

# 2015 New Releases Catalogue

*April*



CD-ROM ★ DVD ★ VOD



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## ADOLESCENCE

### KNOW HOW

Director: Juan Carlos Pineiro Escoriaza

Written and acted by young people in New York City's foster care system, Know How presents dramatic stories ripped from their own life experiences. Five characters' worlds intersect as they confront loss, heartbreak, adulthood, and bureaucracy in this tale about transience and perseverance.

Addie lives with her Aunt Janet in what's known as "kinship" care; her biological parent is unfit to care for her. Addie's closest friends are from her block: Juice, a drug dealer, and Marie, a girl on the verge of spiraling out of control.

Marie's grandmother has been in the hospital for months now and the prognosis is bleak. Her boyfriend Trey takes care of her as best he can, but both of them are struggling in the foster system.

When the Administration for Children's services (ACS) finds out that Megan's been physically and sexually abused they remove her from her family. Separated from her sister Kayla, she's placed in a treatment facility that is anything but safe.

Eva only has one more year of school, and yet her sister Desi cannot seem to find the time to attend classes. When ACS discovers their father's crack addiction, the family is torn apart.

Austin and his brother James have been living on the street—hungry for a good meal. Desperate, they resort to petty crimes to survive, but soon find themselves embroiled in a turf war that's bigger than they are.

Know How captures the reality of life in foster care from the point of view of those living in it. It's not a documentary nor is it fiction. It's a hybrid approach for using film to create social change. Instead of professional screenwriters and actors, these true stories are written and performed by a cast of ordinary foster care youth, and their performances are powerful, moving, and eye-opening. KNOW HOW is also a musical that brings authentic voices and unseen stories to the screen, and emerged from the efforts of The Possibility Project, a non-profit organization in NYC that brings teenagers together to transform the negative forces in their lives into positive action through projects like this one.

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### Reviews

- "A great film has the power to open

one's eyes to the intricacies of society and the physical world in which we all collectively dwell. It can inspire reflection, contemplation and at times, even personal action. Know How does all that, with a twist." - Megan Friend, RYOT News and Action

- "A groundbreaking achievement." - Georgette Todd, The Chronicle of Social Change

**Item no.** : GC10800402  
**Format** : DVD  
**Duration** : 106 minutes  
**Copyright** : 2014  
**Price** : USD 395.00

## AGING

### ONE CUT, ONE LIFE

Director: Lucia Small and Ed Pincus

When seminal documentarian Ed Pincus, considered the father of first person non-fiction film, is diagnosed with a terminal illness, he and collaborator Lucia Small team up to make one last film, much to the chagrin of Jane, Ed's wife of 50 years. Told from two filmmakers' points of view, One Cut, One Life challenges the form of first person documentary. Ed and Lucia's unique approach to filming offers a vulnerability and intimacy rarely seen in non-fiction, questioning whether some things might be too private to be made public. The film is an intense, raw, and sometimes humorous exploration of the human condition which invites the viewer to contemplate for themselves what is important, not only at the end of life, but also during.

### Reviews

- "Lyrical, profound, and in places unexpectedly humorous. A moving tribute to a great documentary filmmaker - Ed Pincus - by another gifted documentary filmmaker - Lucia Small." - Ross McElwee, Director of Sherman's March and Time Indefinite
- "Complex and intimate... No-holds-barred first-person filmmaking." - Tom Roston, The New York Times

**Item no.** : PA10800404  
**Format** : DVD  
**Duration** : 105 minutes  
**Copyright** : 2014  
**Price** : USD 295.00

## AUTISM

### STUDENTS WITH AUTISM

The autism spectrum covers a complex range of conditions. Understanding the characteristics of autistic behaviour and its neurological causes is essential for effective interaction and communication with people with autism.

This program takes a first-hand look at a highly effective school-based program for autistic students and presents perspectives from parents, teachers and other professionals.

**Item no.** : VW33680007  
**Format** : DVD (With English Subtitles)  
**Duration** : 26 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2014  
**Price** : USD 199.00

## BIOGRAPHIES/PROFILES

### NELSON ALGREN: THE END IS NOTHING, THE ROAD IS ALL

By Mark Blottner, Ilko Davidov and Denis Mueller

Nelson Algren: The End is Nothing, the Road is All is an in-depth documentary of one of America's greatest and least understood authors. This compelling life story reveals a unique literary voice through rare interviews, historic footage and the gritty voice of Algren himself. Kurt Vonnegut and Studs Terkel, literary giants in their own right, sing songs of praise along interviews with Algren scholars provide concise literary, social, and historic perspectives.

Nelson Algren wrote five novels, two collections of short stories, several road books, and countless other stories and reviews. His work spanned six decades and speaks to generations of readers. While his best writing took place over 50 years ago his focus on the fears and disenchantment with our consumer culture were prophetic and still hit the mark today.

Algren's touching love affair with Simone de Beauvoir weaves its way through his life and helps to buffer the damaging impact of FBI and CIA surveillance, blacklisting and the rejection of his work by certain academics. This stylishly produced film embeds us in the 1950's cold war world when Algren worked.

### Review

- "Compelling, exciting, enlightening." - Chicago Tribune

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**Format** : DVD  
**Duration** : 85 minutes  
**Copyright** : 2014

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## CULINARY ARTS & SCIENCES

### YEAR IN CHAMPAGNE, A

Director: David Kennard

The exploding cork. Endless tiny bubbles floating up and up in the glass. An indulgence. A celebration. A seduction. A triumph. This is the essence of Champagne, isn't it? But it's not just bubbles in a glass that makes the wine, or the mystique. Only sparkling wine produced within the boundaries of the Champagne region is truly "Champagne." At first glance, the region is not an obvious source of romance. Champagne's history is grim and bloody, swept by war and destruction from Attila the Hun to the filthy trenches of WWI and the Nazi depredations of WWII. The environment for winemaking is desperately hard -- northerly latitude, chalky soil, copious rain, frost, rot. Yet it's these difficulties that help make the wine unique.

With renowned wine importer Martine Saunier as our guide, we get a rare glimpse behind the scenes into the real Champagne through six houses, from

small independent makers like Champagne Saint-Chamant, where each and every bottle is still turned by hand in the cellars, to the illustrious houses of Gosset and Bollinger which have been instrumental in shaping the image of Champagne around the world.

### Reviews

- "A Year in Champagne entertainingly guides viewers through the winemaking process and behind the scenes to hear from the vintners who put the magic in the bottle. Quality production values, engaging scripting and fascinating characters." - The Hollywood Reporter
- "90 minutes of pure happiness." - Terre de Vins

**Item no.** : HS10800399  
**Format** : DVD (English and French with English subtitles)  
**Duration** : 82 minutes  
**Copyright** : 2014  
**Price** : USD 295.00

## DESIGN

### DESIGN IN THE REAL WORLD - LOGOS

Companies and other organisations rely on logos to convey information and create brand recognition. Their design is critical – time, creativity, expertise and often, vast sums of money, are invested into their creation – but what are the principles and elements of excellent logo design?

This program explores various aspects of logo design including the various purposes for which logos are required, how they might be used and the different places they might be displayed, the logo design process and the importance of excellent communication with clients.

Expert comments come from Deakin University lecturer Dr Meghan Kelly, commercial designers Stephen Davey and Chelsea Koetsveld, and one of her clients, business owner Nick McEwan-Hall.

**Item no.** : MN33680001  
**Format** : DVD (With English Subtitles)  
**Duration** : 18 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2015  
**Price** : USD 199.00

### DESIGN IN THE REAL WORLD - WEBSITES

Websites are the primary means of communication with the world for businesses and other organisations, governments, groups and individuals. They perform a range of functions and many considerations go into their design.

This program explores the importance of

effective and functional website design and the design process, including establishing a brief, creating base templates and style sheets, constructing and populating a site, testing and launch.

Expert comments are provided by commercial designer Stephen Davey from Pagination, and Dr Meghan Kelly from Deakin University.

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## DOCUMENTARY

### ANTARCTIC EDGE: 70° SOUTH

Director: Dena Seidel

A thrilling journey to the world's most perilous environment, Antarctic Edge: 70° South joins a team of world-class scientists as they explore the West Antarctic Peninsula. Directed by Dena Seidel and made in collaboration with the Rutgers Center for Digital Filmmaking and the Rutgers Institute for Marine and Coastal Sciences. A unique inter-disciplinary educational project bridging art, science and storytelling, Antarctic Edge was funded in part by the National Science Foundation.

In the wake of devastating climate events like Superstorm Sandy and Hurricane Katrina, oceanographer Oscar Schofield teams up with a group of researchers in a race to understand climate change in the fastest winter-warming place on earth: the West Antarctic Peninsula. For more than 20 years, these scientists have dedicated their lives to studying the Peninsula's rapid change as part of the National Science Foundation's Long-Term Ecological Research Project.

Filmed in one of the most perilous environments on the planet, Antarctic Edge brings to us the stunning landscapes and seascapes of Earth's southern polar region, revealing the harsh conditions and substantial challenges that scientists endure for months at a time. While navigating through 60-foot waves and dangerous icebergs, the film follows the team as they voyage south to rugged, inhospitable Charcot Island to study the fragile and rapidly declining Adelie Penguin. For Schofield and his crew, these birds are the greatest indicator of climate change and a harbinger of what is to come.

**Item no.** : ZY10800400  
**Format** : DVD  
**Duration** : 72 minutes  
**Copyright** : 2015  
**Price** : USD 295.00

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**Item no.** : ZY10800400  
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## FAMILY RELATIONS

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Addie lives with her Aunt Janet in what's



known as "kinship" care; her biological parent is unfit to care for her. Addie's closest friends are from her block: Juice, a drug dealer, and Marie, a girl on the verge of spiraling out of control.

Marie's grandmother has been in the hospital for months now and the prognosis is bleak. Her boyfriend Trey takes care of her as best he can, but both of them are struggling in the foster system.

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Know How captures the reality of life in foster care from the point of view of those living in it. It's not a documentary nor is it fiction. It's a hybrid approach for using film to create social change. Instead of professional screenwriters and actors, these true stories are written and performed by a cast of ordinary foster care youth, and their performances are powerful, moving, and eye-opening. KNOW HOW is also a musical that brings authentic voices and unseen stories to the screen, and emerged from the efforts of The Possibility Project, a non-profit organization in NYC that brings teenagers together to transform the negative forces in their lives into positive action through projects like this one.

Why make a film by young people in foster care? Because the system doesn't work and the human cost of its dysfunction is too great to ignore. Consider this: a few years after aging out of foster care, only 50% of young people will complete high school or a GED, 60% will be convicted of a crime, 75% will receive public assistance, and only 6% will complete a college degree. The system needs to change.

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**Duration** : 106 minutes  
**Copyright** : 2014

**Price** : USD 395.00

## HOSPITALITY

### KITCHEN HAZARDS AND FOOD SAFETY

A commercial kitchen can be a fun and highly rewarding place to work, but also one full of potential hazards and dangers.

This video is filmed inside the industrial kitchen at Bendigo Health in regional Victoria where thousands of meals and other food requirements are prepared for hospital and associated health services every week.

Food Services Manager Damian Martin comprehensively covers a wide range of workplace health and safety areas, taking us through basic kitchen safety in working with hot, sharp and wet equipment and surfaces; and safe and hygienic practices in the storage and handling of food.

**Item no.** : TM33680003  
**Format** : DVD (With English Subtitles)  
**Duration** : 19 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2015  
**Price** : USD 199.00

### SERVING ALCOHOL RESPONSIBLY

Anyone serving alcohol to customers must do so responsibly. This includes owners and licensees of premises, bar and drinks staff and security and other staff who might make judgments about patron behaviour. Alcohol affects people differently and it's important to recognise when someone is, or is becoming, alcohol-affected to the point where no more should be served. Even more critical is the ability to deal with a situation effectively and appropriately without disturbing other patrons. This video covers the skills required to ensure the responsible service of alcohol and includes interviews with hotel and live music venue owner Greg Dodds and wine bar operators Mark and Meredith Telfer. It is an ideal resource for learners in Hospitality and related courses.

**Item no.** : TW33680004  
**Format** : DVD (With English Subtitles)  
**Duration** : 17 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2014  
**Price** : USD 199.00

### SME CASE STUDY: CREATIVE FORCE - TECHNOLOGY DRIVING CHANGE

Businesses constantly face change. Technology drives much of it and has drastically impacted every industry and sector in recent decades. Successful small businesses embrace change and use technology smartly. Often it means continual reinvention. This video profiles Creative Force, a small business in regional south-east Australia that started as a print media-based marketing company two decades ago. Today it specializes in web and multimedia development for clients ranging from universities and major health authorities to individuals. The program explores the impact of digital communications and the role that technology has played in completely transforming all aspects of the business over time. It is an ideal resource for upper-level learners in business, small business management, technology and related areas.

**Item no.** : CN33680005  
**Format** : DVD (With English Subtitles)  
**Duration** : 16 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2014  
**Price** : USD 199.00

### SME CASE STUDY: UNWINED - INTRODUCING HOSPITALITY TO RETAIL

Mark and Meredith Telfer purchased what a franchised retail cleanskin wine outlet. Over the course of nine years they worked the business hard ultimately transforming it into a unique wine bar, complementing the now more up-market wine and boutique beer retail section of their business. Their slogan is 'Come for a glass, leave with a bottle'. This video explores the journey of a small business as it re-invents itself across a decade. It looks at making business decisions, opportunities for growth and sustainability, planning and implementing change to meet customer demands. It presents an excellent case study for learners in courses related to Business Studies, Small Business Management and Hospitality.

**Item no.** : ZA33680006  
**Format** : DVD (With English Subtitles)  
**Duration** : 15 minutes  
**Audience** : Middle Secondary - Professional  
**Copyright** : 2014  
**Price** : USD 199.00

# HUMAN RESOURCES

## SEXUAL HARASSMENT: TRAINING FOR A HARASSMENT-FREE WORKPLACE - CALIFORNIA MANAGER VERSION

What makes this program unique is a sequence of original stories that convey important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal.

California managers will learn about their responsibilities to prevent unwelcome and harassing behavior from occurring in their workgroups, and will receive guidance for appropriate responses to take if such unfortunate behavior were to occur.

California law requires employers with 50 or more employees to provide at least two hours of classroom or other effective interactive training and education regarding sexual harassment to all supervisory employees at least once every two years, and new supervisory employees must receive the required training within six months of assuming the supervisory position.

**Item no.** : PJ00300382  
**Format** : DVD  
**Duration** : 20 minutes  
**Price** : USD 379.00

## SEXUAL HARASSMENT: TRAINING FOR A HARASSMENT-FREE WORKPLACE - EMPLOYEE VERSION

What makes this program unique is a sequence of original stories that convey important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal. This helps viewers internalize the content and retain lasting impressions that stay with them long after the training is over.

**Item no.** : PR02460383  
**Format** : DVD  
**Duration** : 18 minutes  
**Price** : USD 379.00

## SEXUAL HARASSMENT: TRAINING FOR A HARASSMENT-FREE WORKPLACE - MANAGER VERSION

What makes this program unique is a sequence of original stories that convey

important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal.

Managers and supervisors will get a solid overview of their responsibilities to prevent unwelcome and harassing behavior from occurring in their workgroups, as well as guidance for appropriate responses to take if such behavior does occur. The video and accompanying study guide also provide managers with information on conducting investigations if this task falls within their job description—or how to participate in an investigation handled by a legal department, human resources, or outside expert, depending on organizational policies.

**Item no.** : WC02500384  
**Format** : DVD  
**Duration** : 19 minutes  
**Price** : USD 379.00

## SOCIAL MEDIA AT WORK

Alert your employees to online hazards and show them how to use social media wisely and appropriately.

Social media is everywhere—including our workplaces. While it can serve useful business purposes, it can also open the door to hackers, circulate rumors and abusive comments, create public relations nightmares, and be a real drag on productivity.

In fact, many employees spend up to two hours every workday on non-business related websites—often not realizing how their multiple side-trips can consume their time and lead to other problems, as well. And it's not just during the workday. After-hours posts can also have an impact if they violate policies or cause friction between coworkers.

So how do you avoid the dangers of potential harassment claims, exposure to computer viruses and malware, and release of confidential data? And how do you convince employees that spending too much company time on social media is just not OK?

This new video will help. Dramatic scenes filmed on location in a variety of industries show:

- A receptionist's computer is hacked after she opens a suspicious email attachment.
- A waiter posts a photo from behind-the-scenes that could harm a restaurant's reputation.
- An office worker snipes at a coworker through social media, making everyone take sides.
- Text messages are used to pursue unwelcome romantic interest in a colleague.
- Trade secrets are released before a new product launch and quickly captured by a competitor.
- Social networking and online video games create more work—and resentment—for coworkers.

Technology cannot be avoided—few of us could get our jobs done without it. But it needs to be used wisely and appropriately. Take advantage of this new release to make an impression on employees: "Do your own stuff on your own time and THINK before you post."

**Item no.** : YN00300385  
**Format** : DVD (Closed Captioned)  
**Duration** : 14 minutes  
**Price** : USD 189.00

# LAW & LEGAL STUDIES

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## LEADERSHIP/MANAGEMENT

### ARE YOU FIT TO LEAD? INSPIRE GREATNESS & GROW RESULTS

By Derek Deprey

Are You Fit to Lead? Inspire Greatness & Grow Results explores the issue of how individuals can move other people to action and in the process enhance the outcomes that are attained. In that regard, the DVD details ten specific ways in which individuals can inspire others to greatness. Each option is reviewed in a step-by-step manner. Throughout the DVD, the fact that leadership is a compelling, awesome task is emphasized.

Among the topics covered:

- Are you fit to lead? Inspire greatness & grow results
- Introduction
- Being human inspires
- Empowering others inspires
- Learning & sharing inspires
- Praising others inspires
- Being present inspires
- Having fun inspires
- Being positive inspires
- Caring & coaching inspires
- Building a team inspires
- Leading by example inspires

**Item no.** : MH08501955  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2014

**Price** : USD 79.95

### LEADERSHIP LAUNCH PAD: STEPS TO BECOMING A GREAT LEADER

Author: Damon Bader

Leadership Launch Pad: Steps to Becoming a Great Leader is designed as a resource that will either invigorate existing leaders or kick off new leaders. The DVD discusses the various traits that are common to effective leaders. The DVD also explores two tools for creating professional leadership—professional analysis and the three Cs of leadership. Each approach is examined in a step-by-step manner. In addition, the DVD details common issues that many new leaders face. Finally, the DVD emphasizes the need for individuals to continue to grow as leaders.

Among the topics covered:

- What do you think?
- Common traits
- The power of professional analysis
- Top five and bottom five
- Problems with professional analysis
- The three C's of leadership
- Putting your leadership to the test
- Continuing to grow as a leader

**Item no.** : FN08501957  
**Format** : DVD  
**Duration** : 68 minutes  
**Copyright** : 2014  
**Price** : USD 79.95

## LIFE STYLE

### MEMORY MANAGEMENT

By Richard Mulvey

It is said that we all have a photographic memory; only some of us forget to put the film in. This old joke has a surprising amount of truth and in this work Richard will take you through the process of discovering your ability to use your own, very powerful memory. With a few very simple techniques by the end of the work you will easily improve your ability to remember almost anything.

- Learn how to improve your Memory
- Discover how you can always remember your Customer's names?
- Find out about 3 simple techniques to remember speeches
- Don't let your poor memory hold you back
- Dramatically improve your brain power by changing your diet

In this work Richard will explain how your memory works and how it can be encouraged to work better. We will look at simple techniques to help you remember all sorts of things from pin numbers to customers' names and then show how simply changing your diet will help

improve your memory. With a few very simple techniques you will easily improve your ability to remember almost anything.

**Item no.** : MH33670011  
**Format** : DVD  
**Duration** : 69 minutes  
**Price** : USD 144.00

## STRESS MANAGEMENT

By Richard Mulvey

8 out of 10 Executives in South Africa suffer from Stress, 7 out of the 8 deny it! In this work we look at the effects of stress in the workplace, the stress symptoms that are easily identifiable amongst your team and focus on the Stress Busters to ensure your team manages their stress reducing sickness in the workplace as well as early retirement.

- Learn about your stress symptoms then meet the Stress Busters
- Compile your own stress action plan
- Discover how well you cope with stress
- Find out why stress in small doses is a good thing

Stress in small doses is not such a bad thing, it helps us perform and even excel. Stress is good but it must be managed if it is to remain a valuable tool. In this work for all business people Richard will discuss Stress Symptoms (How to recognize whether the stress in your life is getting too much to cope with), Stress Makers (those things about ourselves and our environment that contribute to stress) and Stress Busters (ways to control the stress makers and considerably improve the quality of your life).

**Item no.** : JR33670019  
**Format** : DVD  
**Duration** : 55 minutes  
**Price** : USD 144.00

## LITERATURE

### NELSON ALGREN: THE END IS NOTHING, THE ROAD IS ALL

By Mark Blottner, Ilko Davidov and Denis Mueller

Nelson Algren: The End is Nothing, the Road is All is an in-depth documentary of one of America's greatest and least understood authors. This compelling life story reveals a unique literary voice through rare interviews, historic footage and the gritty voice of Algren himself. Kurt Vonnegut and Studs Terkel, literary giants in their own right, sing songs of praise along interviews with Algren scholars provide concise literary, social, and historic perspectives.

Nelson Algren wrote five novels, two collections of short stories, several road books, and countless other stories and



reviews. His work spanned six decades and speaks to generations of readers. While his best writing took place over 50 years ago his focus on the fears and disenchantment with our consumer culture were prophetic and still hit the mark today.

Algren's touching love affair with Simone de Beauvoir weaves its way through his life and helps to buffer the damaging impact of FBI and CIA surveillance, blacklisting and the rejection of his work by certain academics. This stylishly produced film embeds us in the 1950's cold war world when Algren worked.

#### Review

- "Compelling, exciting, enlightening."- Chicago Tribune

**Item no.** : PB10800403  
**Format** : DVD  
**Duration** : 85 minutes  
**Copyright** : 2014  
**Price** : USD 295.00

## MANAGEMENT

### BETTER COMMUNICATION

By Richard Mulvey

It is not what you know that matters; it is how you communicate what you know that really makes the difference. Your ability to communicate your ideas is your most important business skill, but communication is so often badly handled. Communication techniques are easy to understand and in this work we look at the basic principles and beyond to ensure your written and verbal communication is simple but effective.

- Learn how to influence and persuade
- Get your powerful message across in less than a minute
- Write perfect reports, letters and advertisements
- Construct convincing arguments
- Learn how to communicate with the opposite sex

It's not what you know that matters but rather how you communicate what you know that really makes a difference. Communication is the life blood of any business and a command of the basic principles will dramatically improve your team's communication skills. In this breakfast workshop Richard will outline the seven golden rules that influence both written and verbal communication and is a must for managers at any level.

**Item no.** : PW33670003  
**Format** : DVD  
**Duration** : 50 minutes  
**Price** : USD 144.00

### BODY LANGUAGE IN BUSINESS

By Richard Mulvey

20,000 years ago business was a lot

simpler; a man could exchange a clay pot for a leg of panther with simple nods and grunts. Business today is a lot harder but we are still using the same gestures and they remain a truer reflection of our feelings than the words we use. In this work on body language in business we explore the gestures we all use everyday and describe their meanings. We focus on how to understand your customers, how to pick out a lie, how to manage an interview or your boss and many other business situations.

- Know exactly when to Close that Sale.
- Read the Mind of your Negotiating Opponent
- Create the Right Impression with your Customers ... Everytime
- Learn about Body Language in Courtship
- Defuse Problem Situations
- Always Identify a Lie

Learn how to read minds, defuse problem situations, create an impact, improve your negotiation skills and know exactly when to close that sale. Is that salesman lying to you? Does your secretary really enjoy your company or is she just after a pay rise? These and many more questions are answered in "The Business Guide to Body Language". This presentation is as entertaining as it is informative and shows how an understanding of Body Language can give you an unfair advantage in all human interaction

**Item no.** : SL33670004  
**Format** : DVD  
**Duration** : 60 minutes  
**Price** : USD 144.00

### CHANGE MANAGEMENT

By Richard Mulvey

Change is one of the most fundamental influences of modern business. You either adapt or die! In this work Richard explores the pitfalls and provides some solutions that will help your team keep up, and adjust to their ever-changing circumstances.

- Uncover the principles of leading people through Change
- Change is always opportunity, learn how to benefit from it
- Discover how different people manage change differently
- Learn about the Seven Predictable Dynamics of Change

Change is the single most important driving factor in business today. No longer can we do the same things in the same way and expect to stay in business. The rules that applied last year are different this year and will be different next. However, people don't like change. Doing the same things in the same way is comfortable. Facing change is like switching the light off in a room and stumbling around in the dark. It hurts! In this work Richard is going to switch the light back on again. There are seven predictable dynamics in change. If you

know what is going to happen to your people it is much easier to manage them through the change that we all face. Some of us are Change Winners and others Change Casualties. This work will help you become a Change Winner.

**Item no.** : LW33670001  
**Format** : DVD  
**Duration** : 60 minutes  
**Price** : USD 144.00

### DECISIONS

By Richard Mulvey

We are faced with many decisions. Should we expand? How far should we push the budget? How am I going to sell more this year? But how do you make sure you are making the right decision? In this work Richard will outline the logical approach to making accurate decisions and show how to make decisions stick.

- Find out how the worlds leaders make decisions
- Learn how to motivate yourself to take decisions and stick to them
- Learn how to break down the decision making process
- Uncover the best way to make Group Decisions
- Discover how to make your decisions last

The ability to make accurate, informed decisions is one of the most important management skills. Most people in business understand the importance of good decision making, but many business people think that the ability to make good decisions is instinctive, or a matter of luck. This is far from true. Decision making is a skill and like any other business skill it can be learnt quite easily with a little application and a lot of practice. In this work Richard Mulvey will guide your team through the process of making good accurate decisions and sticking to them.

**Item no.** : DR33670005  
**Format** : DVD  
**Duration** : 59 minutes  
**Price** : USD 144.00

### MANAGING MEETINGS

By Richard Mulvey and Roger Knowles

Our surveys amongst South African business people indicate that we spend between 30% and 50% of our working day in meetings. Most meetings however, are about 25% effective. Meetings are a fantastic way to communicate but can also be a major waste of your time and in this work we explore ways to make your meetings shorter, and much more effective. This work is co-authored by Richard Mulvey and Roger Knowles, a well-known attorney, speaker and meetings specialist.

- Cut down your meeting time by half
- Make your meetings the most effective part of the day
- Discover 10 ways to have fun in

- meetings
- Learn how to manage formal meetings
- Understand the principles of "Robert's Rules"

Up to 60% of your business day is lost to meetings. Meetings with your team; meetings with the board; meetings with customers and meetings with the bank. Then there are the club meetings, church meetings, school meetings, and the endless committee meetings. The list seems to go on for ever, but how many of these meetings are run properly? In this work Richard will describe the best approach to making your meetings a well run, efficient use of your time. We will look at the agenda and how they should be written, note taking, controlling difficult meetings, having fun in meetings, and even have a look at group thinking and decision making in meetings. If you have to go to meetings in your life, this work will be the best investment you make this year

**Item no.** : JP33670010  
**Format** : DVD  
**Duration** : 60 minutes  
**Price** : USD 144.00

## MEMORY MANAGEMENT

By Richard Mulvey

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**Item no.** : MH33670011  
**Format** : DVD  
**Duration** : 69 minutes  
**Price** : USD 144.00

## NEGOTIATE A BETTER DEAL

By Richard Mulvey

Whether you are negotiating a multi-million rand deal or negotiating with your children to keep their room tidy, we all negotiate every day of our lives. The most modern principles for any negotiations are the same and in this video we look at vital techniques to help you negotiate winning deals every time.

- For Buyers wanting a better deal
- For Employers in negotiation with the union
- For Employees wanting improved conditions
- For Managers trying to get the job done
- And for You every day of your life

Whether you are securing a multi-million rand deal or trying to get a salary increase, negotiation is part of our lives and an understanding of the skills involved will go a long way to help you get what you want, when you want it. In this presentation you will learn the art of negotiation and 5 key principles that will guarantee negotiation successes. Richard Mulvey is the author of the highly successful book "62 Ways to Negotiate a Better Deal" and in this work he will give your team practical examples of how the skills work.

**Item no.** : BS33670012  
**Format** : DVD  
**Duration** : 65 minutes  
**Price** : USD 144.00

## STRESS MANAGEMENT

By Richard Mulvey

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**Item no.** : JR33670019  
**Format** : DVD

**Duration** : 55 minutes  
**Price** : USD 144.00

## TIME MANAGEMENT

By Richard Mulvey

Time is your most important resource. In this unconventional look at Time Management Richard identifies why you are bad at time management and how to get better, why some hours of the day are as much as 3 times as valuable as others, how to prioritise and make the most use of the 24 hours available to you every day.

In this unconventional look at time management we will look at:

Why you are bad at time management and how to get better

Good time management is often the realm of left brained, logical thinkers, but anybody can develop the skills of managing their time in just a week.

Planning your day/week/month

The first step is to invest your time accurately planning the day

Preparing and using our simple, yet very effective time management system

Most time management systems are more complicated than they need to be. Our system is designed for people who like to keep it simple.

Prioritising and Delegating

We all have a lot to do but what to do first, what to do later and what should we discard all together?

Managing Meetings

Much of our time is spent in meetings and many of those meetings are a waste of time. Learn a few simple techniques that will cut your meeting time down by half.

And using all the tricks to make the most of your time

Every skill has its tricks and shortcuts and we will explore how to make the most of the time available.

**Item no.** : HD33670020  
**Format** : DVD  
**Duration** : 69 minutes  
**Price** : USD 144.00

## MOTIVATION

### ACHIEVING PEAK PERFORMANCE

By Richard Mulvey

Has your team performed well this year? Think what you could achieve if they are all performing at their peak every day. We all know it's attitude that makes the difference and in this work Richard

demonstrates how to develop and maintain a winning attitude.

- Discover how to be a Winning Salesperson
- Achieve what ever you want to achieve
- Learn how sports people maintain a winning attitude
- Find out how you can be better than the best you can be

There are only two things involved in success; skills and attitude, and if you can get your attitude right the rest seems to fall into place. Sports people have to be able to get their best performance at the flick of a switch and for sales people attitude is also critical. Attitude forces us out of bed on a bad sales day. Attitude drives us to see more customers, learn and practice better selling skills, keep at it even when the rest of the world seems to be against us. Attitude wins sales! But how do we have the right attitude and maintain peak performance levels? In this work Richard explains how to get and maintain the right attitude to perform at your peak.

**Item no.** : FR33670002  
**Format** : DVD  
**Duration** : 60 minutes  
**Price** : USD 144.00

## PSYCHOLOGY OF SALES SUPERSTARS, THE

By Justin Cohen

Studies show that optimism is the most important psychological driver of top sales people. In a landmark study at Metlife, one of the largest insurance companies in the United States, Dr Martin Seligman found that optimistic sales people sold nearly twice the amount of insurance policies that their pessimistic counterparts did. The great thing is that Optimism can be learnt. In this work Justin Cohen will help you transform pessimism into optimism, turn fear, doubt and defeat into confidence and resilience and teach you to use your thoughts to increase your health, wealth and career success.

**Item no.** : HC33670014  
**Format** : DVD  
**Duration** : 68 minutes  
**Price** : USD 144.00

## WILL TO WIN, THE

By Richard Mulvey

There is no secret to being successful. The process has been well known and documented for many thousands of years. In this work Richard explores this process breaking it down into the following: Take control of your life; Plan what you want to achieve and focus on it; Decide to make a change and take action. The process is simple but very effective encouraging your team to set higher goals and drive themselves until they are achieved.

- Discover how simple it is to be a

winner

- Achieve what ever you want to achieve
- Design personal and company missions that really work
- Find out how you can be better than the best you can be
- Motivate your team to greater achievement

The process of becoming a winner has been well known and well documented for centuries. We all know how to be successful so why do most of us fail? In this work Richard outlines a clear set of simple rules that will help you to achieve whatever you set out to achieve.

**Item no.** : CF33670021  
**Format** : DVD  
**Duration** : 68 minutes  
**Price** : USD 144.00

## PEDIATRICS

### CHILD ABUSE: INTRODUCTION AND NEGLECT

Child abuse has been described as a silent epidemic, which strikes infants, youngsters, and teens without prejudice. These victims come from all socioeconomic groups, races, and religions. This program will discuss the broad concepts of child abuse, including its prevalence in the United States and the characteristics of families and children who are at risk for its occurrence. It will also focus on the most common form of abuse, neglect.

After completing this course, you should be able to:

- Define child abuse
- List four types of child abuse
- Identify four characteristics typical of child abusers
- Define neglect
- List five categories of neglect
- Describe signs of neglect in children at various ages

**Item no.** : WT08050125  
**Format** : DVD  
**Duration** : 18 minutes  
**Copyright** : 2015  
**Price** : USD 315.00

### CHILD ABUSE: PHYSICAL AND PSYCHOLOGICAL ABUSE

Child abuse has been described as a silent epidemic, which strikes infants, youngsters, and teens without prejudice. These victims come from all socioeconomic groups, races, and religions. This program will focus on two types of maltreatment: physical and psychological abuse.

After completing this course, you should be able to:

- Define physical and psychological abuse.
- List characteristics of children at risk for physical abuse.
- Describe characteristics of parents who are physically and/or psychologically abusive.
- Identify signs of physical abuse and how they can occur in different areas of the body.
- Identify behaviors in both children and caretakers that indicate that abuse may have taken place.
- List seven signs in the child that may indicate psychological abuse has or is occurring.

**Item no.** : RW08050164  
**Format** : DVD  
**Duration** : 18 minutes  
**Copyright** : 2015  
**Price** : USD 315.00

### CHILD ABUSE: SEXUAL ABUSE

Healthcare professionals have to deal with all types of patients and situations that are difficult. Yet one of the most disturbing things they have to encounter is the abuse of an innocent child. This is especially challenging when they have to interview the parent or caregiver they believe is responsible for the maltreatment. This program provides an overview of the issue of child abuse in the United States as well as detailed information on identifying various types and signs of sexual abuse, the responsibilities healthcare providers have when caring for victims, and the reporting of maltreatment.

After completing this course, you should be able to:

- Describe the characteristics of perpetrators and victims of sexual abuse.
- Describe types of sexual abuse and the phases of sexual abuse.
- Identify the signs of sexual abuse.
- Describe professional responsibilities relating to sexual abuse.
- Describe the duty and responsibilities of professionals in reporting abuse.

**Item no.** : EJ08050189  
**Format** : DVD  
**Duration** : 19 minutes  
**Copyright** : 2015  
**Price** : USD 315.00

## PRESENTATION SKILLS

### PRESENTING FOR PROFIT

By Richard Mulvey

Presenting your ideas or products to audiences large or small is something we all have to do from time to time, but statistics show that most of us hate it! This work will help you develop your presentation skills and reduce stage fright to a minimum.



**Item no.** : SN33670013  
**Format** : DVD  
**Duration** : 72 minutes  
**Price** : USD 144.00

## SALES

### BODY LANGUAGE IN BUSINESS

By Richard Mulvey

20,000 years ago business was a lot simpler; a man could exchange a clay pot for a leg of panther with simple nods and grunts. Business today is a lot harder but we are still using the same gestures and they remain a truer reflection of our feelings than the words we use. In this work on body language in business we explore the gestures we all use everyday and describe their meanings. We focus on how to understand your customers, how to pick out a lie, how to manage an interview or your boss and many other business situations.

- Know exactly when to Close that Sale.
- Read the Mind of your Negotiating Opponent
- Create the Right Impression with your Customers ... Everytime
- Learn about Body Language in Courtship
- Defuse Problem Situations
- Always Identify a Lie

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**Item no.** : SL33670004  
**Format** : DVD  
**Duration** : 60 minutes  
**Price** : USD 144.00

### DELIVERING EXCEPTIONAL CUSTOMER SERVICE

By Richard Mulvey

Attracting your new customers is only half the battle, for your business to grow this year you need them to come back over and over again. By developing high levels of customer service you will encourage your casual customers to become regulars but having satisfied customers is just not enough and in this work Richard explores the techniques needed to generate "Raving Fans".

- Turn your satisfied customers into

- "Raving Fans"
- Convert "Just Looking" to "Just Buying"
- Find out how to create just the right "First Impression"
- Discover how complaints can be positive if managed professionally
- Make sure your customers always come back for more
- Help your team develop a passion for your customers

How many customers do you lose to bad service each year? Ten? One hundred? One thousand? You will probably never know but every customer lost will cost you hundreds or even thousands of rand in their "life time value". It is never too late to offer exceptional customer service and in this work Richard outlines a step by step process that will help your team keep your customers for ever.

**Item no.** : VP33670006  
**Format** : DVD  
**Duration** : 65 minutes  
**Price** : USD 144.00

### GETTING NEW CUSTOMERS / KEEPING THEM FOREVER

By Richard Mulvey

If you are going to grow your business this year you will need to be more creative in the way you attract new customers. In this work we discuss the traditional methods of attracting new customers and explore some more creative ways to dramatically grow your business. Once you have attracted customers to your business it is important to keep them and in this work we also explore simple but effective ways to hang on to your customers and keep them coming back over and over again.

- Understand how Customer Relationship Management (CRM) works
- Find new customers before your competitors do
- Discover new ways to attract Customers to your business
- Turn cold calling into warm calling
- Double your potential customers in one month
- Convert casual customers into permanent customers

In today's economic climate successful companies know the importance of a successful sales team. Customers are fewer and harder to find and while your competitors are snapping at their heels trying to take them away from you, using the same old techniques will not be enough to stem the tide. There are no shortage of opportunities however and in this work we explore some new ideas that will help you develop your customer base and keep them for ever.

**Item no.** : SA33670007  
**Format** : DVD  
**Duration** : 77 minutes  
**Price** : USD 144.00

### HANDLING OBJECTIONS / CLOSING THE SALE

By Richard Mulvey

Managing objections and the close are the most important parts of the sale but are so often handled badly. We are not good at closing the sale. In a recent study undertaken by a local security company, salespeople ask for the business in only 34% of the time and this is not unusual. In this work we make the close simple but very effective, and take the lid off all those difficult objections.

- Learn when to Close and when not to Close
- Find out how Closing can be fun
- Learn four steps to Closing any Sale
- Discover the different types of objection and how to handle them
- Objections are opportunities, find out how to look forward to them

How often do your sales people do all the hard work then forget to ask for the business? How often is a sale lost because an objection is badly handled? In this seminar for sales people at all levels we analyse objections and the close and discuss a few simple rules that will make a big difference to your strike rate.

**Item no.** : TH33670008  
**Format** : DVD  
**Duration** : 58 minutes  
**Price** : USD 144.00

### HOW TO PERSUADE ANYBODY TO DO ALMOST ANYTHING

By Jacques de Villiers

If you'd like to close more deals more consistently, then you should spend time with sales trainer Jacques de Villiers and discover how to Persuade Anybody to do Almost Anything. Discover the six secrets of master persuaders that'll help you blast your sales through the roof. IN this DVD you'll learn some of the fiercest, clinical and most effective persuasion techniques known to the human race. Once you've mastered the simple, yet effective and ethical persuasion techniques, you'll open an Aladdin's cave of commissions that you've never dreamed of.

- Discover how to get people to buy from you (even if they don't like you)
- Learn the Sandra Bullock technique for getting commitment
- Uncover the grandfather of all persuasive words
- Find out how proof will push any Doubting Thomas over to your side
- Learn the five words that make people salivate

**Item no.** : NK33670009  
**Format** : DVD  
**Duration** : 70 minutes  
**Price** : USD 144.00



## IMPROVING SALES PERFORMANCE THROUGH EMPLOYEE ENGAGEMENT

By Trevor Brennan

Improving Sales Performance Through Employee Engagement looks at the issue of employee disengagement and points out how this situation can have a negative impact on the ability of a health/fitness club to be successful. In that regard, the DVD discusses what clubs can do to make their staff/employees intrinsically motivated to do "what they do," as well as make them feel valued for being a part of the whole. As such, the DVD emphasizes the fact that an efficient people strategy is arguably the most important aspect of any organization's human relations or management philosophy. The DVD also details several of the key factors involved in an effective employee engagement strategy.

Among the topics covered:

- What is employee engagement?
- An efficient people strategy
- A harmonious relationship between strategy and systems
- Leadership
- Beliefs and values
- Autonomy
- Collaboration
- Growth & development
- Support & recognition

**Item no.** : BV08501956  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2014  
**Price** : USD 79.95

## NEGOTIATE A BETTER DEAL

By Richard Mulvey

Whether you are negotiating a multi-million rand deal or negotiating with your children to keep their room tidy, we all negotiate every day of our lives. The most modern principles for any negotiations are the same and in this video we look at vital techniques to help you negotiate winning deals every time.

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## PRESENTING FOR PROFIT

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## PSYCHOLOGY OF SALES SUPERSTARS, THE

By Justin Cohen

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**Item no.** : HC33670014  
**Format** : DVD  
**Duration** : 68 minutes  
**Price** : USD 144.00

## SELLING FACE TO FACE

By Richard Mulvey

Selling is all about understanding your customer's problem and providing just the right solution. It is no longer enough to simply uncover customer's needs however; you have to go beyond Need to Wants and finally Desires if you are going to beat your competitors to the finishing post. In this work we look at the process of managing a customer meeting from start to finish. Creating the right impression, uncovering his needs and the emotional reasons he will buy, right through to the close.

- Learn how to get Face to Face more often
- Understand the Psychology behind buying decisions
- Develop your listening skills
- Control the conversation using just the right questions

- Understand the difference between Needs, Wants & Desires
- Discover the right time to close

**Item no.** : GH33670015  
**Format** : DVD  
**Duration** : 59 minutes  
**Price** : USD 144.00

## SELLING OVER THE TELEPHONE

By Richard Mulvey

We all use the telephone but how many of us learn to use it efficiently? In this work Richard describes the principles involved in selling your product or service over the telephone, as well as a useful script for making an appointment, techniques to get past the "Gatekeeper", and other ways to use the telephone to help you to close more sales and grow your customer base.

- Close more sales on the Phone
- Learn how to make appointments over the Phone
- Discover how telephone etiquette can improve your strike rate
- Professionally handle all objections over the Phone
- Find out how to design scripts that really work
- Become your company's star telesales specialist

We all use the telephone. Even my eight year old can call her friends and make arrangements to visit (hopefully with parental approval). But how many of us learn to use the telephone efficiently? In this work we describe the principles of selling over the telephone, helping your team to close more sales and grow your customer base.

**Item no.** : TE33670016  
**Format** : DVD  
**Duration** : 67 minutes  
**Price** : USD 144.00

## SELLING QUALITY AT YOUR HIGHER PRICE

By Richard Mulvey

It is easier to sell the higher priced product but few sales people understand this principle. Price is not the only issue as far as your customers are concerned, value is what matters and in this work we discuss how to get your quality message across to your customers so that you can achieve your premium price

- Learn how to avoid Price as the major issue in the Sale
- Discover why it is easier to sell the Higher priced product
- Increase your strike rate and your Profit Margin
- Find out how to get across your Quality message

Far too often our sales teams see price as the only issue. This is a mistake that can

get in the way of developing new profitable opportunities. In this work we will discuss how to get past price barriers, handle price objections, and close more, higher priced sales.

**Item no.** : WF33670017  
**Format** : DVD  
**Duration** : 69 minutes  
**Price** : USD 144.00

## **SELLING THE DREAM**

By Richard Mulvey

Customers don't buy products, or even solutions, customers buy dreams. Your customers are dreaming about a better future through buying your products or services. In this work Richard outlines the process of creating and selling the dream that the customer wants to buy.

**Item no.** : NB33670018  
**Format** : DVD  
**Duration** : 69 minutes  
**Price** : USD 144.00

## **YOU'VE ONLY GOT 4 MINUTES**

By Richard Mulvey

90% of the impression you make is created in the first four minutes of meeting people. In this training program you will find 5 simple rules that will help you manage those four vital minutes and create whatever impression you want to create.

- Learn to create the right impression every time
- Turn every meeting to your advantage
- Discover how to impress everyone you meet
- Find out how to manage your own body language

**Item no.** : PM33670022  
**Format** : DVD  
**Duration** : 55 minutes  
**Price** : USD 144.00



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