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BUSINESS & ECONOMICS

Streaming Video Collection



Includes:

- Business Education
- Business Technology
- Economics
- Ethics & Business Law
- Finance, Accounting & Taxation
- Management
- Marketing

In a world of bubbles and busts, wealth disparity, rapidly emerging worldwide markets, and a digital revolution that is transforming practically everything, this video collection is crucial to keeping up with changing times. In addition to in-depth documentaries on these topics, viewers will also find educational programming on economic theory, basic business education, accounting and finance fundamentals, business ethics and law, management, marketing, and more.

Benefits:

- Encourage community building
- Create and enhance library programming opportunities
- Add exciting visual content to your reference desk
- Freedom from inventory hassles and damaged DVDs
- Provide easily accessible, meaningful video content for learners of all ages

Features:

- Unlimited, simultaneous access to more than 2,800 full-length videos and 27,600 clips, on or off site
- Exclusive, high-interest videos from top producers you won't find anywhere else—plus, new content added regularly at no additional cost
- Public performance rights to facilitate library programming and presentations
- Full language support with Google Translate on all descriptions, transcripts, and navigation
- Captioning and searchable, interactive transcripts
- Free MARC records for every video
- Marketing tools to increase patron awareness
- Continuous Play and Loop Playlist options
- Create and share personalized playlists using segments from multiple videos
- Keyword tags for all content, linking to related material

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"...the excitement is instantaneous, and the content is really great...I would wholeheartedly recommend it."

—Janie Hermann, Princeton Public Library
(Master Public Library Collection)



Cutting Edge Communications Comedy Series—

A 50-part series that uses humor and a format similar

to the sitcom *The Office* to demonstrate to viewers how to communicate properly in a business setting and the consequences for businesses when communication is not up to par.

Highlights include:



Acclaimed, in-depth documentaries from **HBO** profile both business giants—*Becoming Warren Buffett* and *Agnelli*—and those just trying to make a living—*Paycheck* to

Paycheck: The Life & Times of Katrina Gilbert and *No Contract, No Cookies: The Stella D'oro Strike*.

Underhand Tactics: Investigating Corporate Culture—

An eight-hour series investigating the socioeconomic impact of megacompanies on families, communities, and the environment—locally and across the globe.



97 Percent Owned: How Unlimited Credit Creation Brought About the Great Recession—

A two-part series that investigates whether a debt-based monetary system is fundamentally flawed.

You're the Boss: Starting and Running Your Own Business—

A five-part series that provides inspiration, insight, and nuts-and-bolts guidance on building a thriving company—from branding and marketing to the hurdles of government paperwork, to the people smarts needed to manage and motivate employees.



Professionalism 101: Skills to Succeed and Advance at Work—

A three-part series with advice on how to behave in the workplace—professional image, business etiquette, and working with others, including social media and 21st-century technology.

More than 65 titles from **CNBC**, including the popular *CNBC Titans: Steve Jobs; Crime Inc.: The Underground Economy; Scam of the Century? Bernie Madoff and the \$50 Billion Heist*; and a wealth of business case studies, investigative looks at the U.S. and global economy, and profiles of companies that impact our daily lives.



Businesses Out of the Ashes—

A compelling series that tells the stories of how six entrepreneurs created their business in the face of adversity and tragedy.

The CLIOs, 2000–2013—13 years (and counting), totaling more than 35 hours of winning entries across all categories for this prestigious advertising awards program.

Personal Finance Essentials: Financial Literacy for Young Earners—

A comprehensive five-part series loaded with savvy tips and real-life scenarios that prepare students to become responsible managers of their personal finances.

Work-Life Balance: Success and Happiness in an Always-Connected World and Telecommuting and Distance Learning: Tips for Separating Work from Life—

Two videos that look at how work life and home life are blending, with an eye for keeping a proper balance that leads to happiness, health, and success both at home and at work.

Globalization: Winners and Losers—

A no-nonsense documentary that addresses the pros and cons of doing business in the global marketplace.

The StartUp Experience—

A 25-hour series featuring entrepreneurship expert Dr. Tom Duening interviewing successful business owners; presents powerful case studies and insightful business lessons for aspiring entrepreneurs in areas from home health care to residential real estate and from wind energy to restaurants.

Titles within the collection are sorted across 55 distinct, browsable subject categories (e.g., Management, Marketing Principles & Strategy, Microeconomics, Business Communications), enabling refined searches for available titles in specific topic areas.