Customer Service: An Attitude, Not an
Occupation
75138 DVD
21 min IS 2006 Film Ideas Inc.
The bottom line for any position is keeping the client
happy. In this age appropriate program young earners
see first hand what makes for good customer service and
bad customer service. Once they’re on the job they learn
the importance of putting the golden rule for customer
service into action. Customer service: making sense of
the working world.
No Other Versions Available

Eco-Preneurs: Business Goes Green
75201 DVD
22 min IS 2007 Canadian Broadcasting Corp.
Every since Al Gore sounded the alarm bell, people are
re-focusing on the crisis of climate change. Smart en-
trepreneurs know that more and more, consumers are
willing to pay to help clear their eco-conscience. In Mon-
treal, meet Michael Keefte, hunting his fortune with +1 Wa-
ter, the first bio-degradable 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 Norman-
deau and Geoff Baker owners of an eco-friendly carwash
thats in hot water.
No Other Versions Available

Entrepreneur
332.024 ENT 08037 CDROM
JIS JIS
2009
Entrepreneur simulation is a highly visual and realistic
business simulation that recreates the day-to-day ex-
périences involved in starting and running a small busi-
ness. Like a flight simulator for small business, oVen-
ture Entrepreneur engages you in realistic situations and
problems. Take your own test flights, at your own speed.
Within the world of Entrepreneur, the decisions and the
consequences are highly realistic. So virtual entrepreneur
rapidly gain the authentic wisdom that normally only
comes from on-the-job experience. Experience what it is
like to manage numerous business and personal tasks.
Make necessary compromises to reach both business and
personal success. Learn what you need to know to start a
business in minutes, not months.
No Other Versions Available

The Franchise Fantasy
75210 DVD
22 min IS 2008 Canadian Broadcasting Corp.
There are over 76,000 franchised locations in Canada and
the franchising industry provides over 1 million jobs in the
Canadian economy! But just how easy is it to franchise
your own business concept across the country? Ontario
Glen Kovarsky wants to franchise his successful dog care
concept. Dogs at Camp is the perfect spot for pet owners
who want their dogs to have a vacation while theyre away.
Follow Glen to see if he can sniff out some franchisees
before a major US player moves into his territory. Plus, get
up close and personal with the founder of Booster Juice,
small town jock Dale Wishewan who has juiced his way to
almost 200 locations all over the globe!
No Other Versions Available

The Global Marketplace: How Will You Compete?
75135 DVD
21 min IS 2006 Film Ideas Inc.
In this program, young workers learn the importance of
the global marketplace. As workers, they will be required
to compete for employment with people of different nation-
alities from all over the world. What skills will best help
them stay competitive? What can they bring to the market
to make themselves more desirable to this global working
world? These questions and more will be addressed in
this thought-provoking program.
No Other Versions Available

The Greatest Canadian Invention
74863 DVD
92 min IS 2006 Canadian Broadcasting Corp.
The Greatest Canadian Invention looks at Canada’s top
innovations and innovators. Canadians were asked to
help determine which inventions they considered to be the
greatest that our country has ever produced. How would
you compare insulin to the instant replay? The Canadarm
to the combine harvester? How about the pacemaker, UV
degradable plastics or the birchbark canoe? Renowned
Canadians like Steve Nash, Margaret Atwood and Buck 65
offer their picks and pans as the countdown to number one
unfolds.
No Other Versions Available

Online Business Trends
75209 DVD
22 min IS 2007 Canadian Broadcasting Corp.
After the 90s dot-com bubble burst, the web was a dan-
gerous place to invest. But online business is on the rise
again, inspiring thousands of inventive entrepreneurs. But
just how easy is it to find a fortune on the web? As people
all over the world use the internet more and more, the op-
portunities for e-business are huge, and Fortune Hunters
has scoured the country for savvy entrepreneurs. In Mon-
treal, Marisa Ramonda’s eco-handbags.ca is an online
retail outlet that sells purses and bags made of recycled
materials. In Vancouver, David Verlee and his partners
are using the internet to sell socks like a magazine sub-
scription a new pair arrives every month. And in Toronto,
Ali and Alex de Bold are the fortune hunters in the hottest
part of the this trend: social networking.
No Other Versions Available

The Pathology of Commerce
74950 DVD
58 min IS 2003 Filmwest Associates
In the mid-1800s the corporation won the status of a
legal “person”. Imbued with a “personality” of pure self-
interest, the next 100 years saw its rise to dominance,
manageable by a single-minded drive for profit. The
 corporation created unprecedented wealth, but at what
cost? The remorseless rationale of “externalities” the
effects of corporate activity on the physical world and
people external to its responsible for countless cases
of illness, death, poverty, pollution, exploitation and lies.
After point-by-point analysis, “The Corporation” delivers
a disturbing diagnosis: the institutional embodiment of
laissez-faire capitalism fully meets the diagnostic criteria
of a psychopath.
No Other Versions Available

Planet Inc.
74952 DVD
58 min IS 2003 Filmwest Associates
In the 1600s, the enclosure movement fenced public
grazing lands so they could be privately owned. Today,
every molecule on the planet is up for grabs. This is
good for corporations that lack inherent limits on what,
who, or how much they might exploit. Even disasters
can be profitable. As the twin towers collapsed, gold
traders doubled their clients money. A new target is very
young children. The ad industry’s “Nag Factor” study
shocked child psychiatrists when it exposed premeditated
manipulation of not just kids, but infants. Corporations own
the saying “Happy Birthday”; patents on plants and animals;
even your next disease. When they own everything, who
will stand for the public good?
No Other Versions Available

Ray Kroc
338.7/616479573/092 74471 DVD
50 min IS 1998 McCarney & Associates
An insight into one of the most savvy and successful
businessmen of the 20th Century, the mind behind
the McDonald’s franchise is explored in this A&E special. Ray
Kroc began his career as a paper cup salesman, and the
well-dressed entrepreneur knew he was onto something
when he switched to milkshake machines that could make
five shakes at one time. But when he visited his biggest
customer, Kroc was so impressed by the efficiency of the McDonalds brothers’ hamburger stand that he decided to franchise them. The rest was history, and the fast food industry as it is known today was on its way to formation. In six years, 300 restaurants had opened, leading to over 25,000 stores the world over.

No Other Versions Available

**Reckoning**

74951 DVD

58 min IS 2003 Filmwest Associates

“The Reckoning,” documents the corporation’s indifference to democracy, over the last century, in many areas of the world. Detailed are the high stakes struggles facing grass roots movements as they battle with this dominant force of our time. From American corporations such as IBM, General Motors, Ford and Coke working with and profiting from Nazi Germany to present day Bechtel attempting to privatize Bolivia’s water system, the patterns are revealed. What is inspiring is the victories of small, persistent voices growing to a unified roar, powerful enough to stop huge corporate machines as they attempt to take away power and choices from not only individuals and communities but in fact, from governments.

No Other Versions Available

**Runway to Retail: Business Trends in Fashion**

75207 DVD

21 min IS 2007 Canadian Broadcasting Corp.

There’s a huge trend towards instant gratification in our culture, and that trend has hit the world of fashion. We used to wait a year for style to move from concept to consumers, but now the fashion business is moving fast. Thanks to quicker production cycles and cheaper manufacturing, high fashion can go from the catwalk to your closet in just a few months and at a fraction of the cost! But is there quick cash in fast fashion? This program goes coast to coast, looking for fashionable Fortune Hunters. In Edmonton, Jessica Kennedy and Nokomis clothes use in-house design and production to move jewellery and apparel from sketchpad to sales floor in as little as two weeks. In Toronto, Club Monaco’s main man Joseph Mimram has launched Joe Fresh a quickie line of cheap chic sold at Loblaws and Real Canadian Superstores. In Montreal, the most frantic Fortune Hunters, Stephen Belfer and Monte Perlman open another Crisca, a hot new retail chain that got European fashions produced in a fraction of the time.

No Other Versions Available

**Sam Walton: Bargain Billionaire**

381/.149092 74461 DVD

50 min IS 1997 McCarney & Associates

Part P.T. Barnum, part Billy Graham, his vision transformed shopping in America and made him one of the worlds richest men. Sam Walton started poor as a depression baby in Oklahomas dust bowl. He became the richest man in the nation, single-handedly building his chain of Wal-Mart stores into the worlds largest retailer. SAM WALTON: BARGAIN BILLIONAIRE tells the quintessentially American success story of this retail giant. See how he built his empire from a single store to a global chain in less than thirty years, sneaking up on established names like Sears and K-Mart and passing them by before they could adjust to his challenge. Revealing interviews with associates, including former Wal-Mart board member Hillary Rodham Clinton and ex-CEO David Glass, detail his strategy and trace his incredible road to success. And family members, including his wife, son and brother, offer insights into the private man. BIOGRAPHY profiles the entrepreneur who proved that if there is one thing everybody loves, its a bargain.

No Other Versions Available

**Why Work**

75137 DVD

21 min IS 2006 Film Ideas Inc.

Work is a life long journey and many experts suggest that the sooner you begin the better. Unless you are independently wealthy or lucky at Lotto, you are going to be working for most of your adult life. In this program viewers learn that when you commit to your job, career advancement, job satisfaction and a sense of fulfillment will follow.

No Other Versions Available

**Work Ethic: A Commitment to Work**

75136 DVD

21 min IS 2006 Film Ideas Inc.

In this program for young adults, beginning wage earners learn the importance of a strong work ethic and how it relates to their success as they embark on their working careers. Real world location settings that highlight active young workers supported with expert commentaries help reinforce the concepts.

No Other Versions Available