

THE CORPORATION

A FEATURE DOCUMENTARY BY MARK ACHBAR, JENNIFER ABBOTT AND JOEL BAKAN

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**Jane Akre**

Whistle-blowing Fox reporter tried to caution public about synthetic hormone rBGH used in cows. Fired for her efforts, she sued Fox, won, then lost on appeal on a technicality.

**Ray Anderson**

CEO Interface, world's largest commercial carpet manufacturer. Had an environmental epiphany and reorganized his 1.4 billion dollar company.

**Joe Badaracco**

Prof. Of Business Ethics, Harvard Business School. In all his years teaching business, was never asked so pointedly what a corporation is.

**Maude Barlow**

Chairperson, Council of Canadians. Privatization critic. We must re-define our relationship to nature, corporations and controlling institutions.

**Mark Barry**

Competitive Intelligence Professional—ie. a corporate spy. Without guilt, uses deception to extract information from corporate executives.

**Elaine Bernard**

Director, Labor Program, Harvard Business School. Morals over markets. *We need to determine certain things shouldn't be bought and sold.*



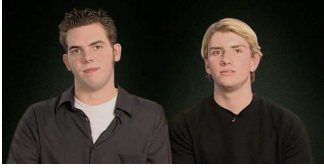
Edwin Black Author, *IBM and the Holocaust*. Contends IBM's exclusive technology accelerated the Holocaust with the knowledge of its CEO and other employees.

**Carlton Brown**

Commodities Broker. Says gold traders had one thing on their minds as the twin towers burned.

**Noam Chomsky**

Institute Professor MIT. *When you look at a corporation, just like when you look at a slave owner, you want to distinguish between the institution and the individual.*

**Chris Barrett & Luke McCabe**

First "corporately-sponsored" university students. Convinced a bank, First USA, to pay both their \$40,000 tuitions.

**Peter Drucker**

The first management guru. Spoke with IBM CEO Thomas J. Watson several times about IBM's business relationship with the Third Reich.

**Dr. Samuel Epstein**

Prof. emeritus, Occupational & Environmental Medicine, U of Illinois. *One in every two men get cancer, and one in every three women get cancer.*

**Andrea Finger**

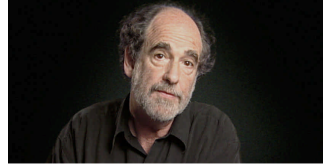
Spokesperson for Disney-built town of Celebration, population 5,000. *Disney brand speaks of reassurance, it speaks of tradition, it speaks of quality.*

**Milton Friedman**

Nobel Prize-winning economist. Asking a corporation to be socially responsible makes no more sense than asking a building to be.

**Sam Gibara**

Chairman, former CEO Goodyear Tire, world's largest tire corporation. Says corporations today have more power than governments.

**Richard Grossman**

Founder, POCLAD, Program on Corporations, Law and Democracy. POCLAD initiates dialogue on the authority of corporations to govern.

**Dr. Robert Hare**

U. of British Columbia Psychology Professor and FBI's top consulting psychologist on psychopaths. *The corporation is the prototypical psychopath.*

**Gabriel Herbas**

Economist. Professor of Economics in the State University, Bolivia. *Our governments, sadly, are just puppets for these companies.*

**Lucy Hughes**

VP, Initiative Media, world's largest media-buying corporation. Created Nag Factor study to help corporations get kids to nag their parents to buy.

**Ira Jackson**

Director, Center for Business and Government, Kennedy School at Harvard. Author, *Capitalism with a Conscience*.



Charles Kernaghan
Director, National Labor Committee. By exposing Walmart and the Kathy Lee Gifford brand's labor practices, made the sweatshop abuses common knowledge.



Robert Keyes
President and CEO, Canadian Council for International Business. Lobbies for business interests on trade issues. Doesn't like to use the word "corporation".



Mark Kingwell
Philosopher, Cultural Critic, Author. *The primary question is: how do we make corporations democratically accountable?*



Naomi Klein
Author, "NO LOGO", "Fences and Windows". Branding aficionado. *Branding isn't advertising; it's the new production.*



Tom Kline
VP Pfizer Inc. world's largest pharmaceutical corporation, on a tour of Pfizer's philanthropic initiatives near its Brooklyn factory.



Chris Komisarjevsky
CEO Burson Marsteller Worldwide, a leading global PR agency. Helps big corporations "have a voice" and share "how they feel about things."



Dr. Susan Linn
Prof. Of Psychiatry, Baker Children's Centre, Harvard. Critic of the Nag Factor study and of exploiting children's developmental vulnerabilities.



Robert Monks
CEO LENS; Founder, Institutional Shareholder Services; pioneering shareholder activist. Has headed a dozen publicly traded corporations.



Sir Mark Moody-Stuart
Former Chairman, Royal Dutch Shell. Presided over Shell during Brent Spar fiasco and the hanging of Ken Saro Wiwa and eight other activists.



Michael Moore
Academy Award-winning documentary filmmaker, best-selling author. *The problem is the profit motive: for corporations, there's no such thing as "enough".*



Oscar Olivera
The Coalition in Defense of Water and Life. Bolivian anti-water privatization activist. Trusts in the people's capacity for "reflection, rage and rebellion."



Jonathon Ressler
CEO Big Fat Inc. Undercover marketing specialist. Compares people influenced by his campaigns as "roaches" taking the "brand bait" and spreading it.



Jeremy Rifkin
President, Foundation on Economic Trends. Author of 16 books on the impacts of technology. *Culture is primary.*



Anita Roddick
Founder, The Body Shop. Pioneer of the "socially responsible" corporation. [appears only in TV version]



Dr. Vandana Shiva
Physicist, ecologist, feminist and seed activist. *In every period of history... eventually, when you call a bluff, the tables turn.*



Clay Timon
CEO Landor and Associates Global branding specialists - Visa, Fedex, BP, etc. *When Disney wants to market adult fare, they brand it Touchstone.*



Michael Walker
President, Fraser Institute. Sweatshops like Nike's factories help the world's poor get 'plump and healthy'.



Robert Weissman
Editor, Multinational Monitor. Corporate crime specialist. Exposed the top 100 criminal corporations of the last decade.



Steve Wilson
Whistle-blowing, fired Fox reporter who tried to caution public about synthetic hormone rBGH used in cows.



Irving Wladawsky-Berger
Vice President IBM, Technology and Strategy in IBM Servers. Dismisses Edwin Black's allegations against IBM as having been "discredited."



Mary Zepernick
Coordinator, POCLAD, Program on Corporations, Law and Democracy. POCLAD initiates dialogue on the authority of corporations to govern.



Howard Zinn
Historian, author, *A People's History of the United States*. *Fascism rose in Europe with the help of enormous corporations.*