

The Corporation DVD's Topical Paradise (DVD 2)

This is a list of all of the extra footage organized by topic so you can select the clips that interest you most.

24 topics are presented in the "Topical Paradise" menu on Disc 2 of the Special Edition. A column of eight topics appears on the left side of the screen. Access the second and third columns by using the right arrow on your DVD remote.

BRANDING

Naomi Klein, author of *No Logo*, delves into less visible aspects of branding, its history, and how to get young people to think about brands they consume. **Clay Timon**, CEO of Landor and Associates, one of the world's largest branding consultancies, explains why he feels his work is necessary. He describes the basics of branding, how to build consumers' emotional bonds to brands and why the Church was the first brand.

- Selling Us Our Values – Naomi Klein
- Brands Not Products - Naomi Klein
- Designer Activism - Naomi Klein
- Brands: Who Needs Them? – Clay Timon
- Building Emotional And Intellectual Bonds - Clay Timon
- The Church: The First Brand - Clay Timon

CAPITALISM

Ira Jackson, Director, Center for Business & Government, Kennedy School at Harvard, argues that capitalism is a theology without a morality. Yet, with reference to Marx and Solzhenitsyn, he proclaims his faith in capitalism and that it can — and must — be reformed if it is to thrive.

- Needs A Moral Manifesto – Ira Jackson

CORPORATE CRIME

Robert Weissman expounds on his list of the top 100 corporate criminals of the 1990s, the pervasiveness of corporate crime, and the inadequacies of sanctions and punishment for corporations.

- What The List Tells Us – Robert Weissman

CORPORATIONS AND GOVERNMENT*

What is, and what should be, the relationship between corporations and government? Captains of industry, a professor of business ethics, and critics expand on public-private-partnerships, free trade deals, and government as "a branch of business".

Tom Kline VP of Pfizer Inc., the world's largest pharmaceutical manufacturer, calls for partnerships between communities, business, and government to improve neighborhoods. **Maude Barlow**, Chairperson of the Council of Canadians decries the expansion of corporate rights at the expense of human rights. Business ethicist **Joe Badaracco** comments on why corporations contribute to both political parties in the USA; Tom Kline's boss, **Hank McKinnell**, CEO of Pfizer, did not appear on the film, but his revelations — and evasions — on why corporations donate to political campaigns warranted inclusion here. **Sir Mark Moody-Stuart**, former Chairman of Royal Dutch Shell, explains the delicate nature of exerting corporate influence on governments; he calls for open reporting to stakeholder organizations. **Sam Gibara**, CEO of Goodyear Tire, the world's largest tire manufacturer, asserts that corporations must now self-regulate and "assume the self-discipline that, in the past, governments required from it." **Sir Mark Moody-Stuart** returns with thoughts on what Shell could feasibly have done to help spare Nigerian activist Ken Saro-Wiwa from execution by the Nigerian government. **Dr. Samuel Epstein** says public health suffers due to the biases of government agencies like the National Institute of Health and the industry-biased American Cancer Society. **Robert Monks** cites legislative changes in the accounting of stock options as a key illustration of government as a branch of business.

- Public-Private Partnerships – Tom Kline
- Corporations' Rule – Maude Barlow
- Cover Your Bases – Joe Badaracco
- Influencing Political Campaigns – Hank McKinnell (CEO, Pfizer)
- Influence Takes Trust – Sir Mark Moody-Stuart
- The Corporation As Government – Sam Gibara
- Shell In Nigeria – Sir Mark Moody-Stuart
- The Cancer Establishment – Dr. Samuel Epstein
- Accounting For Greed – Robert Monks

*See also: Role Of Government

DEMOCRACY

Mary Zepernick and **Richard Grossman** of the Program on Corporations, Law and Democracy (POCLAD) challenge conventional notions of Western democracy, pinpointing inconsistencies between its principles and its application in the United States. Nobel Prize-winning economist **Milton Friedman** takes the controversial position that none of us truly believes in democracy and that majority rule is too simplistic a formula. He argues for individual rights, a constitution, and the rule of law.

- Property Over People – Mary Zepernick
- Slave Master To Corporate Manager – Richard Grossman
- I Don't Believe In Democracy – Milton Friedman

ETHICS AND VALUES

Where do people draw the line? How do they implement or compromise their values in the corporate world? **Dr. Vandana Shiva** discusses how individual scientists have corrupted the field of science by succumbing to the corporate ethos. Interface CEO **Ray Anderson** believes doing good is the best avenue to doing well. **Joe Badaracco** explains that whistle-blowing, though heroic, should only be a last resort because it often sacrifices the good one can effect from inside. **Marc Barry**, corporate spy, describes exploiting disloyal employees' ethical boundaries, which are weakened by the disrespect and disloyalty of their employers. He draws the line at working for foreign corporations against American ones, motivated more by self-preservation than patriotism.

- Corruption Of Science – Dr. Vandana Shiva
- Leading By Example – Ray Anderson
- Don't Be A Hero – Joe Badaracco
- Exploiting Disaffection – Marc Barry
- Spying For U.S. Corporations – Marc Barry

EXTERNALITIES

Goodyear Tire CEO **Sam Gibara** extols Goodyear's environmental initiatives and self-critical annual reports, but laughs off the notion of taking full responsibility for the major externality his company creates —used tires. Cancer expert **Dr. Samuel Epstein** describes carcinogens in everyday cosmetics and toiletries, fingering the "reckless" practices of the FDA. **Milton Friedman** points out that not all externalities are negative.

- Responsible Corporations Don't Externalize – Sam Gibara
- Household Carcinogens – Dr. Samuel Epstein
- There Is A Free Lunch – Milton Friedman

HISTORY

Noam Chomsky proposes that fascism, bolshevism, and corporatism share ideological roots; he describes 19th-century workers' publications that condemned the selfish spirit of the age. **Ira Jackson** and philosopher **Mark Kingwell** redress popular misconceptions of Adam Smith, the godfather of capitalism. Labour activist **Charles Kernaghan** and historian **Howard Zinn** trace the growth of labour's political power. **Edwin Black** amplifies his condemnation of IBM's participation in the Nazi genocide; IBM's official response to Black's book is presented. **Peter Drucker** offers controversial insights into IBM's actions, from his own experiences with high-level business and government officials in the 1940s.

- An Attack On Classical Liberalism – Noam Chomsky
- The End Of Freedom - Noam Chomsky
- Gain Wealth Forgetting All But Self - Noam Chomsky
- Adam Smith: Poster Boy For Greed – Ira Jackson

- Adam Smith – Mark Kingwell
- Triangle Shirtwaist Fire – Charles Kernaghan
- The Haymarket Affair – Howard Zinn
- The Strike Is Born – Howard Zinn
- Backlash To The Future – Howard Zinn
- IBM’s Unique Role In WWII – Edwin Black
- IBM: Blood Money – Edwin Black
- What IBM Knew And When They Knew It – Edwin Black
- IBM: Hiding History - Edwin Black
- IBM’s Statement
- IBM: Watson Acted Morally – Peter Drucker

LABOUR

Noam Chomsky argues that business’s demands for worker “flexibility” are false efficiencies that cause insecurity and disastrous human consequences. Labour activist **Charles Kernaghan** details the extreme poverty sweatshop workers endure despite working up to 120 hours a week. Harvard’s labour expert **Elaine Bernard** contrasts meagre protections of workers’ rights with strong music copyright protection; she argues that the workplace, the site of decision-making, is the best place for workers and unions to be involved in holding corporations accountable. **Naomi Klein** observes that corporations in the North and South are refusing to take responsibility for the fact that families depend upon poorly paid young female workers. Workers in the South want a say in constructing the labor codes imposed on them.

- Labour Market Flexibility – Noam Chomsky
- Worker Rights, Yeah Right – Charles Kernaghan
- Worker Rights Vs. Copyrights – Elaine Bernard
- Holding Corporations Accountable – Elaine Bernard
- State Of The Unions – Elaine Bernard
- Joke Jobs – Naomi Klein
- Codes Of Conduct – Naomi Klein

MARKETING

University students **Chris Barrett** and **Luke McCabe** further justify marketing by the corporate world of their prime commodity — themselves. **Naomi Klein** dissects the marketing research technique of “cool hunting”. She defends selling dissident works such as her *No Logo* (and, by inference, *The Corporation*) through big corporations. Undercover marketer, **Jonathan Ressler** describes the legacy of skills and the art of the “leaner” in bars, promoting new brands of drinks. He says he wouldn’t hesitate to use an anti-corporate protest for undercover marketing.

- We’re Not Selling Out – Chris and Luke
- Cool Hunting – Naomi Klein

- Mainstream Dissidence – Naomi Klein
- Big Fat Inc. – Jonathan Ressler
- Everyone Does It – Jonathan Ressler
- Undercover Case Study - Jonathan Ressler
- Infiltrating Protests - Jonathan Ressler

MARKETING TO KIDS

Marketing executive **Lucy Hughes** expands on manipulating kids, aged 3 to 8, to nag their parents into buying a product. Children are influenced by ads for high-end adult products and will nag for them too. Hughes says she appreciates her own children's nagging, so she knows what's important to them. She defends her work on the basis that ultimate responsibility lies with parents.

Dr. Susan Linn develops the contrary position, based in part on science showing that brains are not fully developed even by the age of 16; she states it is unethical to manipulate immature minds, certainly of 6 months old, an age when children are already being intentionally imprinted by corporate branding. She echoes Vandana Shiva's concerns about the corporate co-optation of scientists, citing contributions by psychologists to marketing to kids. Dr. Linn cautions about the corporatization of schools.

Joe Badaracco weighs in with his ethical analysis of marketing to children. **Chris and Luke** delineate where corporate sponsors should and shouldn't advertise in the academic environment.

- A Measure Of Success – Lucy Hughes
- Kids: An Influencer Market – Lucy Hughes
- It Helps When My Kids Nag Me – Lucy Hughes
- Response To Critics – Lucy Hughes
- What's Next – Lucy Hughes
- The Drool Factor – Dr. Susan Linn
- The Key To Happiness - Dr. Susan Linn
- The Use Of Psychologists - Dr. Susan Linn
- The Battle For Kids' Minds - Dr. Susan Linn
- Merchandising - Dr. Susan Linn
- It's OK If It Doesn't Work – Joe Badaracco
- When Corporations Go Too Far – Chris and Luke

PERCEPTION MANAGEMENT

Chris Komisarjevsky, CEO of global PR firm Burson Marsteller, believes that corporations should be as proficient in grassroots internet influence as NGOs and other activist groups. He discusses the intangible asset of “communications capital” and the strategy of “focused philanthropy”. **Maude Barlow** criticizes allegedly neutral think

tanks for disguising a right-wing agenda, influencing government, business, and international trade. **Steve Wilson**, fired Fox investigative reporter, recounts the lengths to which the Monsanto corporation went to guard its public image. He also tells how Disney, ABC's parent company, killed a news story about a lack of screening for pedophiles in hiring practices at Disneyland.

- Targeting E-fluentials – Chris Komisarjevsky
- Valuing Intangible Assets - Chris Komisarjevsky
- Strategic Philanthropy - Chris Komisarjevsky
- I Hate Spin - Chris Komisarjevsky
- Think Tanks – Maude Barlow
- What Monsanto Knew And How They Knew It – Steve Wilson
- When We Lie To You It's All Over – Steve Wilson

REGULATION

Sir Mark Moody-Stuart argues for a regulatory framework; **Ray Anderson** says regulation only delivers the bare minimum of compliance. **Joe Badaracco** believes there's plenty of regulation and that fear of a tarnished brand image is what keeps corporations in line. **Milton Friedman** argues that corporations influence government too much, and vice versa. Business lobbyist **Robert Keyes** reveals the intricacies of regulating international trade. **Robert Monks** decries how former industry personnel control governmental regulatory bodies. Fraser Institute Director **Michael Walker** says market forces, not regulation, deliver desired economic outcomes. Finally, **Mary Zepernick** argues that regulation does not properly assert citizen's authority over corporations.

- We Need Rules – Sir Mark Moody-Stuart
- As Bad As The Law Allows – Ray Anderson
- Fear Of The Spotlight – Joe Badaracco
- The Government Industrial Complex – Milton Friedman
- A Pen Is Not A Pen – Robert Keyes
- The Revolving Door – Robert Monks
- Regulation Is The Problem – Michael Walker
- Regulating Vs. Defining – Mary Zepernick

RELATED FILM RESOURCES

See 14 trailers for award-winning documentaries and one animated film (What Barry Says) that take themes related to those in The Corporation and go further. Ordering information is listed at the end of each trailer. Or support the online store of The Corporation's grassroots team and check www.hellocoolstuff.com for availability.

- McLibel
- OutFoxed
- What Barry Says
- Supersize Me

- The Take
- Culture Jam
- Confessions Of A Burning Man
- Scared Sacred
- The Future Of Food
- Fourth World War
- Surplus
- Civilizing The Economy
- Battles Poison Cloud
- Friendship Village
- Wal-Town

ROLE OF GOVERNMENT*

In the cause of maximum personal freedom, **Milton Friedman** specifies how much less government there should be and why. He blames many of society's problems on government, yet sees a role for it to control negative externalities.

- Too Much Government – Milton Friedman
- Control Externalities – Milton Friedman

*see also: Corporations and Government

SELLING THE COMMONS

Jeremy Rifkin sounds a warning about the direction of current legislation that supports “bio-prospecting”, “bio-piracy”, and the concept of human beings as commercial property. He predicts this will lead to “gene wars”. **Noam Chomsky** asserts the immorality and economically self-defeating direction of this field of corporate take-overs. **Vandana Shiva** recounts victories against the regimen of TRIPPS (Trade Related Aspects of Intellectual Property Rights).

- Genes – Jeremy Rifkin
- Commercial Eugenics – Jeremy Rifkin
- Patenting Life – Noam Chomsky
- Tripping Up TRIPPs – Dr. Vandana Shiva

SOCIAL RESPONSIBILITY

Consumers and shareholders now enforce a corporate mandate of social responsibility, says CEO **Chris Komisarjevsky**. **Ira Jackson** holds that the market will force corporations to integrate broader principles than mere profit. **Elaine Bernard** argues corporate responsibility delivers some, but not enough, social good and that more fundamental changes are necessary. **Sir Mark Moody-Stuart** observes that cutting-edge corporations guide the law towards enforcing greater responsibility, but with little democratic basis, and advocates greater transparency. Management guru **Peter Drucker** bluntly states that executives who want to take on social responsibilities should be fired. **Robert Weissman** dissects Pfizer’s AIDS philanthropy to reveal callousness and hypocrisy. **Milton Friedman** describes corporate social responsibility as “pure advertising” and a waste of money. **Robert Keys** makes a case for voluntary codes of

conduct, but follow-up research on the example he chooses demonstrates the ineffectiveness of this strategy. **Chris and Luke** maintain their faith in their corporate sponsor, despite its recent history of being censured and fined by the NASD.

- People Expect More From Corporations – Chris Komisarjevsky
- Principled Companies – Ira Jackson
- Kinder, Gentler, Corporations – Elaine Bernard
- The Law Will Follow – Sir Mark Moody-Stuart
- Fire All Socially Responsible Executives – Peter Drucker
- Pfizer’s AIDS Philanthropy – Robert Weissman
- A Waste Of Money – Milton Friedman
- Confession Is Good For The Corporate Soul – Sir Mark Moody-Stuart
- Trust Us – Robert Keyes
- No Bad News – Chris and Luke

STRATEGIES FOR CHANGE

In 30 clips, totaling almost an hour of video (with a supplementary 30-minute, audio-only segment), activists, academics, critics, lawyers, and CEOs delve deeper into what is necessary, what is possible, and how we can get there.

POCLAD activist **Richard Grossman** says people are ready to expand beyond fighting “single issue” corporate harms, to protecting the more fundamental rights of communities. **Mary Zepernick** describes POCLAD and how our use of language about corporations and our acceptance of patriarchal culture must change if we are to redefine our relationship to them. **Robert Weissman** calls for more effective regulation and itemizes ways to diminish the power of big corporations while boosting the public sector. **Naomi Klein** says we must deal with the corporation as a political entity. **Noam Chomsky** tells activists in the rich countries they have a responsibility not just to enforce corporate codes of behavior but to “eliminate the slave system itself.” Irrepressible **Charles Kernaghan** describes his innovative methods to expose Wal-Mart’s supply chain. He argues *for* enforceable international labour codes, and *against* boycotting sweatshops. **Michael Moore** reveals the motivations behind his media strategies and advocates for unions. **Chris Komisarjevsky** advises corporations to use the opinion-shifting techniques of NGOs. **Ira Jackson** says consumers and employees are the most effective advocates of change. **Joe Badaracco** predicts that consumers’ frustration with corporate indifference will do more to change big corporations than anything else. While **Sam Gibara** argues for greater stakeholder participation, **Robert Monks** says shareholder activism is a rich man’s game that brings financial “pain” to anyone who pursues it. Bolivian activist **Oscar Olivera** speaks philosophically, pragmatically, and poetically, from his experience of Cochabamba’s ongoing battle against the forces of privatization. **Jeremy Rifkin** says culture is at the core of all societies and must be protected and prioritized over corporations and commerce. **Maude Barlow** articulates the need to shift our attitudes toward nature; **Ray Anderson** describes in practical terms how a business can do that. **Jane Akre** cautions activists against corporate spies; she

highlights the campaign against genetically modified organisms and describes how our choices at the supermarket can effect change. **Dr. Samuel Epstein** has recommendations for consumers and policy-makers to reduce cancer rates. **Maude Barlow** points to the rise of civil society groups in response to a disaffection with government; **Naomi Klein** argues for dealing with corporate power directly. **Chris and Luke** contemplate how they would position their pro-corporate message at an anti-corporate protest.

In an audio-only segment, attorney **Thomas Alan Linzey** delivers an inspiring keynote address at the 2004 Bioneers conference, detailing the strategies he and his associates in Pennsylvania have employed for concrete successes in reigning in corporate power.

- The Evolution Of Resistance – Richard Grossman
- Changing Relationships, Changing Language – Mary Zepernick
- Challenging Patriarchy – Mary Zepernick
- Keeping Corporations In Line – Robert Weissman
- The Consumption Dilemma – Naomi Klein
- Does Globalization Help The Poor? – Robert Weissman
- The Responsibility Of Activists – Noam Chomsky
- Tactical Intelligence Acquisition – Charles Kernaghan
- Sweatshops Will Not End Unless... - Charles Kernaghan
- DON'T Boycott Sweatshops - Charles Kernaghan
- Humor, Ridicule, Pressure, And Jail – Michael Moore
- Unions And Protests – Michael Moore
- Using The Activists' Tools – Chris Komisarjevsky
- It's Up To Consumers And Employees – Ira Jackson
- What's It Going To Take? – Joe Badaracco
- Stakeholder Participation – Sam Gibara
- Shareholder Activism – Robert Monks
- The Lessons Of Cochabamba – Oscar Olivera
- Lose The Fear – Oscar Olivera
- Culture First – Jeremy Rifkin
- Redefine Our Relationship To Nature – Maude Barlow
- Real World Strategies – Ray Anderson
- Radar Up! – Jane Akre
- Choose Organic – Jane Akre
- Curing The Cancer Epidemic – Dr. Samuel Epstein
- Fighting GMOs – Jane Akre
- Circumvent Party Politics – Naomi Klein
- Evade Government – Maude Barlow
- What, Me Protest? – Chris and Luke
- Bioneers 2004 Keynote Address (Audio Only) – Thomas Alan Linzey

THE FUTURE

Peter Drucker pictures huge corporations run by only 50 people, with all work outsourced, while **Joe Badaracco** sees a bright, long future for the corporation.

- The Corporation Is In Decline – Peter Drucker
- Carpe Diem! – Joe Badaracco

THE MARKET

The Market is described by businesspeople as Gaia is by environmentalists — as a singular, conscious entity. **Ray Anderson** argues that the market's concerns are too narrow and that creative tax incentives or disincentives, rather than more regulations, would set things right. **Michael Walker** compares fear of free trade and globalization with superstitions throughout history. He says advocacy for free markets is not ideological, they are a “technical solution” that is unstoppable.

- The Invisible Hand Is Blind – Ray Anderson
- Innovative Incentives – Ray Anderson
- Superstitious Fears – Michael Walker
- An Inevitability Of History – Michael Walker

THE NATURE OF THE CORPORATION

Robert Monks explains how the corporate form accommodates the needs of workers and investors and produces technologies from which all of society can benefit. **Milton Friedman** states that the corporation is an entity with no more morals than a building and is rebutted by ethicist **Joe Badaracco**. **Dr. Vandana Shiva** condemns the corporation’s separation of rights and responsibilities, arguing that participants in any enterprise must not evade the consequences of their actions. **Noam Chomsky** says corporations have more rights than people, that they are private tyrannies, as likely to cooperate to form monopolies as they are to compete. He credits people with an essentially moral character that can be manipulated by institutional structures they create. **Sir Mark Moody-Stuart** says corporations produce what we want, and **Michael Moore** agrees, noting we must be careful about what we want. **Chris and Luke** take a balanced view of the good and bad of corporations, ascribing good intentions to most people involved in the corporate world. **Sam Gibara** gives a personal account of the frustrations and rewards of being the CEO of the world’s largest tire manufacturer. He presents a view of the shareholder as a somewhat mysterious entity with many contradictory interests, concluding that corporations are neither democratic nor fascist in nature. **Richard Grossman** describes how one corporation owning another puts the original owners at an even further remove from responsibility for the corporation’s actions. **Dr. Robert Hare**, a psychologist specializing in diagnosing psychopaths, applies his own diagnostic checklist to corporate behaviour. **Clay Timon**, CEO of the branding firm Landor and Associates, dreams of a world where all society operates more like a corporation.

- Ingeniously Designed – Robert Monks

- The Corporation Is Amoral – Milton Friedman
- The Corporation Is Moral – Joe Badaracco
- Rights Vs. Responsibility – Dr. Vandana Shiva
- More Rights Than People – Noam Chomsky
- 80-20 Rule; Private Tyranny; Strategic Alliances – Noam Chomsky
- Flaws In The System – Noam Chomsky
- Morality; Indoctrination; Structures Of Institutions – Noam Chomsky
- Consumers Drive The System – Sir Mark Moody-Stuart
- We Are The Culprits – Michael Moore
- Corporations Are Good And Bad – Chris and Luke
- Role Of The CEO – Sam Gibara
- Who Are The Shareholders? – Sam Gibara
- Not Democratic Not Fascist – Sam Gibara
- And The Corporation Went Forth And Multiplied – Richard Grossman
- The Complete Diagnosis – Dr. Robert Hare
- Corp-Utopia – Clay Timon

TRADING

Commodities broker **Carlton Brown** reveals the risks investors must take and how he guides people in taking them. He discusses his concerns about labour conditions around the world and his view that the commodities market cannot affect them. He describes the temptation to exploit adverse conditions, such as natural disasters, affecting various commodities.

- Go For Broke – Carlton Brown
- The Art Of The Sell – Carlton Brown
- Exploiting Opportunities – Carlton Brown

UPDATES

Jane Akre brings us up to date on her case against Fox and its case against her (see also www.foxbghsuit.com). She shares her feelings about the personal costs of enduring a lawsuit for so many years and discusses the progress in banning rBGH around the world. There are also text updates about the Disney-built town of Celebration, Florida, and the water crisis in Cochabamba, Bolivia.

- Fox rBGH – Jane Akre
- rBGH Suit: Cost/Benefit Analysis – Jane Akre
- Is rBGH Still In Use? – Jane Akre
- Where Are They Now? – Chris and Luke
- Celebration
- Cochabamba – Oscar Olivera