



NEW!



BUSINESS & ECONOMY

► SITE

.1

BUSINESS REVOLUTION

• Version: « Business Révolution » • Collection: « Business Revolution »

[DVDA264-S02] 10 x 28 minutes | 2016 | \$DVD A: 235/2 000 — \$DVD B: 90/765

Cat: Industry and Commerce

In a fast-paced changing world, *Business Revolution* will give you the keys to understand the disruptions that are shaking up companies. This 10 part series will show you how companies are breaking taboos to invent new business-models. With each episode, men and women will share their expertise and vision on digital, innovation, management, customer experience and responsibility.

01. Innovation Has Its Own Revolution 02. Management Has Its Own Revolution 03. Big Data, Big business 04. The Digital Emergency 05. Gender equality, A Corporate Performance Driver 06. What if we Could Revitalize Capitalism? 07. Omnichannel is Revolutionizing Business 08. The Power of Conversation 09. Corruption, the Double Penalty 10. Employees, the Holy Grail of Engagement

NEW!

BUSINESS...



DIGITAL

► SITE

.2

BIG DATA, BIG BUSINESS

• Version: « Big Data, Big Business » • Collection: « Business Revolution »

[DVDA264-S02-03] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/

Cat: Industry and Commerce

Data is transforming our lives, our work and the way we think. Through phones, screens, and connected objects, we are creating billions of bytes of data every day. To understand the complexity of this revolution, we travel to four major cities in the world, San Francisco, New York, London and Paris to find how companies like Rocketfuel, specialized in data analysis are changing marketing and online advertising and transforming visitors into consumers...

NEW!

BUSINESS...



DIGITAL

► SITE

.3

THE DIGITAL EMERGENCY

• Version: « L'urgence digitale » • Collection: « Business Revolution »

[DVDA264-S02-04] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/

Cat: Industry and Commerce

This is the story of a word that changes everything. That word is 'digital'. No company today can escape this phenomenon. To survive this industrial revolution of the third kind, firms must completely rethink their businesses. This episode looks at how Starbucks, a simple coffee shop chain, became a digital juggernaut, how L'Oreal adapts its governance to prioritize internet technologies, how Essilor digitizes its production processes to invent the lenses of the future and how AXA is rethinking its business model.

NEW!

BUSINESS...



DIGITAL

► SITE

.4

OMNICHANNEL IS REVOLUTIONIZING BUSINESS

• Version: « L'omnicanal révolutionne le commerce » • Collection: « Business Revolution »

[DVDA264-S02-07] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/

Cat: Industry and Commerce

The consumer is driving the world of retail mad? Today, you can buy anything anywhere, anytime; online, in stores or on smartphones. Retailers have to reshape their strategy because the revolution will be merciless for those who don't adapt. For retail expert Robin Lewis: "50% of brands will die if they don't adapt to this new ecosystem"...



NEW!

BUSINESS...



ETHICS

► SITE

.5

CORRUPTION, THE DOUBLE PENALTY

• Version: « Corruption, la double pénalité » • Collection: « Business Revolution »
[DVDA264-S02-09] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

Corruption is the scourge of the business world. Companies are fighting to raise awareness among their collaborators by launching more and more ethics programs. We look at how legislators are strengthening existing regulations, how corrupt businessmen are owning up to their crimes, and how companies are trying to redeem themselves.

NEW!

BUSINESS...



GENDER EQUALITY

► SITE

.6

GENDER EQUALITY, A CORPORATE PERFORMANCE DRIVER

• Version: « Parité hommes-femmes, au nom de la performance » • Collection: « Business Revolution »
[DVDA264-S02-05] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

Companies have every reason to promote women to executive positions. To understand the difficulties of reaching gender equality, we go to Japan, a macho country by definition. We look at how changing men's mentality on gender equality has been a major challenge for organizations like Nissan or Bristol Myers Squibb. From here we go to Iceland, to see how the 2008 Credit Crunch and the ensuing 'Kitchenware Revolution' changed the role of women in the business world...

NEW!

BUSINESS...



INNOVATION

► SITE

.7

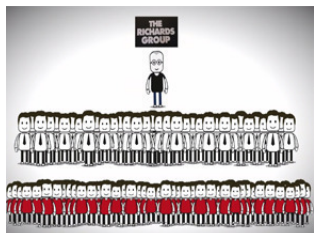
INNOVATION HAS ITS OWN REVOLUTION

• Version: « L'innovation fait sa révolution » • Collection: « Business Revolution »
[DVDA264-S02-01] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

If you want to go fast and spend less, companies are reinventing the ways they innovate. To discover these new trends, we visit Procter & Gamble's headquarters in Cincinnati, Ohio. This consumer goods giant is one of the pioneers of Open innovation, a new global trend that is disrupting the classical codes of innovation. From there we head to Nairobi, Kenya, to try and understand how a small phone service provider has managed to create a money-transfer system using mobile phones...

NEW!

BUSINESS...



MANAGEMENT

► SITE

.8

MANAGEMENT HAS ITS OWN REVOLUTION

• Version: « Le management fait sa révolution » • Collection: « Business Revolution »
[DVDA264-S02-02] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

According to a recent Gallup poll only 1 out of 10 employees feels "engaged" within their company. Is this the failure of management? How can we explain this disconnection between companies and society? The crisis has certainly had an impact as employees have changed faster than their companies. In the opinion of two experts, Tammy Erickson and Eric Albert, the very operating process of companies is in system failure. We explore what concrete methods and revolutionary managerial techniques have been implemented by Google, Richards Group, Sol and Favi. Welcome to new management.



NEW!

► SITE

.9

BUSINESS...



SHARED VALUES

EMPLOYEES, THE HOLY GRAIL OF ENGAGEMENT

• Version: « Salariés: le Grail de l'engagement » • Collection: « *Business Revolution* »
[DVDA264-S02-10] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

All companies strive for the same goal: to satisfy clients with the most relevant products and the best of service. And to succeed, they need their employees; engaged ones. Engaged employees make satisfied clients and ensure good business performance. This unbeatable equation should seduce any organization looking to create value. Engaged employees bring their passion, their sense of initiative and creativity to the office...

NEW!

► SITE

.10

BUSINESS...



SHARED VALUES

WHAT IF WE COULD REVITALIZE CAPITALISM?

• Version: « Et si on réenchantait le capitalisme? » • Collection: « *Business Revolution* »
[DVDA264-S02-06] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

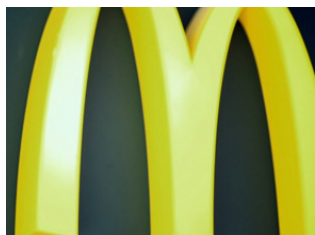
Economic crisis, financial storms, and ecological scandals: today's capitalism is out of breath and is out of touch with the world's new challenges. This is why reinventing capitalism is an urgent task. Reinvent it to make it less ruthless, more human, more responsible. This is Michael Porter's objective. The strategy guru invented the concept of "Shared Value" or how to reconcile profit with redistribution. We go to the Ivory Coast to see how the world's leading food company, Nestlé, has implemented its Cocoa Plan for the benefit of all...

NEW!

► SITE

.11

BUSINESS...



SOCIAL NETWORKS

THE POWER OF CONVERSATION

• Version: « Le pouvoir de la conversation » • Collection: « *Business Revolution* »
[DVDA264-S02-08] 1 x 28 minutes | 2016 | \$DVD A: 235/ — \$DVD B: 90/
Cat: Industry and Commerce

Advertisements haven't disappeared from TV just yet, but brand wars are now taking place on a different screen. The war being waged is a digital one. No brand can ignore the power of social networks – 2 billion users in the world, an unbelievable sounding board. Social media has changed the rules of communication between brands and consumers. The digital era knows no respite, everything happens in real time, there is unrelenting exposure and interaction in terms of image and reputation.