a documentary
- The education of Brian Nicholl
- The hour with George Stroumboulopoulos: the Hour does business
- The selling game
- The take
- Thirst for profits: selling alcohol
- Turbulence: a film
- Venture: going global
- Venture: hockey net
- Venture: Montreal sandwich
- Venture: Organics to you
- Venture: Pitching a dream
- Voices of diversity: creating a culture of safety, respect, and belonging on campus
- Who’s counting?? Marilyn Waring on sex, lies, and global economics
- Winning at the succession game
- Women entrepreneurs: making a difference
- World’s best commercials: Cannes Lions film category winners 2005

**Capitalism, economic development, and globalization**
- Bill Moyers reports: trading democracy
- Commanding heights: the battle for the world economy
- Global capitalism and the moral imperative
- Globalization
- Life and debt
- Manufactured landscapes
- NAFTA and the new economic frontier: life along the U.S./Mexico border
- No logo: brands, globalization, resistance
- The corporation: a documentary
- The global trade debate
- The mystery of capital
- The take
- Turbulence
- Under rich earth
- Who’s counting? Marilyn Waring on sex, lies & global economics

**Caribbean and Latin America**
- Battle for Haiti
- Jamaica for sale
- Life and debt
- NAFTA and the new economic frontier: life along the U.S./Mexico border
- The impact of tourism I: Antigua: a Caribbean case study
- The impact of tourism V: Amazon
- The struggle for sustainable tourism: an Ecuadorian case study
- The take
- Under rich earth

**Communication**
- Becoming a leader: communication techniques that motivate, guide, and inspire employees to excel
- Body language for actors: portraying different cultures
- Ensemble building
- How to write and deliver great speeches
- Interpreting nonverbal communication
- Public speaking in a second language, fear not!
- The 5 communication secrets that swept Obama to the Presidency

**Consumption (Economics)**
- Affluenza
- Coffee with a conscience
- Ethics and the consumer
- Wal-mart: the high cost of low price

**Customer Service & Motivation**
- Fish!: catch the energy
- Fish! sticks: keeping the vision alive
- Putting customers first

**Demographics and Diversity**
- Body language for actors: portraying different cultures
- Indecently exposed / with Jane Elliott
- Mirrors of privilege: making whiteness visible.
- People like us: social class in America
- The essential blue-eyed
- Voices of diversity: creating a culture of safety, respect and belonging on campus

**Energy and Natural Resources**
- 20% renewable energy by 2020
- Blood and oil
- Under rich earth
- When the water tap runs dry

**Entrepreneurship**
- Africa: open for business
- Canadian innovations
- Cellphone frenzy: making money with mobile applications
- Dollar-wise dining: selling quick meal solutions
- Dragons’ Den: best of season 1
- Dragons’ Den: best of season 2
- Dragons’ Den: best of season 3
- Eco-initiatives: weathering climate change
- Eco-preneurs: business goes green
- Facebook factor: social networking for profit
- Franchise fame & fortune
- Google world
- Healthy profits: cashing in on active living
- Help wanted: profits in the people business
- High-end hopes: selling luxury
- Mod-robles
- MoneyHunt and MHI Entrepreneurship video series
- My first million: secrets of success
- One red paperclip
- Richard Branson: my life
- Security start-up: selling safety
- Success story of an entrepreneur: from earth buddies to air hogs
- Thirst for profits: selling alcohol
- Venture: going global
- Venture: hockey net
- Venture: Montreal sandwich
- Venture: Organics to you
- Venture: Pitching a dream
- Women entrepreneurs: making a difference

Europe
- 10th anniversary of the Euro
- Made in Dagenham
- The impact of tourism II: Reugen: German case study
- The impact of tourism III: mass tourism in Majorca

Family-owned business enterprises
- All in the family business
- Conflict: different attitudes among family members
- Rights and obligations of successors
- Success – the prize and the price
- Winning at the succession game

Labour Relations
- Beyond collision: high integrity labour relations
- Fast food women
- It’s not a game
- Made in Dagenham
- On strike: the Winnipeg General Strike, 1919
- Out on the street
- The education of Brian Nicholl

Marketing
- Adventure travel: marketing unique experiences
- American car: a marketing case study
- Bombay calling: life on the other end of the line
- Demise of a focus group
- How the kids took over
- Igniting the buzz: cashing in on cool
- In brands we trust
- Marketing research and segmentation
- Mickey Mouse monopoly
- Money for nothing: behind the business of pop music
- Neuromarketing: consumers under the influence
- Pink Ribbons, Inc.
- Seven sins of the marketplace
- The idea of marketing in the real-time, total access marketplace.
- The merchants of cool
- Understanding brands
- What is marketing?: the basics and beyond

**Money & Finance**
- 10th anniversary of the Euro
- Inside Job
- The stock market: what goes up…?

**Presentations and Public Speaking**
- Basics of how to plan, write, and give a winning presentation
- Becoming a leader: communication techniques that motivate, guide, and inspire employees to excel
- How to write and deliver great speeches: the Toastmasters International guide to public speaking
- Public speaking: fear not!
- The 5 communication secrets that swept Obama to the Presidency

**Research Methods**
- Data collecting techniques
- Demise of a focus group
- Marketing research and segmentation

**Travel and Tourism**
- Adventure travel: marketing unique experiences
- Jamaica for sale
- The impact of tourism I: Antigua: a Caribbean case study
- The impact of tourism II: Reugen: German case study
- The impact of tourism III: mass tourism in Majorca
- The impact of tourism IV: The Gambia, West Africa
- The impact of tourism V: Amazon
- The impact of tourism VI: Thailand: behind the image
- The struggle for sustainable tourism: an Ecuadorian case study
Part C: Individual Titles (Listed Alphabetically by Title)

0-9

10th anniversary of the Euro.
Luxembourg, Publications Office, 2008. 2 DVDs (27 min).
DVD Floor 5: HG 925 A13 2008
Summary: Documentary on the story of the euro, from its beginnings as a vision in the minds of a few committed Europeans to its existence as an everyday reality for millions of people. The film draws extensively on archive footage as well as specially conducted interviews with key players in the euro's launch and management. In English with narration and subtitles in Spanish, German, Greek, English, French, Italian, Dutch, Portuguese, Slovenian, Slovak, and Finnish.

20% renewable energy by 2020.
DVD Floor 5: TJ 807.9 E85 T94 2008
Summary: The European Union has set itself the goal of raising the share of renewable energy sources in the final overall energy consumption of the Union from 8.5% in 2005 to 20% in 2020. This is an ambitious objective, but it is also a necessary contribution to the global fight against climate change and towards better control over our energy dependence. Governments have a crucial role to play through their good example and their support. But each individual can also help to achieve this objective. The various uses for renewable energy sources are examined: electricity for wind and hydraulic energies; electricity or heat for geothermal and solar energies; multiple applications: electricity, heat, and biofuel for biomass, the "Sleeping Giant".--Publisher's description.

A-C

Adventure travel: marketing unique experiences.
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.)
DVD Floor 5: G 155 A1 A38 2009
Summary: The experiential travel industry was hard hit by the recession, but that hasn't stopped Rocky Ehlers. Fortune Hunters follows this British Columbia entrepreneur as he gets his high-rope adventure park off the ground. From the CBC TV series Fortune Hunters, Season 2.

Advertising & the end of the world.
Northhampton, MA : Media Education Foundation, c2002.1 DVD (40 min.)
DVD FLOOR 5: HF 5822 A48 2002
Summary: Presents a compelling and accessible argument about consumerism and its impact on the earth's future. Extensively illustrated with graphics and examples from commercial imagery. Preview online at:
http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=101
Advertising layout.
New York : Films for the Humanities & Sciences, c.2011. 2 DVDs (38 min.)
DVD FLOOR 5: HF 5825 A38 2011 pt.1 and pt 2
Summary: Part 1. Space allocations -- part 2. Visual direction. Creating a successful print ad involves a dynamic mix of visual theory, consumer psychology, and nuts-and-bolts tinkering. This two-part series provides a thorough grounding in all of the above, familiarizing students with the terminology and working concepts that successful graphic designers and advertising creatives make use of on a daily basis. Although both episodes are rich in detailed guidance, their class-friendly run times make them ideal for coursework in marketing, advertising, design, and commercial art. 2-part series, 19 minutes each. Preview online at:
http://films.com/id/19216/Advertising_Layout.htm

Affluenza.
[S.l.] : Bullfrog Films ; 1997. 1 DVD (56 min.)
DVD Floor 5: HQ 1090.3 A44 1997
Summary: A PBS special broadcast by KCTS Seattle and Oregon Public Broadcasting, which provides practical solutions to the problem of affluenza, an epidemic of stress, waste, over-consumption and environmental decay. Presents practical suggestions to avoid affluenza in various aspects of life including home, work, kids, money, food, transportation, shopping, waste & clutter, health and happiness. Includes a quiz and reference resources. http://www.pbs.org/kcts/affluenza/

Africa: open for business.
[s.l.]: Carol Pineau, 2006. 1 DVD (58 min.)
DVD Floor 5: HD 2917 A47 2006
Summary: Profiles ten entrepreneurs from ten different African countries who tell their own stories about how they overcame obstacles to build successful businesses. This film challenges the stereotypes showing an Africa with not only wars, famines, and natural and man-made disasters, but also high rises, stock markets and internet cafes. For more information, please see: http://www.africaopenforbusiness.com/

All in the family business. 🇨🇦
Toronto : CVC Productions Ltd., [1993?]. 1 videocassette (58 min.)
VIDEO TAPE Floor 5: HD 62.25 A55 1993
Summary: "Barbara Benoliel hosts a two part series that aired on community TV in Toronto. Included in the program are many members of CAFÉ Upper Canada. Including Ralph and Mark Cator, Alex Karkic, Melissa Gracey, Cynthia Pryor, and Chris Waring. These folks all discuss how they feel they fit into their own family business."--CAFÉ website.

America’s ad icons
Princeton, NJ : Films for the Humanities & Sciences, 2004. 1 DVD (51 min.)
DVD - FLOOR 5 HF 6161 B4 A44 2004
Summary: This program uses case studies of Tony the Tiger, Charlie the Tuna, the Energizer Bunny, Jack in the Box, Colonel Sanders, Kool-Aid Man, Mr. Peanut, Morris the Cat, and Mr. Clean to illustrate different approaches to creating memorable brand icons. Discusses the
psychology behind their consumer and cultural appeal. Many commercial clips are also included.

**American car: a marketing case study.**
Princeton, NJ : Films for the Humanities, c2003.1 DVD (46 min.)
DVD Floor 5: HF 5415 A547 2003
Summary: "This program outlines the Nissan, GM, and Ford strategies for dominating today's light truck marketplace as the Titan and Hummer H2 square off against the thoroughly redesigned F-150. Making stops at the Detroit auto show, Nissan's design studio, the 'Ford Trough' torture track, and the ad agency that launched the H2, senior officers of these battling manufacturers openly discuss Nissan's comeback, Hummer's push to broaden market penetration, and Ford's bid to stay on top."

**American originals: Budweiser.**
DVD FLOOR 5: HD 9397 U54 A843 2008
Summary: "Tapping into the world of American beer, this CNBC Original program offers an in-depth case study of the industry leader, Anheuser-Busch. With unprecedented access to the company's inner workings, the Program depicts the history of Anheuser-Busch—including how it survived the Prohibition era—while illustrating the birth of the Busweiser brand and its eventual dominance of the U.S. beer market. Also discussed: the loss of market share to microbreweries, imports, and alternative beverages; the company's use of TV ads, from the 1950s to sophisticated Super Bowl spots; and Anheuser-Busch's takeover by Belgian brewer InBev. High-level Anheuser-Busch personnel and correspondents from major business publications add commentary"—Container. Preview online at: http://films.com/id/16956/American_Originals_Budweiser.htm

**Basics of how to plan, write and give a winning presentation.**
Chicago, IL: JWA Video, [2005]. 1 DVD (30 min.) + 1 book (52 p.)
DVD Floor 5: HF 5718.22 Y68 2005
Summary: Be ready to anticipate the moment. Feel the goals and aspirations of your audience and make the presentation of your life! Divided into three sections—planning, writing and giving a presentation, this training program will help you overcome the "presentation jitters" and deliver what the audience expects—a great speech! Preview online:

**Battle for Haiti.**
[Alexandria, VA]: PBS Video, c2011. 1 DVD (60 min.)
DVD FLOOR 5: F 1928.2 B38 2011
Summary: Last year, in the chaos of a devastating earthquake, thousands of Haiti's worst criminals staged an escape from the National Penitentiary. Frontline examines the uphill fight to rebuild Haiti in the face of deep-rooted corruption and intimidation. The film also offers intimate portraits of the fearful lives many Haitians are living, as the central government and judicial system routinely fail to maintain order.
Becoming a leader: communication techniques that motivate, guide, and inspire employees to excel.
Alexandria, VA: Briefings Pub. Group, c2002. 1 DVD (ca. 20 min.) + 1 viewer idea guide (12 p.)
DVD Floor 5: BF 637 L4 B42 2002
Summary: The key to leadership is to take control of how you communicate. This video will show you how to deliver a nonverbal message that you are a leader, make it easy for others to approach you, give straight answers, and take responsibility. Learn to lead using the eight communication principles of leadership.

Behind the screens: Hollywood goes hypercommercial.
Northampton, MA : Media Education Foundation, [2002]. 1 DVD (36 min.)
DVD FLOOR 5: HF 6161 M7 B445 2002
Summary: Discusses the idea that mainstream, big-budget movies have become largely a vehicle for advertising and marketing. Preview online at: http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=102

Best of 2004: Clio gold plus.
Princeton, NJ : Films for the Humanities & Sciences, c2004.1 DVD (45 min.).
DVD Floor 5: HF 6146 T42 C573 2004
Summary: "This program singles out the Clio gold and silver winners for the year 2004 ... Entries include BMW's "Mouse," British Airways' "Global," Honda's "Cog," Volkswagen's "Sunny," American Express's "One Hour Photo," Evian's "Water Boy," Toyota's "Snakebite," and Toohey's Extra Dry's "Quest". Legacy Foundation's "Box of Poison.".

Beyond collision: high integrity labour relations.
[Bowen Island, B.C.] : Modern Times Productions ; [Calgary,Alta.] : University of Calgary, c2005. 1 DVD (43 min.)
DVD Floor 5: HD 6971 B493 2005
Summary: Four stories where unions and management have moved beyond the collisions that bedevil so many union-management relationships. Together, the four stories reveal the values and practices of "high integrity" labour relations.

Bigger than Enron.
[Boston, MA]: WGBH Educational Foundation, c2009. 1 DVD (60 min.).
DVD Floor 5: HF 5616 U5 B54 2009.
Summary: The meteoric rise and stunning collapse of Enron caused many to question why the corporate oversight system that was supposed to protect investors failed to sound any alarms about the company's dubious finances. But Enron and Arthur Andersen turn out to be merely the tip of the iceberg. In the 1990s, more than 700 U.S. companies were forced to correct misleading financial statements as a result of accounting failures, lapses, or outright fraud. This documentary examines how the corporate watchdogs -- the bankers, lawyers, regulators, politicians, and above all, the accountants -- failed to prevent Enron and other scandals from happening.
Bill Moyers reports: trading democracy.
Princeton, NJ: Films for the Humanities & Sciences; c2002. 1 videocassette (57 min.)
VIDEOTAPE Floor 5: HF 1756 B55 2002
Summary: Investigates the "Chapter 11" provision of the NAFTA agreement which allows
foreign companies to sue the United States if a regulation is passed which potentially hinders
the company's profitability.

Blood and oil.
Northampton, MA: Media Education Foundation, c2008. 1 DVD (52 min.)
DVD Floor 5: HD 9566 B55 2008
Summary: This film unearths declassified documents and highlights forgotten passages in
prominent presidential doctrines, showing how concerns about oil have been at the core of
American foreign policy for more than 60 years. As a result, the contemporary energy and
military policies of the U.S. are virtually indistinguishable.

Body language for actors: portraying different cultures.
DVD Floor 5: PN 2071 M6 B63 2007
Summary: Diversity specialist and folklorist Norine Dresser explores how culture affects
movement in order to teach actors how to portray characters from different cultures. She
outlines differences in behaviors among non-U.S. cultures and introduces multicultural manners.
The program covers such topics as greetings, shaking hands, physical contact between the
sexes, eye contact, smiling, hugging, and kissing; it emphasizes that acceptable norms vary
among cultures; and it examines cultural variations in eating customs, including the use of
utensils and belching.

Bombay calling: life on the other end of the line.
[Thornhill, Ont.] : Mongrel Media, c2006. 1 DVD (70 min.)
DVD Floor 5: HF 5438.3 B66 2006
Summary: Well educated English-speaking youth in India, eager to cash in on the global gold
rush of telemarketing jobs from the West are willing to sacrifice almost anything to do it. For
their efforts, they are paid more money than their parents ever dreamed of earning. And they
spend it, frequenting a new brand of all-night discos that cater to their unusual office hours. In
Bombay Calling, filmmakers Ben Addelman and Samir Mallal dive into the bustling world of late
nights, long hours and hard partying in Bombay. The result is a compelling insider's look at
youth culture in India, and a growing number of young people who choose to follow the
American dream...Indian style. This is a National Film Board of Canada production.

Canada's Worst Cell Phone Bill.
Toronto : Canadian Broadcasting Corporation : CBC Learning [Distributor], c.2010.
1 DVD (ca. 22 min.)
DVD FLOOR 5: HE 9715 C2 C363 2010
Summary: "In this excellent business ethics piece from Marketplace, Wendy Mesley gets the
story behind the huge bills many Canadians rack up using their cellphones. For several months,
Marketplace collected bills and stories from Canadians about the astronomical and sometimes
mystifying charges they've received. Hear horror stories about all the major Canadian carriers, their hidden fees and markups as high as 5000%." --Container.

**Canadian Innovations.**

Toronto: CBC Learning, 2009. 1 DVD (12 min).

Summary: "Three short documentaries from The National look at Canadian companies thriving despite the current economic downturn. Their secret: embracing today's new green economy. As auto manufacturing plants begin to rust away, meet the small Mississauga-based company, Electrovaya, that's creating 100% recyclable portable power packs for electric cars. Then take a look at an innovation from a former Cape Breton pipe-fitter Bob MacNeil; he's invented a box that could cut your home heating bills by a factor of 10. And lastly, track the success of a McGill University team building a silent snowmobile that could replace traditional two-stroke engines that are such big polluters. This electric snowmobile is being marketed to ski resorts for workers to silently get around the hills without disturbing guests." --Container.

**Cellphone frenzy: making money with mobile applications.**

Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min).

Summary: Fortune Hunters get the 411 on Jeff Kao and his partners in Ecorio. These young IT entrepreneurs are selling a program they created to reduce your carbon footprint using your cellphone. *From the CBC TV series Fortune Hunters, Season 2.*

**Clio Awards: 40th anniversary reel.**

Princeton, NJ : Films for the Humanities & Sciences, c2002. 2 DVDs (117 min.)

Summary: Showcases over 100 Clio award winning television commercials which have aired worldwide. Part 1 covers ads airing from the 1950s through the 70s, and includes companies such as Alka-Seltzer, Life Cereal, Coca-Cola, American Tourister, New York State, Timex, British Airways, Cool Whip, Pepto-Bismol, and Xerox. Part 2 covers the 1980s and 1990s, and includes IBM, Apple, Diet Pepsi, Federal Express, Levi's Jeans, Polaroid, Little Caesars, Pen Tennis Balls, and Maxell Audio Tapes. Preview online at: [http://films.com/id/348/Clio_Awards_40th_Anniversary_Reel.htm](http://films.com/id/348/Clio_Awards_40th_Anniversary_Reel.htm)

**Coffee with a conscience.**

Toronto, Ont. : CBC Learning, 1999. 1 DVD (13 min.)

Summary: The specialty coffee business is growing by leaps and bounds in North America. There seems to be a coffeehouse on almost every corner. This has meant increased profits for coffee importers and marketers, but it has not translated into a higher standard of living for the people who grow the coffee beans. But there is an alternative: Fair Trade Coffee, an international movement to improve conditions for coffee growers. This documentary originally aired on CBC’s Marketplace.
Commanding heights: the battle for the world economy.
[Boston, MA] : Heights Productions : [Distributed by] WGBH Educational Foundation, 2002. 3 DVDs (360 min.)
DVD Floor 5: HD 87 Y47 2003 (Disc 1, Disc 2, Disc 3)
Summary: This series explores our changing economic world: the clash between governments and the marketplace, the debate over the impact of globalization, and the forces shaping our future economy. Episode one considers the idea of government control in 20th century world economies, focusing on the economic theories presented by John Maynard Keynes and Freidrich Von Hayek. Episode two considers the failure of government-controlled economies in the 1980s. The focus is on how reform played out in Russia, the eastern bloc, Latin America, India, and other countries during this tumultuous time. Episode three tracks the global economy through the 1990s to the present. The focus is on the impact of free trade, global contagion, and the policies of the Clinton and Bush Administrations.
http://www.pbs.org/wgbh/commandingheights/

Conflict: different attitudes among family members.
Etobicoke, ON: C.A.F.E. Canada, 2006. 1 DVD (17 min.)
Summary: Stan is 60 years old and started as a butcher like his father. He then went into retail and made the six “Stroble Foods of the World” stores into a ten million dollar business. Daughter Sarah, 30, is a C.A. and a single mother while her brother Frank is 28 and has the position of vice president in the firm. Conflict arises over plans for how the business should be run and all three have their own opinion – a typical family business problem. -- CAFE website.

Cover girl culture: awakening the media generation.
New York, NY: Women Make Movies, 2009. 1 DVD (80 min.)
DVD Floor 5: HQ 799.2 M35 C68 2009
Summary: “An examination of how advertising and the cult of celebrity have deeply and negatively impacted teens and young women” -- Container. Learn more about this documentary film and preview online at: http://www.covergirlculture.com/

D-F

Data collecting techniques.
Cottonwood, Calif.: QCI International, c2000. 1 DVD (12 min.)
DVD Floor 5: HA 31.2 D38 2000.
Summary: “The key to successful problem solving is knowing how to gather the right data with confidence. This popular module also shows employees how to use sampling methods to save time and effort. It will help to: appreciate the value of collecting data if problems are to be solved and/or prevented ; understand that problems may not be solvable at all unless data is collected ; understand how data can be accurately collected even on a sampling basis ; learn the steps involved in practicing good sampling techniques. -- website.

Demise of a focus group.
Toronto: Draft89 Productions, 2009. 1 DVD (18 min.).
DVD Floor 5: GN 486 D56 2009.
Summary: Four mourners from diverse social backgrounds meet at a focus group interview on "funeral choices gone wrong" and tensions escalate quickly when the leader reveals her own marketing agenda. The stormy finale of the interview is followed by an advertisement for a new funeral memento from the HairAfter corporation. In this ad, the focus group members' statements are altered or quoted out of context, raising questions about research ethics. More information and Discussion Guide available: http://www.thedemiseofafocusgroup.com/

Dollar-wise dining: selling quick meal solutions. 🇨🇦
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.).
DVD Floor 5: HD 9333 C22 D64 2009
Summary: With a shaky economy encouraging consumers to stay at home for dinner, Fortune Hunters gets an updated on Anita Saini and her line of ready to eat Indian foods. *From the CBC TV series Fortune Hunters, Season 2.*

Doing well and doing good: corporate social responsibility as a profit generator.
Mill Valley, CA : Kantola Productions, 2004. 1 DVD (61 min.)
DVD Floor 5: HD 60 D65 2004
Summary: Lecture by the CEO of Timberland Company (Jeffrey Swartz) on how his company has become an example for socially-responsible corporations and has proven that companies can both do well for their stockholders and do good for communities. Part of the Stanford Executive Briefings series.

Dragons’ den: best of season 1. 🇨🇦
Toronto: Canadian Broadcasting Corporation, 2009. 2 DVDs (172 min.).
Summary: Volume 1 Includes the Series Premiere and Episode 6. The Dragons make their debut as hopeful entrepreneurs pitch Omega-3 salad dressing, napping centres, tidal energy and more. Volume 2 includes Episodes 2 and 4. High-stakes venture capital continues with pitches for an optical store for women only, a movie-theatre food container, a table top game and more. *Originally broadcast on the CBC in 2006.*

Dragons’ den: best of season 2. 🇨🇦
Toronto: Canadian Broadcasting Corporation, 2009. 2 DVDs (172 min.).
Summary: Volume 1 includes the Season Premiere and Episode 2. Featured pitches are Rhino Bag, Bikini Zero and PeerFX. Also, tempers flare when the Dragons take down a young entrepreneur with big dreams. Volume 2 includes Episodes 4 and 7. Competitor highlights are Baby Kaede punk baby clothing, Add-vanced Bottle System, Printakid’s personalized children’s books and Rockit single-foot skate. *Originally broadcast on the CBC in 2007.*

Dragons’ den: best of season 3. 🇨🇦
Toronto: Canadian Broadcasting Corporation, 2009. 2 DVDs (172 min.).
Summary: Volume 1 includes Season Premiere and Episode 2. Tensions rise in these two episodes when the Dragons make competing bids on KickSpike golf shoes and E-Student language-tutoring software. Volume 2 includes Episodes 6 and 12. Features the final episode of Season 3, Anatomy of the Pitch, a behind-the-scenes look at how the Dragons make their decisions. Originally broadcast on the CBC in 2008.

**Eco initiatives: weathering climate change.**

Toronto : Canadian Broadcasting Corporation: c2009.1 DVD (ca. 20 min.).

Summary: With the recession weighing on most consumers’ minds, will environmentally friendly products and services remain popular? Fortune hunters catches up with two eco-preneurs whose green business is in the red. From the CBC TV series Fortune Hunters, Season 2.

**Eco-preneurs: business goes green.**

Toronto, Ont.: CBCLearning, 2008. 1 DVD (22 min.)

Summary: Ever since Al Gore sounded the alarm bell, people are re-focusing on the crisis of climate change. Smart entrepreneurs know that more and more, consumers are willing to pay to help clear their eco-conscience. So Fortune Hunters scoured the country coast to coast looking for eco-entrepreneurs. In Montreal, meet Michael Keeffe, hunting his fortune with +1 Water, the first bio-degradeable water bottle, made from corn. In Toronto, catch up with Howie Chong, and his company Carbon Zero, working to make a lucrative venture out of carbon offsetting. And in Vancouver, follow the fortune hunters with the most dramatic story — Laura Lee Normandeau and Geoff Baker owners of an eco-friendly carwash that’s in hot water. This aired on CBC’s Fortune Hunters.

**Enron: smartest guys in the room.**

Los Angeles, Calif.: Magnolia Home Entertainment, c2005. 1 DVD (110 min.)

Summary: The inside story of one of history’s greatest business scandals, in which top executives of America’s seventh largest company walked away with over one billion dollars, while investors and employees lost everything. For more information about this film and selected video clips, please see: http://www.pbs.org/independentlens/enron/film.html

**Ensemble building.**

New York, N.Y. : Insight Media, 2006. 2 DVDs (ca. 120 min.)

Summary: Featuring drama teacher Stephen Pritchard and psychologist Ian Frampton, this program shows how to overcome inhibitions and create an environment of intimacy, trust, and communication in an educational setting. It presents ideas, games, and techniques that engage, build confidence, and improve communication among students.

**Ethics and the Consumer.**

Bendigo, Vic.: VEA (Video Education America); Access Digital Media ; distributed by Distribution access, c2010. 1 DVD (ca. 22 min.)

Summary: Featuring drama teacher Stephen Pritchard and psychologist Ian Frampton, this program shows how to overcome inhibitions and create an environment of intimacy, trust, and communication in an educational setting. It presents ideas, games, and techniques that engage, build confidence, and improve communication among students.
Summary: `Explores the issue of ethical consumerism, discussing the origins of the products that consumers buy, fair trade, environmental impact, and consumer choice.

**Facebook factor: social networking for profit.**

*Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.)*

**Summary:** Log on, sign in, and cash out. Fortune Hunters tracks the efforts of a young West Coast entrepreneur trying to build a viable business out of a social networking site for amateur sports teams. *From the CBC TV series Fortune Hunters, Season 2.*

**Fast food women: a film.**


**Summary:** Looks at the live of the women who prepare the food at four different fast food restaurants in eastern Kentucky. These women, mostly middle-aged with children to raise, are often the sole source of income for their families. They work for salaries barely above minimum wage, have trouble getting full-time hours because of their employer’s scheduling policies, and are without benefits. Scenes of women working at the various restaurants are included in this look at the other side of the counter.

**FINTRAC: the case.**

*Ottawa: Financial Transactions and Reports Analysis Centre of Canada, 2007. 1 DVD (14 min.).*

**Summary:** Examination of a money laundering case brought to light by our analysis team. [FINTRAC website]. For more information on this video and FINTRAC, please see: http://www.fintrac.gc.ca/multimedia/1-eng.asp

**Fish!: catch the energy, release the potential!**

*Burnsville, MN : ChartHouse International Learning Corporation, c1998.*

**Summary:** Shows employees how to generate the energy needed for a high morale work environment. Highlights four main concepts: play, make their day, be there, choose your attitude. Also portrays the playful atmosphere necessary for creativity to flourish. http://www.charthouse.com/content.aspx?nodeid=1066

**Fish! sticks: keeping the vision alive.**

*Burnsville, MN : ChartHouse International Learning Corp., c1999. 1 DVD (17 min.) + 1 facilitator's guide + 1 playbook.*

**Summary:** Shows employees how to keep from losing sight of the organization's vision. Places emphasis on personal responsibility.
Franchise fame & fortune. 🇨🇦
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (20 min.).
DVD Floor 5: HF 5429.235 C2 F73 2009
Summary: Even in an economic downturn, franchising is a reliable business. Fortune Hunters follows an Ontario couple trying to sweep the world off its feet with their franchise concept, Clean4Me. *From the CBC TV series Fortune Hunters, Season 2.*

G-I

Gadgetmania: the history and evolution of the infomercial.
Princeton, NJ : Films for the Humanities ; 2004. 1 DVD (51 min.)
DVD Floor 5: HF 6146 T42 G33 2004
Summary: This eye-opening program shows how the huckstering sales pitch of the pre-TV era came to define a genre of television advertising and, in the process, evolved into a $14-billion per-year industry and an icon of pop culture.

Global capitalism and the moral imperative.
Princeton, NJ : Films for the Humanities & Sciences, c2003. 1 DVD (29 min.)
DVD Floor 5: HF 1359 G56 2003
Summary: "Moral leaders warn that global laissez-faire is producing consequences similar to those of the 19th century, when gaps between rich and poor kept thousands in abject poverty for generations. In this new era of social Darwinism, moral leaders are asking who in the world community will care for the needs of the poor, and how it will be accomplished. If economic and political reforms are necessary ... who will initiate them and how [will they be enforced]"

Globalization.
Falls Church, VA: Landmark Media, [2002?]. 1 DVD (28 min.)
DVD Floor 5: HF 1418.5 G56 2002
Summary: Fifth in a six-part series that explores the sources of many post-World War II conflicts and looks at the endeavors being made to resolve them. This segment examines the rapid expansion of the international market place and the power of those who control it, which is perceived to be the principal reason why the gap between the rich and the poor is increasing, not diminishing. This viewpoint was also expressed by the thousands who demonstrated against the World Trade Organization in Seattle and Prague. However, some view globalization as being the only way for prosperity to spread to developing countries.

Google World. 🇨🇦
Toronto, Ont. : CBC Learning, c2010. 1 DVD (42 min., 30 sec.)
DVD - FLOOR 5 TK 5105.885 G66 G66 2010
Summary: "Find out how a search engine turned itself into a money-making powerhouse and why it now wants to launch us all into the brave new world of cloud computing. Inside the secretive and unorthodox world of Google, the motto is "Do No Evil." The company may see itself as a benevolent force in the world, but there's no question it plans to transform our lives, maybe even big-brother style. Their goal is "to organize all the world's information and make it universally accessible and useful" and to do so in the next 300 years. If successful, Google will
not only become the primary depository of all things digital about you, it may very well emerge as the most powerful company in the world"—container.

**Harvest of fear.**
[S.I.]: WGBH Educational Foundation, c2001.1 videocassette (120 min.)
VIDEOTAPE Floor 5: HD 9006 H37 2001
Summary: In "Harvest of Fear," Frontline and Nova explore the intensifying debate over genetically-modified (gm) food crops. Interviewing scientists, farmers, biotech and food industry representatives, government regulators, and critics of biotechnology, this two hour report presents both sides of the debate, exploring the risks and benefits, the hopes and fears, of this new technology.

**Healthy profits: cashing in on active living.**
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.).
DVD Floor 5: HD 9014 C22 H43 2009.
Summary: Recession or not, healthy active living is on everyone's minds these days. Fortune Hunters catches up with Julie Arora and her Mom's Healthy Secrets cereal. Was it a recipe for success? From the CBC TV series Fortune Hunters, Season 2.

**Help wanted: profits in the people business.**
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.).
DVD Floor 5: HD 5879 H45 2009.
Summary: Despite dreary job loss numbers, the staffing and recruitment industry is faring well. Take a close look at the resume of Meighen Nehme, a Windsor entrepreneur expanding her recruitment agency. From the CBC TV series Fortune Hunters, Season 2.

**High-end hopes: selling luxury.**
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (20 min.).
DVD Floor 5: HD 9999 L853 C245 2009
Summary: Fortune Hunters dives into the story of Cornel Ceapa who hopes to capitalize on wealthy consumers untouched by the economic downturn — to build an empire selling Canadian caviar. From the CBC TV series Fortune Hunters, Season 2.

**How the kids took over (CBC documentary special).**
Toronto, Ontario : CBC Educational Sales, 2006. 1 DVD(45 min.)
DVD Floor 5: HF 5415.332 C45 H68 2007
Summary: Here is an astounding statement: today's children have a say in how $700 billion or more is spent each year, making them one of the most powerful consumer groups in history. Every marketer wants a piece of the action, and children are being hit with a battery of ads that scarcely could have been imagined a few years ago. The marketing assault is not only aimed at getting children to spend. Companies who market adult products, such as cars and vacations, are also enlisting children to persuade their parents to buy the "right" brand. So how did the kids achieve such pull, and where is it leading? How the Kids Took Over is a documentary set in the heart of consumerism: the USA. The program describes how the dramatic shift in family dynamics, with persuasive powers shifting from parent to child, creates a marketer's dream. Big
business wants children’s attention, money and influence. Antimarketers fight to protect them. Parents are mostly at a loss for what to do. A riveting, fast-paced documentary appropriate for students of consumerism, marketing and big business.

How to write and deliver great speeches: the Toastmasters international guide to public speaking.
Mill Valley, CA : Kantola Productions, c2006. 1 DVD (35 min.) + 2 booklets.
DVD Floor 5: PN 4121 H69 2006 + instructor's manual and study guide
Summary: This program covers the skills you need for writing and delivering effective presentations, whether you are speaking to a huge auditorium or within the confines of a business meeting or boardroom. You will learn specific techniques for capturing the attention and respect of your audience, and how to overcome the stage fright that might otherwise take the fun out of public speaking. Tells the story of three very different individuals, and how they became poised, confident and eloquent speakers.

Igniting the buzz: cashing in on cool.
[Toronto, Ont.]: CBC Enterprises, 2006. 1 DVD (ca. 23 min.)
DVD Floor 5: HF 5415.122 I45 2006
Summary: Who can forget the Cabbage Patch Kids craze, Tickle- Me-Elmo flying off the shelves at breakneck speeds, or the endless line-ups and outrageous prices for the new Xbox gaming system? These “must have” products are a company’s dream. But what makes these products so desirable to consumers? Is it the product itself or the new, fresh approaches to marketing that drive consumer trends? Over the course of three episodes, delve into the world of business and see how Canadians “make it big” and create some of the hottest trends. A valuable resource for business and marketing classes of all levels. This aired on CBC's Venture.

In brands we trust.
Montreal : Ciné Fête ; 2002. 1 videorecording (52 min.)
VIDEOTAPE Floor 5: T 325 I5 2002
Summary: After “OK,” “Coca-Cola” is the most widespread word in the world. How did branding evolve into a global shadow force that packages lifestyles, commodifies personal values, and stands in for cornerstone cultural institutions? In this provocative program, Saatchi & Saatchi Worldwide’s Kevin Roberts, Chanel’s Jacques Helleu, anti-corporate crusader Naomi Klein, and others astutely address the concept of branding, its history, its impact on youth, key visionaries, and the convergence of brands and culture. The growing backlash against branding is also discussed. Coke, Nike, Chanel, Apple, and Benetton are spotlighted, and many other brands are touched on.

Indecently exposed / with Jane Elliott.
Toronto: WestWind Productions [2005]. 1 DVD (59 min).
DVD Floor 5: BF 575 P9 I52 2005
Summary: Indecently Exposed is a documentary film featuring world-renowned facilitator Jane Elliott as she challenges Canadians’ attitudes towards Native Canadians. With cameras rolling, she divides the unsuspecting participants by eye colour. Elliott then turns the tables on the participants, treating one group as “persons of color,” confronting and browbeating them, while
the other group is treated with respect. Filmed in Regina, Saskatchewan, Indecently Exposed illustrates and exposes how systemic racism continues to thrive in Canada today.
Watch the preview trailer online at:
http://www.westwindpictures.com/site/our-work/documentary/indecently-exposed/

Inside Job.
[Culver City, Calif.] : Sony Pictures Home Entertainment, [2011]. 1 DVD (109 min.)
DVD FLOOR 5: HB 3722 I57 2011
Summary: Provided is an analysis of the global financial crisis of 2008, which at a cost over $20 trillion, caused millions of people to lose their jobs and homes in the worst recession since the Great Depression, and nearly resulted in a global financial collapse. Through exhaustive research, and extensive interviews with key financial insiders, politicians, journalists, and academics, traces the rise of a rogue industry which has corrupted politics, regulation, and academia. Winner of the Academy Award for Best Feature Documentary in 2010.
http://www.insidejob.com/

Interpreting nonverbal communication.
New York: Promedian; distributed by Insight Media 2004. 1 DVD (34 min.)
DVD Floor 5: BF 637 C45 I58 2004
Summary: Includes information on understanding verbal communication, nonverbal patterns and symbols, projecting nonverbal communication, and misinterpreting nonverbal communication.

It's not a game, version 2.
1 DVD (ca. 55 min.) + 1 study guide (73 p.: ill. ; 28 cm.)
DVD FLOOR 5: HD 6971.5 I87 2009
A Study Guide for Instructors is available. Please contact Debbie Ouellette, OBHREE Administrative Assistant, Taro Hall 412, ext.5072 for more information.
Summary: Instructional video on the collective bargaining process.

J-L

Jamaica for sale.
2 DVDs (84 min.)
DVD Floor 5: G 155 J25 J254 2009
Summary: Jamaica for sale counters the dominant view that tourism is the savior of the Jamaican people. Lively and hard hitting, with powerful voices, arresting visuals and iconic music, Jamaica for sale documents the environmental, economic, social and cultural impacts of unsustainable tourism development. As Jamaica is irreversibly transformed by massive hotel and luxury condominium development, Jamaica for sale both documents this transformation and tries to turn the tide. Watch a preview online at: http://www.imdb.com/video/wab/vi3207464729/

Killing us softly 3.
Summary: In this film, Jean Kilbourne reviews if and how the image of women in advertising has changed over the last 20 years. With wit and warmth, she uses over 160 ads and commercials to critique advertising’s image of women, inviting viewers to look at familiar images in a new way that moves and empowers them to take action. Concludes with a new interview with Kilbourne. 
http://www.mediaed.org/videos/MediaGenderAndDiversity/KillingUsSoftly3

Life and debt.
New York : New Yorker Video, [2003], c2001. 1 DVD (86 min.).
Summary: Jamaica became an independent country from Great Britain in 1962. It is the land of sea, sand and sun ... but it is also a prime example of the complexities of economic globalization on the world's developing countries. Effectively portrays the relationship between Jamaican poverty and the practices of international lending agencies while driving home the devastating consequences of globalization.

-M-O-

Mad Men. Season One.
Santa Monica, CA : Lionsgate, [2008] 4 DVDS (ca. 616 min.)
Summary: In the glamorous and ego-driven world of advertising, everyone is selling something and nothing is ever what it seems. Set in 1960 New York, this series reveals the lives of the ruthlessly competitive men and women of Madison Avenue's "Golden Age," where key players make an art of the sell while their private world gets sold. And no one plays the game better than Don Draper, the biggest ad man--and ladies' man--in the business.

Mad Men. Season Two.
Santa Monica, CA : Lionsgate, 2008. 4 DVDS (ca. 616 min.)
Summary: Returning for its second season, the Golden Globe winning series for Best TV Drama continues to blur the lines between truth and lies, perception and reality. Moving in a new direction, can Sterling Cooper keep up? Meanwhile, the private life of Don Draper becomes complicated in a new way. What is the cost of his secret identity?

Made in Dagenham.
BBC Films, 2011. 1 DVD (113 min).
Summary: In 1968, the female workers at the Ford Dagenham car plant walked out in protest against sexual discrimination. Their actions played a major role in the battle for equal pay, both nationally and internationally. Originally released as a motion picture in 2010. Preview online at: http://movies.yahoo.com/movie/made-in-dagenham/trailers/
Making Canada Proud.

Toronto : CBC Learning [distributor], 2008. 1 DVD (22 min.)
DVD FLOOR 5: FC 25 M353 2008

Summary: In celebration of Canada Day, The National followed six stories of Canadians making a difference around the world, from the occupied West Bank to Winnipeg. Highlights include a doctor in China being compared to a modern-day Norman Bethune; a researcher using the cellphone to improve medical treatment for AIDS patients in Kenya; a man whose organization donates bicycles worldwide; and a former Noranda VP who founded a social enterprise to train construction workers in inner-city Winnipeg. The choice these individuals have made to work in practical, grassroots ways to improve the quality of life for others, in Canada and internationally, will inspire students to think creatively about their civic participation and responsibilities.

Manufactured Landscapes.

Canada: Mongrel Media, 2007. 1 DVD (90 min.).
DVD Floor 5: GF 656 M36 2007

Summary: Documentary by award winning director Jennifer Baichwal follows Edward Burtynsky to China, as he captures the effects of the country's massive industrial revolution. The film leads us to meditate on human endeavour and its impact on the planet.


Marketing research and segmentation.

New York, N.Y.: Films Media Group, c2009. 1 DVD (20 min.)
DVD FLOOR 5: HF 5415.2 M375 2009

Summary: Moving from foundations to specific methods, this program examines the complex background work that must take place before a product or service can be positioned in the market. Surveys and analysis performed for the computer game company Electronic Arts provide an illuminating case study in field, quantitative, and qualitative research and how these overlap with explanatory, descriptive, and predictive research. Students learn about interview formats, questionnaires, sampling techniques, focus groups, and other ways to obtain customer feedback. Demographic, geographic, and psychographic approaches to market segmentation are illustrated with clear examples of their real-world applications. Preview clip online at:

http://ffh.films.com/id/17923/Marketing_Research_and_Segmentation.htm

Mickey Mouse monopoly: Disney, childhood & corporate power.

Northampton, Mass.: Media Education Foundation, c2001.1 DVD (52 min.)
DVD Floor 5: PN 1999 W27 M53 2002

Summary: Critique of the cultural values and assumptions propagated by Walt Disney children's films. Includes contributions from cultural critics, media scholars, child psychologists, educators and children.

http://www.mediaed.org/videos/CommercialismPoliticsAndMedia/MickeyMouseMonopoly

Mirrors of privilege: making whiteness visible.

Oakland, Calif. : World Trust Educational Services, Inc., c2006. 1 DVD (50 min.)
DVD Floor 5: E 184 A1 M58 2006
Summary: Features the up close and personal stories of white activists and their ongoing journeys of transformation. Participants will talk about being unconscious about their learned and internalized sense of white supremacy. They will share what was required and what actions they took to move through the common first stages of denial, defensiveness, guilt, fear and shame into making solid commitments towards ending racism. The video uses art, theatre, movement, photographs and music to amplify stories that share richly varied experiences and life processes informed by deep reflection and social justice action. The individuals' interviews will also be enhanced by historical sources, spoken word, photographs and video archives which will serve to address systemic racist oppression.

Summary: Looks at designer/entrepreneur Steve DuBus (a Brock University alumnus) as he attempts to get his urban sportswear clothing line 'ModRobes' off the ground. Follows Steve from looking through racks of clothing to planning each promotional event. Originally aired on the CBC series Venture.

Money for nothing: behind the buSin$ of pop music
Summary: Examines the shrinking number of record companies, the centralization of radio station ownership, and the increasing integration of popular music into the advertising and commercial aspects of the consumer market. Also discusses independent bands and record labels. Interviews with: Chuck D, Ani DiFranco, Michael Franti, Kathleen Hanna, Reebee Garafalo, Dave Marsh, Robert W. McChesney, Shirley Halperin. http://www.mediaed.org/videos/CommercialismPoliticsAndMedia/MoneyForNothing

Summary: These new videos feature 5 episodes (two cases per episode for a total of 10) of MoneyHunt, a public television show in which potential entrepreneurs pitch their business ideas in a meeting with potential investors. After the pitch, the show's hosts and guest mentors assessment the strengths and weaknesses of the plans. Ideal for class discussion and exposing students to actual business plans, students can be assigned to read and critique the business plans presented on Money Hunt the day before the instructor shows the video in class. Debating the advice of the venture capitalists versus those of the student will surely spark class discussion. Students can download all 10 business plans from the text website at www.mhhe.com/hisrich6e. Instructors are given password-protected access to the actual Studio Notes the investors used on the show to help direct class discussion.

Summary: Tap into the business secrets of Fortune Hunters’ My First Millionaires, the brains behind big successes like Sleeman Breweries, Cold FX, Lavalife & more! *From the CBC TV series Fortune Hunters, Season 2.*

**Myth of the Ethical Consumer.**
Cambridge ; New York : Cambridge University Press, 2010. 1 DVD-Rom (ca. 26 min)
9TH FLOOR OF LIBRARY HB 835 D48 2010 disc
Summary: The book “Myth of the ethical consumer” is accompanied by the documentary “Why don’t consumers behave ethically: the social construction of consumption”, which is a half-hour documentary capturing interviews with consumers in eight countries. The book and DVD are shelved together on the 9th floor of the Library.

**Mystery of Capital.**
Toronto, ON : CBC Learning, c2009. 1 DVD (19 min.)
DVD FLOOR 5: HB 501 M97 2009
Summary: In this documentary, CBC News’ Brian Stewart meets Hernando de Soto, an economist from Peru who became famous interpreting the destructiveness of shadow economies in the developing world. Now his ideas are helping to explain the house of cards that the Western economic giants built.

**NAFTA and the new economic frontier: life along the U.S./Mexico border.**
Princeton, NJ : Films for the Humanities & Sciences, 2003.1 DVD (23 min.)
DVD Floor 5: HF 1746 N3312 2003
Summary: ABC News correspondent Judy Muller reports on the quality of life along the international border between El Paso and Juarez since the implementation of NAFTA. Program concludes with a discussion between Ted Koppel and Fernando Macias. Originally aired as an episode of the ABC series Nightline. Preview clip online at: http://ffh.films.com/id/4178/NAFTA_and_the_New_Economic_Frontier_Life_Along_the_US_Mexico_Border.htm

**Neuromarketing: consumers under the influence.**
New York : Films for the Humanities & Sciences, p2011, c2009. 1 DVD (53 min.)
DVD Floor 5: HF 5415.12615 N467 2009
Summary: "This program looks at the revolutionary science of neuromarketing, which avoids the gray areas of consumer uncertainty and instead targets the gray matter in which an individual’s real and measurable decisions occur. Shot in an absorbing style that attends to both psychology and business issues, the film shows how neuroscience technologies can determine how the brain reacts to a specific product."--container. Preview online at: http://ffh.films.com/PreviewClip.aspx?id=19400

**No logo: brands, globalization, resistance.**
[S.l.] : Media Education Foundation, c2003.1 DVD (42 min.)
DVD Floor 5: HD 2755.5 N655 2003
Summary: Video on the backlash against the growing economic and cultural reach of multinational companies. Based on the book “No Logo” by Naomi Klein.
On strike: the Winnipeg General Strike, 1919.
Montreal: National Film Board of Canada, 2008. 1 DVD (19 min.).
DVD Floor 5: HD 5330 W5 O5 2008
Summary: Tells the dramatic story of the Winnipeg General Strike in 1919 through the recollections of the men and women who were there. Traces the events leading up to the strike; the issues, the personalities and the divisions among the people of Winnipeg, and documents the riot of June 21, 1919 in which death and serious injury resulted.

One Red Paperclip.
Toronto, Ont.: CBCLearning, 2006. 1 DVD (12 min.)
DVD Floor 5: HF 1019 O54 2006.
Summary: Meet the one-red-paperclip guy, Kyle MacDonald, a 26-year-old ex-geography student with a crazy scheme. In the summer of 2005, Kyle announced to the world he was going to trade a red paperclip for a house — with just his blog as a bartering tool. In one short year, this stunt took him from unemployment to international media darling, along the way attracting a popular radio deejay, a rock star, a movie producer and eventually a Saskatchewan municipal developer willing to talk real estate. Is Kyle the ultimate slacker or an internet marketing genius? Follow his roller-coaster ride and decide for yourself. This aired on CBC’s Venture’s Dreamer’s and Schemers.

Out on the street.
[Gatineau, Quebec]: Past Perfect Productions, c2007. 1 DVD (45 min)
DVD Floor 5: HD 5330 W5 O88 2007
Summary: "The members of IATSE Local 63 worked at the historic Winnipeg Arena for the building’s fifty year existence. In late 2004 the arena closed its doors to make way for a new sports and entertainment facility: the MTS Centre. IATSE 63 negotiated with MTS Centre executives over an eighteen month period for the carry over of their jobs under the impression they were the only choice for the new building. Two weeks before the MTS Centre opened, IATSE’s members discovered that they were being replaced by workers from a temp firm--NASCO Staffing Solutions. NASCO charges union rates but pays workers as little as half of what the company collects. The Local is not taking things lying down. Follow the members of IATSE 63 as they fight through the courts, conciliation, informational pickets, and boycotts, trying to secure stagehand work at the MTS Centre. IATSE’s dispute with the MTS Centre is part of a larger trend in Canada. Out on the Street also looks at the decline of union density in the private sector and the role unions play for workers."--Past Perfect Productions website.

P-R

People like us: social class in America.
New York, NY : Center for New American Media ; Harriman, NY : Distributed by CNAM Film Library, [2006]. 1 DVD (124 min.)
DVD Floor 5: HN 90 S6 P46 2006
Summary: How do income, family background, education, attitudes, aspirations, and even appearance mark someone as a member of a particular social class? In travels across the U.S.
in interviews with people from diverse socioeconomic groups, this film examines how social class in America has as much influence as race or ethnicity in determining what kind of opportunities a person has in life. Discusses how social class plays a role in the lives of all Americans, whether they live in Park Avenue penthouses, Appalachian trailer parks, bayou houseboats, or suburban gated communities, and presents stories of family traditions, class mobility, and different lifestyle choices. The final segment uses Anderson High School in Austin, Texas as a microcosmic example of the social segmentation that extends throughout the macro level.

**Pig business**
[London, England]: Farms not Factories, c2011. 1 DVD (48 min)
DVD Floor 5: SF 140 L58 P54 2011
Summary: "An investigative documentary into the corporate takeover of pig farming and the devastating impacts this is having on our environment, local communities, small farmers, human health and animal welfare"--Internet movie database.
Preview online at: [http://www.pigbusiness.co.uk/the_film/#trailer](http://www.pigbusiness.co.uk/the_film/#trailer)

**Pink Ribbons, Inc.**
New York: First Run Features, c. 2012. 1 DVD (98 min).
DVD Floor 5: RC 280 B8 P56 2012
Summary: Pink ribbons are everywhere: T-shirts, hats, yogurt cups, KFC buckets, car ads, NFL stadiums - the list goes on and on. They make people feel good, as if engaged in a successful battle against breast cancer. But who is really benefitting? More and more women are diagnosed with breast cancer every year. Wouldn't it be something if some of the very companies that profit from their pink marketing campaigns have actually contributed to the epidemic by selling known carcinogens? Watch the preview trailer online at: [http://www.nfb.ca/film/pink_ribbons_inc/trailer/pink_ribbons_inc_trailer](http://www.nfb.ca/film/pink_ribbons_inc/trailer/pink_ribbons_inc_trailer)
This title is also available as streaming video via NFB.ca Screening room: [http://www.nfb.ca/playlist/pink_ribbons_inc/](http://www.nfb.ca/playlist/pink_ribbons_inc/)

**Public speaking in a second language: fear not!**
Davis, CA : The Seabright Group, c2006. 1 DVD (38 min.)
DVD FLOOR 5: PN 4129.15 P83 2006
Summary: Designed for non-native speakers of English who need practice in pitch, intonation, voice projection, syllable stress, pronouncing numbers and percentages correctly. Tips are given for connecting with a Western audience. Building confidence in a second language is emphasized throughout the video, which ends with an informative speech modeling the skills taught.

**Putting customers first.**
Towson, MD : Distributed by Library Video Network, c2006. 1 DVD (37 min).
DVD Floor 5: HF 5415.5 P88 2006.
Summary: "Learn the secrets of providing outstanding customer service to all your customers with this training program. General principles of providing outstanding customer service are explained and applied to the library setting. In addition the program looks at how the Columbus (OH) Metropolitan Library and the West Palm Beach (FL) Public Library used customer service strategies to transform their libraries"—Container.

Richard Branson: my life.
[S.I.] : Films for the Humanities and Sciences ; 2004. 1 DVD (53 min.)
DVD Floor 5: HC 252.5 B73 R5 2004
Summary: Richard Branson is one of the world's most successful and outrageous businessmen. His life is a series of adventures, and with each success, he sets his goals higher. This program tells his story through clips, personal photos and the recollections of those closest to him. Watch a preview clip online: http://ffh.films.com/id/6362/Richard_Branson_My_Life.htm

Rights and obligations of successors.
Toronto : CVC Productions Ltd., [1993?] 1 videocassette (55 min.)
VIDEOTAPE Floor 5: HD 62.25 R54 1993
Summary: "David Gallager interviews Leon Danco who is considered by many to be the foremost U.S. expert on families in business. Leon shares his view regarding how to bring the successor generation into a family business."--CAFE website.

S-U

Security start-up: selling safety.
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.).
DVD Floor 5: HD 9999 S453 C22 2009
Summary: Statistics show that often crime goes up when the economy goes down. Fortune Hunters tracks Judee Sibbitt, whose security start-up is based on a GPS bracelet for children and seniors. From the CBC TV series Fortune Hunters, Season 2.

Seeds of change: farmers, biotechnology, and the new face of agriculture.
[Winnipeg, Manitoba]: Dada World Data, 2005. 1 DVD (16 min.)
DVD Floor 5: SB 123.57 S44 2005
Summary: "Film provides an opportunity to hear firsthand accounts of the good, the bad and the ugly of genetically modified (GM) crops from those who are most affected by the new crops' impact on agriculture and rural life. Along with farmer perspectives, the film also features interviews with representatives from agri-business, with scientist studying GM crops, and with activists." http://seedsofchangefilm.org/

Seven Sins of the Marketplace.
Toronto : Canadian Broadcasting Corporation : CBC Learning [Distributor], [c2009]. 1 DVD (ca. 23 min.)
DVD FLOOR 5: TX 335 S48 2009
Summary: Marketplace has seen it all when it comes to bad service, unsafe products and schemes. Over the years, they've uncovered all kinds of tricks companies employ to separate
customers from their cash. To encourage smart shopping strategies, in this episode, Marketplace compiles the worst offenses companies commit to reach into your wallet.

**Success story of an entrepreneur: from earth buddies to air hogs.**  🇨🇦
Princeton, NJ : Films for the Humanities & Sciences, [2004]. 1 DVD (17 min.)
DVD Floor 5:   HB 615 S82 2004
Summary: Presents the story of Anton Rabie and his company, Spin Master, as they become a major power in the North American toy industry with Earth Buddies, Air Hogs, and Flick Trix Finger Bikes. Filmed over eight years, the program tracks Spin Master's meteoric rise and the manufacturing pressures that nearly blew the company apart. Also examines the stresses of trade shows and negotiating with top retailers. Originally broadcast as an episode of CBC's Venture.

**Success - the prize and the price.**  🇨🇦
Toronto : CVC Productions Ltd., [1993?] 1 videocassette (46 min.)
VIDEOTAPE Floor 5: HD 62.25 S83 1993
Summary: "Donald Chisholm is being interviewed about how he built the highly successful Chisholm Enterprises. He feels like the "luckiest man on Earth" and is keen to pass on the business and keep it in the family. His three offspring all have different attitudes and they talk about the family business as "a legacy or an albatross". Donald is not aware of his offspring's feelings."--CAFE website.

**Sumner Redstone: the making of a media empire.**  🇨🇦
Princeton, NJ : Films for the Humanities ; 2004. 1 DVD (22 min.)
DVD Floor 5:  HC 102.5 A2 S85 2004
Summary: What do CBS, MTV, VH1, Paramount, Blockbuster, and Nickelodeon all have in common? Sumner Redstone, chairman of parent company Viacom. A no-nonsense dealmaker with an unquenchable will to survive, Redstone is a man on the move - and at 79 years of age, he is also a man in a hurry. In this ABC News program, Sumner Redstone talks about events that have shaped his life and career, his efforts to establish Viacom in the Chinese market, and a headline-making deal he chose to leave on the table: a merger with AOL. With the clock steadily ticking, the Boston billionaire continues to do what he does best, with no signs of slowing down.

**Supersize me.**  🇨🇦
New York, N.Y. : Hart Sharp Video, c2004. 1 DVD (100 min.)
DVD Floor 5: RA 645 N87 S8 2004
Filmmaker Morgan Spurlock embarks on a journey to find out if fast food is making Americans fat. For 30 days he can't eat or drink anything that isn't on McDonald's menu; he must eat three square meals a day, he must eat everything on the menu at least once and supersize his meal if asked. He treks across the country interviewing a host of experts on fast food and a number of regular folk while downing McDonald's to try and find out why 37% of American are now overweight. Spurlock's grueling diet spirals him into a metamorphosis that will make you think twice about picking up another Big Mac.
The 5 communication secrets that swept Obama to the Presidency.
Hamilton, NJ : Films for the Humanities & Sciences; Orangeville, ON : McIntyre Media [distributor], c2009. 1 DVD (47 min.).
DVD FLOOR 5: PN 4193 P6 F584 2009
Summary: “Presented by renowned public speaking coach Richard Greene, the video incorporates passages from many of President Obama's finest speeches--and uses these examples to explore tone of voice (varying volume, pace, pitch, and resonance); body language (improving eye contact, openness, and listening); verbal language (avoiding jargon and using sensory-specific words); message content (sharing feelings and heartfelt goals); and fluency in visual, auditory, and kinesthetic communication styles.” Preview clip online at: http://ffh.films.com/id/16475/The_5_Communication_Secrets_That_Swept_Obama_to_the_Presidency.htm

The codes of gender: identity + performance in pop culture.
Northampton, MA : Media Education Foundation, c2009. 1 DVD (73 min.)
DVD FLOOR 5: P 96 S5 C63 2009
Summary: "Communication scholar Sut Jhally applies the late sociologist Erving Goffman's groundbreaking analysis of advertising to the contemporary commercial landscape in this provocative new film about gender as a ritualized commercial performance. Uncovering a remarkable pattern of gender-specific poses, Jhally explores Goffman's central claim that the way the body is displayed in advertising communicates normative ideas about masculinity and femininity. The film looks beyond advertising as a medium that simply sells products, and beyond analyses of gender that focus on biological difference or issues of surface objectification and beauty, taking us into the two-tiered terrain of identity and power relations"--Container.
http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=238

The corporation: a documentary.
Kelowna, BC : Distributed by FilmWest Associates, c2004.
1 DVD (145 min.) ; or 3 DVDS (58 min. each).
DVD Floor 5: HD 2731 C67 2004 or
DVD Floor 5: HD 2731 c677 2004 part 1, part 2, and part 3
Summary: Based on the book, "The corporation: the pathological pursuit of profit and power" by Joel Bakan; produced by Big Picture Media Corporation in association with TV ONTARIO. Documentary examines the nature, evolution, impact and possible futures of the modern business corporation. http://www.thecorporation.com/index.cfm

The education of Brian Nicholl.
1 DVD (ca. 43 min.)
DVD - FLOOR 5 HD 4928 N6 E38 2009
Summary: the Fifth Estate puts a human face on the economic downturn, through a close-up encounter with the employees of an auto parts plant that is closing. Edscha of Canada, in Niagara Falls, Ontario manufactures car door hinges. But, the German-owned company has also been affected by the worldwide downturn and, in order to save itself, it is killing off this Canadian plant, putting 200 workers, many of whom have worked there for decades, out of jobs. Linden MacIntyre and a fifth estate team spent more than a month at the Edscha plant as its
final day approached. They record the human cost of the recession, and see first-hand the fight for one final payout—severance money that they are entitled to under Ontario law.

**The essential blue-eyed: trainer’s edition and debriefing.**  
California Newsreel, 1999. 1 videocassette (87 min).  
Summary: Based on Jane Elliot’s path-breaking “blue-eyed, brown-eyed exercise,” “Blue-Eyed” is a widely-used diversity training video. This special Trainer’s Edition contains the most dramatic 50 minutes of original 86 minute film as well as 37 minute “Debriefing” segment.

**The global trade debate.**  
Summary: This program offers a balanced look at the reality of globalization in an effort to address the issues that underpin the angry rhetoric between big business advocates and an increasingly powerful activist lobby. Since the founding of the International Monetary Fund, the world has seen a 12-fold increase in global trade, but local economies and the environment have paid a heavy price. It was produced by Journeyman Pictures and ABC Australia. [http://www.journeyman.tv/?lid=9028](http://www.journeyman.tv/?lid=9028)

**The hidden face of globalization: what the corporations do not want us to know.**  
New York : Crowing Rooster Arts : National Labor Committee, c2003. 1 DVD (34 min.)  
DVD Floor 5: HF 1414 N27 2003  
Summary: Examines the working and living conditions of garment factory workers in Bangladesh. Calls for an end to child labor and sweatshop abuses.

**The hour does business. 🇨🇦**  
Toronto : CBC Learning, c2009. 1 DVD (ca. 111 min.)  
DVD Floor 5: HC 113 H67 2009  
Summary: BlackBerry, lululemon, Roots. Meet the founders of these Canadian companies and success stories. Interviews from the talk show The hour with Nouriel Roubini, Harry Dent, David Chilton, Malcolm Gladwell, Stephen Bronfman, Michael Budman, Jim Balsillie, Suze Orman, Heather Reisman and Chip Wilson.

**The idea of marketing in the real-time, total access marketplace.**  
[Stanford, CA] : Stanford Video ; Mill Valley, CA : Kantola Productions [distributor], c2005. 1 DVD (56 min.)  
DVD Floor 5: HF 5415.1265 I3 2005  
Summary: “The traditional broadcast model of marketing is disappearing rapidly as consumers grow to expect total access to, and interaction with, the marketplace ... to earn brand loyalty, businesses need to use technology to establish a dialogue that gets and keeps customers” --back cover.
Bromely, Kent : TV Choice Productions ; 1998. 1 DVD (31 min).
DVD Floor 5: G 155 A1 I463 No. 1a
Summary: Explores the effect of tourism in Antigua's people, culture and economy. It brings jobs but most are low status and poorly paid. Little of the money tourists spend stays on the island. A major threat to tourism is to the natural environment. Local groups are promoting eco-tourism but corruption and pressure from big business stands in their way.

The impact of tourism II: Reugen: German case study.
Bromely, Kent : TV Choice Productions ; 2002. 1 DVD (26 min.)
DVD Floor 5: G 155 A1 I463 No. 2a
Summary: The east German island of Reugen is trying to achieve 'sustainable tourism' - visitors who will bring money without damaging its natural environment. For 40 years Ruegen was behind the 'iron curtain' and east Germans had little choice but to spend their holidays.

The impact of tourism III: mass tourism in Majorca.
Bromely, Kent : TV Choice Productions ; 2000. 1 DVD (30 min.)
DVD Floor 5: G 155 A1 I463 No. 3a
Summary: Majorca has provided millions of tourists with cheap holidays. This has brought prosperity for many inhabitants - but at a cost. Traditional culture is disappearing and environmental problems abound. Much of the coast has been damaged by hotel building. There is too much traffic, too much rubbish and not enough water. The authorities are promoting 'sustainable tourism' and 'green' holidays, better both for the local economy and the environment.

The impact of tourism IV: The Gambia, West Africa.
Bromely, Kent : TV Choice Productions ; 2001. 1 DVD (32 min.)
DVD Floor 5: G 155 A1 I463 No. 4a
Summary: With its sunshine, beaches and friendly people, tourism has become the Gambia’s major source of income. But tourism here is a double-edged sword. Despite many visitors, little money ends up with local people. The holidays are organized by foreign-owned hotels. Even the food they eat is imported from abroad. There are cultural and social problems, too. Unemployed Gambian boys are tempted into begging for money from tourists.

The impact of tourism V: Amazon.
Bromely, Kent : TV Choice Productions ; 2002. 1 videocassette (25 min.)
Videotape Floor 5: G 155 A1 I463 No. 5
Summary: In the past tourism in Brazil was all about sun and sand, but now Brazil is actively promoting the Amazon as an attraction. The idea is to bring money and jobs to locals. But how will tourism affect one of the world's most environmentally important areas? In the Amazon Ariau Towers, giant walkways give visitors a unique view of the rainforest and wildlife. Further up the Amazon at Mamiraua a solar-powered floating lodge is designed to minimize the impact of visitors on the environment.

The impact of tourism VI: Thailand: behind the image.
Bromely, Kent : TV Choice Productions ; 2003. 1 DVD (15 min.)
The merchants of cool.
[ Alexandria, Va. ] : Distributed by PBS Home Video, [2003]. 1 DVD (ca. 60 min.)
DVD Floor 5: HQ 796 M47 2003
Summary: They are the merchants of cool: creators and sellers of popular culture who have made teenagers the hottest consumer demographic in America. But are they simply reflecting teen desires or have they begun to manufacture those desires in a bid to secure this lucrative market? And have they gone too far in their attempts to reach the hearts--and wallets--of America's youth? FRONTLINE correspondent Douglas Rushkoff examines the tactics, techniques, and cultural ramifications of these marketing moguls in "The Merchants of Cool.
Produced by Barak Goodman and Rachel Dretzin, the program talks with top marketers, media executives and cultural/media critics, and explores the symbiotic relationship between the media and today's teens, as each looks to the other for their identity.
http://www.pbs.org/wgbh/pages/frontline/shows/cool/

The nature of business: partnering with the environment.
DVD Floor 5: HD 60 N37 2003
Summary: As corporations continue to think globally, the rapidly deteriorating state of the environment is demanding that they act locally--now. This program brings together the president of the World Bank and visionary corporate leaders to map out a plan for a sustainable future that everyone can live with. Also looks at three corporations dedicated to sustainable development and environmental protection. Preview clip online at:

The Selling game.
Toronto, Ont. : CBCLearning, 2007. 1 videodisc (44 mins)
DVD Floor 5: HF 6146 T42 S455 2007
Summary: TV advertising used to be such an easy business. They played the ads, we watched the ads. But along came hundreds of new channels, and Tivo, and the internet, and scattered audiences, and as the visionary ad man Peter Sealey tells us..."in the mid-1960s I could reach 80% of the women in the United States of America with three daytime black and white commercials...Today, it would take 97 prime time 30-second ads to get that same reach." The Selling Game is all about how marketers not only survived the so called Panic on Madison Avenue, but rang in a new gilded age of advertising. Digital media, the internet and cable tv, have handed marketers incredibly powerful new keys to our hearts and minds, and wallets. The TV ad may be on the wane, but marketing is stronger than ever. It's a bizarre new world of persuasion. Ads just don't feel like ads anymore and "under the radar" is the buzz term du jour.
This aired on CBC’s Doc Zone.
The Stock Market: what goes up?
Madison, WI : Knowledge Unlimited, c1999. 1 videocassette (17 min.)
VIDEOTAPE Floor 5: HG 4910 S86 K6 1999
Summary: Video explores the possible reasons for the decade-long rise in the stock market. It explains the Dow Jones industrial average and the history of this index of the market's performance.

The struggle for sustainable tourism: an Ecuadorian case study.
Bromley, Kent : TV Choice Productions, c2005. 1 videodisc (26 min.)
DVD Floor 5: G 155 E2 S77 2005
Summary: "This film tells how the people of Santa Lucia in Ecuador set out to make their living through eco-tourism. Forced to abandon farming because of a law passed to protect the cloud forest, they set out to build an eco-lodge for tourists. Against the odds, and exploiting the Internet, they've started on the hard road towards establishing their business. But can they turn eco-tourism into a real business? With no money for advertising, how will they market their holidays? Will they survive?"

The take = la prise.
Montréal : Alliance Atlantis ; c2004. 1 DVD-video (87 min.)
DVD Floor 5: HC 175 T35 2004
Summary: Avi Lewis explores how Argentina's 2001 economic collapse, where a prosperous middle-class economy was destroyed during 10 years of IMF policies, impacted the lives of ordinary workers. Follows 30 unemployed auto-parts workers, who stage a protest against their bosses and economic globalization by occupying their closed factory and refusing to leave. See: http://www.thetake.org/

Thirst for profits: selling alcohol.
Toronto: Canadian Broadcasting Corporation, 2009. 1 DVD (21 min.).
DVD Floor 5: HD 9364 C22 T49 2009
Summary: Fortune Hunters follows John Vellinga, a Toronto entrepreneur thirsty for success, as he tries to take his Slava vodka beyond the niche market of Ukrainian Canadians. From the CBC TV series Fortune Hunters, Season 2.

Turbulence: a film.
Montréal : National Film Board of Canada 1997. 1 videocassette (53 min.)
VIDEOTAPE Floor 5: HG 4551 T87 1997
Summary: Why are the rich becoming richer and the poor poorer? To better understand the "how's" and "why's" of the economic mechanisms which have brought us to this explosive situation, the director travelled the globe. Turbulence highlights the unprecedented power of the financial markets, and the threat they pose to democracy.
Under rich earth. [Toronto, Ont.] : Rye Cinema : ONF/NFB [distributor], c2008. 1 DVD (92 min.) 

DVD Floor 5: HD 526 U53 2008

Summary: In the remote mountain valley in Ecuador, coffee and sugarcane farmers face eviction from their land to make way for a massive mining project. As the company's men move deeper into the valley, the tension between the mineros and the opposition reaches a breaking point. Abandoned by the police and ignored by their government, the farmers prepare to stand down the invaders on their own. Their resistance leads to a remarkable and historic confrontation with a band of mysterious armed men hiding in the cloud forest. Watch a preview online at: http://underrichearth.ryecinema.com/?page_id=3

Understanding Brands. [White Plains, N. Y.] : VEA (Video Education America); Access Digital Media ; distributed by Distribution access, c2010. 1 DVD (27 min.).

DVD FLOOR 5: HD 69 B7 U63 2010

Summary: Every day we are exposed to about 3,000 advertisements - that's 84,000 advertisements a month on over a 2 million different products each and every year. In this hectic market we often put our faith, and our money, in something more than a single product - we put it in a brand. In this engaging Australian-made, curriculum fit program we look at what a brand is, the power of branding, what makes up a brand, the evolution of brands, and influences on brands. We also speak to Erminio Putignano from Futurebrand, who highlights some great examples of successful branding.

V-Z

Venture: going global. [Toronto, ON.] : Canadian Broadcasting Corporation; 1999. 1 videocassette (15 min.)

VIDEOTAPE Floor 5: HD 62.5 V8 1999

Summary: Interspan, a Canadian Trading House, imports/exports products for Canadian Manufacturers. Interspan provides a multilingual export department with contacts to international markets. Venture examines how a trading company sells in an international market.

Venture: hockey net. [Toronto, ON.] : Canadian Broadcasting Corporation; 2002. 1 videocassette (13 min.)

VIDEOTAPE Floor 5: HD 62.5 V45 2002

Summary: Jim Boone is an entrepreneur with an idea to revolutionize hockey with a luminous net...the only trouble is someone with the same idea beat him to the patent office.

Venture: Montreal sandwich. [Toronto, ON.]: Canadian Broadcasting Corporation; 2003. 1 videocassette (15 min.)

VIDEOTAPE Floor 5: HD 62.5 V78 2003

Summary: Chris Goldrick, an entrepreneur, has a dream to sell high-priced sandwiches in Montreal. He is risking hundreds of thousands of dollars that customers will snap up the high priced sandwiches.
Venture: Organics to you: aka OTY. [Toronto, ON.]: Canadian Broadcasting Corporation; 2000. 1 videocassette (15 min.) VIDEOTAPE Floor 5: HD 62.5 V77 2000
Summary: ‘Organics To You’ is Vancouver's first and biggest organic produce home delivery service. President Andrew Capeau founded the company a few years ago and has enjoyed a booming business ever since. Every week Andrew sends out bins chock full of organic fruits and vegetables to close to 1400 customers. Number One now and determined to stay that way, Andrew's got an ambitious plan in mind. He wants to turn his simple produce delivery business into a fully customized, computerized, mobile grocery store. What is originally planned to be a two-month task turns into a year-and-a-half long grind.

Summary: The Great Canadian Elevator Pitch Contest. The contest was organized by the Canadian Consulate in Silicon Valley at San Jose, California. The challenge was to sum up your amazing business plan, while in an elevator, with an investor of your dreams. The total time you have in 30 seconds or the time it takes to travel from ground floor to the 10th floor. The contest gathered over 300 Canadian companies. 50 companies tried their pitch. The winner received a Silicon Valley Survival Kit full of gadgets and goodies as top prize.

Summary: Video tells of how discrimination and isolation, as well as emotional and physical intimidation impacts the lives of faculty, staff and students, as told through the voices and stories of women, aboriginals, international students, members of the GLBT community (gay men, lesbians, bisexual and transgendered people), people of diverse ethnic, religious and racial backgrounds, and people with disabilities or who are differently abled.

Summary: Everyone has seen Wal-mart's lavish television commercials, but have you ever wondered why Wal-Mart spends so much convincing you it cares about your family, your community, and even it's own employees? What is it hiding? This film takes you behind the glitz and into the real lives of workers and their families, business owners and their communities, in an extraordinary journey that will challenge the way you think, feel... and shop. http://www.walmartmovie.com/

What is marketing?: the basics and beyond. New York, N.Y.: Films for the Humanities & Sciences; Films Media Group, c2009. 1 DVD (23 min.) DVD - FLOOR 5 HF 5415.13 W437 2009
Summary: A firm grasp of marketing principles has become essential to 21st-century commerce and a successful business career. Featuring a youth-oriented case study, this program guides students through the basics of marketing and the main activities and responsibilities of a marketing specialist. Viewers learn about research and analysis conducted to help position a recently developed Harry Potter video game. In the process, the film explores the 4 Ps (product, price, place, and promotion); demographic, geographic, and psychographic market segmentation; niche markets; field and desk research; branding; customer relationship management; the importance of marketing objectives; and other concepts. Preview clip online at: http://ffh.films.com/id/17922/What_Is_Marketing_The_Basics_and_Beyond.htm

When the water tap runs dry.
New York : Ambrose Video Publishing, [2009]. 1 DVD (39 min.)
DVD FLOOR 5: HD 1694 A5 W44 2009
Summary: "The greatest impacts from climate change will not be warmer temperatures but water shortages. Learn how America's water infrastructure is incapable of handling these changes. There exist solutions that will make us rethink everything from how we use water, to where we live, to who owns water. Every drop of water that flows through America's rivers or is stored in our lakes and reservoirs is spoken for. Now, America is over-drafting its water supply. How did it come to this? The answers lie in America's outdated water infrastructure, an inflexible water storage system, greater demand from an increasing population and the impacts of global warming. In [this video], we will look at these issues and provide essential solutions based on a new vision of America's water infrastructure, and customized water rights agreements. If the water crisis is not addressed, the water tap will run dry for many Americans"--Container.

Who's counting?: Marilyn Waring on sex, lies & global economics.
Montreal : National Film Board of Canada, c1995, 2006. 1 DVD (94 min.)
DVD Floor 5: HQ 1381 W56 2006
Summary: Based on the book "If woman counted" by Marilyn Waring. Divided thematically into 15 chapters, the program is an entertaining primer for anyone who suffers from what Waring refers to as "economics anxiety."

Whose business?: stakeholders, ethics and the market economy.
Bromley, Kent : TV Choice, 2005. 1 DVD (27 min.)
Summary: This program explores different ways of looking at a business using case study examples including Burger King and British Telecom.

Winning at the succession game.
Etobicoke, ON: C.A.F.E. Canada, 2006. 1 DVD (73 min.)
Summary: In the first part, a story of succession in family owned business is presented. The sequel to "Fair vs Equal". The founder returns from the grave to be given a second chance to prepare for the next generation of his company. He plans with his family, insurance agent, accountant and lawyer to facilitate a more plausible transition to the children. In the second part, Harold Zlotnik interviews John Ames.
Winning at the succession game.  🇨🇦
Toronto : CVC Productions Ltd., [1993?]. 1 videocassette (73 min.)
VIDEOTAPE Floor 5:    HD 62.25 W56 1993
Summary: "The sequel to "Fair vs Equal". The founder returns from the grave to be given a second chance to prepare for the next generation of his company. He plans with his family, insurance agent, accountant and lawyer to facilitate a more plausible transition to the children."--CAFE website.

Women entrepreneurs: making a difference.  🇨🇦
Toronto : Positive Impact Productions, 1997. 1 videocassette (25 min.)
VIDEOTAPE Floor 5:    HD 6072.6 C2 W654 1997
Summary: Focuses on four women entrepreneurs: Nancy Adamo, President and owner of Hockley Valley Resort and Conference Centre, Orangeville, Ont. ; Grace White, President and CEO of CanJam Trading Company, Dartmouth, N.S.; Marilyn Sinclair, President and CEO of ObjectArt, London and Toronto, Ont. and New York, and Barbara Mowat, President of Impact Communications, Abbotsford, B.C. Each woman discusses how and why she started her business, how the business was financed, the style and leadership of the company, and the rewards of being an entrepreneur.

Toronto : Globe and Mail, 2005. 1 DVD (ca. 75 min.) + guide (6 p.)
SVC DVD  HF 6146 T42 W67 2005
SVC DVD  HF 6146 T42 W67 2005 guide
Summary: A collection of television commercials which won Bronze, Silver, Gold Lions and the Grand Prix at Cannes Film Festival for their excellence in advertising. Accompanied by guide entitled: "The Globe and Mail presents the world's best commercials, Cannes Lions film winners 2005, playlist".

NEW  Indicates a title added to the catalogue since the May 2011 update.

Canadian  Indicates a Canadian production or Canadian content

Please note: All videos and DVDs listed in this guide can be found in the Collection on the 5th floor of the James A. Gibson Library unless otherwise noted. Items may be borrowed by Brock University Faculty for a period of two weeks. All items contain public performance rights unless otherwise indicated.

This list was compiled by Linda Lowry, Liaison Librarian for Business and Economics.
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Classroom Bookings:
Please contact the Audio Visual Specialist, Anne Adams at ext. 4152 or by email at: aadams@brocku.ca for more information on how to book videos for classroom use.