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THE CORPORATION: A DOCUMENTARY

1 videodisc. DVD. 145 min. 2004.

Documentary examines the nature, evolution, impact, and possible futures of the modern business corporation.

658 C822a.

CREDIT JEOPARDY 1 & 2

1 videodisc. DVD. 2005.

A light-hearted spoof of the popular game show to learn about consumer credit issues.

332.743 C912j

JAPAN'S ECONOMY: BURSTING THE BUBBLE

1 videodisc. DVD. 13 min. 1999.

Noted correspondent Paul Solman inquires into how Japan's star economy fizzled out-- and why America deceived itself regarding Japan Inc. Seth Sulkin, President of Pacifica Corporation; Professor Yoshi Tsurumi; and investment banker Eugene Dattle present crony capitalism, flawed financial institutions, a dearth of skilled public regulation, and Yakuza involvement as factors that led to bursting Japan's economic bubble. But not all pundits repudiate their earlier opinions; Ezra Vogel, author of Japan as Number One, and MIT professor Paul Krugman defend their past assessments of Japan's economy.

330.952 J35e

NO LOGO: BRANDS, GLOBALIZATION AND, RESISTANCE

1 videodisc. DVD. 42 min. 2003.

Using hundreds of media examples, No Logo shows how the commercial takeover of public space, destruction of consumer choice, and replacement of real jobs with temporary work the dynamics of corporate globalization impact everyone, everywhere. It also draws attention to the democratic resistance arising globally to challenge the hegemony of brands.

338.88 N739L

THE OVERSPENT AMERICAN: WHY WE WANT WHAT WE DON'T NEED

1 videodisc. DVD. 37 min. 2003.

Film explains the cultural forces behind Americans overspending in order to demonstrate material success.

339.470973 O96a

ABE MEDIAGRAPHY

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THOMAS L. FRIEDMAN REPORTING: THE OTHER SIDE OF OUTSOURCING

1 videodisc. DVD. 50 min. 2004.

"What happens when the demands of the global economy with all of its excess baggage of Westernizing forces collide with the deeply held traditions of an age-old culture like India's? Pulitzer Prize-winning journalist Thomas L. Friedman heads to the heart of the conflict and examines how this clash of cultures is affecting the everyday lives of Indian workers, many of them young people, who are caught in the middle. Learn how this noble, proud society is coping with a struggle unlike any it's ever faced: balancing the desire to benefit from the opportunities offered by the new world market with internal efforts to protect their cultural heritage from the eroding influence of American values."

330.954 T456L

UP IN SMOKE

1 videodisc. DVD. 27 min. 2002.

Part of a series examining the issue of globalization and its effect on ordinary people around the world. This segment looks at the country of Malawi in Southern African where tobacco is the major export crop, responsible for 70% of all export earnings. But dependence on tobacco crops and manipulation by the tobacco industry has stunted the economy of Malawi, and despite the diminished returns from tobacco growing; the government has increased the land under cultivation.

338.47679 U65t

THE ABILENE PARADOX

1 videocassette. VHS. 27 min. 1 DVD. 1 CD-ROM. 1 leader's guide. 10 participant workbooks. 10 reminder cards. 10 sticky note pads. 1 poster. 2002.

Management consultant Jerry B. Harvey illustrates the paradoxical nature of mismanaged agreement, describes symptoms of the paradox, probes the reasons behind the behavior, and offers strategies for eliminating collective decision-making confusion.

658.402 A148p

ACTIVITY-BASED COSTING: THE NEXT GENERATION

1 videocassette. VHS. 175 min. 1992.

A live interactive videoconference on the topics of activity-based cost accounting and activity-based management. Pretaped case studies are used by the panelists to illustrate the discussion. Viewers were able to call and fax questions to the panelists: Jeffery Williams, Lester Shindelman, John F. Hoffecker and Peter B. B. Turney.

657.42 A188c

AIRLINE DEREGULATION: HAS IT BEEN WORTHWHILE?

1 videocassette. VHS. 60 min. 1989.

Panel discussion of the pros and cons of federal deregulation of airlines, considering economic and safety factors.

387.71 A298d

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ALIGNING SUPPLY AND DEMAND: CREATING THE RIGHT SUPPLY CHAIN

1 videocassette. VHS. 65 min. 2000.

Marshall Fisher discusses alignment of supply and demand using case studies of Campbell's chicken noodle soup, National Bicycle, and Sport Obermeyer.

658.5 A411s

ALL IN THE GAME

1 videocassette. VHS. 30 min. 1 leader's guide. 1983.

Traces the meteoric rise of Imagic in the fast-growing home video game business. Also deals with how the company designs and markets its products, its decision to concentrate on home video software, and the setback experienced in early 1982 when the market fell out of video game stock.

338.4 A416i

AMAZON.COM AND THE WORLD OF E-COMMERCE

1 videocassette. VHS. 29 min.

Princeton, N.J. : Films for the Humanities and Sciences, c1999.

News Hour correspondent Paul Solman examines the groundbreaking methodology of founder Jeffrey Bezos and Drugstore.com CEO Peter Neupert, who are adapting their business plans to face online competition. Correspondent Margaret Warner surveys the rise of the internet economy and its impact on society with Anitesh Barua, Andrew Shapiro, John Battelle, and Paul Kedrosky.

658.800285 A489a

AMERICAN DREAM

1 videocassette. VHS. 98 min.

HBO Video.

New York : HBO Video, c1992.

The true-life story of a workers strike in Austin, Minn. When the company they worked for made \$2 million in profits and then cut their salary by \$2 an hour, they had only one option: strike.

331.8928 A512d

ANATOMY OF JAPAN: THE WELLSPRING OF ECONOMIC POWER

10 videocassettes. VHS. 525 min. 1987.

"Vivid presentation of Japan's past, present and future from the renowned NHK archives and dynamic current footage."

330.952 A535o

THE ARTS OF CRITICISM: GIVING AND TAKING

1 videocassette. VHS. 21 min. 1 study guide. 1996.

The program uses dramatized supervisor-employee discussions to demonstrate how to give criticism effectively by avoiding the personal aspects and focusing on goals and areas of agreement and how to avoid the usual fight or flight reactions when receiving criticism.

158.2 A792o

ABE MEDIAGRAPHY

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AT WORK IN THE NEW ECONOMY

1 videocassette. VHS. 25 min. 1987.

Outlines the three forces shaping work in the new economy: technology, the American people, and the global economy.

303.483 A862w

AUDIT EVIDENCE

1 videocassette. VHS. 1993.

Contains a detailed explanation of program writing with step-by-step instructions on how to build an audit program.

657.076 E96au

BANKRUPT

1 videocassette. VHS. 27 min. 1 teacher's guide. 1981.

A chronicle of the decline, fall, and eventual takeover of Inforex, a \$70 million-a-year computer firm that rode the high-tech wave to prosperity in the early 1970s, then crashed in 1979 for lack of a second product as profitable as its first.

338.76 B218aa

BEYOND BORDERS

1 videocassette. VHS. 26 min. 2001.

337 W727w

BEYOND THE GLASS CEILING

1 videocassette. VHS. 30 min. 1993.

Many talented women, nearly half the workforce in the United States, are trapped beneath an executive "glass ceiling", an invisible but real barrier that keeps them from the top ranks of executive leadership. This program takes a critical look at the challenges and the opportunities for women beyond that glass ceiling.

331.4133 B573t

BILLION DOLLAR DAY

1 videocassette. VHS. 30 min. 1986.

The foreign exchange market is the biggest money game in the world, yet it remains one of the least understood aspects of international finance. The term "foreign exchange market" itself is misleading: there is no central trading floor, no formal trading or clearing organization, and no single market rate. Foreign exchange deals span the globe, but they are transacted by individual dealers quoting prices to each other over the telephone. This program follows three traders who gambled a combined total of more than one billion on June 4, 1985. It discusses the factors that affect foreign exchange traders and the decisions they make; and illustrates how currency trading is important for the free and liquid flow of money and goods around the world.

332.45 B598d

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BOEING VS. THE WORLD: THE JET SET

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Boeing, the most successful of the three giants that dominate the U.S. aircraft industry, must work to maintain its lead against a consortium of European government-backed firms called Airbus Industrie.

338.476291 B671v

BRAND MARKETING: WHY WE EAT DRINK AND WEAR BRAND NAMES

1 videocassette. VHS. 19 min. 2000.

The change from purchasing goods and commodities to that of purchasing brand names is a revolution in marketing as well as a change in how we view the world. In order to understand our culture, marketing, and our consumer society, one must understand the power of brand names.

658.827 B817m

THE BUCK STOPS IN BRAZIL

1 videocassette. VHS. 30 min. 1 study guide. 1985.

An inside look at the high-stakes world of international banking. Shows why the world's largest banks continue to invest in Brazil, a country which already owes \$70 billion it can never hope to repay. Hosted by Eric Sevareid.

332.15 B922s

BUILDING RETAIL BRANDS TO DRIVE VALUE

1 videocassette. VHS. 43 min. 2002.

Jeanne Jackson is former CEO of Walmart.com and Banana Republic. Program highlights include how brand value generates cash and drives the market; when to execute first and then advertise; and why brands are no longer just the marketing department's concern.

658.827 B932r

THE BUSINESS OF AMERICA

1 videocassette. 43 min. 1984.

Probes the reasons for American unemployment, faulting businesses for being preoccupied with buying, selling, and suing each other, and blaming industries for failing to reinvest in their plants and retool with competitive technology.

331.13 B979o

THE BUSINESS OF HUNGER

1 videocassette. VHS. 28 min. 1985.

Examines a major cause of world hunger that is being created when small, native farmers are forced off the land and are replaced by multinational agribusinesses that produce food for export rather than local consumption. Shows scenes of recent food riots in Brazil and the Dominican Republic. Includes testimony by religious missionaries in third world countries and comments by representatives of human welfare organizations.

338.19 B979o

ABE MEDIAGRAPHY

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BUY-OUT

1 videocassette. VHS. 30 min. 1985.

Hyatt Clark Industries of New Jersey, an \$80 million roller bearings plant, was purchased by the workers from General Motors. This film recounts the difficulties in relations between labor and management in one of the largest experiments ever in employee ownership.

338.6 B992aa

CALIFORNIA CRUDE

1 videocassette. VHS. 30 min. 1 leader's guide. 1983.

Follows the bidding team at Sun Exploration & Production Company as it prepares bids for oil tract leases off the shore of southern California. Shows how the company decides which tracts to bid on and how oil companies minimize risks by joining with other companies to share research, bidding, and exploration costs. Also discusses the enormous costs involved and the possibility of a high rate of return on the initial investment.

338.2 C153c

CASH ON THE VINE

1 videocassette. VHS. 30 min. 1 teacher's guide. 1985.

Follows the owners of Matanzas Creek winery in Sonoma, Calif., as they struggle to decide whether to expand and risk the dangers of growing too quickly and possibly losing the winery's elite image.

338.1 C338o

CATFISH FEVER

1 videocassette. VHS. 30 min. 1981.

Tells how, beset by the uncertainties of weather and the marketplace, cotton and soybean farmers in Mississippi are looking for a surer return on their labors and that their latest hope is raising catfish. Points out that the demand is high now, but questions whether or not sales will continue to grow.

338.371 C359f

THE CHALLENGE FROM ASIA: CHINA AND THE PACIFIC RIM

1 videocassette. VHS. 52 min. 1989.

Thailand, Malaysia, China, and Singapore look towards investments and joint ventures with Japan or Taiwan as a means to ensure a viable state of industrialization.

330.95 C437f

CHINA IN THE RED

1 videocassette. VHS. 118 min. 2003.

The economic reforms that have brought China economic prosperity now threaten the livelihood of many Chinese workers. The Chinese Communist Party can no longer afford to subsidize the factories, and millions of workers are being laid off, with no social safety net to catch them. Filmed over the course of three years, Frontline tells the stories of 10 Chinese individuals--factory workers, rural villagers, and a millionaire entrepreneur, caught up in China's dramatic, ongoing effort to modernize its economy.

330.951 C539i

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THE COLONEL COMES TO JAPAN

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Explains that when an American company sets up shop abroad, special considerations must come into play, as evidenced by this chronicle of Kentucky Fried Chicken's entry into the Japanese fast-food market.

338.476413 C719c

COMMANDING HEIGHTS: THE BATTLE FOR THE WORLD ECONOMY

3 videocassettes. VHS. 6 hrs. 2002.

This series explores our changing world: the new rules of the game, the winners and losers in the clash between government and the marketplace, the great debate over the impact of globalization, and the powerful forces shaping our economy and the future of society. It dramatically captures the issues that have defined the wealth and fate of nations and shows how the battle over the world economy will shape our lives in the 21st century.

330.9 C734h

CROSSWIND TAKEOFF

1 videocassette. VHS. 29 min. 1 discussion guide. 1984.

An account of the struggles of two aircraft companies, Lear Fan and Beech Aircraft, to develop and manufacture revolutionary new small airplanes, the Lear Fan and Starship, respectively.

338.476291 C951t

DECISIONS

1 videocassette. VHS. 28 min. 1 leader's film guide. 1980.

Examines the process of making a decision, from both a practical and a psychological point of view, analyzing the reasons why decisions can be so hard to make. Shows how large a part emotion can play during an especially important decision-making process.

658.403 D294aa.

THE DIAMOND GAME

1 videocassette. VHS. 30 min. 1 leader's guide. 1983.

Journalist Eric Sevareid hosts this examination of the secretive diamond market, focusing on the role of the De Beers diamond cartel in controlling the supply and price of diamonds. A box of diamonds is followed as the gems are graded, cleaved, sawed, polished, traded, then designed, and sold as jewelry.

338.826 D537g

DOGFIGHT OVER NEW YORK

1 videocassette. VHS. 30 min. 1 guide. 1981.

Eric Sevareid hosts this show that tells how the northeast- corridor air routes around New York were long dominated by Eastern Airlines, but that since industry deregulation a new company, New York Air, is carving a niche in the market.

387.71 D654o

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DOTCOM: A CASE STUDY

1 videocassette. VHS. 37 min. 2001.

In this program composed of two segments, ABC News anchor Ted Koppel goes behind the scenes to track seven months in the life of San Francisco dotcom startup Bizmetric--a story of angel investors and angst as the Internet economy tanked and the next big thing for most online entrepreneurs was the unemployment line. Interviews with the company's young CEO and his three coworkers underscore the stresses common to all fledgling companies while capturing a string of personal crises that could easily derail even the best-laid business plan.

658.800285 D725a

EBAY AND NAPSTER: CHANGE AGENTS

1 videocassette. VHS. 26 min. 2001.

Discusses two examples of successful and innovative online businesses. Describes the Internet auction house eBay, which generates a healthy profit as middleman for numerous transactions, but also has to deal with new twists on old problems, such as fraud and shill bidding where sellers place bids on their own items to drive up bidding. Also examines the controversial rise of Napster and other sites that enable users to exchange MP3 music files for free. Presents the views of the music industry and some musicians that Napster is depriving them of legitimate compensation for their work. Reviews arguments that Napster provides a way for new music groups to gain exposure.

658.800285 E15a

EFFECTIVE LEADERSHIP

1 videocassette. 26 min. 1 leader's guide. 1985.

Summarizes the latest behavioral science research in leadership. Uses informal discussion and dramatic vignettes to illustrate the best way to manage and supervise people in organizations.

658.4 E27I

THE ENTREPRENEURS, AN AMERICAN ADVENTURE: MADE IN AMERICA

1 videocassette. VHS. 60 min. 1 workbook. 1987.

Focuses on the assembly line and businesses that learned to mass produce. Shows how American entrepreneurs have allowed our nation to enjoy a chicken in every pot and a Model T in every garage.

338.65 E61an

ENVIRONMENTAL POLICY: WHAT CONTRIBUTION FROM ECONOMISTS?

1 videocassette. VHS. 60 min. 1990.

A panel discussion on contributions economists can make towards an environmental policy.

333.70973 E61p

FAST HORSE IN A BULL MARKET

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Shows how breeding racehorses is a high-risk, high-stakes gamble and an active international market.

338.13 F251h

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FEDERAL INSURANCE FOR SAVINGS: BAILOUT OR REFORM?

1 videocassette. VHS. 60 min. 1990.

Panel discussion on the background of federal deposit insurance, the thrift crisis of the late 1990s, and suggestions for preventing future problems.

332.32 F263i

THE GIANT AWAKES

3 videocassettes. VHS. 150 min. 1994.

Examines the potentials of China's newly emerged economic power and looks at the problems associated with China's economic reform.

951.05 G433a

THE GLOBAL ASSEMBLY LINE

1 videocassette. VHS. 58 min. 1986.

Portrays the lives of workingmen and women in the "free trade zones" of developing countries and North America, as U.S. industries close their factories to search the globe for lower-wage work forces. From Tennessee to Mexico's northern border, and from Silicon Valley to the Philippines, this film "emerges as the definitive statement on the international division of labor and the growing importance of women in the industrial workforce."

338.4 G562a

GLOBAL CAPITALISM AND THE MORAL IMPERATIVE

1 videocassette. VHS. 29 min. 1998.

"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."

337 G562c

THE GLOBAL MARKETPLACE

1 videocassette. VHS. 26 min. 2002.

Focuses on progressive efforts being made by businesses to unite profits and principles. Issues under consideration include the practice of social responsibility through ethical investment policies and codes of conduct, the human and environmental costs of unscrupulous manufacturing, and a renewed emphasis on good employee/employer and supplier/retailer relations.

337 G562m

GLOBALIZATION IN THEORY

1 videocassette. VHS. 28 min. 1996.

This program introduces Kenichi Ohmae's theory of globalization and his vision of a borderless world. Ohmae's theory of The Three C's--consumers, competition, and individual companies--and their relationship to a successful global business strategy is introduced and explained. The distinction is drawn between the traditional multinational corporation and the global corporation.

658.049 G562i

GLOBALIZATION: WINNER & LOSERS

1 videocassette. VHS. 42 min. 2000.

Sabeer Bhatia, inventor of Hotmail, Narayan Murthy, founder of Infosys, and other industry leaders attest that globalization has raised the standard of living in developing economies through high-tech opportunities, foreign investment, and debt relief. Harvard's Jeffrey Sachs and other experts point out that the world market is being exploited through shortsightedness. This program addresses the pros and cons of doing business in the global marketplace.

337 G562w

GREED

1 videocassette. VHS. 40 min. 1998.

Defines greed as wanting more than what one needs. Greed made people rich but also gave people things that they want and need. It shows the relationship between the producers of goods and the consumers on the other end. The video also shows the greed of Imelda Marcos and the Duvaliers, the enterprising greed of Ted Turner, Bill Gates, the Vanderbilts and the Rockefellers.

179.8 G793a

GULLIVER'S NEW TRAVELS

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Explains how for decades AT&T reaped the rewards of its near-monopoly on telephone communication, but recent court decisions have opened the marketplace and now they must compete, especially in the field of computer communications.

384.6 G973n

HEALTH POLICY: WHAT'S WRONG? WHAT'S NEEDED?

1 videocassette. VHS. 60 min. 1990.

Moderator, Ken Bacon Wall Street Journal, and panelists, Karen Davis Johns Hopkins University, Mark Pauly University of Pennsylvania, Eugene Steuerle Urban Institute discuss U.S. health care policy.

338.473621 H434p

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HONG KONG DRESSES UP

1 videocassette. VHS. 28 min. 1 leader's guide. 1983.

Explores how free enterprise works in Hong Kong by examining the business success of entrepreneur S.T. King. Looks at his clothing company and the labor, marketing, and international trade conditions he must balance. Also addresses the question of Hong Kong's future status and business climate when Great Britain's lease expires in 1997.

338.76 H772k

HOT CHOCOLATE

1 videocassette. VHS. 30 min. 1 teacher's guide. 1985.

Explores the high-risk world of commodities trading. The scene moves from New York and London to Africa while speculators try to predict the results of the uncertain cocoa harvest.

332.6328 H832c

HOW TO BUILD A BRAND

1 videocassette. VHS. 49 min. 1999.

John Kilcullen is the man behind the "For dummies" series. That idea was carefully crafted to appeal to buyers. Here he explains his strategy of creating a brand.

658.827 H847t

HOW TO LISTEN POWERFULLY

2 videocassettes. VHS. 160 min. 1 workbook . 1990.

Business consultant Ron Meiss discusses the art of listening and how good listening skills are an integral part of the communication process.

153.733 H847t

IMPROVING SERVICE WITH TQM AND CONTROLLING COSTS IN THE PUBLIC SECTOR

2 videocassettes. VHS. 180 min. 1992.

This program introduces the process of implementing a TQM program by reviewing indicators of readiness and basic project elements demonstrated by examples from the public sector.

658.562 I34s

INFORMATION TECHNOLOGY: THE LOOK OF BUSINESS FUTURE

1 videocassette. VHS. 30 min. 1997.

The rapid evolution of information technology is creating work patterns very different from those of the past. How well businesses incorporate this technology may well determine whether they prosper or flounder in the next century. Visit a company where virtual office software is being developed to allow teams of workers throughout the world to communicate and operate on the same projects. At Kodak Corp., executives explain how information technology has helped them streamline company operations.

658.4038 I43t

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INTRODUCTION TO MANAGEMENT ACCOUNTING

1 videocassette. VHS. 28 min. 1996.

First program in a 12-part series exploring management accounting. This segment explains what management accounting is and how it is used to make optimal business decisions. Explores business ethics, with insights into how different conclusions might be drawn from the same information, depending on how it is presented. Three vignettes offer examples of specific ethical dilemmas and advise on how each should be handled in the interests of fairness and integrity.

658.1511 I61t

AN INTRODUCTION TO THE 1987 ECONOMIC CENSUSES

1 videocassette. VHS. 17 min. 1989.

Details about the U.S. economic censuses, mandated by law, and compiled at five year intervals to increase knowledge about the U.S. economy.

352.75 E19c

IT'S JUST NOT WORTH THE RISK

1 videocassette. VHS. 12 min. 1991.

346.0482 I89j

JAPAN

4 videocassettes. VHS. 240 min. 1992.

Through an exploration of Japan's history this series provides an insight into Japan of the future—a complex mix of centuries-old traditions and high-tech neon-lit thoroughfares.

952 J35a

JOBS: NOT WHAT THEY USED TO BE

1 videocassette. VHS. 57 min. 1996.

Using several companies as examples, this program looks at the future of work in America, focusing on the work environment, training, and philosophies of companies that stress teamwork, high technology, and inventive ways of organizing their businesses.

658.3124 J62n

JUNGLEBURGER

1 videocassette. VHS. 52 min. 1986.

Focuses on the operations of a meat processing plant that exports meat used for the fast food industry, from Costa Rica to the United States and how this industry has contributed to the depletion of the rain forests and the drop in meat consumption in Costa Rica.

338.47 J95aa

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THE KYOCERA EXPERIMENT

1 videocassette. VHS. 30 min. 1981.

Shows how "theory Z" comes alive in the United States as the American employees of San Diego's Kyocera Company productively adapt to the owners' thoroughly Japanese brand of management. Tells how there is tension, particularly between Japanese managers and American salesmen, whose styles are very different, at this company that makes computer chips and chip holders.

658.3 K99e

LIFE AFTER DEATH

1 videocassette. VHS. 30 min. 1 teacher's guide. 1985.

Deals with the approach taken by the Telophase Society, a cremation society, in helping people cope with the high cost of funerals. Dr. Tom Webber, founder of the society, discusses alternatives.

338.4561 L722af

LUCA PACIOLI: UNSUNG HERO OF THE RENAISSANCE

1 videocassette. VHS. 27 min. 1990.

Follows Pacioli's development through friendships with a broad range of Renaissance notables. Shows the interplay of science, art, mathematics, and commerce that led to the development of accounting.

330.092 L931p

MACRO MATTERS: A CONVERSATION BETWEEN HERBERT STEIN AND ARJO KRAMER

1 videocassette. VHS. 60 min. 1990.

Arjo Kramer George Washington University interviews Herbert Stein American Enterprise Institute on his career as an economist and on U.S. economic policy and macroeconomics since the 1930s.

339 M174m

MAD RIVER: HARD TIMES IN HUMBOLDT COUNTY

1 videocassette. VHS. 55 min. 1982.

Portrays a community in the redwood region of Northern California dealing with unemployment, plant closures, and environmental questions.

338.6042 M178r

MANAGING CORPORATE CHANGE: RESTORING QUALITY

1 videocassette. VHS. 30 min. 1998.

Hedrick Smith interviews Hathaway Shirts CEO, Don Sappington, about his efforts to restore quality to the Hathaway brand by appealing to the high end of the market.

658.406 M266c

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MANAGING EMPLOYEE MORALE

1 videocassette. VHS. 24 min. 1 leader's guide. 1985.

Discusses how to manage and improve employee morale. Also eight common problem areas involving employee motivation are examined.

658.4 M266e

MANUFACTURING MIRACLES: A JAPANESE FIRM REINVENTS ITSELF

1 videocassette. VHS. 32 min. 1987.

Shows how Mazda formalized labor-management consultation throughout the firm and invested heavily in comprehensive training, eventually transforming itself into an integrated "neural network," continually responsive to a rapidly changing global economy.

338.76292 M294m

A MATTER OF JUDGMENT

1 videocassette. VHS. 30 min. 1986.

Presents various scenarios dealing with the problems of conflicts of interest in business, and explores various aspects of the responsibility to exercise independent judgment.

174.4 M435o

MAXIMIZING YOUR SUCCESS: A VIDEO COMPANION TO INVESTOR'S BUSINESS DAILY

1 videocassette. VHS. 1997.

William J. O'Neil, founder of Investor's business daily, shares his investment philosophy.

332.6 M464y

THE MILLION DOLLAR SCAN

1 videocassette. VHS. 29 min. 1 teacher's guide. 1985.

This is the story of one company, the Israeli-based Elscint, struggling to hold its own in the marketplace after failing to move fast enough in the area of nuclear magnetic resonance scanning.

338.76 M655d

MINI DRAGONS

4 videocassettes. VHS. 215 min. 1991.

Four Pacific Rim countries, vigorous newcomers in the global marketplace, continue to gain power and influence through trade, industrial growth, and foreign investment. Presents a portrait of cultural and social forces and the personal stories of men and women within each country, piecing together a larger portrait of each nation and the region as a whole.

330.95 M665a

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MINI DRAGONS II

3 videocassettes. VHS. 57 min each. 1993.

Profiles additional Pacific Rim countries that are newcomers to the global economic scene.

These Southeast Asian countries are rich in natural resources and developing at amazing speed.

Looks at their economic growth, and the social and cultural forces that drive them, by telling the personal stories of men and women within each distinctive country.

330.95 M665aa

MONEY

1 videocassette. VHS. 55 min. 1998.

Discusses the history of money from ancient times to the present. In addition, this program

presents the evolution of money and the impact it has had on world history.

332.409 H673o

MOTIVATION: MYTHS AND REALITIES

1 videocassette. VHS. 16 min., 49 sec. 1 instructor's guide. 1985.

Eight common problem areas involving employee motivation are examined.

658.4 M917m

MOTIVATION: THE CLASSIC CONCEPTS

1 videocassette. VHS. 20 min. 1985.

Identifies and shows motivational theories at work.

658.314 M918t

NEW APPROACHES TO COSTING

1 videocassette. VHS. 28 min. 1996.

In the first case study, a hospital employs a radical new approach to determine the cost of hospital care by tracing all costs back to individual patients. In the second case study, a telecommunications company changes from a traditional approach of allocating overheads to a new system of activity-based costing.

657.42 N532a

THE NEW SPACE RACE

1 videocassette. VHS. 30 min. 1 leader's guide. 1983.

American and foreign companies are willing to gamble enormous sums in order to share in the new billion-dollar satellite industry. Harvard Business School advisor William E. Sasser, Jr., talks about the chances of these companies becoming the IBMs and AT&Ts of the future and whether NASA will regain its former control.

338.456 N532s

NOT BY JEANS ALONE

1 videocassette. 30 min. 1 teacher's guide. 1981.

Tells how the Levi Strauss Company sought to move beyond jeans to "Levi tailored classics," a market-opening attempt that encountered problems in a fast-changing marketplace.

338.76 N899b

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ON KEY

1 videocassette. VHS. 29 min. 1 guide. 1984.

The story of industrial designer, Ned Steinberger, marketing a new guitar and the business problems encountered with growth and success.

338.642 O58k

ONE MAN'S MULTINATIONAL

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Tells about Thomas Bata's shoe-manufacturing empire and how, as he moves into Third World countries, he willingly does business with democracies and dictatorships alike.

338.76 O58m

THE OTHER DRUG WAR

1 videocassette. VHS. 60 min. 2003.

"Examines the battle between major pharmaceutical companies and American consumers fed up with paying the highest drug prices in the world. Through interviews with consumers, legislators, scientists, top industry leaders and analysts, "The Other Drug War" examines the efforts of states like Maine, Maine Rx and Oregon to control escalating drug costs in the face of strong opposition from the pharmaceutical industry. The program also explores the tension between the high cost of scientific innovation and society's need to keep drugs and health care affordable."

615.1 O87d

THE PARABLE OF THE SADHU

1 videocassette. VHS. 32 min. 1 discussion guide. 1987.

Explores what happens to an individual's personal code of ethics in the complex and competitive business environment.

174.4 P221o

People's century

26 videocassettes. VHS. 60 min each. 1997.

Tells the dramatic story of the twentieth century through the voices and images of ordinary people who experienced it.

909.82 P419c

POSTWAR JAPAN: 40 YEARS OF ECONOMIC RECOVERY

1 videocassette. VHS. 60 min. 1987.

Investigation of the historic, political, cultural, demographic, and economic factors in Japan's "economic miracle."

338.52 P858j

Updated 09/2005

PRODUCTIVITY & THE SELF-FULFILLING PROPHECY: THE PYGMALION EFFECT

1 videocassette. 27 min. VHS. 1987.

Shows how the powers of expectation, or the Pygmalion effect, can be used as a positive or negative influence on behavior. Illustrates the way this process occurs and shows how management can use it as a tool for the benefit of both the organization and the individual.

658.4 P964an

PROFILES IN PROGRESS

5 videocassettes. 30 min each. VHS. 1991.

Presents individuals and institutions that are producing economic, social, and cultural progress in developing countries today.

330.91724 P964i

RED FLAGS: WHAT EVERY MANAGER SHOULD KNOW ABOUT INTERNAL CRIME

1 videocassette. VHS. 35 min. 1991.

Explores the methods and motives of three actual criminals who violated the positions of trust they held with their employers.

364.168 R312f

REEL ESTATE

1 videocassette. VHS. 30 min. 1 teacher's guide. 1986.

Presents an inside look at Trammell Crow, the world's most prolific real estate developer, as he and his son attempt to lure television and film production companies to Texas using the offer of a \$1 billion sound stage and office complex.

338.76 R327e

ROOM AT THE TOP

1 videocassette. VHS. 29 min. 1 discussion guide. 1984.

Shows the planning, construction, and opening of the Westin Hotel Copley Place in Boston, Mass. Westin management staff deal with financing representatives, construction delays and labor relations, competition and the hotel room glut in Boston, marketing the hotel and soliciting convention business, and staff training.

338.47 R778at

SATELLITES LOST AND FOUND

1 videocassette. VHS. 28 min. 1 teacher's guide. 1985.

Lloyd's of London faced staggering financial losses when two satellites it had insured were lost in space. Chronicles Lloyd's bold plan to recover the satellites with a salvage mission, operated by NASA.

368.2 S732l

THE SEXUAL HARASSMENT QUIZ

1 videocassette. VHS. 58 min. 1992.

A studio audience responds to questions and case studies on sexual harassment posed by the program hosts.

342.087 S518h

SIXTEEN DECISIONS

1 videocassette. VHS. 59 min. 2000.

Examines the social charter of the Grameen Bank of Bangladesh and the 16 principles that undergird its success by examining the life of Selina, one of the 2.4 million Bangladeshi women building stronger rural economies through micro credit lending.

332.10954 S625d

SOCIETY CREATING CUSTOMER DATABASES

1 videocassette. VHS. 30 min. 1999.

Describes database design across continents using wide area networks and teleconferencing.

004.21 S678c

SOCIOLOGY: UNDERSTANDING MODERN SOCIETIES

4 videocassettes. VHS. 199?.

Program 1: The enlightenment: Reason and progress. 24 min.

Program 2: Poland: Democracy and change. 24 min.

Program 3: Global firms: Shrinking worlds. 24 min.

Program 4: Los Angeles: City of the future? 49 min.

301 S678u

STANDARD AUDIT REPORT .

2 videocassettes. VHS. 120 min. 1993.

Gain a thorough understanding of GAAS, and detailed insights into the unqualified, qualified, and adverse audit reports and disclaimers, as well as review and compilation reports.

657.076 E96st

SUMMIT IN SILICON VALLEY

1 videocassette. VHS. 94 min. 2000.

Live broadcast of discussion with a broad spectrum of persons involved with aspects of commerce and business on the Internet; covers all aspects of the network.

384.3 S955i

TAXES

1 videocassette. VHS. 29 min. 1989.

Donald C. Alexander, former commissioner and director of IRS, explains some of the basics that business owners need to know about taxes.

336.2 T235a

Updated 09/2005

TOM PETERS: RADICALLY REENGINEERING BUSINESS

1 videocassette. VHS. 59 min. 1999.

Tom Peters advocates implementing radically innovative management approaches in order to renew today's business environment. Case studies are presented, as well as his "Tips to Building a Curious Corporation."

658.4 T655p

TOUGH AT THE TOP: BUSINESS MANAGEMENT STYLES

1 videocassette. VHS. 13 min. 2000.

This video, through a number of entertaining scenarios, demonstrates a variety of management styles including: consultative, laissez-faire, autocratic, and participative. Each situation is analyzed and the likely outcomes of each management approach is examined.

658 T722a

TOXIC SLUDGE IS GOOD FOR YOU: THE PUBLIC RELATIONS INDUSTRY UNSPUN

1 videocassette. VHS. 45 min. 2002.

Tracks the development of the PR industry from early efforts to win popular American support for World War I to the role of crisis management in controlling the damage to corporate image. The video analyzes the tools public relations professionals use to shift our perceptions including a look at the coordinated PR campaign to slip genetically engineered food past public scrutiny.

659.285 T755s

TRADE OFF

1 videocassette. VHS. 90 min. 2000.

Tells the story of the World Trade Organization's first meeting on U.S. soil in Seattle on November 29 through December 3, 1999, which was met with protests of tens of thousands of people from a broad coalition of diverse communities. The issues raised concern the effects of global trade policy on the environment and health, food and agriculture, labor and human rights, and the future of democracy around the world.

382 T763o

TRADE SECRETS: A MOYERS REPORT

1 videocassette. VHS. 120 min. 2001.

This documentary exposes the 40-year history of the American chemical industry's suppression of information regarding the threats to public health by synthetic chemicals being introduced into the environment at all levels. Addresses the danger to public health by the continued use of approximately 9000 of the 15,000 mass produced chemical substances that have never undergone toxicological study in the United States. Followed by a panel discussion moderated by Moyers including industry spokesmen and both environmental and medical experts.

338.4766 T763s

TRANSFORMATION

7 videocassettes. VHS. 117 min. 1997.

Looks at how business organizations, like living organisms, must adapt to change in order to survive.

658.406 T772m

TRILLION DOLLAR BET

1 videocassette. VHS. 60 min. 2000.

Tells the story of the invention of the Black-Scholes Formula, a mathematical formula that altered the world of finance and earned its creators the 1997 Nobel Prize in Economics. Scholes and Merton joined forces with other partners to launch a new hedge fund, Long Term Capital Management that promised to use mathematical models to make investors tremendous amounts of money with little risk. Their money machines reaped fantastic profit until their theories collided with reality, sending them spiraling out of control. This crisis threatened to bring markets around the world to the brink of collapse.

332.6 T829d

W. EDWARDS DEMING: PROPHET UNHEARD

1 videocassette. VHS. 30 min. 1997.

Includes rare archival footage of W. Edwards Deming profiling his 14-point management philosophy; outlines how American businesses chose to ignore the concept of quality control which Deming introduced to post-World War II Japan, turning it into an international manufacturing giant; shows case studies of Ford Motor Company and Florida Power and Light.

658.562 W111e

THE WALL STREET CONNECTION

1 videocassette. VHS. 40 min. 1985.

Interviews with investors, business leaders, and stockbrokers make apparent the far-reaching impact of the stock market. Shows scenes of the frenzied trading, raises questions about the activities, and provides differing insights into the workings of Wall Street.

332.6 W187s

THE WALL STREET JOURNAL: HOW TO READ BETWEEN THE LINES

1 videocassette. VHS. 15 min. 1 booklet. 1989.

Shows how to use the Journal in the most effective and beneficial manner. Explains the paper's organization and regular features on a section-by-section basis. Demonstrates how to track particular subject areas of interest and understand all the implications of a major news story.

071.4 W187s

WHAT THIS COUNTRY NEEDS

1 videocassette. 30 min. 1981.

Host Jim Hartz looks at the declining growth rate of U.S. productivity and notes that the human factor is a major cause. A panel of experts discusses the problem, focusing on worker-management relationships, the implications of changing worker attitudes, and the need for management to provide motivation.

331.11 W555t

Updated 09/2005

WHAT'S GOOD FOR GENERAL MOTORS

1 videocassette. VHS. 44 min. 1981.

Deals with the destruction of Detroit's Poletown neighborhood in order to make way for the construction of GM's Cadillac assembly plant. Examines the issue of the individual rights of property owners versus the need for jobs and revitalization for Detroit.

333.13 W555g

WHO WANTS UNIONS?

1 videocassette. 26 min. 1 leader's guide. 1982.

A documentary that explores violent union busting, both past and recent. Looks at current management techniques to ward off unions by using psychologists, management consultants, and interactive workshops. Documenting the viewpoints of both labor and management, raises the question: Who wants union?

331.8 W628w

WILDCATTER

1 videocassette. VHS. 30 min. 1 teacher's guide. 1981.

Explains how small oil and gas prospectors are playing an increasingly vital role in America's search for energy. Tells the story of one such wildcatter, Bill Brodnax, of Taurus Petroleum in Louisiana, as he drills a well in hopes of the big payoff.

338.2 W669aa

THE WOMEN'S BANK OF BANGLADESH

1 videocassette. VHS. 47 min. 1997.

Describes the Grameen Bank and the small-business loans it makes to women only. It follows the activities of women who have taken out loans and to business classes, and shows those who oppose the bank's efforts.

332.10954 W872b

WORKING TOGETHER: SATURN AND THE UAW

1 videocassette. VHS. 31 min. 1994.

Describes how the management at Saturn Corporation works together with the UAW to solve labor problems and make decisions. Some principle critics of the Saturn/UAW partnership explain why they oppose it.

338.76292 W926t