

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 1.0110.1

Title: GMAB: Sweatshops

Description: With protests on the rise about conditions in sweatshops, some are asking whether such protests truly help those who work in these factories. Media coverage often portrays the the horrible conditions sweatshop workers are forced to endure, and as a result companies are often forced to simply close the offending factory. The result is that workers are unemployed and their condition generally worsens. John Stossel, 20/20 reporter, interviews opponents and advocates of sweatshops in order to find out their differing views and attempts to inform protestors of the repercussion of their actions.

Topic(s): globalization; labor issues; sweatshops

Duration: 8 mins

Media Type: Video

Catalog Number: 1.0120.1

Title: Lincoln Electric

Description: A look at the Lincoln Electric Company and its business practices, which result in some of the highest paid factory workers in the world.

Topic(s): labor issues; Lincoln Electric

Duration: 14 mins

Media Type: Video

Catalog Number: 1.0210.1

Title: Taiwan's Rampaging Dragon

Description:

Topic(s): development strategies; Taiwan

Duration:

Media Type: DVD

Catalog Number: 1.0310.1

Title: Globalization

Description: This program discusses current trends toward globalization and their implications for branding. Possible strategies are outlined, along with the following issues to consider when attempting to globalize a brand: how best to organize management structures; ways of tailoring products to local needs while retaining key attributes of the brand; and how communication can be localized in terms of packaging and advertising. The dangers of competing against established local brands are also examined.

Topic(s): branding; globalization; international marketing

Duration: 20 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.0320.1

Title: You're Making Me Uncomfortable - Gender Conflicts in Cross-Cultural Global Communications

Description: Comfort, such an important feeling to people, varies greatly among cultures, countries, and especially, gender. One man's comfort level could well be above a woman's comfort level. This staged meeting between a foreign male host and a visiting female representative creates an environment of discomfort in hopes of showing viewers how business is adversely affected. This video also shows how physical actions are not always required, verbal remarks being sufficient to create a more profound discomfort.

Topic(s): cross-cultural communication; gender conflict; international negotiation

Duration: 9m, 42 s

Media Type: Video

Catalog Number: 1.0410.1

Title: International Branding in the 21st Century

Description: Although America still holds the lead when it comes to e-commerce, Europe is catching up quickly. Filmed at the London Business School, this program brings together Jim Rose, CEO of QXL.com, the UK's Euro-centric answer to eBay, and Kevin Roberts, CEO of advertising giant Saatchi & Saatchi. Topics of discussion include the CEO and corporate culture, international branding, and old versus new media. In addition, MBA students and faculty ask questions about retaining online customer loyalty, managing merger risk, and stimulating employee commitment.

Topic(s): branding; e-commerce; Europe

Duration: 57 mins

Media Type: Video - Speech

Catalog Number: 1.0420.1

Title: The Culture of Commerce

Description: This program explores the systemic differences between the individualistic capitalism of America and Britain and the communitarian capitalism of Japan and Germany. It shows how both Japan and Germany embrace more collaborative relations between labor and management, government, and business, and even among businesses than the more laissez-faire American system. Both Japan and Germany invest heavily in worker training and long-term employment guarantees. The Japanese system is dominated by families of companies which finance and own each other; the German system by banks which are investors as well as lenders; the American system by entrepreneurs and absentee, mutual-fund type owners and managers who wield great power.

Topic(s): Britain; business culture; economic strategy; Germany; Japan; U.S. competitiveness

Duration: 58 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.0420.2

Title: Meeting the Challenge: A Conversation with President Clinton

Description: Can America rise to the challenge posed by its economic competitors in Europe and the Pacific Rim? President Clinton shares his vision for re-engineering America's industrial and trade policies, education strategy, and tax and fiscal incentives in this incisive interview with Hedrick Smith

Topic(s): economic strategy; U.S. competitiveness

Duration: 30 mins

Media Type: Video

Catalog Number: 1.0420.4

Title: Winning Strategies

Description: This program shows some of the concrete strategies that American companies, communities, and political leaders are using to recapture America's competitive edge and improve efficiency and productivity: instituting new labor-management practices to improve human relations on the production line and the quality of the workplace; and emphasizing zero-defect philosophy, technological innovation, longer time-horizons, and attention to the customer. The program also raises such questions as apprenticeship training, tax incentives, and government industrial policy.

Topic(s): labor issues; U.S. competitiveness

Duration: 58 mins

Media Type: Video

Catalog Number: 1.0420.5

Title: Heart of the Nation

Description: This program explores the central values of Japan, Germany and the U.S. and focuses on what drives each of these societies. America's hallmark is individualism; Japan's the pre-eminence of the group. In America, freedom and diversity are primary values; in Japan, conformity and a powerful sense of nationalism prevail. Germany stands between the two, asserting individualism but striving more than the U.S. for social harmony and consensus. The program shows how education is a metaphor for the contrasts in the three societies.

Topic(s): business culture; Germany; Japan

Duration: 58 mins

Media Type: Video

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Catalog Number: 1.0460.1

Title: China

Description: Each interactive, multimedia program provides you with in-depth knowledge on doing business in a specific country, explaining in detail the local culture, customs, and business practices. Features: business and meetings dos and don'ts; managing local employees; negotiating methods; decision-making styles; local culture, customs and values; travel, language and safety tips; and protocol and gift giving.

Topic(s): business culture; China; cross-cultural communication; cross-cultural management; international negotiation

Duration:

Media Type: CD

Catalog Number: 1.0460.2

Title: Italy

Description: Each interactive, multimedia program provides you with in-depth knowledge on doing business in a specific country, explaining in detail the local culture, customs, and business practices. Features: business and meetings dos and don'ts; managing local employees; negotiating methods; decision-making styles; local culture, customs and values; travel, language and safety tips; and protocol and gift giving.

Topic(s): business culture; cross-cultural communication; cross-cultural management; international negotiation; Italy

Duration:

Media Type: CD

Catalog Number: 1.0510.1

Title: Argentina

Description: Video focuses on business practices in Argentina, with elements including the country's history, economy, proper etiquette, business relationships, communicating, negotiating, and management styles.

Topic(s): Argentina; business culture; cross-cultural management; international negotiation

Duration: 43 mins

Media Type: Video and Instructor's Guide

Catalog Number: 1.0510.2

Title: Brazil

Description: Video focuses on business practices in Brazil, with elements including the country's history, economy, proper etiquette, business relationships, communicating, negotiating, and management styles.

Topic(s): Brazil; business culture; cross-cultural management; international negotiation

Duration: 38 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.0510.3

Title: Chile

Description: Video focuses on business practices in Chile, with elements including the country's history, economy, proper etiquette, business relationships, communicating, negotiating, and management styles.

Topic(s): business culture; Chile; cross-cultural management; international negotiation

Duration: 39 mins

Media Type: Video

Catalog Number: 1.0510.4

Title: Mexico

Description: Video focuses on business practices in Mexico, with elements including the country's history, economy, proper etiquette, business relationships, communicating, negotiating, and management styles.

Topic(s): business culture; Mexico; cross-cultural management; international negotiation

Duration: 33 mins

Media Type: Video

Catalog Number: 1.0610.1

Title: Robert M. Worcester, Chairman, Market Opinion Research International

Description: Special lecture by Robert Worcester, KU Alumnus and chairman of the Market Opinion Research International. Worcester discusses the prospects for business in Europe and the United States

Topic(s): alumni lectures; Europe; U.S. Competitiveness; Worcester, Robert

Duration: 56 mins

Media Type: Video

Catalog Number: 1.0610.2

Title: Jean Choplin - Consultant

Description: Jean Chopin, distinguished alumnus, comments on his life, first as a student in college, then as a soldier in World War II, and finally as businessman.

Topic(s): alumni lectures; Choplin, Jean

Duration: 1 hr. & 15 mins

Media Type: Video - Parts 27 & 28

Catalog Number: 1.0610.3

Title: The Global Energy Landscape: Politics, Finance and the Environment

Description: Larry D. Horner - Retired CEO, Chairman of KPMG, Board member, ConocoPhillips speaking on current oil prices and their determinants

Topic(s): energy; oil industry

Duration: 1st Video - 1 hr. and 23 min.; 2nd Video - 41 min.; DVD - 1 hr.

Media Type: 2 Video, 1 DVD

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Catalog Number: 1.0610.4

Title: BUS 715 Managing in a Global Environment

Description: Larry D. Horner - Retired CEO, Chairman of KPMG, Board member, ConocoPhillips guest lecture at BUS 715 class.

Topic(s): global management; Horner, Larry D.

Duration: 1st Video – 59 min.; 2nd Video – 59 min.; DVD – 1hr.; Cassette Tape – 1 hr.

Media Type: 2 Video, 1 DVD, 1 cassette tape

Catalog Number: 1.0630.1

Title: The Pipeline

Description: This ambitious documentary follows the circuitous route of the 1,000-mile BTC Pipeline, a string of 150,000 steel pipes that link the cities of Baku, in Azerbaijan; Tbilisi, in Georgia; and Ceyhan, in Turkey. The pipeline will transport the rich, previously untapped energy reserves of the Caspian Sea to the Mediterranean, from whence it will flow into the global market, but its route makes many detours around areas of regional conflict and territorial dispute. Traveling the pipeline's length, the filmmakers encounter numerous stumbling blocks - including their own arrest in Azerbaijan - as they make their way through some of the most geographically challenging and politically unsafe places on Earth.

Topic(s): energy; oil industry

Duration: 57 mins

Media Type: Video

Catalog Number: 1.0630.2

Title: The Oil Curse

Description: The discovery of oil is often celebrated as a one-way ticket to wealth and economic growth. But in some developing countries, striking it rich has had the opposite effect - making oil more of a bane than a blessing for the poorest inhabitants. This program contrasts two cases: Ecuador, where the toxic environmental legacy of oil has sparked a landmark lawsuit over international corporate accountability, and western Africa, where today's oil companies have embraced new ethical and political approaches to business. In Angola, the oil industry is financing health and education development projects to ensure that some part of a potential \$200-billion jackpot will reach and benefit the local population.

Topic(s): development strategies; energy; oil industry

Duration: 57 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.0630.3

Title: The Wilderness

Description: As the industrialized world's demand for oil grows increases, so does the opposition from environmental groups intent on protecting the land. As demand grows, what restraints should be put on where oil companies drill? This documentary journey heads to the farthest reaches of Alaska and Canada, with a side trip to Washington, D.C. As the pressure for oil - and "energy security" - increases, fragile wilderness areas across the globe are being opened up to oil exploration and furious debate ensues. Alaska's Arctic National Wildlife Refuge is featured, and, in Washington, those lobbying for and against tapping into ANWR's oil supply state their cases. The filmmakers also explore the oil sands in a pristine forest landscape in Alberta, Canada, the extraction site of what some call "the world's worst oil."

Topic(s): Alaska; energy; oil industry

Duration: 57 mins

Media Type: Video

Catalog Number: 1.0710.1

Title: Profits and Promises: Reworking the American Dream

Description: The reworking of American corporations is shattering the careers of millions of workers and sending them into painful unemployment or re-employment in less profitable or stable jobs. This and other related topics are explored by a panel of today's prominent business and labor leaders.

Topic(s): corporate restructuring; labor issues; U.S. economy; unemployment

Duration: 60 mins

Media Type: Video

Catalog Number: 1.0720.1

Title: America's Comeback Strategy

Description: A seminar with Professor Bruce Scott focusing on national economic policy; Prof. Alfred Chandler Jr., Pulitzer Prize winning business historian; Prof. Michael Porter, author of Competitive Advantage: Creating and Sustaining Superior Performance, on corporate strategy; and Prof. Michael Yoshino, on US-Japanese business relations.

Topic(s): economic strategy; U.S. economy; U.S.-Japan business relations

Duration: 28 mins

Media Type: Video and Instructor's Guide

Catalog Number: 1.0720.2

Title: Competing Tomorrow in the Global Economy

Description: A seminar with Professor Robert Hayes on manufacturing excellence; Professor Janice McCormick on labor relations; and Professor David Garvin on quality control.

Topic(s): labor issues; manufacturing; quality control

Duration: 28 mins

Media Type: Video

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Catalog Number: 1.0810.1

Title: Chinese Capitalism: Moving the Mountain

Description: From fledgling cottage industries to the Shanghai stock market, China represents a unique blend of communism and capitalism. This program studies that phenomenon by examining how the Chinese themselves are adapting to the quasi-free market system. Chinese economic modernization is studied at a show factory, where communist worker ideals and capitalist goals coexist. In the largest migration in history, 90 million rural Chinese have moved to cities in search of jobs, a better life, and a larger slice of the capitalist pie, only to find the gap between rich and poor widening each day. Corruption, say many, is rampant. The issue of how these trends will eventually affect China's stability is examined. A BBC Production.

Topic(s): China; development strategies; economic strategy; transitional economies

Duration: 50 mins

Media Type: CD

Catalog Number: 1.0820.1

Title: Knowledge Management

Description: How do companies tap the information locked up in the minds of their employees? The three modules of this program compare various corporate learning systems designed to increase knowledge and promote the sharing and archiving of data. Case studies feature the 70,000 employee consulting firm Arthur Andersen; the European Automobile Manufacturers Association, Daimler Benz, and Volvo, as well as Switzerland's ABB, the world's largest power company.

Topic(s): Europe; information flow; management

Duration: 30 mins

Media Type: Video

Catalog Number: 1.0825.1

Title: The Global Marketplace: The Benefits of Globalization

Description: In an age of globalization, companies are scrambling to blend the ideals of social justice with the concept of a free-market economy. Drawing on case studies from around the world, this program 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.

Topic(s): corporate social responsibility; globalization

Duration: 26 mins

Media Type: Vide

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Updated 1/9/2006

Catalog Number: 1.0830.1

Title: Cross-Cultural Understanding

Description: Why do some people behave so differently from me? Why do some cultures work better alone, others in teams? Why do some people always miss deadlines? What are the critical basics of proper etiquette?

Topic(s): business culture; cross-cultural communication; cross-cultural management

Duration: 45 mins

Media Type: Video

Catalog Number: 1.0830.2

Title: Intercultural Communication

Description: Introduction: Language; Translation; Physical Communication; Style; Topics; Indirect Communication; Context

Topic(s): business culture; cross-cultural communication

Duration: 41 mins

Media Type: Video

Catalog Number: 1.0830.3

Title: International Negotiating

Description: Content: Introduction, The Team, Preparation, Time, Relationships, Opening, Discussions, Agreement

Topic(s): business culture; cross-cultural communication; international negotiation

Duration: 47 mins

Media Type: Video

Catalog Number: 1.0840.1

Title: Managing Across Cultures

Description: In this stimulating dramatization you'll journey to South America to witness the costly mistakes made by a European engineer when she fails to understand her local associates and their culture. Her employees only make matters worse by concealing important information. In Managing Across Cultures, you'll discover how to understand other cultures and get accurate information and ultimately profit in the global market. Ideal for group discussion.

Topic(s): business culture; cross-cultural communication; cross-cultural management

Duration: 15 mins

Media Type: Video

Catalog Number: 1.0840.2

Title: The Middle East: Understanding Values and Beliefs

Description: Conflicts, Points of View, Solutions -- values and beliefs of the Middle East

Topic(s): business culture; Middle East

Duration: 10 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.0840.3

Title: The Multicultural Meeting

Description: Working with other people can be challenging, but the challenges intensify when working with other cultures. In the Multicultural Meeting, you'll travel to Tokyo to observe a problem-plagued meeting between five managers from Asia, Europe, the Middle East, North America and South America. In this exciting dramatization, you'll profit from valuable lessons for success and become more effective with other people, and cultures. Ideal for group discussion.

Topic(s): business culture; cross cultural communication; cross-cultural management; international negotiation

Duration: 15 mins

Media Type: Video

Catalog Number: 1.0850.1

Title: Team Formation - Video 3

Description: Teams that include members of different cultures present a critical challenge for global organizations. Without special attention, the performance of such teams often falls short of expectations. When intercultural teamwork is carefully and consciously cultivated the creative business potential far exceeds that of a single-culture group. Topics include: recognizing contrasting teamwork assumptions; selecting team members; clarifying roles; and positioning the team within the organization.

Topic(s): Asia; cross-cultural management; cross-cultural communication

Duration: 23 mins

Media Type: Video

Catalog Number: 1.0860.1

Title: Managing the Overseas Assignment

Description:

Topic(s): international business; overseas assignment

Duration:

Media Type: Video

Catalog Number: 1.0870.1

Title: Islam

Description: Lecture 1: Islam Yesterday, Today, and Tomorrow; Lecture 2: The Five Pillars of Islam; Lecture 3: Muhammad - Prophet and Statesman; Lecture 4: God's Word - the Quranic Worldview; Lecture 5: The Muslim Community - Faith and Politics; Lecture 6: Paths to God - Islamic Law and Mysticism; Lecture 7: Islamic Revivalism - Renewal and Reform; Lecture 8: The Contemporary Resurgence of Islam; Lecture 9: Islam at the Crossroads; Lecture 10: Women and Change in Islam; Lecture 11: Islam in the West; Lecture 12: The Future of Islam

Topic(s): Islam

Duration: 30 mins per lecture

Media Type: DVD

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Catalog Number: 1.0910.1

Title: Business and Commerce

Description: This program examines the huge changes and upheavals that have occurred in the way trade is conducted and money made in the 20th century. At the end of the 19th century, a global free trade market existed between the countries with overseas empires. The program explores how the Great Depression and World War II destroyed this structure, and how a newer and bigger global market is significantly different from its predecessor due to the role of multinational corporations and modern communications and transportation systems. The program examines the effect that the global marketplace has on issues such as employment, and how politicians can no longer control local economies due to the impact of the international market.

Topic(s): globalization

Duration: 48 mins

Media Type: Video

Catalog Number: 1.1030.1

Title: Developing Countries

Description: This series presents the principles of international economics using on-location documentary case studies.

Topic(s): development strategies; economic strategy; South Korea; Sri Lanka;

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.2

Title: Economics USA: International Trade and Exchange Rates

Description: Multinational perspective on how the global economy and market affect individuals, businesses, and industries on the topics of international trade and exchange rates.

Topic(s): exchange rates/foreign exchange; globalization; international trade

Duration: 59 mins

Media Type: Video

Catalog Number: 1.1030.3

Title: Economies in Transition

Description: This series presents the principles of international economics using on-location documentary case studies. South Korea and Sri Lanka illustrate different development strategies.

Topic(s): development strategies; economic strategy; South Korea; Sri Lanka

Duration: 57 mins

Media Type: Video - Spanish / English

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Catalog Number: 1.1030.4

Title: Environment

Description: This series presents the principles of international economics using on-location documentary case studies. This installment considers whether free-trade and environmental preservation can be compatible.

Topic(s): environment; free trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.5

Title: The Evolving World Economy

Description: This series presents the principles of international economics using on-location documentary case studies. This installment considers the question "What is the new path to prosperity in world trade?"

Topic(s): development strategies; economic strategy; globalization; international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.6

Title: Exchange Rates, Capital Flight, and Hyperinflation

Description: This series presents the principles of international economics using on-location documentary case studies. This installment considers factors affecting exchange rates in Argentina and Mexico

Topic(s): Argentina, capital flight; exchange rates/foreign exchange; international trade; Mexico

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.7

Title: Fixed vs. Floating Exchange Rates

Description: This series presents the principles of international economics using on-location documentary case studies. The case of Caterpillar and Komatsu shows the potential effects of exchange rates.

Topic(s): exchange rates/foreign exchange; international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.8

Title: Labor and Capital Mobility

Description: This series presents the principles of international economics using on-location documentary case studies. The US-Mexico maquiladora program exemplifies the trans-border labor force.

Topic(s): labor issues; maquiladora; trans-border factories

Duration: 57 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.1030.9

Title: Managing Currencies and Policy Coordination

Description: News and archival footage, and commentary from distinguished international economists. The series offers a balanced view of how the world's economic picture has developed and what the future might hold. This video focuses on the limits to government intervention in foreign exchange markets.

Topic(s): exchange rates/foreign exchange; international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.10

Title: Multinational Corporations

Description: Video takes an in-depth look at the global economy. Smith-Corona and Brothers are featured. This series presents the principles of international economics using on-location documentary case studies.

Topic(s): globalization; international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.11

Title: Protectionism

Description: Documentary examines impediments to trade and the driving forces behind protectionism. This series presents the principles of international economics using on-location documentary case studies.

Topic(s): globalization; international trade; protectionism

Duration: 57 mins

Media Type: Video -- Documentary

Catalog Number: 1.1030.12

Title: Trade Liberalization

Description: This video focuses on the role Regional Trade Blocks. This series presents the principles of international economics using on-location documentary case studies.

Topic(s): globalization, international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1030.13

Title: Trade Policy

Description: This documentary shows how countries strengthen their competitive advantage through subsidies and regulatory policies. This series presents the principles of international economics using on-location documentary case studies.

Topic(s): globalization, international trade, protectionism

Duration: 57 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.1030.14

Title: Trade-An Introduction

Description: This video asks “why do nations trade?” This series presents the principles of international economics using on-location documentary case studies.

Topic(s): globalization, international trade

Duration: 57 mins

Media Type: Video

Catalog Number: 1.1040.1

Title: Sustainable Development and Corporate Social Responsibility in the Energy Industry

Description: Guest lecturer Linda Cook, President and CEO of Shell Canada, gives her outlook and opinion on the energy industry. She discusses topics such as sustainable development and corporate social responsibility, as they relate to Shell.

Topic(s): corporate social responsibility; energy; Shell; sustainable development

Duration: 58 mins

Media Type: Video

Catalog Number: 1.1050.1

Title: International Negotiating Style

Description: Labor lawyer John Brahm discusses negotiation styles among international cultures and countries that he has had the pleasure of visiting. Insights regarding various negotiation styles greatly facilitated Brahm’s conduct of international negotiations.

Topic(s): business culture; cross-cultural communication; international negotiation

Duration: 30 mins

Media Type: Video - 3 tapes

Catalog Number: 1.1250.1

Title: The Power of One

Description: A psychological and sociological look at the essence of the United States’ free market and decision processes.

Topic(s): economic strategy; U.S. economy

Duration: 25 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.1300.1

Title: Ruth Rosenbaum & Steven Epstein

Description: Rosenbaum speaks extensively about her experiences in working towards a sustainable living wage and fair working conditions for employees in developing nations around the world. Epstein examines the history of slavery, and cites from the State Department's 2005 Trafficking in Persons Report to demonstrate that some countries are still listed as tolerating conditions equivalent to the traditional definition of slavery.

Topic(s): Epstein, Steven; human rights; international labor issues; slavery; Rosenbaum, Ruth; trafficking in persons

Duration:

Media Type: DVD

Catalog Number: 1.1300.2

Title: Michelle McKinley & M.H. Hoeflich

Description: McKinley examines the sex trade and sexual trafficking, from both a historical and contemporary perspective. She notes that many of the hallmarks of globalization, such as increased mobility and jobs moving to countries with low labor costs, contribute greatly to the problem of sexual trafficking. Hoeflich discusses the ethics of the legal representation of evil, and outlines the challenges of always acting in an ethical manner, especially when professional or foreign ethical standards are less restrictive than one's own.

Topic(s): ethics; globalization; Hoeflich, M. H; McKinley, Michelle; trafficking in persons

Duration:

Media Type: DVD

Catalog Number: 1.1310.1

Title: Joint Ventures & License Procedures

Description: A risk – reward situation is associated with exporting and therefore much thought should be done before starting. This informational video looks at two measures of exporting, joint ventures and licensing, and goes in depth to explain procedures for establishment and general information to succeed and flourish.

Topic(s): exporting; joint ventures

Duration: 62 mins

Media Type: Video

Catalog Number: 1.1340.1

Title: Louis Schweitzer

Description: Renault/Nissan Case Study examining Nissan Motor Company's globalization strategy

Topic(s): globalization; Nissan

Duration: 30 mins

Media Type: Video

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Updated 1/9/2006

Catalog Number: 1.1410.1

Title: Performance Management and Compensation

Description: This video examines the challenges involved in determining competitive compensation and benefits; structuring compensation and benefits. Challenges for importing performance management systems; successful performance management strategies of Western companies in China.

Topic(s): China; cross-cultural management

Duration: 28 mins

Media Type: Video

Catalog Number: 1.1410.2

Title: Technology Transfer

Description: The Managing in China Series is produced by Meridian Resources Associates, the award winning producers of the Working with China, Working with Japan, Working with Americans and Globally Speaking video Series. This video examines the impact of technology and technology transfer in China.

Topic(s): China, technology transfer

Duration: 26 mins

Media Type: Video

Catalog Number: 1.1420.1

Title: Indonesia

Description: Concentrated on the tiny island of Java, Indonesia has the world's fourth largest population. To achieve economic success, it is not just relying on cheap labor, but has placed greater emphasis on developing its own science and technology than any of the other Mini Dragon countries. Still, for now, wealth is in the hands of very few, primarily the three percent of the population made up of Indonesians of Chinese descent. The Muslim Pribumis who provide the manpower represent a dangerous gap of disparity that threatens to trigger ethnic conflict.

Topic(s): development strategies; economic strategy; globalization; Indonesia

Duration: 1 hour

Media Type: Video

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Catalog Number: 1.1420.2

Title: Malaysia

Description: Malaysia plans to be industrialized by the year 2020. To meet its goal, Malaysia will have to be more daring, and develop faster than any other nation in history. The alternative, some say, will be the country's division, primarily between the wealthy Chinese and the native Malays, tearing it apart. Mini Dragons II takes us into the human stories behind the scene, such as: the manager of a Malaysian rubber plantation who is losing his workforce to jobs in the city; a woman who runs a counseling center for women from rural villages who work in high-tech factories and are undergoing a kind of culture shock.

Topic(s): development strategies; economic strategy; globalization; Malaysia

Duration: 1 hour

Media Type: Video

Catalog Number: 1.1850.1

Title: Historia de Exitos (History of Success)

Description: Queretaro is a city in the middle of Mexico. It is a safe place to work and the industries are growing at a fast pace. Also, it is a place that simply guarantees success. Queretaro is a success due to its intensive activity in the economy of Mexico, in agriculture, and in the mining industry. The climate is favorable, and the economy is stable, and as a result Queretaro is an attractive city to both live and work for many Mexicans.

Topic(s): Mexico

Duration:

Media Type: Video

Catalog Number: 1.2050.1

Title: Going Global

Description: What do you do if your market is globalizing? In the case of Pillsbury Withrop, located on opposite sides of the country, the merger of two 125-year-old law firms allowed them to become a national and international force in their industry, virtually overnight. Their corporate clients were going global; they had to do the same. Mary Cranston spearheaded the merger, convincing her partners that the status quo was a greater risk than drastic change. In this talk, she explains how she created a sense of urgency and orchestrated the buy-in of key players. Though the strategic choices and logistical pitfalls were painful challenges at the time, the process allowed these firms to keep up with rapidly changing times and create an entirely new business model in response to market dynamics

Topic(s): globalization; legal industry

Duration: 46 mins

Media Type: DVD

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 1.2050.2

Title: Managing Communication in a Multicultural World

Description: American English has been called the "Language of Business." Yet, American English comes in many forms, and encompasses regional standards in addition to a national standard. Race, occupation and cultural background also influence language use. Dr. Baugh explains that the conclusions people reach about us, based on how we speak, will result in profound economic consequences both for ourselves and for our organizations. He points out that increased awareness of the impact of language is important in helping us understand the impressions we form of others, and the need to build tolerance of variations in dialect. In this presentation, Dr. Baugh provides a succinct overview of the evolution of American English and its many forms.

Topic(s): cross-cultural communication

Duration: 54 mins

Media Type: DVD

Catalog Number: 1.2100.1

Title: Searching for the Roots of 9/11

Description: An examination of the causes and consequences of the 9/11 terrorist attacks. A deep search into the Middle East to discover the feelings of many Muslims regarding Americans and their way of life.

Topic(s): Middle East; terrorism

Duration: 50 mins

Media Type: DVD

Catalog Number: 1.2100.2

Title: Straddling the Fence

Description: A look at the causes and potential consequences of a Security Wall being constructed between Israel and Palestine.

Topic(s): Israel; Middle East; Palestine; security; terrorism

Duration: 50 mins

Media Type: DVD

Catalog Number: 1.2100.3

Title: The Other Side of Outsourcing

Description: Learn how India is dealing with the impact of outsourcing, which brings with it American values that clash with India's culture.

Topic(s): India; outsourcing

Duration: 50 mins

Media Type: DVD

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 1.2100.4

Title: Does Europe Hate Us?

Description: A look at European's view of the U.S. after the events of 9/11 and our nations "go-it-alone" strategy to fight terrorism.

Topic(s): anti-Americanism; Europe; terrorism

Duration: 50 mins

Media Type: DVD

Catalog Number: 1.2122.0

Title: Innovation and Customer Service at E. Wong: A Peruvian Success Story

Description: This case study highlights the successes of a Peruvian-owned supermarket company, E. Wong. The program includes in-depth interviews with the Managing Director, a store manager, the commercial projects manager, and a correspondent for Latin Trade. The interviews are conducted in Spanish. The CD contains additional instructional materials.

Topic(s): Peru

Duration: DVD – 2 hr. & 12 min.; CD – N/A

Media Type: DVD and CD

Catalog Number: 1.2310.1

Title: Diversity at Work

Description: This series focuses on recent changes in the demographic composition of the workforce, the influence of new values and lifestyles, the shift to a global rather than national marketplace, and the emphasis on team rather than individual management models. Includes a manual of readings, cases and exercises. Released 1995.

Topic(s): cross-cultural communication; cross-cultural management; globalization

Duration: 29 mins

Media Type: Video

Catalog Number: 1.2310.2

Title: Managing Differences

Description: This series focuses on recent changes in the demographic composition of the workforce, the influence of new values and lifestyles, the shift to a global rather than national marketplace, and the emphasis on team rather than individual management models. Includes a manual of readings, cases and exercises. Released 1995.

Topic(s): cross-cultural communication; cross-cultural management; globalization

Duration: 29 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 1.2320

Title: Program 6: Going Global

Description: Venturing gives you access to dozens of entrepreneurs who have built successful companies. You'll hear their real-life experiences, as they share some of the challenges they encountered as their companies grew. You'll get a hands-on look at the opportunities and adversities faced by these savvy entrepreneurs.

Go on location at a variety of companies who have met the challenge and become industry leaders: The Vermont Teddy Bear Co. ("bear-grams" teddy bears for gifts") Bagel Works (bagel manufacture and sales), Living Technologies (environmentally sound wastewater-treatment), Laser Micro-Cleaning (laser-cleaning technology for microchips) and more. Managers reveal their secrets to success as you view their production facilities, offices and outlets.

Topic(s): Entrepreneurship

Duration: 26 mins

Media Type: Video

Catalog Number: 1.2410.1

Title: Emerging Powers - Brazil

Description: In many ways, Brazil is already an economic power. It has the largest economy in Latin America, is the world's largest producer of orange juice, has the world's largest iron ore mine, and is the world's fastest-growing computer market. But with a long history of inflation and corruption, will the perennial "country of the future" finally live up to its potential? Brazilian TV correspondent Pedro Bail takes a look at the forces that are dramatically changing Brazil's economy. You'll meet Rogerio Braga, an MBA who is transforming Brazilian orange juice farming and Jose Mindlin, whose Metal Leve is a global power in autoparts. You'll visit Sao Paulo's fast growing stock exchange and go into the jungle with one of Brazil's 400,000 Avon "beauty consultants." Also, in an exclusive interview, President Fernando Henrique Cardoso, one of reform's biggest supporters, describes the bold steps his administration has taken to open up and privatize this colossal market.

Topic(s): Brazil; development strategies

Duration: 50 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 1.2410.2

Title: Emerging Powers - China

Description: With 1.2 billion citizens on the brink of transformation to a capitalist society, communist China is the fastest growing economy in the world. By some estimates, it will surpass the U.S. to become the biggest economy on earth early in the 21st century. But can repressive China, land of Mao and the agrarian commune, really leapfrog into the modern industrial world? Host Deborah Wang, former Beijing correspondent for ABC News, examines China's transformation from poverty to prosperity. Wang interviews a former state worker who has created a multimillion-dollar textile empire; Shanghai's most successful Avon cosmetics saleswomen and Liu Yonghao -- the Frank Perdue of China-- who turned 1,000 renminbi's worth of chickens into 10 million. You'll also meet the leader of Beijing's Commodities Exchange and hear the views of the country's richest man.

Topic(s): China; development strategies; transitional economies

Duration: 50 mins

Media Type: Video

Catalog Number: 1.2410.3

Title: Emerging Powers - India

Description: The second largest country in the world, India has a large industrial base, nuclear energy, and a government determined to enact market reforms. But after 40 years of socialism, protectionism and bureaucracy, can this nation of 900 million people march to the beat of the free market drummer? Indian TV correspondent and producer Anita Ratnam takes a look at the "liberalization program" that has made India one of the hottest global markets. You'll meet entrepreneurs such as Abdul Rehman, who makes satellite dishes and Arya Bhattacharjee, the founder of India's first computer chip design company. You'll tour Bajaj-Auto, India's largest scooter-maker which is now facing foreign competition, and visit the Bombay Stock Exchange, Asia's oldest equities market.

Topic(s): development strategies, economic strategy; India; transitional economies

Duration: 50 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 1.2410.4

Title: Emerging Powers - Mexico

Description: With vast resources, a new generation of US trained managers and a large young population, Mexico was Wall Street's darling of the emerging markets. But a series of crises led to brutal economic collapse. Will Mexico ever regain the world's confidence? Host Rossana Fuentes, business correspondent for Reformat - a leading Mexican daily - takes us behind the scenes of the country that produces more oil than the United Arab Emirates, more beer than Australia and more billionaires than Germany. You'll meet members of Mexico's finance community and its crucial micro-business association CAME. Profiles include Rafael Fernandez-McGregor, who hopes to restore a vital rail link between Mexico and the US and executives from Pemex, one of the world's most powerful oil companies.

Topic(s): development strategies; economic strategy; Mexico

Duration: 50 mins

Media Type: Video

Catalog Number: 1.2430.1

Title: Working Solutions: Empowering Workers

Description: This episode shows how companies that have empowered workers save more than money. The practice also saves time, reduces absenteeism, and boosts quality. This series provides eye-opening facts and innovative solutions to changing business conditions and goes behind the scenes of organizations that are successfully adapting to these new social, cultural and economic conditions.

Topic(s): labor issues; management

Duration: 30 mins

Media Type: Video

Catalog Number: 2.0100

Title: 6 News - 10/15/02 - Richard Halford - Newsclip

Description: Lawrence's 6 News evening broadcast covering former CFO's Richard Halford lecture to KU Business students about his part in a Costa Rican business deal that went sour due to his unethical behavior. The broadcast is highlighted by Business Professor, Chris Anderson's interview with a reporter about the lecture.

Topic(s): 6 News; Anderson, Chris; Costa Rica; ethics; Halford, Richard

Duration: 30 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.0200

Title: 6 News - 5/28/02

Description: Lawrence's 6 News evening broadcast highlights KU's Center for International Business Education & Research (CIBER) by interviewing CIBER Director Melissa Birch, and Business School Dean William Fuerst. Topics discussed include CIBER's purpose, as well as its programs, funding, and goals.

Topic(s): 6 News; CIBER

Duration:

Media Type: Video

Catalog Number: 2.0208

Title: The Age of Wal-Mart: Inside America's Most Powerful Company

Description: Business news journalist David Faber debuts CNBC's latest documentary, "The Age of Wal-Mart: Inside America's Most Powerful Company." Faber takes an unprecedented look at the biggest and most influential company in the world: Wal-Mart. "The Age of Wal-Mart" examines how the company has ascended to its heights of power - raking in close to \$300 billion in sales this year alone - and asks the question: can this juggernaut continue to succeed in the face of increased opposition? "The Age of Wal-Mart" tells the tale of how a family-owned retailer in Northwest Arkansas became the most successful retailer the world has ever seen. Given unprecedented access, Faber takes viewers from an annual managers' meeting that resembles an evangelical revival to the opening of a new store in China, where Wal-Mart is the country's 5th largest importer, following 3 countries and all of Europe combined. Faber also sits down for a one-on-one with CEO Lee Scott - who addresses the criticisms over outsourcing, community friction, lawsuits and other challenges the mammoth company faces today. *This description was provided by CNBC.

Topic(s): globalization; outsourcing; Wal-Mart

Duration: 1hr. & 30 mins

Media Type: Video

Catalog Number: 2.0250

Title: Art of Balance: 20th Anniversary Edition

Description: Capoeira is the unique art that combines music, dance, acrobatics and powerful self-defense into one of the most complete cultural expressions seen today. Created by the African slaves in Brazil over 400 years ago, Capoeira is an art form that continues to surprise and delight as it evolves along with the people who practice it. Demonstrating the need of the capoeirista, it has been a liberating force in the past. Today it is an expressive outlet giving a voice to many and becoming a universal language and unifying force as it spreads across the globe. Footage includes some of the most exciting Capoeira being played today from Brazil to North America. You will also find this DVD contains insightful perspectives from some of the most respected masters of the art form.

Topic(s): Brazil, Capoeira

Duration:

Media Type: DVD

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 2.0300

Title: Asian Values Devalued

Description: As the tiger economies of East Asia turned from boom to bust in the 1990s, the general public was amazed. However, many economists nodded their heads knowingly. This program focuses on the plights of Indonesia, Hong Kong, and Malaysia where nepotism, cronyism, corruption and suppression and the exploitation of cheap foreign labor brought about a financial crisis of enormous proportions. These regions grew too quickly without proper controls and economic safeguards which, has left the middle and lower classes, who are crushed by inflation and unemployment, to pay the bill. Experts agree that East Asia will survive, eventually recover and probably surpass itself but at a staggering cost in money and human misery. This program is an excellent exposé that reveals why the bubble burst.

Topic(s): Asia; Asian financial crisis; development strategies; Hong Kong; Indonesia; Malaysia

Duration: 39 mins

Media Type: Video and Instructor's Guide

Catalog Number: 2.0400

Title: ASTAC: The First Ten Years

Description: A remote land such as Alaska has many troubles when dealing with communications. The Board of the Arctic Slope Telephone Association Cooperative sits down to discuss different purposes and possible ways to set up telecommunications among Alaska's arctic range. The process is well underway, and the spark this could have on business in Alaska would make seem to make this a solid investment in the future.

Topic(s): Alaska; ASTAC (Arctic Slope Telephone Association Cooperative); telecom industry

Duration: 22 mins

Media Type: Video

Catalog Number: 2.0450

Title: Baja California, México: Overview

Description: This CD-ROM contains everything one would ever want to know about business in Baja California including trade routes, working hours, and average literacy and age of workers in the state. There are Word documents and various Power Point presentations; all materials are in English.

Topic(s): Baja; California

Duration: N/A

Media Type: CD-ROM

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 2.0475

Title: China in the Red

Description: China in the Red chronicles three pivotal years of evolution from Communist society to market economy. For half a century, millions of Chinese labored in state factories with cradle-to-grave job security. But reforms bringing prosperity and world-power status now threaten the livelihood of many Chinese. FRONTLINE follows 10 Chinese citizens caught up in social and economic transformation, struggling to survive in a world they never imagined. *Description provided by PBS Video.

Topic(s): China; development strategies; economic strategy; transitional economies

Duration: 2 hrs.

Media Type: Video

Catalog Number: 2.0500

Title: Bill Moyers Reports: Trading Democracy

Description: Everyone has heard about NAFTA, (the North American Free Trade Agreement) but almost no one has heard about one of NAFTA's obscure provisions, with the exception of those multinational corporations who are using it to challenge democracy. BILL MOYER REPORTS: TRADING DEMOCRACY is the first television investigation of NAFTA's Chapter 11 - what has been called an "end run around the Constitution." Corporate investors are using Chapter 11 to attack public laws that protect our health and our environment and even challenge jury verdicts. The cases are not heard in open court, but instead before international trade tribunals that rule in secret. The program details a system of private justice that is enabling companies to obtain covertly what they would unlikely be able to achieve publicly in America's legislature or courts.

Topic(s): environment; NAFTA

Duration: 57 mins

Media Type: Video

Catalog Number: 2.0540

Title: Bill's Run: A Political Journey in Rural Kansas

Description: Bill's Run introduces us to the people of Burdick, Kansas, population 60, where local rancher and country lawyer, Bill Kassebaum, is making his first run for public office. Bill's journey through the primary is a comical and sometimes painful quest of quixotic proportions, as he takes on the Republican incumbent and fights to preserve a lifestyle quickly disappearing from rural America. Kassebaum's filmmaker brother takes us along for a blow-by-blow account of the race, providing an intimate portrait of grassroots politics and life on the Great Plains. The exciting outcome proves, once again, that every vote counts.

Topic(s): Kansas; U.S. Politics

Duration: 53 mins

Media Type: DVD

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 2.0600

Title: Beyond Borders

Description: Split into five different movies, this best selling educational video focuses on international business ethics in five different segments. The segments include bribery and corruption, environmental issues, differing standards, proprietary information, and technology transfer.

Topic(s): Ethics; environment; technology transfer

Duration: 25 mins

Media Type: Video

Catalog Number: 2.0650

Title: Cappuccino Trail: The Global Economy in a Cup

Description: A 150-pound bag of coffee beans might earn a farmer \$50; the "street value" of that same bag - 10,000 cups of coffee - is around \$20,000. By following the trails of two coffee beans grown in the Peruvian Andes this program takes a unique look at the ubiquitous stimulant which, after oil, is the most globally traded commodity. One of the beans takes the route of the open market where its price is determined by commodities traders and analysts, such as Merrill Lynch's Ludy Gaines, the industry oracle who discusses the market's volatility. The other bean finds its way into Café Direct, a new gourmet coffee launched in Britain by a company dedicated to paying fair prices to farmers for their high-quality organic crop.

Topic(s): coffee; fair trade; globalization

Duration: 50 mins

Media Type: Video

Catalog Number: 2.0700

Title: Colombia Outlook and Investment Potential

Description: In-depth PowerPoint presentation looking at Columbia and its future investment potential. The presentation highlights Columbia's leading industries, market size, development areas, various costs, social issues such as education and health, and other economic performance indices

Topic(s): Colombia

Duration: N/A

Media Type: PowerPoint

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.0800

Title: Commanding Heights - The Battle for the World Economy

Description: This video confronts head-on Americans' critical concerns about the new interconnected world. 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 our society. Filmed on five continents, the narrative combines film footage with stories and interviews with world leaders and thinkers from twenty different countries, including: US, USSR, Mexico, Singapore, Senior Minister Lee Kuan Yew, former Secretary of the Treasury Robert Rubin, Congressional Leader Richard Gephardt, and President George Bush's Economic Advisor, Lawrence Lindsey.

Topic(s): Globalization

Duration: 6 hrs on 3 tapes

Media Type: Video

Catalog Number: 2.0900

Title: Communicating Between Cultures

Description: Some cultural givens are so deeply embedded in people's thought patterns that they can cause breakdowns in communication. This program presents a series of eye-opening cross-cultural situations designed to reveal how such cultural givens as getting right to the point, saving face, and taking turns in conversation can complicate intercultural communication. It features a multicultural cast and provides practical guidelines for communicating respectfully.

Topic(s): cross-cultural communication; international negotiation

Duration: 23 mins

Media Type: DVD

Catalog Number: 2.0950

Title: House of Saud

Description: The House of Saud has controlled every aspect of Saudi life and politics since the Kingdom was established in 1932. But little is known about Saudi Arabia's secretive royal family. Through interviews with members of the family, government officials, and other experts from Saudi Arabia and the U.S., the documentary also traces America's relations with the Saudi royal family from their first alliance in the 1930s through September 11 and today.

* Description provided by PBS Video

Topic(s): Middle East; Saudi Arabia

Duration: 120 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.1000

Title: Comunicaciones Interculturales. Factores que pueden afectar el exito en los negocios en Latinoamerica

Description:

Topic(s): cross-cultural communication; international negotiation; Latin America

Duration:

Media Type: Video

Catalog Number: 2.1200

Title: Emerging Markets of Eastern Europe and Russia

Description: With many companies going global, this informative video provides those wanting to penetrate markets in transitional economies of Eastern Europe and Russia with culture, political, and social insights.

Topic(s): Eastern Europe; Russia; transitional economies

Duration: 30 mins

Media Type: Video

Catalog Number: 2.1250

Title: ESC Clermont: Semaine Internationale

Description: A documentary in French, this video explains that ESC Clermont University hired 18 international teachers. This is in order to offer classes in English, Spanish as well as French. Students give their opinion about how important is to them to study in a variety of languages for their future. Also, they point out the differences in teaching styles between teachers from America, Latin America, and France.

Topic(s): France ; study abroad

Duration:

Media Type: CD

Catalog Number: 2.1300

Title: European Union

Description: This informative documentary takes viewers on a journey delving into the history and complex workings of the Union, and also examines the various markets and industries the European Union offers. The video also tries to provide insight into where the EU is heading.

Topic(s): European Union

Duration: 23 mins

Media Type: Video

KU Center for International Business Education and Research
Media Library Catalog

The School of Business, Summerfield Hall, Room 207

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Updated 1/9/2006

Catalog Number: 2.1470

Title: Foreign Exchange

Description: Increased technology and global orientation have made the world a 24/7 marketplace. Investors are able to buy massive amounts of stocks one minute and sell them the next for a substantial profit. Many manufacturers are able to set up factories and sell their product from a unified location. Foreign exchange has thus become a vital link in the global chain of commerce.

Topic(s): exchange rates/foreign exchange; international trade

Duration: 11 mins

Media Type: Video

Catalog Number: 2.1500

Title: Germany: Society

Description: In this interactive documentary, citizens of Germany are asked to speak about many different aspects of Germany including social life, political climate, culture, industry, and other unique characteristics of Germany.

Topic(s): business culture; Germany

Duration: 31 mins

Media Type: Video

Catalog Number: 2.1600

Title: Global Branding Featuring BP

Description: After completing a \$120 billion acquisition program involving eight companies from around the world, British Petroleum launched a global campaign to "rebrand" itself and the eight companies to the new identity of BP. This program looks at the marketing strategy and global advertising program, and features interviews with BP executives and footage of BP operations.

Topic(s): branding; British Petroleum; international marketing

Duration: 14 mins

Media Type: Video

Catalog Number: 2.1700

Title: International Marketing: Competing in a Global Marketplace

Description: Exploring the growing complexity of marketing on a global scale, this video examines key challenges faced by corporations that sell their products and services in numerous countries with diverse and unique cultures. It also discusses key trends in global marketing, outlines the reasons a company should consider going global, and assesses the challenges of marketing in emerging countries.

Topic(s): international marketing

Duration: 60 mins

Media Type: Video - Speech

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.1750

Title: Is Wal-Mart Good for America?

Description: FRONTLINE offers two starkly contrasting images: one of empty storefronts in Circleville, Ohio, where the local TV manufacturing plant has closed down; the other—a sea of high rises in the South China boomtown of Shenzhen. The connection between American job losses and soaring Chinese exports? Wal-Mart. For Wal-Mart, China has become the cheapest, most reliable production platform in the world, the source of up to \$25 billion in annual imports that help the company deliver everyday low prices to 100 million customers a week. But while some economists credit Wal-Mart's single-minded focus on low costs with helping contain U.S. inflation, others charge that the company is the main focus driving the massive overseas shift to China in the production of American consumer goods, resulting in hundreds of thousands of lost jobs and a lower standard of living here at home. * Description provided by PBS Video

Topic(s): outsourcing; Wal-Mart

Duration: 60 mins

Media Type: Video

Catalog Number: 2.1800

Title: Kansas - An Authentic Experience

Description: Smack dab in the center of the country lays relatively unknown Kansas. With its majestic plains and subtle hills, this video showcases the history of Kansas, the many beauties of the heartland and other attractions Kansas has to offer visitors.

Topic(s): Kansas

Duration: 13 mins

Media Type: Video

Catalog Number: 2.1900

Title: La empresa familiar en Latinoamerica

Description: Video interviews; Related articles; Resources for the Business Spanish class

Topic(s): business Spanish; Latin America

Duration: N/A

Media Type: CD-ROM

Catalog Number: 2.2000

Title: Las mujeres y el trabajo en Mexico. Nueva percepcion del papel de la mujer en la sociedad mexicana.

Description: This video examines women's roles in Mexico's work force.

Topic(s): labor issues; Mexico

Duration: 53 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.2100

Title: MacNeil/Lehrer Business Reports Video for Macroeconomics

Description: Bond Buccaneers examines the mechanisms of foreign debt and its purchase; Social Security details current crisis and plans for its resolution; Geisha examines U.S.-Japan economic relationship, asking whether it is a sustainable partnership; Job Search examines the manner in which unemployment is statistically determined.

Topic(s): foreign debt; IMF; labor issues; social security; U.S. Japan business relations

Duration: 36 mins

Media Type: Video

Catalog Number: 2.2200

Title: The Making of the Euro

Description: January 1, 2002 will see the introduction of the euro in 12 of the 15 member states of the European Union. It will be a worldwide currency with circulation second only to that of the United States, used by over 300 million Europeans. But, will the euro be safe? It will be printed in 10 different locations, with national variations in each bill. If forgery undermines public confidence in the EU currency, the economy will be crippled with untold consequences. Are Interpol and the various national policies adequate to prevent organized crime from having a field day? "The Making of the Euro" probes this question and presents concerns and contentions from both sides of the issue.

Topic(s): European Union; monetary policy

Duration: 38 mins

Media Type: Video

Catalog Number: 2.2300

Title: Management in Chinese Cultures

Description: As Western companies become more interested in networking and partnering, doing business the Chinese way may become the next big thing in corporate methodologies. This program describes key elements of modern Chinese entrepreneurship, such as teamwork, harmony, deference to authority, and guanxi - a system of interpersonal relations that stresses covenantal rather than contractual agreements - they differentiate it from the traditional Western model. The strengths and weaknesses of both systems are weighed by the chairman of DHL International, Ltd. and others, providing a balanced analysis of business in both the Asia-Pacific region and the global market place.

Topic(s): business culture; China, cross-cultural management; international management

Duration: 30 mins

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.2400

Title: New Skills for Global Management

Description: For a manager to be successful and in this day and age, functional, he/she must be able to manage globally. This video attempts to demonstrate to manager's, the "do's and don'ts" of global management. This video extends beyond the demonstrative by providing other helpful techniques and information.

Topic(s): cross-cultural management; international management

Duration: 35 mins

Media Type: Video

Catalog Number: 2.2500

Title: Nonverbal Communication in a Global Marketplace

Description: Numerous studies have demonstrated that many people have little understanding of the importance of nonverbal communication, especially in the international arena. This program examines the mechanics of nonverbal communication through gestures and prexemics and describes the vast range of interpretations that people from different cultures apply to similar attitudes and physical movements.

Topic(s): cross-cultural communication; international marketing

Duration: 24 mins

Media Type: 2 Videos and User's Guide

Catalog Number: 2.2600

Title: Non-Verbal Communication in the Global Workplace

Description: Communication, such a vital part of life, has different forms, verbal and nonverbal. Many times they are not in sync and convey different messages. This video aims to help people realize what they are actually saying and what their nonverbal is saying to hopefully, make sure they are conveying what the communicator was intending.

Topic(s): cross-cultural communication

Duration: 24 mins

Media Type: Video and Discussion Questions

Catalog Number: 2.2700

Title: The North American Free Trade Agreement

Description: The North American Free Trade Agreement (NAFTA), creating the world's largest trading block, has evolutionized trading among Canada, U.S. and Mexico. This historical video describes the implications, provisions and other details created by NAFTA. It doesn't stop there as, the video examines the effect NAFTA has on Canada and Mexico and their markets.

Topic(s): NAFTA

Duration: 30 mins

Media Type: Video

KU Center for International Business Education and Research
Media Library Catalog

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.2800

Title: Pesticides: For Exports Only

Description: Many products exported to third world countries are contaminated with pesticides that U.S. manufacturers apply to their products. These pesticides are known to cause cancer, birth defects, and other health concerns. This movie informs viewers of these hazards and the results of this practice.

Topic(s): environment; exporting

Duration: 59 mins

Media Type: Video

Catalog Number: 2.2825

Title: Power Trip

Description: Emmy award-winner Paul Devlin (SlamNation, NBC & CBS Olympics) captures a comic clash of cultures that combusts when an American energy company, AES, tries to transform the dysfunctional electricity distribution system in Tbilisi, capital of the former soviet Republic of Georgia. Struggling against an environment of corruption, assassination, and street rioting, AES manager Piers Lewis must convince the Georgians to pay for, rather than steal, electricity. This "compelling and passionate tale of a country rebuilding itself" (Hollywood Reporter) has "suspense, comedy and some colorful characters" (Variety) and develops into an "increasingly absurdist standoff communist-inspired cynicism and tenacious capitalist zeal" (New York Daily News).

Topic(s): energy; Georgia; transitional economies

Duration: 85 mins

Media Type: DVD

Catalog Number: 2.2850

Title: Retailing in Europe

Description: Discusses retailing differences in Europe and the United States

Topic(s): Europe; retailing

Duration: 29 mins.

Media Type: Video

Catalog Number: 2.2875

Title: Robert Worcester: How America & Americans are Viewed Abroad

Description: Robert Worcester traveled to many countries around the world, and here he outlines some of the key stereotypes people overseas have about America and Americans. He first looks at public opinion, in terms of economic, military, and ideological power. Finally, he describes how Americans' principles are understood throughout the world.

Topic(s): anti-Americanism; Worcester, Robert; world public opinion

Duration:

Media Type: Video

**KU Center for International Business Education and Research
Media Library Catalog**

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.2900

Title: The Sales Connection: One World

Description: Many companies have changed their orientation from national to global and this video puts representatives from those companies in front of the camera. These top level representatives explain many of the processes tribulations they went through to become globally orientated.

Topic(s): globalization; international marketing

Duration: 29 mins

Media Type: Video

Catalog Number: 2.3000

Title: Singapore - A Success Story

Description: In 1989 Singapore was just a small village. Today it is home to 2.7 million and may be the financial center of southeast Asia. This film explores the reasons for this phenomenal success. The population is multi-ethnic and also multi religious: generally a respect for other faiths and ethnic groups prevail. The Singaporean government has restricted striking and gambling; even chewing gum is banned. Selling certain illicit narcotics can bring a death sentence. The government has gradually altered its educational emphasis from the primary to the secondary and technical level. Its one university has grown into three. Singapore is positioned to become the world's fourth largest center of trade. Shopping and merchandising are a great preoccupation; portions of the city seem to be one vast shopping arcade.

Topic(s): development strategies; Singapore

Duration: 27 mins

Media Type: CD

Catalog Number: 2.3100

Title: Thomas Lee Boam - Minister Counselor for Commercial Affairs - US Embassy - Beijing, China

Description: Guest lecturer, Thomas Lee Boam speaks about China and its emergence into the business world. A minister counselor for commercial affairs, Mr. Boam has spent much of his life in China and has learned many things on his voyages and takes time to share them with many KU students.

Topic(s): Boam, Thomas Lee; China; transitional economies

Duration: 1 hr. & 6 mins

Media Type: Video

Catalog Number: 2.3150

Title: U.S.-China Business Summit: What Your Company Should Know

Description: Presented by U.S. Department of Commerce, Kansas City Export Assistance Center

Topic(s): China

Duration: N/A

Media Type: CD-ROM

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Updated 1/9/2006

Catalog Number: 2.3200

Title: You can sell them W&H US Exports

Description: Instructional video designed to inform non-exporting companies how they can successfully develop overseas markets for many of their products. Proven, successful exporting companies give insight and techniques to depict how they became what they are: successful exporters.

Topic(s): China; exporting

Duration: 18 mins

Media Type: Video

Catalog Number: 2.3300

Title: The World Bank: Curitiba a City of the Future

Description: Brazil's Curitiba has focused on different aspects of city life to try and improve its economic growth. Improved public transportation and uses for buses has helped people commute and manage their busy lives. Creating more parks has improved people lives both physically and mentally. Urban planning has proven itself to be beneficial to improving Curitiba's society and economy.

Topic(s): Brazil; development strategies; World Bank

Duration: 12 mins

Media Type: Video

Catalog Number: 2.3400

Title: 2005 GRIP Presentations of Embraer -May 19, 2995 Adams Alumni Center

Description:

Topic(s): aircraft industry; Brazil; Embraer; GRIP

Duration:

Media Type: DVD

Catalog Number: 2.4000

Title: World's funniest and cleverest commercials

Description: Entertaining and humorous compilation of all commercials that once made one smile and the clever phrases that became part of one's day to day language. Includes commercials from all over the world: Great Britain, France, Australia, Brazil, Japan, and Zimbabwe

Topic(s): international marketing

Duration:

Media Type: DVD

KU Center for International Business Education and Research

Media Library Catalog

The School of Business, Summerfield Hall, Room 207

785-864-7879

Updated 1/9/2006

Catalog Number: 2.5000

Title: World Stories from a small planet

Description: October 25, 2005. FRONTLINE/World and New York Times reporter Lowell Bergman travel to the peaks of the Peruvian Andes to uncover the story of a secret battle for Yanacocha, the world's richest gold mine. With undercover tapes and inside sources, Bergman reveals high-level political intrigue and attempts to influence Peru's supreme court to rule in favor of an American Company. The program investigates Newmont Mining of Denver, Colorado, the company that won control of the Peruvian mine and has since become the world's most profitable gold mining company, with operations in Indonesia, Ghana and Uzbekistan. Newmont publicly pledges that it operates using U.S. environmental and ethical standards overseas even in countries where corruption is the norm., but insiders say that just has not been true. Bergman meets the crusading priest who leads local campesinos who have opposed expansion of the mine after a toxic mercury spill by Newmont led to health problems in their community.

Topic(s): IB Ethics

Duration: 60 mins

Media Type: DVD