

# 2013 New Releases Catalogue

## February



CD-ROM ★ DVD ★ VOD



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## ABNORMAL PSYCHOLOGY

### NEED FOR SPEED, THE: DRUG PUSHING BY THE U.S. MILITARY

Americans have come to accept that the accidental killing of innocent civilians, and soldiers because of friendly fire, is just one of the sad realities of war. But what if we were told that those ill-fated casualties were the direct result of relentless military drug pushing? In this damning investigation, award-winning journalist Jamie Doran explores the allegation that U.S. air crews are being fed amphetamine pills "like candy." The Pentagon introduces its infamous "go pills" as a "mild stimulant," but ex-airmen tell a different story: they're mind-bending and dangerously addictive. A commercial airline pilot caught under the influence of speed would be forbidden to fly, possibly even dismissed. So why is the Pentagon allowing this shocking practice to continue in the military?

**Item no.** : TM02305243  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532160  
**Price** : USD 170.00

## ADOBE

### ILLUSTRATOR CS6 ONE-ON-ONE: INTERMEDIATE

With Deke McClelland

Join author and industry expert Deke McClelland as he teaches you how to take advantage of the next level of dynamic features in Adobe Illustrator CS6. This installment of his Illustrator CS6 One-on-One series starts by showing you how to effectively manage layers, clipping groups, and swatches, so that you can easily swap out colors and content. Deke then explains how to create customized strokes and patterns and build complex gradients with transparency and dynamic effects, and then apply these features to paths, groups, and editable text to create professional-quality artwork. He also highlights some of the most popular features in Illustrator: Live Paint and all ten of its Pathfinder operations. The final chapters show how to prepare your projects for print and save them for distribution on the web.

**Item no.** : SB03610708  
**Format** : DVD-ROM (SingleUser, Closed Captioned)  
**Duration** : 675 minutes  
**Copyright** : 2012  
**StdBkNo** : 1596719265  
**Price** : USD 210.00

## ADVERTISEMENT

### MARK IT: CELEBRITIES

Everybody loves celebrities. Marketing experts and brands have long known this and have used celebrities endlessly as a tool to attract customers and sell products. On this episode of Mark It, find out what are the benefits and risks for a brand when being endorsed by a celebrity. Why does it work? How does it work? Is it always successful? Find out how brands can choose the right celebrity for a brand and what happens when the branded personality goes off the side of the road.

**Item no.** : HD00161732  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: CUSTOMER SERVICE

In the past, brands pushed out messages that came across as certainties and the customers obliged, buying more and more products. Then came the time of 'the customer is always right', but no one truly believed he was (brands just wanted to reach further). During the 1990s, companies realized that customers were no longer sticking around and that they were no longer blindly following their lead. As the Internet and social media flourished, new and better opportunities to improve customer service appeared. In today's increasingly connected world, the customer is king and brands need to accept that they no longer are in control. Brands can no longer be defined top-down.

**Item no.** : DN00161733  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: DIGITAL BRANDS

The past few years have been all about social, digital and online. The future doesn't seem to show any signs of changing that. In today's world, 65% of consumers report having had a digital brand experience that has changed their opinion of a brand. And 97% say that their digital brand experience influenced whether or not they eventually purchased a product or service from that brand. Digital is not just another platform to push out messages; digital is a way of life in which total control over your brand is not possible. This episode of Mark It: the lessons from the digital world. The advantages of digital-born companies, why offline can't stand alone anymore and the companies that are beautifying the web.

**Item no.** : NZ00161734

**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: GAMIFICATION

When we were children, we learned the alphabet by singing along, pretended to be superheroes that saved the world, played videos games, cards, role-playing; and then, one day, we stopped playing... or did we? The explosion of social networks and the tsunami of new interactive channels for communication that have risen in the past few years have radically changed the way in which people interact, engage and relate to brands (and with each other). Some companies have seen the need to pull away from traditional selling messages towards more interactive experiences that relate to consumers personal lives. Find out how game mechanics and game thinking can help drive innovation, loyalty and even sales.

**Item no.** : WB00161735  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: GREENING

Glaciers are melting, sea levels are rising, the weather is becoming more extreme, and we're seeing floods and droughts more often. There is no doubt; the world is changing, your customers are changing, you are changing. We are in strife and risk not having much of a future, and yet, how much are we really doing about it? Corporations talk about optimizing resource use, saving energy and reducing greenhouse gas emissions to stop worsening climate change. They start to promote hybrid cars, plant-based detergents and new technologies... but how much do they really intend to change, and what do plants have to do with marketing?

**Item no.** : WA00161736  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: MARKETING TO WOMEN

Women buy or influence the purchase of 85% of all consumer goods and services. The rise of female consumer power is changing the ways companies design, make, and market products. But are marketers sure of what matters? Do they know what women want?

**Item no.** : YH00161737  
**Format** : DVD  
**Duration** : 25 minutes

**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: MOBILE MARKETING**

By the end of 2011, there were more than 5.8 billion mobile phone subscriptions in the world. Mobile is the first and only technology that reaches everyone. Mobile devices have already outnumbered landlines five to one (and even personal computers and televisions three to one). There's no other technology that has become so widespread so quickly in the history of humanity. Texting, mobile sites, apps, banners and much, much more. Discover how to make the most out of your communication efforts, what people expect to see from brands and what will happen next as consumers increasingly rely on their mobile devices to shop, learn, research, play and engage.

**Item no.** : SN00161738  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: MOBILE MARKETING II**

In 1983, the first mobile device was launched. The Motorola Dynatac 8000x was a heavy, brick-like device that was – well - not very mobile, but still caused a great sensation. Since then, thousands of models appeared and in just a few years cellphones decreased in size and weight and went from being a luxury device to a mainstream commodity (and eventually becoming the most rapidly adopted technology in human history). Today, everything is a couple of buttons away. By 2015, there will be more than one mobile device per person on earth. Your customers are already mobile... are you?

**Item no.** : NE00161739  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: NEUROMARKETING**

Marketing has always been closely related to psychology. It is the art of persuasion. Everyone wants to find new methods of making people do and buy stuff. In the past decade or so, marketing experts have become more and more passionate about the human brain and are trying to figure out how neuromarketing can help build the brands of the future. Neuromarketing has proven that in order to sell, you need not to sell products, but rather seduce your consumer.

**Item no.** : ZJ00161740  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: SOCIAL MEDIA MARKETING I**

If you're wondering how to make people follow your YouTube feed, make money from your blog or convince your CEO of putting some money on social media, stick around. Social Media Marketing is a growing trend and has been for a little while; but most brands are still trying to figure out how it works. Is it really something new or is it just another tool in the shed of marketing? Is it really useful? Can we see or measure results from having a million Facebook fans?

**Item no.** : WR00161741  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: SOCIAL MEDIA MARKETING II**

As consumers and brands explore the digital world, social media evolves. How are brands to leverage online influences, loyalty and marketing campaigns? How to respond to the consumer? What happens to the notion of privacy in a world of constant accountability, and what will be the future of social media marketing?

**Item no.** : WD00161742  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **MARK IT: SOCIAL MEDIA MARKETING III**

Advertising doesn't work anymore. People are not watching, listening or buying. True? Well, not quite; but close enough. As consumers are spending more and more time online, traditional marketing is becoming less and less effective. People are not looking for ads, they are searching for authentic content that entertains and educates in quick doses. Consumers want personalized touch points that make life easier. Learn how to become likeable, viral, shared, and loved by your consumers. Find out what consumers are looking for and how to deliver great content that can become a starting point to develop great products and services.

**Item no.** : WC00161743  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013

**Price** : USD 195.00

## **AFRICAN AMERICAN PERSPECTIVES**

### **ANNE BRADEN: SOUTHERN PATRIOT**

By Anne Lewis and Mimi Pickering

Anne Braden: Southern Patriot provides a moving, in-depth biography of an organizer and journalist who for a remarkable 60 years participated in the most significant movements for racial and economic justice in this country's most conservative region - the South. Rev. Dr. Martin Luther King, Jr. praised her steadfast activism in support of civil rights and civil liberties, but she was threatened, attacked, indicted and labeled a "Communist agitator" and "race traitor" by white supremacists. Her conservative background gave her special insight into white racism, why it poses such a great obstacle to social change in this country and what progressive white people can do to end it.

**Item no.** : HZ09340194  
**Format** : DVD (Closed Captioned, With English Sbtitles)  
**Duration** : 77 minutes  
**Copyright** : 2012  
**Price** : USD 220.00

## **AGING**

### **CLINICAL GEROPSYCHOLOGY: COGNITIVE-BEHAVIORAL THERAPY FOR LATE-LIFE DEPRESSION**

With Dolores Gallagher-Thompson, PhD, ABPP

Cognitive-behavioral therapy (CBT) is an effective and appropriate approach for late-life depression because it is problem focused, examining and treating present-day problems that negatively impact the client's quality of life. Established empirical studies support the use of standard CBT with older clients, and subsequent research has reinforced CBT's effectiveness when tailored to fit the needs of this prominent population.

In this video, Dr. Dolores Gallagher-Thompson works with an older woman with depression, demonstrating the technical assets of CBT while skillfully building an effective therapeutic relationship with the client.

**Item no.** : CF08310195  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2013

StdBkNo : 9781433813283  
Price : USD 100.00

## AMERICAN GOVERNMENT

### NEED FOR SPEED, THE: DRUG PUSHING BY THE U.S. MILITARY

Americans have come to accept that the accidental killing of innocent civilians, and soldiers because of friendly fire, is just one of the sad realities of war. But what if we were told that those ill-fated casualties were the direct result of relentless military drug pushing? In this damning investigation, award-winning journalist Jamie Doran explores the allegation that U.S. air crews are being fed amphetamine pills "like candy." The Pentagon introduces its infamous "go pills" as a "mild stimulant," but ex-airmen tell a different story: they're mind-bending and dangerously addictive. A commercial airline pilot caught under the influence of speed would be forbidden to fly, possibly even dismissed. So why is the Pentagon allowing this shocking practice to continue in the military?

Item no. : TM02305243  
Format : DVD  
Duration : 50 minutes  
Copyright : 2012  
StdBkNo : 9781617532160  
Price : USD 170.00

## AMERICAN HISTORY

### MARGARET FULLER LEGACY, THE: AMERICA'S FIRST FEMINIST, 1810 -1850

In Margaret Fuller's Memoirs she wrote, "I remember how, as a little child, I had stopped myself one day on the stairs, and asked, How came I here? How is it that I seem to be this Margaret Fuller? What does it mean? What shall I do about it?" During her brief life of 40 years, Fuller made every effort to answer those questions, supported and documented by her inquiring nature and writings, all to fulfill American women's growing intellectual and spiritual needs. In this program hosted by James H. Bride, distinguished educators Megan Marshall, Joan Von Mehren, Peter McFarland, and Joel Myerson contribute to the first comprehensive overview of Margaret Fuller's life, times, and achievements. The Margaret Fuller Legacy examines her Transcendental period as editor of the first literary magazine in America, The Dial, along with her professional and personal relationships with Ralph Waldo Emerson and Henry David Thoreau. Additionally, the video brings to light her Conversations—the first successful

woman's studies initiative in America—in Boston and at Brook Farm and her role as the first American female journalist and foreign reporter with the New-York Tribune. The program concludes at the Fuller monument at Mt. Auburn Cemetery, Cambridge, Massachusetts.

Item no. : GE02455241  
Format : DVD  
Duration : 40 minutes  
Copyright : 2012  
StdBkNo : 9781617531781  
Price : USD 170.00

### TRAVEL THRU HISTORY: AUSTIN, TX

The live music capital of the US has an interesting past. Take an in depth look at one of Austin's oldest hotels, The Driskill. Then we'll learn about Texan independence in the Bob Bullock History museum. Finally, we'll end up at one of Austin's most historic buildings, the Texas state capitol.

Item no. : RE00161719  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: DENVER

We head underground and visit the Hidee Gold Mine to see how this most precious material is obtained. Then we get a tour of the brand new History Colorado Center where we'll explore Colorado's past through first hand stories and interactive attractions.

Item no. : EY00161720  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: HOOVER DAM

Marvel at the site of America's most famous water dam. We'll learn about how the Hoover Dam was built, why it's necessary, and take a behind the scenes look at its inner workings.

Item no. : JC00161721  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: KEY WEST, FL

Learn about the islands' treasure hunting history at the Mel Fisher Museum. Then we'll explore Fort Jefferson, an isolated fort in the Gulf of Mexico that defended the islands. American literature enthusiasts will enjoy a look at Ernest Hemingway's Key West home, where some of his most famous works were penned.

Item no. : CR00161722  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: LAS VEGAS

We travel to the Neon Museum and Boneyard in Las Vegas, Nevada to catch a glimpse of the history of Las Vegas through its art and architecture. We explore the history of atomic testing that had caused the town to grow before it became the entertainment destination it is now.

Item no. : RK00161723  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: MINNEAPOLIS

We'll find out why they called Minneapolis the "Mill City" when we visit the Mill City Museum. Then we march over to the Union's Fort Snelling, the first permanent structure in Minnesota, and then head underground and learn about St. Paul's organized crime hide outs.

Item no. : LH00161724  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

### TRAVEL THRU HISTORY: NASHVILLE

This country music Mecca has a plethora of American history to explore. We'll stand on the stage of the Grand Ole Opry, visit the Hermitage, home of the 7th US President Andrew Jackson, and visit the largest recreation of the Parthenon outside of Greece.

Item no. : HJ00161725  
Format : DVD  
Duration : 22 minutes  
Audience : Intermediate - Senior High  
Copyright : 2013  
Price : USD 195.00

## TRAVEL THRU HISTORY: PHILADELPHIA

The city of brotherly love does not disappoint history lovers. We visit Independence hall, the liberty bell, Elfreth's alley, the Philadelphia Museum of Art, and get creeped out at America's first prison, Eastern State Penitentiary.

**Item no.** : PA00161726  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SAN ANTONIO

It's one of the oldest cities in the US, and our first stop here has to be the Alamo. Next we discover what is left of four beautiful Spanish missions at the San Antonio Missions National Historic Park. Then we head deep underground to the magnificent Natural Bridge Caverns.

**Item no.** : PH00161727  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SAVANNAH, GA

We visit the old south and enjoy some sweet tea in Savannah. On this episode, we'll stroll the city's beautiful squares, as well as visit it's civil war past at Old Fort Jackson. Then, we head up the stairs of the famous Tybee Island lighthouse and visit the Savannah Railroad museum.

**Item no.** : PR00161728  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SPACE COAST, FL

In this episode we visit the Kennedy Space Center located on Florida's famous "Space Coast." We'll speak to NASA engineers about the past, present and future of American space travel, as well as take a look at the attractions Kennedy Space Center has to offer.

**Item no.** : DD00161729  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: ST. AUGUSTINE, FL

There's a lot to cover in the oldest city in America. Take a sip from the distinctively tasting Fountain of Youth. Then we'll cross the draw bridge of the undefeated Spanish Fort, the Castillo San Marcos. Then we'll learn the true history of pirates at the Pirate Museum.

**Item no.** : WM00161730  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: WILMINGTON, NC

America's military history is on display on the decks of the USS North Carolina. Then we visit the historic Confederate Fort Fisher civil war museum and learn about the Carolina's role in the civil war.

**Item no.** : GH00161731  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## ANGER MANAGEMENT

### COGNITIVE BEHAVIORAL PERSPECTIVE ON AGGRESSION, A: AN INTERVIEW WITH DR. DONALD MEICHENBAUM

By Donald Meichenbaum

In this lively interview, Meichenbaum discusses early intervention strategies for children and adolescents who are prone to bullying and violent behaviors, the neurological consequences of abuse and neglect, and the components of stress inoculation used to break the cycle of violence.

In this engaging interview with CBT and aggression expert Dr. Donald Meichenbaum discusses violence and aggression, from origin to treatment. Drawing upon his unique expertise, he articulates both how violent individuals are created and the thoughts that drive violent behavior. Meichenbaum advocates for stress "Stress-Inoculation Training," which he describes as the "best evidence-based intervention in working with angry and aggressive individuals."

By watching this video you will:

- Describe key components of Meichenbaum's theory of early childhood development and its relationship to violence and aggression

- Identify the predictors for violence and the interventions used in schools to decrease violent behavior
- Explain the key elements of effective treatment for violence

**Item no.** : CY07620212  
**Format** : DVD (With English Subtitles)  
**Duration** : 33 minutes  
**StdBkNo** : 1601243391  
**Price** : USD 139.00

### EFFECTIVELY INTERVENING WITH VIOLENT BEHAVIOR: AN INTERVIEW WITH DR. PETER FONAGY

By Peter Fonagy

In this lively and engaging interview, Peter Fonagy, PhD, offers both a theoretical foundation for understanding violent behaviors as well as practical tools for clinicians working with violent offenders.

In this video, Peter Fonagy, PhD, eloquently articulates effective methods of intervening with violent behavior. He begins with child development, emphasizing that early attachment often inhibits violent tendencies. Providing viewers with a series of effective examples, Fonagy discusses the importance of mentalization or self-reflective functioning as a method for intervening with violence. He also addresses social factors affecting violence, risk factors and thoughts that drive violent behavior, and counseling violent offenders in a variety of settings, including in prisons, group therapy and individual therapy.

By watching this video you will:

- Describe Fonagy's psychosocial approach to understanding and treating violent offenders
- Understand the importance of facilitating mentalization with violent offenders and learn tools to utilize it with clients
- Identify the specific skills necessary to work safely with violent individuals

**Item no.** : TU07620213  
**Format** : DVD (With English Subtitles)  
**Duration** : 65 minutes  
**StdBkNo** : 1601243413  
**Price** : USD 167.00

## **GETTING CONTROL OF YOURSELF: ANGER MANAGEMENT TOOLS AND TECHNIQUES**

By Christian Conte

In this lively and instructive video, watch anger management expert, Christian Conte, PhD, present his comprehensive and practical theory for treating—and healing—even the most violent offenders. Conte's easygoing style and use of stories and metaphors create a memorable experience, so you will easily recall the tools when they next arise in session. You will never again have to resort to outdated techniques: instead, you can pair your compassion and understanding with the modern, tested methods of a master trainer. Whether shown to clients in an anger management group or loaned to clients to watch as homework, this video will be a valuable resource in every therapist or counselor's library.

By watching this video, you will:

- Learn the key components of Conte's anger management model
- Identify the different types of rage people experience, as well as their psychological origin
- Understand the tools for de-escalating anger and making healthier choices in moments of conflict

**Item no.** : WU07620214  
**Format** : DVD (With Instructor's Manual, English Subtitles)  
**Duration** : 75 minutes  
**StdBkNo** : 160124343X  
**Price** : USD 195.00

## **APPLIED ART**

### **JUST TRIAL AND ERROR: CONVERSATIONS ON CONSCIOUSNESS**

An exhibition about consciousness and the human brain at University College London inspired the making of Just Trial and Error, in which cognitive neuroscientist Brian Butterworth, perceptual neuroscientist Beau Lotto, sculptor Antony Gormley, and Twain Luu, an Internet entrepreneur well-known for her study of the "global brain," explore the meaning of consciousness as it is understood in their respective fields. Over the course of the film, they offer insights into the human brain, perception, the space art occupies, the role of the Internet, global consciousness, and much more. A provocative multidisciplinary documentary that is, in the words of New Scientist magazine, "a meditation on consciousness in today's society and the overwhelming sense that we need to place greater value on qualitative approaches." Directed by Alex Gabbay.

**Item no.** : MJ02305240  
**Format** : DVD  
**Duration** : 63 minutes

**Copyright** : 2012  
**StdBkNo** : 9781617532269  
**Price** : USD 170.00

## **ASIA AND THE PACIFIC**

### **CITY OF MURDER AND MAYHEM: COPING WITH LIFE IN MOSCOW**

This film portrays life on the edge of death in Moscow. It follows the exploits of two men: Roman Trotsenko, a 28-year-old multimillionaire entrepreneur who lives every day knowing it could be his last because of the death count in the business world; and Commander Yevgeny Petrushin of the Special Forces Fast Reaction Team, a crack squad dedicated to fighting violent organized crime. Though these men never meet, their lives run in strange parallels amidst the sheer, bloody madness of Moscow. With hard-hitting footage and candid interviews, this powerful documentary offers unparalleled insight into the lives of these two very different men, risking their lives every day for very different reasons simply because of the work they do. Viewer discretion is advised.

**Item no.** : YG00275239  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532153  
**Price** : USD 170.00

### **RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - IN THE NAME OF PEACE**

By the time the Stalinist regime gave way to the era of Khrushchev, Russia and its rival the U.S. were almost neck and neck in military prowess. One war may have been over, but, as this documentary unveils, another, the Cold War, was just beginning. As rivalry deepened into outright hostility, can the quest to produce the ultimate atomic weapon ever be associated with the phrase "in the name of peace"? In fact, both countries became stocked with atomic weaponry, including bombs, intercontinental missiles, and submarines able to cruise the oceans in secrecy with a devastating array of atomic missiles. As this episode shows, either nation had enough nuclear strength at its disposal to threaten the other's survival.

**Item no.** : TC00275245  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532078  
**Price** : USD 170.00

### **RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - STOLEN SECRETS**

In this revealing episode it's 1945, and Soviet propaganda films are inviting all Russia to celebrate the glorious victory of communism over Nazi Germany during World War II. However, all is not well in Russia. The desperate struggle against the German army has ruined the economy. There is misery, poverty, and devastation on the streets of Moscow and throughout the country. And the defeat of Nazi Germany has given western countries the opportunity to launch an international movement aimed at preventing the spread of communism. Furthermore, perhaps the greatest blow to Soviet pride is the fact that the U.S. has won the race to produce the first atom bomb.

**Item no.** : YK02305246  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532054  
**Price** : USD 170.00

### **RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - THE END OF INNOCENCE**

This episode focuses on a more detailed investigation of Russia's nuclear coming of age. It traces the atom bomb back to its infancy, to a time when state-sponsored Russian physicists were sent to Cambridge to learn about this obscure new technology. Despite knowledge gleaned from this research, the Bolshevik government was slow to catch onto the strategic importance of atomic energy, continually dismissing it in favor of good old traditional weapons. As time passed, however, the government came to see the importance of the atom. While the U.S. poured the equivalent of 20 to 30 billion rubles into creating its bomb, the USSR achieved the same result at much less expense, largely thanks to its intelligence network that spanned the world's research hotspots.

**Item no.** : TH02455247  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532061  
**Price** : USD 170.00



## ASIAN STUDIES

### SUSHI AND FRENCH CUISINE OF TOKYO

Paris is no longer the gourmet capital of the world! The world has suddenly discovered that Tokyo is a gourmet's paradise. Outside Tokyo, this was secret outside a tight-knit freemasonry of gluttons. But it burst into the open this year when Tokyo was crowned world's top Michelin three-star city. This film pays tribute to Japanese culinary traditions which have deeply influenced French cuisine. Following a culinary trail through the city, we meet French and Japanese chefs. This savory promenade also pays tribute to Tokyo's electrifying energy and highly refined civilization. We explore the different facets of this fascinating capital as the film captures the flavors and atmospheres from fish markets to sacred temples, from the skyscrapers' top to the subway's undergrounds, night and day.

**Item no.** : PY00161718  
**Format** : DVD  
**Duration** : 48 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## ASSERTIVENESS

### WHEN I SAY NO I FEEL GUILTY (NEW VERSION - 1991)

Developing good verbal assertiveness skills is the focal point of the film, and numerous demonstrations are provided to help us learn how to implement the various steps offered by hostess Lockhart and experts Smith and Sherman. The film opens with two managers, a customer service representative, and a salesman trying to cope with situations requiring a great deal more assertiveness than they can muster.

**Item no.** : TF05290536  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 7500.00

**Item no.** : TF05290535  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 7500.00

## ATTITUDE

### ATTITUDE VIRUS (2ND EDITION)

According to human resource professionals, poor work attitudes are often more harmful than poor work aptitudes and skills. If there's gossip, misdirected anger or a lack of commitment...the virus has hit. This film shows how to vaccinate against this devastating threat. It exposes underlying causes, shows employees they must take responsibility for their own attitudes and successes, and helps you prevent bad attitudes from spreading in the first place.

Participants will learn how to:

- Detect the different types of negativity
- Recognize the impact of their attitude on others
- Focus on behavior, not personality, and address stressful situations
- Turn negative attitudes into positive ones

**Item no.** : WN05290295  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 29 minutes  
**Price** : HKD 9500.00

### FISH!

What words come to you and your colleagues' minds when you think of work? If fulfillment, enthusiasm, and joy aren't among them, Fish! Is the film that could help your organisation.

Fish! Profiles one business ability to capture a "synergy" of effective teamwork, customer service, sales, personal fulfillment and creativity, all while increasing the bottom line.

Once every one hears the important messages in this film, they'll be hooked! When you catch the energy of Fish!, there's no limit to the potential you'll release!

Four Steps

- Play (遊戲)
- Be there (用心在工作上)
- Choose the attitude (選擇你的態度)
- Make their day (使顧客不虛此行)

**Item no.** : BZ05800350  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

**Item no.** : BZ05800349  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

## FUN IS GOOD

For the people who work at Midway Field, where having Fun is encouraged daily, Fun becomes An Attitude! An Experience!

It makes these employees more creative more productive, and ultimately more satisfied.

Go behind the scenes with the Saint Paul Saints, a minor league baseball team that lives its motto: FUN IS GOOD!

This highly motivational new release shows, first hand, just how much fun, when combined with commitment, relates to organisational success and personal satisfaction. They don't take themselves too seriously. They treat each other with respect. And they make every day an event. Don't miss out on this unique production to make your training sessions come alive!

**Item no.** : FY05800364  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00

**Item no.** : FY05800363  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00

## AUDIO

### UP AND RUNNING WITH REASON 6.5

With J Chris Griffin

Join author J Chris Griffin, as he demonstrates how to record music in Reason 6.5, the virtual music studio used by some of the world's most popular musicians and DJs. Get jump-started with the "Making Music Right Away" chapter, and then dig into the program and discover how to create beats with ReDrum, use loops in Dr. Rex, and record guitars and basses through the built-in Line6 devices. The course also shows how to work with the built-in synths; utilize the collections of samples, patches, and programs known as ReFills; and add effects on several types of tracks. Finally, Chris dives into the Reason sequencer, track types, editing audio and MIDI data, and setting the tempo and click track.

**Item no.** : WH03800710  
**Format** : DVD-ROM (SingleUser, Closed Captioned)  
**Duration** : 165 minutes  
**Copyright** : 2012  
**StdBkNo** : 1596719257  
**Price** : USD 70.00

## BASIC CLINICAL SKILLS

### NURSING ASSESSMENT: THE MALE GENITOURINARY SYSTEM

This program provides a review of the anatomy of the male genitourinary system, then demonstrates and describes a step-by-step approach for collecting subjective and objective data for use in an assessment of this system. This program provides a foundational understanding for an assessment of this area.

After completing this course, the learner should be able to:

- Describe the anatomy and physiology of the male genitourinary system
- Describe subjective data to obtain in the assessment of the male genitourinary system
- Describe objective data to obtain in the assessment of the male genitourinary system
- Describe specific abnormalities that should be observed for during an assessment of the male genitourinary system
- List key questions to ask when taking the patient's history

**Item no.** : BN08051024  
**Format** : DVD  
**Duration** : Approx 17 minutes  
**Copyright** : 2013  
**Price** : USD 378.00

## BETTER LIVING

### MYTHS OF NUTRITION AND FITNESS, THE

By Dr. Anthony A. Goodman

Explore in great depths the major myths, lies, and half-truths related to key components of fitness and nutrition in The Myths of Nutrition and Fitness. In this accessible six-lecture course by Dr. Anthony A. Goodman, you'll examine the pros and cons of training and eating programs, learn strategies to help you discern the truth behind popular myths, discover new ways to be healthy and physically active, and more.

- 6 Lectures
- 1 Fueling Up for Fitness Routines
- 2 Hydration for an Active Life
- 3 The Skinny on Exercise and Weight Loss
- 4 Some Facts about Vitamins and Supplements
- 5 Can You Get Too Much of a Good Thing?
- 6 Going to Extremes—The Smart Way

**Item no.** : YB09280638  
**Format** : DVD  
**Duration** : 180 minutes  
**Price** : USD 75.00

## BIOGRAPHY

### PRICE OF KINGS, THE: OSCAR ARIAS

In the 80s, Central America was in crisis. Wracked by brutal civil wars, death squads and militia backed by the warring Superpowers of the Cold War. Yet one man at the center of this conflict decided to take action against the chaos. 'The Price of Kings: Oscar Arias' explores the legacy of this man: the former President of Costa Rica and lone leader without an army who had the courage to forge peace with his neighbors against the will of US President, at risk to his own life and the impoverishment of his people. Arias' diplomacy and leadership brought an end to the bloodshed, for which he received the Nobel Peace Prize and the adoration of his people. Now his controversial policy choices leave his reputation destroyed. Arias' pursuit of peace and prosperity for his people came at a significant personal cost, and his story reveals that even the best intentions can be held against you.

**Item no.** : RE00161748  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: SHIMON PERES

On Friday May 14th 1948 Shimon Peres was with the first Prime Minister of Israel, David Ben Gurion, as he declared Israeli independence. Watching the celebrations afterwards he turned to the young Shimon Peres, future Prime Minister and current President of Israel and predicted the Middle East conflict that followed. Shimon Peres has quite literally spent a lifetime at the seat of power since that very day and with a seven-decade-long career in politics at the heart of the Middle East conflict. The second in the series of documentary films reveals the price he paid for being a leader, helping us answer the question "What is Leadership?" As a nation builder it's hard to overestimate the achievements of Shimon Peres, but in the words of the President, "What we call experience the younger generation call a chain of mistakes". Despite winning the Nobel Peace Prize for his attempts to negotiate peace between Israel, the nation he helped to build, and it's neighbors; Israel remains at war.

**Item no.** : DW00161749  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: YASSER ARAFAT

Yasser Arafat's political legacy is one marred by controversy. To some, he was a heroic revolutionary who fought for the freedom of Palestine and the rights of his people; to others he was a terrorist and leader of a corrupt state. Yet regardless of the dichotomy, Yasser Arafat's position at the heart of the Middle East conflict for over forty years makes him a character of incredible significance. With groundbreaking access to the people who knew Yasser Arafat best; his wife, Suha Arafat, his political allies and his adversaries, the film delves into Yasser Arafat's history, the personal struggles he faced and sacrifices he made seeking to establish peace with Israel, whilst at the same time trying to build a Palestinian nation for his people.

**Item no.** : MC00161750  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## BREAKS

### STRIVING FOR EXCELLENCE

Ideal as a conference session starter or closer, this Australian made motivational video shows individuals striving and achieving in their chosen sports. The powerful imagery is accentuated by original, evocative music... creating a positive emotional impact perfect for inspiring people to strive and achieve excellence.

**Item no.** : PB05800496  
**Format** : DVD (Cantonese)  
**Duration** : 4 minutes  
**Price** : HKD 3800.00

**Item no.** : PB05800497  
**Format** : DVD (Mandarin)  
**Duration** : 4 minutes  
**Price** : HKD 3800.00

## BULLY

### BULLIED: YOU'RE NOT ALONE - CYBER BULLY

One in every four students is bullied online. The growing world of cyber bullying is reaching new heights, as youth struggle to hide their differences for fear of abandonment and public humiliation. Cyber bullying does not discriminate between boys, girls, physical differences or mental challenges; and the cyber bully takes victims at will, since he or she can remain anonymous. Jacob Zellmann tells how being cyber bullied led him to the brink of suicide. Intervention and support

from loved ones kept him alive, and now Jacob is an active advocate against bullying.

**Item no.** : PU00161744  
**Format** : DVD  
**Duration** : 28 minutes  
**Audience** : Jr. High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### **BULLIED: YOU'RE NOT ALONE - HOMOPHOBIA**

Each year more than 160,000 students will be absent from school as a result of being bullied. A vast majority of these students are harassed because of their sexual orientation. In a society that is growing in tolerance many students still face humiliation from their peers and even family members. At the core of the episode we listen to Emma, a young high school student struggling to gain the acceptance of her mother and fellow classmates. Experts provide information on support groups and resources in place to empower those in the gay or lesbian community. Take a stand with these young students that are fighting for equality and acceptance.

**Item no.** : BC00161745  
**Format** : DVD  
**Duration** : 32 minutes  
**Audience** : Jr. High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### **BULLIED: YOU'RE NOT ALONE - PHYSICAL BULLYING**

Students reveal the devastating affects of being physically bullied in school and in public. We hear from Liz, a student whose health was threatened to the point of seeking home schooling. Despite her efforts to find sanctuary, her attackers followed her home and violently assaulted her mother. We visit a high school that started a Peer Mentors program, a 'student helping student' group with new solutions to end bullying. The cameras roll on the peer mentors at work, breaking down the hateful stereotypes that cause bullying and fostering a more peaceful environment at school. Take a stand with them against physical bullying.

**Item no.** : HT00161746  
**Format** : DVD  
**Duration** : 23 minutes  
**Audience** : Intermediate - College  
**Copyright** : 2013  
**Price** : USD 225.00

### **BULLIED: YOU'RE NOT ALONE - PSYCHOLOGICAL**

When most people think of bullying, they think of physical abuse. However, bullying goes beyond the physical and can encompass the verbal. It might seem odd,

but verbal bullying can in some cases be just as harmful as physical. Learn what emotional bullying can do to an individual's self-esteem, why it's often a silent killer and how it can be put an end. Gain perspective from the victims that refused to speak out against the verbal abuse, resulting in depression that almost cost them their own life. Now the conversation is flowing and students are speaking up against their verbal attackers and are helping other students speak up before it's too late.

**Item no.** : WY00161747  
**Format** : DVD  
**Duration** : 23 minutes  
**Audience** : Intermediate - College  
**Copyright** : 2013  
**Price** : USD 225.00

## **CAREER CHOICE AND PLANNING**

### **EXPLORING HOSPITALITY: HEALTH, SAFETY AND SECURITY IN THE HOSPITALITY INDUSTRY**

This resource, designed for self-paced learning, employs the use of text, video and interactive media, and can be used in a classroom or other learning environments. Part 2 Health, Safety and Security in the Hospitality Industry includes a rundown of important health, safety and security procedures as well as the many aspects of dealing with potential health risks. Suited to a diversity of learning styles, Exploring Hospitality is the solution to engaging users in key concepts and theory in the hospitality industry.

Please contact us for primary and secondary schools pricing.

**Item no.** : PC08691919  
**Format** : DVD  
**Copyright** : 2013  
**Price** : AUD 235.00

### **EXPLORING HOSPITALITY: WORKING IN THE HOSPITALITY INDUSTRY**

Suited to a diversity of learning styles, Exploring Hospitality aims to make lesson planning easy and engaging. It's a resource that will enhance the learning experience for users! Part 1 Working in the Hospitality Industry provides an overview of the industry, including its various sectors and key themes, as well as important practical elements of working in the industry. Perfect for use in a classroom or other learning environments, this self-paced learning resource utilises text, video and interactive media.

Please contact us for primary and secondary schools pricing.

**Item no.** : VR08691920

**Format** : DVD  
**Copyright** : 2013  
**Price** : AUD 235.00

## **PSYCHOMETRIC TESTING AND EMPLOYMENT**

Psychometric testing is a key stage in the recruitment process for many employers. Understanding what's involved in the testing process can prove invaluable for employee candidates. This interview-led program explains what psychometric testing is and why it's used, the various types of psychometric tests candidates might encounter, how to prepare for tests, and the advantages and disadvantages of psychometric testing. With interviews of professionals working in the industry, we gain an insight of their usefulness from a HR, clinical psychology and careers perspective. This program is an excellent resource for students of psychology, business studies and career counselling.

Please contact us for primary and secondary schools pricing.

**Item no.** : GG08691923  
**Format** : DVD  
**Duration** : 21 minutes  
**Copyright** : 2013  
**Price** : AUD 235.00

## **WORLD OF WORK, THE**

Do we live to work or work to live? The universal struggle to find a balance between work and life outside work is explored in this engaging, street-style program. People from a diverse range of industries are asked about their work and how they attempt to lead a healthy, fulfilling life. How important is it to be passionate about ones work? How does financial stability affect ones self-esteem? What has the impact of technology, especially the internet, had on the way we work? This insightful, fast-paced resource is an excellent resource for understanding the world of the work and how it shapes our identity.

Please contact us for primary and secondary schools pricing.

**Item no.** : CU08691924  
**Format** : DVD  
**Duration** : 14 minutes  
**Copyright** : 2013  
**Price** : AUD 235.00

## CAREER GUIDANCE

### REAL LIFE 101: ANATOMY & MEDICINE

Gracey talks to a histologist at Sanford-Burnham Medical Research Institute and learns about the study of cells and tissues of plants and animals. She then visits an eye doctor and learns about the scope of practice performed by optometrists, ophthalmologists and opticians. She meets with a medical examiner at a county morgue to learn about the medical subspecialty of forensic pathology and the role it plays in solving crime.

**Item no.** : HK00161705  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: EVENT PLANNING II

Gracey visits the musical director at St. James Cathedral and learns about her duties overseeing the music for all the services and choirs, as well as playing the organ. Shawn talks with the executive director of Orlando Venues and learns what goes into coordinating big arena concerts and sporting events. Executive chef at the Orlando Marriott Center manages the kitchen, coordinates catering and contributes to the identity of the hotel by developing an original menu.

**Item no.** : AM00161706  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: LUXURY DESIGN

Shawn visits an entrepreneur who started her own jewelry beading business from the comfort of her home. Then the owner of Goldsmith Jewelry takes Shawn through the process of jewelry production, from casting to stone setting. At the Reunion Resort, Shawn meets the vice president of Weller Pools and learns what it takes to engineer and install a water park or luxury resort pool.

**Item no.** : NL00161707  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MARKETING & SALES

Shawn learns about traits of a successful salesperson and business-to-business sales from the marketing senior accountant at Enterprise Holdings. Gracey meets a senior vice president of Oracle, a company that designs software and hardware for hundreds of thousands of businesses worldwide. A promotional consultant and co-founder of a printing and engraving shop talks about the advertising services and promotional products they provide to their customers.

**Item no.** : CT00161708  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MATERIAL SCIENCE

Gracey visited the Sanford-Burnham Medical Research Institute to learn about the careers of a medical chemist and a biochemist, who work on developing and testing medication for, among other diseases, diabetes. She also pays a visit to the vice president of technical affairs and the vice president of engineering at Formulated Solutions to learn about the development of certain materials and products, like lotion, their manufacturing process, testing and packaging.

**Item no.** : JC00161709  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MOTIVATION AND TRANSPORT

Ever dream of driving a train? Shawn met the manager, of operating rules at an Amtrak station to learn what it's really like to be a train engineer, coordinate customer training and service and ensure safety on the railroad. He then joins a certified flight instructor with Air Orlando and tests out a flight simulator used to train pilots. Then the executive for the Orlando Magic NBA team has a story to tell about overcoming hardships of life and reaching your goals.

**Item no.** : FN00161710  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MUSCULOSKELETAL SPECIALISTS

If something is not quite right with our feet, it could impact the way we walk or cause pain in the lower back, hips and ankles. Shawn visits a certified pedorthist (footwear specialist) and co-owner of Footwear by Design to learn about her practice. If you've broken a bone or suffer from a serious sports injury, an orthopedic surgeon can prescribe medication, physical therapy or perform surgery. Gracey meets the chief of staff at Oasis Hospital and learns what separates this medical specialization from the rest. Athletic trainer at the University of Central Florida shares what qualifications are required for certification. An orthodontist describes what goes into a career of correcting bite problems and restoring people's smiles.

**Item no.** : DC00161711  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MUSEUM & BOTANICAL GARDENS

The director of Harry P. Leu Gardens shares how the study of horticulture can lead to a career in landscaping, conservation and working outdoors every day. Putting together exhibits and enriching programs at a museum takes extensive expertise. Gracey visits the Dali Museum and speaks with the curator of education about this process. The director of facilities tells her what goes into maintaining a public building like the museum, managing the staff, keeping utilities functional, exhibit floors clean and grounds secure.

**Item no.** : WR00161712  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: PUBLIC SPEAKERS

How does the Red Cross get the word out to the public about the urgent needs of people in disaster areas? Chief public relations officer at the American Red Cross Mid-Florida region answers that question. Shawn meets a lobbyist and managing partner of Southern Strategy Group to learn how lobbyists get laws passed to benefit a particular cause of special interest group. Gracey learns that an interpreter and a translator are two separate careers and meets a woman who combines her multilingual public speaking and writing skills to do both.

**Item no.** : AP00161713  
**Format** : DVD

**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## REAL LIFE 101: TV, FILM AND RADIO

Gracey visits a stunt coordinator on a movie set and learns who thinks up, directs, films and performs the death-defying stunts for action movies. She then speaks with the owner of the Crawford Group and learns about the many aspects of a career as a TV producer. An intern for the sports radio station at University of Florida tells Shawn about the benefits and requirements of interning in the fields of journalism and media.

**Item no.** : BN00161714  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## REAL LIFE 101: WORKING WITH ANIMALS

Gracey meets the cofounder of Rocky's Retreat Canine Health and Fitness Center and learns how alternative therapy methods such as aquatherapy, acupuncture and massage can be used to help pets recover from surgery, trauma or illness. A veterinary technician supervisor at Sanlando Springs Animal Hospital tells Shawn of the cases they get, the training to become a vet and the rewards of bringing animals back to health. Gracey meets the head instructor at Freedom Ride and discovers that therapeutic horseback riding and hippotherapy are beneficial to children and adults with many types of physical, emotional and learning disabilities. Then, an entomologist specializing in bees, wasps and ants, explains the importance of bees for the agricultural industries and the certifications required to become a beekeeper.

**Item no.** : NA00161715  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## REAL LIFE 101: WORKING WITH CHILDREN

Gracey speaks with a school psychologist who helps students overcome obstacles like learning disabilities or family problems to achieve their potential. A virtual teacher describes the perks and benefits of virtual instruction. Coping with serious illness or death in the family can be devastating for a child. A child life specialist at Arnold Palmer Hospital for Children shows how she uses play therapy and other

techniques to help her patients get through the dark events in their lives.

**Item no.** : RN00161716  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## REAL LIFE 101: WRITER & ANALYSIS

Shawn learns what goes into transforming an idea for a story or a drawing into a published children's book. He then meets an implementation business analyst and learns that a business analyst investigates business systems and suggests ways of improving their efficiency. With so much new technology and gadgetry on the market, there is a need for clear instructions, technical proposals and user manuals. Gracey meets a technical writer with Sungard Public Sector and learns about her experience in writing these documents.

**Item no.** : FR00161717  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## CAREERS

### CHILD DEVELOPMENT CAREERS

Catch a glimpse into a variety of careers that work directly with the growth and development of children. The Child Development Careers DVD allows viewers to discover the benefits and challenges of working with children through personal interviews of people working in various child development careers, including:

- Storyteller and Children's Librarian
- Pediatrician
- YWCA Director
- Montessori School Administrator
- Pediatric Occupational Therapist
- Speech Pathologist

**Item no.** : FW01070367  
**Format** : DVD (Closed Captioned)  
**Duration** : 21 minutes  
**Audience** : Grades 7-Adult  
**Copyright** : 2013  
**Price** : USD 110.00

## CHANGE MANAGEMENT

### BUSINESS OF PARADIGMS

We all develop our own perspectives and unwritten rules – the way we do things – and so do our organisations. The new buzzword describing these rules is "paradigms". Specifically, "paradigms" are rules we take for granted – our most basic assumptions about how we live and work.

Paradigms help us to evaluate and organise new information quickly. But paradigms can also have a limiting effect. Our paradigms may be so deeply rooted, so unquestioned, that they can become barriers to our ability to see new opportunities.

The "old way" of doing something may seem like the "only way". We can be blinded to new ideas, opportunities and solutions. Whatever field or profession you're in, understanding the influence of this paradigm effect is absolutely vital to your organisations future.

In this programme, Joel Barker show you and your people how they can develop climates that foster innovation, change and the regular flow of new ideas to that your organisations can implement new strategies that take you to the leading edge of your field.

Benefits of the Programme:

- Helps people understand the forces that often prevent us from being successful in dealing with change.
- Provides a "common language" for discussing change.
- Explains why there are negative reactions to new ideas.
- Reduces the degree to which change is seen as threatening.
- Increases people's abilities to become more exploratory.
- Shows organisations where to look for the kinds of revolutionary changes that fundamentally rewrite the rules of "the game".
- Provides key insights on how to improve the process of innovation.

**Item no.** : LM05090303  
**Format** : DVD (Cantonese)  
**Duration** : 38 minutes  
**Price** : HKD 9450.00

**Item no.** : LM05090302  
**Format** : DVD (Mandarin)  
**Duration** : 38 minutes  
**Price** : HKD 9450.00

## LEADERSHIP 1: IT'S NOT YOUR FAULT

This is a dramatised case study of a bus company which is nearly involved in a tragic accident due to no-one taking responsibility within the organisation.

**Item no.** : HU05290407  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 2: EMPOWERMENT

The manager of the bus company realises that the only way to run an efficient workplace is through empowerment. Rules and regulations alone will not prevent the type of scenario that occurred in Video 1.

**Item no.** : FH05800408  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 3: CHANGE

The biggest issue all Leaders face are that of change. The bus company experiences external pressure from a change of government and makes a commitment to empowering its workplace. The video explains how Mike and the team a City Central Coachlines embark on a successful and continuous change program.

**Item no.** : GU05090409  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 4: LEADERSHIP

This is the video that summaries all the issues of the previous videos into 5 clear headings - Vision, Action, Transformation, Trust and Responsibility.

**Item no.** : KT05290410  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## NEW BUSINESS PARADIGMS, THE

For more than a decade, Joel Barker has helped us deal with change. Today, his message is more important than ever. That's why his best-selling training programme has been reinvented.

Key Concepts:

- Paradigms are common
- Paradigms are useful
- Do not let your paradigms become your paradigms

- Outsiders create new paradigms
- Shifting paradigms takes courage
- You can choose to change your paradigms

**Item no.** : GF05290437  
**Format** : DVD (Cantonese)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290435  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290434  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290436  
**Format** : DVD (Mandarin)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

## PARADIGM PIONEERS

This video is about the future. It is about change and the opportunities brought about by paradigm shifts. Most importantly, it's about people with a pioneering spirit. A special group of people that drive new paradigms from rough concept into practicality. Because they go first, the pioneers have always been perceived as the high risk takers. Today, it is the settler who is at a high risk if they remain complacent. Is your organisation pioneering the new products and services that change is making possible? Or are you the settler, waiting until the future is staked out by others?

**Item no.** : NA05290448  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 9450.00

## PARADIGM PRINCIPLES

Paradigm Principles then goes beyond the Business Of Paradigms. Discover the four principles that are the framework for understanding a paradigm shift. Practicing the principles will help your organisation see the opportunities that come with change and take action. You'll be inspired by the latest chapter in the Swiss watchmaker story. Find out how they are shaping their future in a most unexpected way. Barker's examples illustrate how we can benefit from paradigm shifts.

Paradigm Principles and its facilitator's guide are designed to help people develop

their own insight and understanding about change. Use the programme to:

- Introduce new initiatives
- Challenge old assumptions
- Rethink strategic planning
- Inspire people to anticipate the future

**Item no.** : HC05800449  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 9450.00

## TAKING CHARGE OF CHANGE (1ST EDITION)

When people recognise and address the internal transitions associated with change, they are better able to manage their responses.

Teach employees the skills necessary to understand and support change initiatives with this revised and updated version of "Taking Charge of Change".

In the video, stunning visuals feature a rookie skydiver making his first solo jump... a powerful metaphor for the leap we take into the unknown each time we experience a change in our own work lives.

The vignettes provide a realistic look at the types of changes we experience in our work lives, and the steps we can take to help manage our response to those changes.

**Item no.** : ZY05290500  
**Format** : DVD (Mandarin)  
**Price** : HKD 9100.00

## WHO MOVED MY CHEESE - CHANGE PROGRAM

Featuring an all NEW ANIMATED VIDEO this program reveals profound truths offering simpler ways to deal with change based on Dr Spencer Johnson's bestselling book Who Moved My Cheese?.

Corporations and organizations worldwide have discovered that using the cheese concepts and language helps them manage change within their organization in a non-threatening and engaging way.

Participants learn that the key to success in dealing with change is to overcome one's fear of change and get into the maze to find something better.

The Change Program is designed to be time flexible and can be customized to fit your specific needs.

**Item no.** : VS05290541  
**Format** : DVD (Mandarin)  
**Duration** : 30 minutes  
**Price** : HKD 10800.00

**Item no.** : VS05290540

**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 10800.00

**Item no.** : VS05290542  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 10800.00

## CHILD DEVELOPMENT

### CHILD DEVELOPMENT CAREERS

Catch a glimpse into a variety of careers that work directly with the growth and development of children. The Child Development Careers DVD allows viewers to discover the benefits and challenges of working with children through personal interviews of people working in various child development careers, including:

- Storyteller and Children's Librarian
- Pediatrician
- YWCA Director
- Montessori School Administrator
- Pediatric Occupational Therapist
- Speech Pathologist

**Item no.** : FW01070367  
**Format** : DVD (Closed Captioned)  
**Duration** : 21 minutes  
**Audience** : Grades 7-Adult  
**Copyright** : 2013  
**Price** : USD 110.00

## COACHING

### ART OF COACHING IN BUSINESS, THE

Understand how coaching impacts the bottom line and how to use the coaching process to improve the performance of others! [B]The Art of Coaching in Business[B] features seven individuals from the worlds of business, dance and sports who have had direct and successful experience with the coaching process.

This video engages these experts in a "no-holds-barred" conversation about how they define successful coaching and what it takes to do it effectively, sharing the collective wisdom seven extraordinary individuals have about the coaching process.

- How to recognize the characteristics and roles of great coaches
- How to create a climate of learning and trust
- How to provide developmental feedback
- How to create actions that improve performance, and appreciate the payoffs of coaching

**Item no.** : TB05290290  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 6600.00

### COURAGE TO COACH (OFFICE)

A common sense approach to confronting tough employee-performance situations.

The Courage to Coach teaches managers a new style of coaching that focuses on taking the time and courage to confront difficult employee performance situations.

During this video, managers will see how the coaching process is successfully applied during these scenarios: an employee who does great work, but his/her attitude makes his/her impossible to work with; managing someone who is younger; and a "problem" employee who's just not getting the message. Shot in a variety of workplace settings including a bank, office environment, grocery store, and a manufacturing site, this video can be used in a training session for nearly any industry.

How-to Training Points:

- How to initially deal with a problem situation
- How to coach someone with an attitude problem
- How to handle employees who won't take you seriously
- How to ask someone who does a good job to "crank it up" a bit
- How to use documentation when you have an employee who's not getting the message

**Item no.** : WA05090313  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 7300.00

**Item no.** : WA05090312  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 7300.00

### WHAT IS MENTORING? (PART 1)

This DVD will help your participants appreciate that mentoring can take place across all walks of life, often without either party's knowledge.

**Item no.** : JK05800533  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 5760.00

### WHEN THE COACH IS YOU!

These days, coaching isn't only the responsibility of the manager. Any team member may be called upon to teach something they know to a co-worker. This video program helps to increase the success of this kind of "knowledge transfer".

Hosted by television personality George Wendt of Cheers fame, the video explores coaching from the perspective of both coach and learner.

You will watch purchasing administrator Wes try to move Peggy from one-on-one vendor ordering to an online purchasing system. In the factory, shop foreman Michelle enlists Hector to help a coworker increase productivity. And, at the service center, veteran service representative Todd is none too pleased to have a freshman rep assigned to coach him on calls.

As you view the evolution of these encounters, the skills necessary for successful coaching emerge.

Five steps are presented:

1. Prepare the learner
2. Demonstrate for the learner the skills desired
3. Establish and maintain a positive coaching atmosphere
4. Let the learner perform his/her newly learned skills
5. Follow up

**Item no.** : HU05800537  
**Format** : DVD (Mandarin)  
**Duration** : 18 minutes  
**Price** : HKD 8000.00

### WHEN THE COACH IS YOU! (GOVERNMENT VERSION)

These days, coaching isn't only the responsibility of the manager. Any team member may be called upon to teach something they know to a co-worker. This video program helps to increase the success of this kind of "knowledge transfer".

Hosted by television personality George Wendt of Cheers fame, the video explores coaching from the perspective of both coach and learner.

You will watch purchasing administrator Wes try to move Peggy from one-on-one vendor ordering to an online purchasing system. In the factory, shop foreman Michelle enlists Hector to help a coworker increase productivity. And, at the service center, veteran service representative Todd is none too pleased to have a freshman rep assigned to coach him on calls.

As you view the evolution of these encounters, the skills necessary for successful coaching emerge.

Five steps are presented:

1. Prepare the learner
2. Demonstrate for the learner the skills

desired

3. Establish and maintain a positive coaching atmosphere
4. Let the learner perform his/her newly learned skills
5. Follow up

**Item no.** : LB05090539  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Price** : HKD 8000.00

**Item no.** : LB05090538  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Price** : HKD 8000.00

## COGNITIVE-BEHAVIORAL THERAPY

### CLINICAL GEROPSYCHOLOGY: COGNITIVE-BEHAVIORAL THERAPY FOR LATE-LIFE DEPRESSION

With Dolores Gallagher-Thompson, PhD, ABPP

Cognitive-behavioral therapy (CBT) is an effective and appropriate approach for late-life depression because it is problem focused, examining and treating present-day problems that negatively impact the client's quality of life. Established empirical studies support the use of standard CBT with older clients, and subsequent research has reinforced CBT's effectiveness when tailored to fit the needs of this prominent population.

In this video, Dr. Dolores Gallagher-Thompson works with an older woman with depression, demonstrating the technical assets of CBT while skillfully building an effective therapeutic relationship with the client.

**Item no.** : CF08310195  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2013  
**StdBkNo** : 9781433813283  
**Price** : USD 100.00

### RELATIONSHIPS: INTEGRATIVE BEHAVIORAL COUPLE THERAPY

With Andrew Christensen, PhD

Integrative behavioral couple therapy (IBCT) is an empirically validated approach that integrates the twin goals of acceptance and change as positive outcomes for couples in therapy. Using a variety of treatment strategies in a consistent behavioral theoretical

framework, IBCT's key features include emphases on case formulation, emotional acceptance as a basis for concrete change, and evocative rather than prescriptive interventions.

IBCT is keenly focused on the emotional underpinnings of a couple's problems as the therapist offers a conceptualization of the problem from an IBCT perspective and engages in a variety of strategies to promote greater emotional acceptance as well as concrete change.

In this demonstration, Andrew Christensen works to give the couple a dyadic perspective on their problems and uses the IBCT interventions of empathic joining and unified detachment to evoke compassionate and caring responses from the couple.

**Item no.** : JG08310196  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433812774  
**Price** : USD 100.00

## COLLEGE PREP

### REAL LIFE 101: ANATOMY & MEDICINE

Gracey talks to a histologist at Sanford-Burnham Medical Research Institute and learns about the study of cells and tissues of plants and animals. She then visits an eye doctor and learns about the scope of practice performed by optometrists, ophthalmologists and opticians. She meets with a medical examiner at a county morgue to learn about the medical subspecialty of forensic pathology and the role it plays in solving crime.

**Item no.** : HK00161705  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: EVENT PLANNING II

Gracey visits the musical director at St. James Cathedral and learns about her duties overseeing the music for all the services and choirs, as well as playing the organ. Shawn talks with the executive director of Orlando Venues and learns what goes into coordinating big arena concerts and sporting events. Executive chef at the Orlando Marriott Center manages the kitchen, coordinates catering and contributes to the identity of the hotel by developing an original menu.

**Item no.** : AM00161706  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013

**Price** : USD 195.00

### REAL LIFE 101: LUXURY DESIGN

Shawn visits an entrepreneur who started her own jewelry beading business from the comfort of her home. Then the owner of Goldsmith Jewelry takes Shawn through the process of jewelry production, from casting to stone setting. At the Reunion Resort, Shawn meets the vice president of Weller Pools and learns what it takes to engineer and install a water park or luxury resort pool.

**Item no.** : NL00161707  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MARKETING & SALES

Shawn learns about traits of a successful salesperson and business-to-business sales from the marketing senior accountant at Enterprise Holdings. Gracey meets a senior vice president of Oracle, a company that designs software and hardware for hundreds of thousands of businesses worldwide. A promotional consultant and co-founder of a printing and engraving shop talks about the advertising services and promotional products they provide to their customers.

**Item no.** : CT00161708  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### REAL LIFE 101: MATERIAL SCIENCE

Gracey visited the Sanford-Burnham Medical Research Institute to learn about the careers of a medical chemist and a biochemist, who work on developing and testing medication for, among other diseases, diabetes. She also pays a visit to the vice president of technical affairs and the vice president of engineering at Formulated Solutions to learn about the development of certain materials and products, like lotion, their manufacturing process, testing and packaging.

**Item no.** : JC00161709  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00



## **REAL LIFE 101: MOTIVATION AND TRANSPORT**

Ever dream of driving a train? Shawn met the manager, of operating rules at an Amtrak station to learn what it's really like to be a train engineer, coordinate customer training and service and ensure safety on the railroad. He then joins a certified flight instructor with Air Orlando and tests out a flight simulator used to train pilots. Then the executive for the Orlando Magic NBA team has a story to tell about overcoming hardships of life and reaching your goals.

**Item no.** : FN00161710  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: MUSCULOSKELETAL SPECIALISTS**

If something is not quite right with our feet, it could impact the way we walk or cause pain in the lower back, hips and ankles. Shawn visits a certified pedorthist (footwear specialist) and co-owner of Footwear by Design to learn about her practice. If you've broken a bone or suffer from a serious sports injury, an orthopedic surgeon can prescribe medication, physical therapy or perform surgery. Gracey meets the chief of staff at Oasis Hospital and learns what separates this medical specialization from the rest. Athletic trainer at the University of Central Florida shares what qualifications are required for certification. An orthodontist describes what goes into a career of correcting bite problems and restoring people's smiles.

**Item no.** : DC00161711  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: MUSEUM & BOTANICAL GARDENS**

The director of Harry P. Leu Gardens shares how the study of horticulture can lead to a career in landscaping, conservation and working outdoors every day. Putting together exhibits and enriching programs at a museum takes extensive expertise. Gracey visits the Dali Museum and speaks with the curator of education about this process. The director of facilities tells her what goes into maintaining a public building like the museum, managing the staff, keeping utilities functional, exhibit floors clean and grounds secure.

**Item no.** : WR00161712  
**Format** : DVD

**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: PUBLIC SPEAKERS**

How does the Red Cross get the word out to the public about the urgent needs of people in disaster areas? Chief public relations officer at the American Red Cross Mid-Florida region answers that question. Shawn meets a lobbyist and managing partner of Southern Strategy Group to learn how lobbyists get laws passed to benefit a particular cause of special interest group. Gracey learns that an interpreter and a translator are two separate careers and meets a woman who combines her multilingual public speaking and writing skills to do both.

**Item no.** : AP00161713  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: TV, FILM AND RADIO**

Gracey visits a stunt coordinator on a Movie set and learns who thinks up, directs, films and performs the death-defying stunts for action movies. She then speaks with the owner of the Crawford Group and learns about the many aspects of a career as a TV producer. An intern for the sports radio station at University of Florida tells Shawn about the benefits and requirements if interning in the fields of journalism and media.

**Item no.** : BN00161714  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: WORKING WITH ANIMALS**

Gracey meets the cofounder of Rocky's Retreat Canine Health and Fitness Center and learns how alternative therapy methods such as aquatherapy, acupressure and massage can be used to help pets recover from surgery, trauma or illness. A veterinary technician supervisor at Sanlando Springs Animal Hospital tells Shawn of the cases they get, the training to become a vet and the rewards of bringing animals back to health. Gracey meets the head instructor at Freedom Ride and discovers that therapeutic horseback riding and hippotherapy are beneficial to children and adults with many types of physical, emotional and learning disabilities. Then, an entomologist specializing in bees, wasps and ants,

explains the importance of bees for the agricultural industries and the certifications required to become a beekeeper.

**Item no.** : NA00161715  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: WORKING WITH CHILDREN**

Gracey speaks with a school psychologist who helps students overcome obstacles like learning disabilities or family problems to achieve their potential. A virtual teacher describes the perks and benefits of virtual instruction. Coping with serious illness or death in the family can be devastating for a child. A child life specialist at Arnold Palmer Hospital for Children shows how she uses play therapy and other techniques to help her patients get through the dark events in their lives.

**Item no.** : RN00161716  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **REAL LIFE 101: WRITER & ANALYSIS**

Shawn learns what goes into transforming an idea for a story or a drawing into a published children's book. He then meets an implementation business analyst and learns that a business analyst investigates business systems and suggests ways of improving their efficiency. With so much new technology and gadgetry on the market, there is a need for clear instructions, technical proposals and user manuals. Gracey meets a technical writer with Sungard Public Sector and learns about her experience in writing these documents.

**Item no.** : FR00161717  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## **COMMUNICATION**

### **AS OTHERS SEE US**

Film objectives

- To help managers recognize the importance of understanding themselves and others in order to achieve more effective interpersonal relationships
- To show how the model, the Johari Window, can be used as a tool to improve interpersonal relations
- To help managers become more

aware of the importance of giving and receiving feedback for more effective communication and interpersonal relationships

- To show people how to begin to resolve conflicts between their self image and the images others have of them
- To suggest ways to reduce the anxiety, insecurity, and inappropriate behaviour which may result from image conflicts
- To help managers recognize the problems inherent in effectively managing the communication process and to show some ways to eliminate them

**Item no.** : NA05090294  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 10 minutes  
**Price** : HKD 5000.00

## CLARITY IMPERATIVE

The world's most successful teams and organisations have one thing in common. Clarity. In these groups, everyone knows and can articulate what they do, the direction in which they're moving and what the culture is really all about.

In The Clarity Imperative, John Jenson uses a variety of inspirational stories to introduce viewers to the importance of "consistent messaging". He shows that when people within a group or organisation share the same understanding of "what we do", "our culture" and "our direction" -- to the point where they can succinctly express these things to others -- they are easily able to walk their talk. Ultimately the group separates itself from those that are trying to be all things to everybody.

Real-world employees from organisations in such diverse industries as food service, real estate, manufacturing, finance and healthcare provide examples of clarity in action.

Use of this program can lead to:

- Effective Talent Management - Organizations recruit for and hire people whose values are in line with those of the organization and who will fit into the culture.
- Productivity Improvement - Clarity of purpose and direction prevents a lot of wasted time and energy. Leaders and employees can walk away from opportunities/offerings that don't support what the organization is really trying to accomplish. Decision making and goal setting are streamlined because everyone is working from the same understanding about what is important.
- Increased Employee Engagement - People buy-in more easily when they are clear about what their organization stands for, where it is headed and how their role plays a part in the overall plan.
- Improved Sales and Customer Loyalty - Clear messaging leads to a

stronger brand. Consistency in messaging increases customer trust and loyalty.

The essence of a brand lies in its consistency. This timely program gives much needed help to those who have been searching for an effective way to align the organisation around a clear message despite ever-changing conditions.

**Item no.** : VN05290307  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 9100.00

## CROSS-CULTURAL COMMUNICATION

This lively, engaging dramatization shows a manager floundering as she tries to understand her employees and their culture while failing to understand the manager role in communication and diversity.

Attitudes covered include:

- Enthusiasm
- Confidence
- Personal Responsibility

Behaviours covered include:

- Learn communication skills for a multicultural organisation
- Developing balanced approaches to multicultural communication
- Centralising multicultural team's values and expectations
- Learning organisational skills essential for efficient team leadership

Competencies covered include:

- Identify the importance of body language, cultural differences in communication and efficient team building activities
- Identify negative inhibitors to effective cross-cultural communication
- Learn management techniques that encourage productivity and efficiency for multicultural teams

**Item no.** : PD05290314  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 6900.00

## CULTURAL AWARENESS

In the Cultural Awareness training program, you'll discover what happens when an American manager collides with his Muslim counterpart. Find out how poor communication leads to bad feelings and damaged relationships.

This powerful dramatization will help your employees gain the essential skills for avoiding costly cultural conflicts, and for respect and cultural awareness in business places.

**Item no.** : SL05800315  
**Format** : DVD (With Simplified

Chinese Subtitles)

**Duration** : 10 minutes  
**Price** : HKD 6900.00

## DIALOGUE 1 - COMMUNICATING IN A DIVERSE WORLD

This overview programme discusses what dialogue is, when to use it and the skills of dialogue.

**Item no.** : HT05290329  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7500.00

## GIVING & RECEIVING FEEDBACK

Feedback is a valuable skill useful in both our personal and professional lives, that can increase our opportunities for growth and development.

Set in both an office and warehouse situation, this DVD shows how feedback, given and received correctly, can turn poor performances around and it will focus on how to set clear goals and expectations through feedback.

**Item no.** : BS05800368  
**Format** : DVD (Cantonese)  
**Duration** : 17 minutes  
**Price** : HKD 5760.00

## POWER OF LISTENING

Poor communication can create chaos in the workplace. That point is clearly illustrated in this award winning program which introduces viewers to the five critical elements of successful verbal communication.

Participants will learn to:

- be a responsible speaker.
- choose clear language.
- choose the right environment.
- be a receptive listener.
- practice feedback.

The video and accompanying training exercises teach participants how to apply each of these communication elements on the job every day.

**Item no.** : TN05090461  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 8600.00

**Item no.** : TN05090460  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 8600.00

## VERBAL COMMUNICATION: THE POWER OF WORDS

Poor communication can create chaos in the workplace. That point is clearly illustrated in this award-winning program which introduces viewers to the five critical elements of successful verbal communication.

Participants will learn to:

- be a responsible speaker.
- choose clear language.
- choose the right environment.
- be a receptive listener.
- practice feedback.

The video and accompanying training exercises teach participants how to apply each of these communication elements on the job every day.

**Item no.** : TP05090524  
**Format** : DVD (Mandarin)  
**Duration** : 22 minutes  
**Price** : HKD 8200.00

**Item no.** : TP05090526  
**Format** : DVD (Cantonese)  
**Duration** : 22 minutes  
**Price** : HKD 8200.00

**Item no.** : TP05090525  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 8200.00

## WORKING WITHOUT A SCRIPT

The Second City is well known for their improv comedy, their TV shows, and their scores of famous alumni.

But what do you and The Second City have in common? Both of you improvise every day!

Second City Communications has facilitated successful business training for over 45 years. Their training program, Working Without A Script, teaches how the basics of improvisation will help your organization communicate better, build stronger teams, and create a positive work environment. Just like an improv troupe, organizations need to know how to work together when the plan doesn't go as planned. Hosted by Keegan-Michael Key, TV personality and Second City alum, along with a talented ensemble cast, Working Without A Script emphasizes that good communication starts with a "yes, and" philosophy. "Yes, and" means embracing and building upon new ideas. It fosters open mindedness and empowers people to think on their feet and take risks.

When an organization commits to the "yes, and" philosophy, good things will happen!

**Item no.** : AH05290545

**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 14 minutes  
**Price** : HKD 5500.00

**Item no.** : AH05290546  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 14 minutes  
**Price** : HKD 5500.00

## COMMUNICATION S

### MARK IT: CELEBRITIES

Everybody loves celebrities. Marketing experts and brands have long known this and have used celebrities endlessly as a tool to attract customers and sell products. On this episode of Mark It, find out what are the benefits and risks for a brand when being endorsed by a celebrity. Why does it work? How does it work? Is it always successful? Find out how brands can choose the right celebrity for a brand and what happens when the branded personality goes off the side of the road.

**Item no.** : HD00161732  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: CUSTOMER SERVICE

In the past, brands pushed out messages that came across as certainties and the customers obliged, buying more and more products. Then came the time of 'the customer is always right', but no one truly believed he was (brands just wanted to reach further). During the 1990s, companies realized that customers were no longer sticking around and that they were no longer blindly following their lead. As the Internet and social media flourished, new and better opportunities to improve customer service appeared. In today's increasingly connected world, the customer is king and brands need to accept that they no longer are in control. Brands can no longer be defined top-down.

**Item no.** : DN00161733  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: DIGITAL BRANDS

The past few years have been all about social, digital and online. The future doesn't seem to show any signs of changing that. In today's world, 65% of

consumers report having had a digital brand experience that has changed their opinion of a brand. And 97% say that their digital brand experience influenced whether or not they eventually purchased a product or service from that brand. Digital is not just another platform to push out messages; digital is a way of life in which total control over your brand is not possible. This episode of Mark It: the lessons from the digital world. The advantages of digital-born companies, why offline can't stand alone anymore and the companies that are beautifying the web.

**Item no.** : NZ00161734  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: GAMIFICATION

When we were children, we learned the alphabet by singing along, pretended to be superheroes that saved the world, played videos games, cards, role-playing; and then, one day, we stopped playing... or did we? The explosion of social networks and the tsunami of new interactive channels for communication that have risen in the past few years have radically changed the way in which people interact, engage and relate to brands (and with each other). Some companies have seen the need to pull away from traditional selling messages towards more interactive experiences that relate to consumers personal lives. Find out how game mechanics and game thinking can help drive innovation, loyalty and even sales.

**Item no.** : WB00161735  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: GREENING

Glaciers are melting, sea levels are rising, the weather is becoming more extreme, and we're seeing floods and droughts more often. There is no doubt; the world is changing, your customers are changing, you are changing. We are in strife and risk not having much of a future, and yet, how much are we really doing about it? Corporations talk about optimizing resource use, saving energy and reducing greenhouse gas emissions to stop worsening climate change. They start to promote hybrid cars, plant-based detergents and new technologies... but how much do they really intend to change, and what do plants have to do with marketing?

**Item no.** : WA00161736  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MARKETING TO WOMEN

Women buy or influence the purchase of 85% of all consumer goods and services. The rise of female consumer power is changing the ways companies design, make, and market products. But are marketers sure of what matters? Do they know what women want?

**Item no.** : YH00161737  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MOBILE MARKETING

By the end of 2011, there were more than 5.8 billion mobile phone subscriptions in the world. Mobile is the first and only technology that reaches everyone. Mobile devices have already outnumbered landlines five to one (and even personal computers and televisions three to one). There's no other technology that has become so widespread so quickly in the history of humanity. Texting, mobile sites, apps, banners and much, much more. Discover how to make the most out of your communication efforts, what people expect to see from brands and what will happen next as consumers increasingly rely on their mobile devices to shop, learn, research, play and engage.

**Item no.** : SN00161738  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MOBILE MARKETING II

In 1983, the first mobile device was launched. The Motorola Dynatac 8000x was a heavy, brick-like device that was – well - not very mobile, but still caused a great sensation. Since then, thousands of models appeared and in just a few years cellphones decreased in size and weight and went from being a luxury device to a mainstream commodity (and eventually becoming the most rapidly adopted technology in human history). Today, everything is a couple of buttons away. By 2015, there will be more than one mobile device per person on earth. Your customers are already mobile... are you?

**Item no.** : NE00161739  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: NEUROMARKETING

Marketing has always been closely related to psychology. It is the art of persuasion. Everyone wants to find new methods of making people do and buy stuff. In the past decade or so, marketing experts have become more and more passionate about the human brain and are trying to figure out how neuromarketing can help build the brands of the future. Neuromarketing has proven that in order to sell, you need not to sell products, but rather seduce your consumer.

**Item no.** : ZJ00161740  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## CONFLICT MANAGEMENT

### DEALING WITH CONFLICT

Empowering employees to manage conflict with less dependence on superiors

Here's one of your most powerful training tools for the era of empowerment. As employees participate with greater varieties of people – opportunities for conflict are abundant. Surveys show that managers now spend about 20 percent of their time resolving conflict. But when employees learn these conflict management skills they greatly expand their abilities to work through conflicts on their own. This programme shows them how.

Vividly portraying the behaviours of people in various conflict situations, it dramatises the five positions people take, and shows choices for steering disagreements toward positive results. Viewers learn clear and lasting strategies for directing conflicts toward outcomes that benefit one another while also serving organisational goals.

- Teach employees how to work through conflicts on their own
- Show how to direct conflict toward positive results for higher productivity and quality

**Item no.** : EV05090322  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

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**Item no.** : EL05290552  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

### DEALING WITH CONFLICT

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**Item no.** : EV05090323  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

## RESOLVING DIFFICULT SITUATIONS

As part of any work team it is inevitable that you will face conflict at some stage in your working life. The conflict may be between yourself and a colleague, your company and a supplier or a negotiation between management and workers.

Whether you're negotiating, resolving conflict or even just thrashing out a

problem there are particular mindsets or ways of thinking that can either help us or hinder us in finding a solution to our problems.

In this programme we look at some of these paradigms and help you develop the necessary skills to resolve conflict, negotiate and generally work better with people.

**Item no.** : KR05090479  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Price** : HKD 6000.00  
**Item no.** : KR05090478  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Price** : HKD 6000.00

## UNIFIED TEAM, THE

Conflict... while it's often blamed for the breakdown of a team's unity, it's often just a symptom of a larger problem. The Unified Team training video lays out a practical approach that any team leader can follow to deal with the symptoms, and the cure.

In addition to learning how to solve the 3 most common types of team conflicts; blaming, belittling and feuding, The Unified Team training video package teaches team leaders how to promote the positive feelings of unity within their team in this popular management and leadership training video.

**Item no.** : DY05800523  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 8700.00

**Item no.** : DY05800522  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 8700.00

## WHAT TO DO WHEN CONFLICT HAPPENS

What causes the most stress across ALL occupations? The interpersonal conflicts we experience on a daily basis. Give your employees a memorable, easy-to-implement way to stay calm and productively work through issues with co-workers.

Benefits:

- Teaches people to work through conflict on their own
- Keeps conflicts from escalating
- Builds interpersonal skills

No one likes to deal with conflict, but the truth of the matter is that we must. Problems that aren't dealt with tend to fester and spread into other areas and relationships.

This program acknowledges that it's difficult to confront someone who--in our opinion-- is behaving in a way that is disruptive, unprofessional or self-serving. It presents a simple 4-step approach that helps individuals collect their thoughts and initiate resolution in the most productive way possible.

**Item no.** : RZ05090534  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 11500.00

## CONTEMPORARY HISTORY

### FLIPPING THE WHITE HOUSE

When a U.S. President is sworn into office at high noon on Inauguration Day, a hand-picked and highly trained team is tasked with transitioning the old administration out as the new administration moves in, all in less than six hours. The outgoing president exits the home on Inauguration Day, and the incoming president enters the home complete with pictures on the walls, books on the shelves, and socks in the drawers just a few hours later. The program interviews former White House staffers who describe the flipping process and share insight about past presidential transitions.

**Item no.** : SE07983570  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 9-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286253  
**Price** : USD 90.00

## COUPLE THERAPY

### RELATIONSHIPS: INTEGRATIVE BEHAVIORAL COUPLE THERAPY

With Andrew Christensen, PhD

Integrative behavioral couple therapy (IBCT) is an empirically validated approach that integrates the twin goals of acceptance and change as positive outcomes for couples in therapy. Using a variety of treatment strategies in a consistent behavioral theoretical framework, IBCT's key features include emphases on case formulation, emotional acceptance as a basis for concrete change, and evocative rather than prescriptive interventions.

IBCT is keenly focused on the emotional underpinnings of a couple's problems as the therapist offers a conceptualization of the problem from an IBCT perspective and engages in a variety of strategies to

promote greater emotional acceptance as well as concrete change.

In this demonstration, Andrew Christensen works to give the couple a dyadic perspective on their problems and uses the IBCT interventions of empathic joining and unified detachment to evoke compassionate and caring responses from the couple.

**Item no.** : JG08310196  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433812774  
**Price** : USD 100.00

## RELATIONSHIPS: SCHEMA THERAPY WITH COUPLES

With Jeffrey E. Young, PhD

Schema therapy is an innovative, integrated therapeutic approach, originally developed as an expansion of traditional cognitive-behavioral treatments. This therapeutic method blends the active, structured elements of cognitive-behavioral therapy (CBT) with the more depth-oriented and emotion-focused strategies used in other approaches.

In comparison to CBT, schema therapy emphasizes lifelong patterns (or schemas), affective change techniques, and the therapeutic relationship, integrating all of these strategies as opposed to focusing on just one of them.

Schema Therapy With Couples demonstrates this integrative method, in which each partner's schemas are explored to determine how they interact and connect. Dr. Jeffrey E. Young works with a couple to identify the conflicts they experience, how these conflicts are linked to each partner's schemas, and how they can better express to each other what they need in the relationship.

**Item no.** : HW08310197  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433811616  
**Price** : USD 100.00

## CREATIVITY AND INNOVATION

### EVERYDAY CREATIVITY

Everyday creativity explores 9 key issues that will benefit you and others in your organization to fully understanding and unleash your own creative potential. This video illustrates that creativity is not magical, mysterious or for the realm artists and authors but, just an attitude, dare to make mistakes and a vision!. The meaning creative thinking is based on looking at things from a new perspective or taking a fresh look at things. " We look at the ordinary and see the extraordinary"; we ignite our passion, says Dewitt Jones. This

video presents an important message for either individuals or groups on how to see situations take on challenges and exercise our new everyday creativity.

**Item no.** : WA05800343  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 8300.00

**Item no.** : WA05800342  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 8300.00

## FISH!

What words come to you and your colleagues' minds when you think of work? If fulfillment, enthusiasm, and joy aren't among them, Fish! is the film that could help your organisation.

Fish! Profiles one business ability to capture a "synergy" of effective teamwork, customer service, sales, personal fulfillment and creativity, all while increasing the bottom line.

Once every one hears the important messages in this film, they'll be hooked! When you catch the energy of Fish!, there's no limit to the potential you'll release!

Four Steps

- Play (遊戲)
- Be there (用心在工作上)
- Choose the attitude (選擇你的態度)
- Make their day (使顧客不虛此行)

**Item no.** : BZ05800350  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

**Item no.** : BZ05800349  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

## FREE RADICALS OF INNOVATION

Anyone can learn to innovate. Free Radicals shows you how.

In these nine programs, you will learn how to use creativity and innovation to find solutions for challenges within organizations, families, and communities.

Most people appreciate innovations benefits, but few actively pursue it because of a fear of failure. Why? Because people are afraid of change. However, danger and failure can act as a

catalyst for innovations paving adventure, exploration, and fun! Laughter is often the sound of innovation being born.

In Free Radicals of Innovation, you will become more comfortable with risk and learn tools and techniques to create new solutions.

**Item no.** : PR05090360  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 71 minutes  
**Price** : HKD 8500.00

**Item no.** : PR05090359  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 71 minutes  
**Price** : HKD 8500.00

## INNOVATION AT THE VERGE

Joel Barker has always believed the future is something you create, not something that happens to you. In this bold program, Barker teaches how to create your own future by finding your next innovation.

Through stories and examples, you will learn how to combine your ideas with the ideas of others as you meet at "The Verge". The Verge is where something and something different meet. The Verge has huge potential to spawn innovations.

Benefits:

- Shows how partnerships help organizations uncover opportunities for growth and development
- Generates new wealth from the creation of new product offerings and/or gains in efficiency
- Reduces financial risk of innovation through high leverage/low cost combinations of working ideas

**Item no.** : HV05800388  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

**Item no.** : HV05800387  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

## TACTICS OF INNOVATION

Tactics of innovation explores a problem that plagues organisations everywhere: why do smart people reject good ideas? In this landmark video, Joel Barker goes on location to share stories on why people say "No" to new ideas. More importantly, he introduces a ten steps strategy for removing barriers between new ideas and people, who naturally resist change. These tactics can dramatically increase

the acceptance on any kind of idea.

Why is it so important to understand tactics of innovations? Because it is natural and logical for people to resist change, says Joel Barker. New ideas upset the sense of balance most of us want, and change makes things difficult. Only by developing the ability to present your idea from the user's point of view will you be able to achieve success introducing your change.

Tactics of Innovations presents an important message for any organisation that wishes not only to discover new ideas, but also to bring them into practice. Business, non-profit, government, education, healthcare and other groups will find the concepts presented here valuable and relevant.

**Item no.** : PC05090499  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 7500.00

**Item no.** : PC05090498  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 7500.00

## CRIMINOLOGY

### CITY OF MURDER AND MAYHEM: COPING WITH LIFE IN MOSCOW

This film portrays life on the edge of death in Moscow. It follows the exploits of two men: Roman Trotsenko, a 28-year-old multimillionaire entrepreneur who lives every day knowing it could be his last because of the death count in the business world; and Commander Yevgeny Petrushin of the Special Forces Fast Reaction Team, a crack squad dedicated to fighting violent organized crime. Though these men never meet, their lives run in strange parallels amidst the sheer, bloody madness of Moscow. With hard-hitting footage and candid interviews, this powerful documentary offers unparalleled insight into the lives of these two very different men, risking their lives every day for very different reasons simply because of the work they do. Viewer discretion is advised.

**Item no.** : YG00275239  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532153  
**Price** : USD 170.00

## CULINARY

### SUSHI AND FRENCH CUISINE OF TOKYO

Paris is no longer the gourmet capital of the world! The world has suddenly discovered that Tokyo is a gourmet's paradise. Outside Tokyo, this was secret outside a tight-knit freemasonry of gluttons. But it burst into the open this year when Tokyo was crowned world's top Michelin three-star city. This film pays tribute to Japanese culinary traditions which have deeply influenced French cuisine. Following a culinary trail through the city, we meet French and Japanese chefs. This savory promenade also pays tribute to Tokyo's electrifying energy and highly refined civilization. We explore the different facets of this fascinating capital as the film captures the flavors and atmospheres from fish markets to sacred temples, from the skyscrapers' top to the subway's undergrounds, night and day.

**Item no.** : PY00161718  
**Format** : DVD  
**Duration** : 48 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## CULTURAL STUDIES

### SUSHI AND FRENCH CUISINE OF TOKYO

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**Item no.** : PY00161718  
**Format** : DVD  
**Duration** : 48 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## CULTURE

### CULTURAL AWARENESS

In the Cultural Awareness training program, you'll discover what happens when an American manager collides with his Muslim counterpart. Find out how poor communication leads to bad feelings and damaged relationships.

This powerful dramatization will help your employees gain the essential skills for avoiding costly cultural conflicts, and for respect and cultural awareness in business places.

**Item no.** : SL05800315  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 10 minutes  
**Price** : HKD 6900.00

### TRAVEL THRU HISTORY: AUSTIN, TX

The live music capital of the US has an interesting past. Take an in depth look at one of Austin's oldest hotels, The Driskill. Then we'll learn about Texan independence in the Bob Bullock History museum. Finally, we'll end up at one of Austin's most historic buildings, the Texas state capitol.

**Item no.** : RE00161719  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: DENVER

We head underground and visit the Hidee Gold Mine to see how this most precious material is obtained. Then we get a tour of the brand new History Colorado Center where we'll explore Colorado's past through first hand stories and interactive attractions.

**Item no.** : EY00161720  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: HOOVER DAM

Marvel at the site of America's most famous water dam. We'll learn about how the Hoover Dam was built, why it's necessary, and take a behind the scenes look at its inner workings.

**Item no.** : JC00161721  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013

**Price** : USD 195.00

### TRAVEL THRU HISTORY: KEY WEST, FL

Learn about the islands' treasure hunting history at the Mel Fisher Museum. Then we'll explore Fort Jefferson, an isolated fort in the Gulf of Mexico that defended the islands. American literature enthusiasts will enjoy a look at Ernest Hemingway's Key West home, where some of his most famous works were penned.

**Item no.** : CR00161722  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: LAS VEGAS

We travel to the Neon Museum and Boneyard in Las Vegas, Nevada to catch a glimpse of the history of Las Vegas through its art and architecture. We explore the history of atomic testing that had caused the town to grow before it became the entertainment destination it is now.

**Item no.** : RK00161723  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: MINNEAPOLIS

We'll find out why they called Minneapolis the "Mill City" when we visit the Mill City Museum. Then we march over to the Union's Fort Snelling, the first permanent structure in Minnesota, and then head underground and learn about St. Paul's organized crime hide outs.

**Item no.** : LH00161724  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: NASHVILLE

This country music Mecca has a plethora of American history to explore. We'll stand on the stage of the Grand Ole Opry, visit the Hermitage, home of the 7th US President Andrew Jackson, and visit the largest recreation of the Parthenon outside of Greece.

**Item no.** : HJ00161725  
**Format** : DVD  
**Duration** : 22 minutes

**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: PHILADELPHIA

The city of brotherly love does not disappoint history lovers. We visit Independence hall, the liberty bell, Elfreth's alley, the Philadelphia Museum of Art, and get crept out at America's first prison, Eastern State Penitentiary.

**Item no.** : PA00161726  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SAN ANTONIO

It's one of the oldest cities in the US, and our first stop here has to be the Alamo. Next we discover what is left of four beautiful Spanish missions at the San Antonio Missions National Historic Park. Then we head deep underground to the magnificent Natural Bridge Caverns.

**Item no.** : PH00161727  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SAVANNAH, GA

We visit the old south and enjoy some sweet tea in Savannah. On this episode, we'll stroll the city's beautiful squares, as well as visit it's civil war past at Old Fort Jackson. Then, we head up the stairs of the famous Tybee Island lighthouse and visit the Savannah Railroad museum.

**Item no.** : PR00161728  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SPACE COAST, FL

In this episode we visit the Kennedy Space Center located on Florida's famous "Space Coast." We'll speak to NASA engineers about the past, present and future of American space travel, as well as take a look at the attractions Kennedy Space Center has to offer.

**Item no.** : DD00161729  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High

**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: ST. AUGUSTINE, FL

There's a lot to cover in the oldest city in America. Take a sip from the distinctively tasting Fountain of Youth. Then we'll cross the draw bridge of the undefeated Spanish Fort, the Castillo San Marcos. Then we'll learn the true history of pirates at the Pirate Museum.

**Item no.** : WM00161730  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: WILMINGTON, NC

America's military history is on display on the decks of the USS North Carolina. Then we visit the historic Confederate Fort Fisher civil war museum and learn about the Carolina's role in the civil war.

**Item no.** : GH00161731  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## CUSTOMER SERVICE

### 5 VALUES OF GREAT CUSTOMER SERVICE

Customer service interactions can be complex under the best of conditions. Add issues of language, race, gender, religion, age or disability into the mix and we often find otherwise competent employees acting in ways ranging from mildly inappropriate to inexcusably rude. This programme presents a values based training approach to meet this challenge. The video component, when taken together with the activities and exercises provided in both of the books, gives a comprehensive approach to developing customer service relations built on a base of respect.

The 5 values of great customer service are:

- Show respect – every customer is your most important customer
- Personalise – avoid preconceived notions and stereotypes
- Pay attention – assess how customers want to be served and adjust
- Show you care – present a positive, supportive attitude
- Advocate – stay on your customer's side

The programme then explores how we can integrate the 5 values into our daily work.

**Item no.** : DT05290276  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 7400.00

**Item no.** : DT05290275  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 7400.00

## BUT I DON'T HAVE CUSTOMERS

Change the perception that outside customers are the only ones who matter!

Internal customers are often ignored or taken for granted—an attitude that compromises the productive flow of work through your company. This video will teach your employees to respect internal customers as if they were paying clients. By asking questions, listening and keeping their word, your employees can create a positive and productive work environment, which will inevitably reflect on your external customers as well.

How-to Training Points:

- How to show respect for internal customers by determining their needs
- How to keep internal deadlines and make commitments that stick
- How to listen, ask questions and improve relations with coworkers
- How to review policies and procedures that may inhibit serving internal customers

**Item no.** : AH05290304  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 7530.00

## CLIFF'S CUSTOMER SERVICE ADVENTURE

This fun, zany video -- designed for young trainees who are performing front-line customer service -- features Cliff, a hip "20-something" in search of excellent customer service. He is our guide in this adventure, as we "watch the master" and observe interactions between him and service providers in a variety of locations. With his humorous comments and funny antics, we get clueful in no time.

Cliff's route takes us through some pretty awful, but typical, customer service scenarios in a fast food restaurant, a bank, a computer store, a hotel reservation desk, a video store, and a department store.



Throughout these scenarios, Cliff maintains his sense of humor while giving us tips to transform service into a more positive experience for the provider and the customer.

This film closes with Cliff and several other service providers demonstrating conscientious, problem-solving customer service skills. A review at the end of the video summarizes the learning points. As Cliff says, "making your corner of the world a friendlier place can be fun." When that happens, customers will want to come back again and again. This film features a fun cast, memorable scenes, lots of solid information, a variety of service locations, and is perfect for kids from 15 to 50.

Young, front-line service providers learn to:

- Empathize with the customer
- Assess how their business environment influences the customer
- Identify the needs of the customer
- Use polite and friendly behavior when addressing customers
- Practice effective ways to solve customers' problems

**Item no.** : TF05800308  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 7500.00

## **CUSTOMER SERVICE: BENEFITING FROM COMPLAINTS**

You wouldn't be human if you didn't hate receiving complaints - they are the headache of any service givers life. However, rather than being obstructive and discouraging complaints, we should welcome them. If your company is only concerned with short term business, they could afford to disregard the feelings of their customers. However, companies that leave their customers unsatisfied don't stay in business very long. This video teaches you to treat complaints as friendly advice, a free consumer report or an opportunity to get your business back on track.

**Item no.** : DT05290320  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 12 minutes  
**Price** : HKD 3800.00

**Item no.** : DT05290319  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 3800.00

## **CUSTOMER SERVICE: SATISFIED CUSTOMERS**

It's far more expensive to win new customers than it is to sell to your existing clients. Yet many companies spend much money and effort gaining new customers only to lose them and have to readvertise again! So what happens to the clients to whom we don't give good service? Well, in reality only 5% of them will complain - the others just won't come back! This tape demonstrates the important principles of the ladder of loyalty in which we try to convert customers into clients and eventually into advocates. Customer service is about helping other people. If we do it well we'll find it rewarding. The customers will be friendly and grateful and your job will be more satisfying. Customers are human too - and they are worth the effort.

**Item no.** : HJ05800321  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 3800.00

## **DIFFICULT GUEST, THE**

Understanding and serving difficult customers.

Guests don't ask for much. Customers just want to be treated like a guest at home: they want to feel welcome, be taken care of, get what they came for, be thanked for their visit and get invited back.

Guests don't start out wanting to be difficult. If they are identified early on and properly handled from the beginning, chances are you can turn things around. But guests can be difficult in three ways:

The Distracted Guest brings all their problems with them. They simply haven't been properly welcomed to your world yet. All they need is to know that they're going to be personally taken care of while they're your guest.

The Disappointed Guest arrives with certain expectations. For one reason or another they end up feeling let down. Often, the problem is not what you do or say, but how you do or say it.

The Disruptive Guest calls for emergency action. They feel ignored, embarrassed, insulted or unfairly treated.

You have to deal with them before you deal with their problem. The goal with any difficult guest is to make relationship L.A.S.T:

- 1 Listen, don't interrupt
- 2 Apologise and show empathy
- 3 Solve the problem together
- 4 Thank them for their business

When Ken Sperling takes off on a routine business trip, we tag along for another ride on his often strange but always entertaining flights of imagination. From the baggage line to the hotel lobby, from the bank to the health clinic, we encounter some very difficult customers and some very creative customer service solutions.

Outrageous comedy, customer interactions we can all relate to, and a cast of unforgettable characters set a highly entertaining stage for some solid training on recognising, understanding and taking care of difficult customers.

**Item no.** : NN05800330  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 8700.00

**Item no.** : NN05800331  
**Format** : DVD (Cantonese)  
**Duration** : 24 minutes  
**Price** : HKD 8700.00

## **EXPLOSIVE SITUATIONS - DEFUSING THE ANGRY CUSTOMER**

Show your employees how to handle the irate customer - without losing valuable business.

It's bound to happen. Stress levels are high - tension mounts - tempers flare - and then your customer snaps. How would your employees handle an explosive situation? Would they know how to diffuse the incident, or would they escalate the problem - and risk damaging a solid business relationship?

This dynamic video is for any employee who happens to come in contact with any angry customer. It shows how to

- Calm a customer down (and remain calm while doing so)
- Find the quickest resolution to the problem
- Retain customer loyalty

Don't let one customer's anger jeopardize a valuable business accord. Show this program to every employee - it will help build professionalism in your company by giving your people the wisdom to skillfully handle an explosive situation.

**Item no.** : LY05090344  
**Format** : DVD (Cantonese)  
**Duration** : 23 minutes  
**Price** : HKD 5760.00

**Item no.** : LY05090346  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 5760.00

**Item no.** : LY05090345  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 5760.00

## FISH!

What words come to you and your colleagues' minds when you think of work? If fulfillment, enthusiasm, and joy aren't among them, Fish! Is the film that could help your organisation.

Fish! Profiles one business ability to capture a "synergy" of effective teamwork, customer service, sales, personal fulfillment and creativity, all while increasing the bottom line.

Once every one hears the important messages in this film, they'll be hooked! When you catch the energy of Fish!, there's no limit to the potential you'll release!

### Four Steps

- Play (遊戲)
- Be there (用心在工作上)
- Choose the attitude (選擇你的態度)
- Make their day (使顧客不虛此行)

**Item no.** : BZ05800349  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

**Item no.** : BZ05800350  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

## GIVE 'EM THE PICKLE!

Your business is not what you sell, it's who you serve. So...Give 'em the PICKLE!

PICKLES are those special or extra things you do to make people happy. It's a hand written thank you note with every order shipped. It's walking the customer to the item they're looking for rather than pointing... or maybe it's simply calling them by name. The trick is figuring out what your customers want and then making sure they get it. That's the message behind Give 'em the PICKLE!

Highly entertaining and motivational, the Give 'em the PICKLE! video will inspire management and employees to do the most important thing they can do in business...take care of the customer.

### Key Learning Points...

- Service: Make serving others your #1 Priority. You work in a noble profession, be proud of what you do.
- Attitude: Choose your Attitude. How you think about your customers, is how you will treat them.
- Consistency: Set high standards, and stick to them. Customers return because they like what happened last time.
- Teamwork: Look for ways to make each other look good. In the end, everything ends up in front of the customer!

**Item no.** : LW05290367  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Price** : HKD 8000.00

## GUEST, THE

Great customer service begins at home. We all know how to take care of a guest in our home: we welcome them, take care of their needs, thank them for coming, and invite them back. A guest at work is no different-it's that simple. That's the idea behind this hilarious customer service film. Our hapless hero takes us on a tour of his imagination to prove that everything we need to learn about great customer service, we already know. Great customer service is all in your mind. Each time a customer calls or walks in our door, we can decide how we're going to treat them: either as an interruption in our day or as a welcomed guest.

### LEARNING POINTS:

- Importance of welcoming customers
- When to use a customer's name
- Serve customer needs
- Thank customers and invite them back.

**Item no.** : EK05800371  
**Format** : DVD (Cantonese)  
**Duration** : 14 minutes  
**Price** : HKD 8000.00

## GUEST, THE (2ND EDITION)

Great customer service begins at home. We all know how to take care of a guest in our home: we welcome them, take care of their needs, thank them for coming, and invite them back. A guest at work is no different-it's that simple. That's the idea behind this hilarious customer service film. Our hapless hero takes us on a tour of his imagination to prove that everything we need to learn about great customer service, we already know. Great customer service is all in your mind. Each time a customer calls or walks in our door, we can decide how we're going to treat them: either as an interruption in our day or as a welcomed guest.

### LEARNING POINTS:

- Importance of welcoming customers
- When to use a customer's name
- Serve customer needs
- Thank customers and invite them back.

**Item no.** : SF05090372  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 14 minutes  
**Price** : HKD 8000.00

## HOW TO CONNECT IN HEALTHCARE IN 90 SECONDS OR LESS

In Healthcare as well as life, the failure to build trust and rapport can be insurmountable, while the rewards of a

good first impression are almost immeasurable.

This engaging training film, with Nicholas Boothman, will enable employees to make a genuine connection with those who matter most. Through implementing the points in this film, employees will discover a life impacting change and learn how to improve relationships, raise productivity and have more fun at work.

**Item no.** : KN05290379  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 9000.00

## IN SEARCH OF EXCELLENCE

Quality as a way of life

Based on the world-famous book by Tom Peters and Bob Waterman, the main programme shows how key U.S. companies treat quality and service as a way of life.

Waterman goes behind the scenes at Disney World, Apple Computers, 3M, McDonald's and IBM to talk to key executives involved in the drive for exceptional quality. Going Into Action Three Management Action Programmes show how to apply the lessons in practice.

In Programme 1: Customer Service, Waterman shows that excellent customer service is very simple, yet few organisations actually provide it.

Programme 2: Innovation shows how creativity can be encouraged without risking anarchy and loss of revenue, using the examples of 3M's Post-It Notes and the Apple Macintosh computer.

Waterman shows how to increase people's effectiveness in Programme 3: Productivity Through People by removing their fear of failure and consistently rewarding their success.

**Item no.** : WZ05290386  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 90 minutes  
**Price** : HKD 7530.00

## JOHNNY THE BAGGER

A True Story of Customer Service

Help motivate your employees to take personal responsibility for creating a positive, memorable experience for internal or external customers; the kind of experience needed to generate customer loyalty, improve employee retention and strengthen team morale.

### Benefits:

- Shows employees the difference they can make

- Inspires from-the-heart service
- Builds customer loyalty

**Item no.** : ZL05800393  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 8300.00

**Item no.** : ZL05800392  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 8300.00

### MANAGING THEIR ANGER

Sometimes in the course of customer service, we face angry or threatening customers. When confronted by an irate or aggressive customer, we need to ensure we deal with the situation so the customer feels they are being listened to and are receiving assistance.

Managing Their Anger is a new video based training package designed to help management and staff plan and prepare for such incidents.

Four of them most typical serious threats to staff are addressed. Each explaining in dramatic recreation how to achieve a mutually satisfying result for both customer and company.

Set in four distinct work environments, each scenario gives the audience the opportunity to test themselves by participating in a brief 'reactions test'.

By including Managing Their Anger in your customer service training, your business has the opportunity to contribute to a safer, more customer and staff friendly workplace and minimize the risk of costly legal action from employees or customers.

**Item no.** : DC05290420  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 6500.00

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: CONTAINER STORE

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : YJ05800470  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: ELLIE MAE

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : CR05090471  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: JORDAN'S FURNITURE

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : KR05290472  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: MEMORIAL HOSPITAL & HEALTHWORKS KIDS MUSEUM - WOW PROJECT

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : CG05800473  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: OXO GOOD GRIPS

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : GS05090474  
**Format** : DVD (With Simplified

Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### RE-IMAGINE! BUSINESS IN A DISRUPTIVE AGE: TNT - DEALING WITH CHANGE

In Re-imagine! Business Excellence in a Disruptive Age -6 Training Modules, America's most influential business thinker profiles seven distinct and very different companies. Each of the companies profiled faced revolutionary business challenges and responded by inventing entirely new opportunities.

**Item no.** : HB05290475  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 70 minutes  
**Price** : HKD 8900

### REMEMBER ME (1ST EDITION)

Transport viewers into The Customer's mind for an unforgettable lesson in how it feels to be neglected. Here The Customer finds anything but satisfaction from a seemingly endless array of careless, thoughtless customer "service" people. "I don't complain," says The Customer, "and I don't go back. Ever." He drives home this vital message: A caring, courteous attitude is the only difference between people who sell similar products or services. So important is this message, no customer training can afford to be without it. This programme will help your organisation stay on the leading edge through superior customer service.

- Encourage competence, courtesy and cooperation as the keys to customer satisfaction
- Maintain the organisation's best image, revenues and marketshare

**Item no.** : CH05800476  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 8600.00

**Item no.** : CH05800477  
**Format** : DVD (Mandarin)  
**Duration** : 10 minutes  
**Price** : HKD 8600.00

### RIGHT WORDS AT THE RIGHT TIME

Produced specifically for front-line public employees, this practical training demonstrates how to turn a citizen/customer's frustration or complaint into understanding. In the heat of the moment, this program will empower your staff with a clear and memorable checklist of service recovery tools and techniques. From showing empathy and truly listening,

to exploring with permission phrases and presenting options, employees will learn how to match the signals they send to the words they say. A wide variety of realistic public sector scenes, demonstrate the use of the Right Words at the Right Time, to over-come almost any service recovery challenge.

**Item no.** : RT05090484  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : Approx. 14 minutes  
**Price** : HKD 8200.00

**Item no.** : RT05090485  
**Format** : DVD (Cantonese)  
**Duration** : Approx. 14 minutes  
**Price** : HKD 8200.00

## RIGHT WORDS AT THE RIGHT TIME (HEALTHCARE)

When poor service occurs in Healthcare, even the newest or least trained employee can suddenly become the face of your organization to a patient or family member. This practical and memorable program is specifically designed to empower healthcare staff with a clear checklist of Customer Service Recovery tools and techniques. From showing empathy and truly listening, to exploring with permission phrases and presenting options, front-line healthcare employees will learn how to match the signals they send with the words they say. A wide variety of realistic healthcare scenes, demonstrate the use of The Right Words at The Right Time, to over-come almost any service recovery challenge.

**Item no.** : FH05290486  
**Format** : DVD (Cantonese)  
**Duration** : 15 minutes  
**Price** : HKD 8200.00

## SERVICE MANAGEMENT

From a loss of \$8 million one year to a gross profit of more than \$70 million the next – it happened at Scandinavian Airlines, and the same kind of success can be yours too! Follow Karl Albrecht as he reveals the secret formula that enabled Jan Carlzon to achieve such a phenomenal turnaround. "It's not how we manage our organisation and its employees that counts, it's how we manage the customer's experience with our organisation that should be the all-consuming focus of every manager." With this exciting introduction to Albrecht's Service Philosophy, your managers will:

- Recognise that Service is the primary product in every organisation
- Discover how to use the Service Triangle to make your organisation customer-driven
- Learn about the Service Cycle and how it can be shaped to create positive service experiences
- Identify and manage the Moments Of

Truth between your front-line employees and customers

**Item no.** : WB05090490  
**Format** : DVD (Cantonese)  
**Duration** : 26 minutes  
**Price** : HKD 5760.00

**Item no.** : WB05090489  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 5760.00

## WE'RE ON THE SAME TEAM REMEMBER

Sales and marketing professionals are keenly aware that for customers to purchase and to continue to purchase, they must offer consistently reliable products and services. They must also demonstrate that they represent a reputable, well-run company that has helpful, collaborative team-members.

In complex marketing and sales situations, many other members of the organization become involved, and they, too, must project this image. To some degree, every individual within an organization is responsible for its success or failure.

In this film, viewers will see how each employee contact gives the customer additional insight into the ways in which the organization operates. A customer can quickly determine if the employees are helpful, cooperative and willing to listen. Through these interactions, customers are also left with an impression of overall management philosophy and business policy. These include quality of communication, organization of priorities, management style, handling of complaints and the treatment of employees, as well as customers.

This film clearly demonstrates that, to customers, image is often as important as the product or service itself. It is critical that every contact between employee and customer be positive. It's an unforgettable lesson that will inspire renewed dedication to customers, quality and the success of your organization.

As an all too familiar drama unfolds, participants see how listening to clients' needs and expectations, clarifying inter- and intradepartmental tasks when servicing the customer, and being available and responsive are all crucial to keeping customers from going elsewhere.

Key Teaching Points:

A team effort is successful only when each member of the team works individually toward the group's goals.

**Item no.** : LJ05800528  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9000.00

## DECISION MAKING

### ABILENE PARADOX (1ST EDITION)

Sometimes people waste unnecessary time and energy on a project through a simple misunderstanding or miscommunication of their true feelings about the task. Paradoxically, a whole group may decide to do the exact opposite of what each individual member of the group wants to do. When people are reluctant to disagree with others about an issue, for fear of being ostracised for feeling differently, they actually have made a decision about the issue. A dangerous one. They have decided to vote along with the crowd, instead of voting as they truly feel. Such behaviour is inexcusable in organizations where people are paid to think, analyse facts and make decisions. Furthermore, it's unproductive. In this programme, Dr Jerry B Harvey, professor of management science at George Washington University, illustrates his famous 1974 article "The Abilene Paradox: The Management Of Agreement".

This programme uses humour and down-home examples to portray the decision-making paradoxes in which we often find ourselves. A Texas foursome agrees to drive 53 miles to dinner, only to discover in their return that no one had really wanted to go. Through four dramatized studies, Dr Harvey shows collective decisionmaking can lead to "mismanaged agreement", and how it applies to organizations as well as individuals. And he will show how critical life decisions can be incorrectly made when the people we consult are afraid to tell us that they don't agree with the general consensus. Viewers will learn how to spot artificial agreements, and plan to avoid them.

**Item no.** : YZ05800277  
**Format** : DVD (Mandarin)  
**Price** : HKD 10300.00

### ABILENE PARADOX (2ND EDITION)

Sometimes people waste unnecessary time and energy on a project through a simple misunderstanding or miscommunication of their true feelings about the task. Paradoxically, a whole group may decide to do the exact opposite of what each individual member of the group wants to do. When people are reluctant to disagree with others about an issue, for fear of being ostracised for feeling differently, they actually have made a decision about the issue. A dangerous one. They have decided to vote along with the crowd, instead of voting as they truly feel. Such behaviour is inexcusable in organizations where people are paid to think, analyse facts and make decisions. Furthermore, it's unproductive. In this programme, Dr Jerry B Harvey, professor of management science at George Washington University, illustrates his famous 1974 article "The Abilene Paradox:

The Management Of Agreement".

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**Item no.** : EE05090279  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 28 minutes  
**Price** : HKD 10300.00

**Item no.** : EE05090278  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 28 minutes  
**Price** : HKD 10300.00

## GROUPTHINK (2ND EDITION)

Protecting the organisation from the consequences of inappropriate decision making

Although the subtle phenomenon called groupthink was first defined by the late Dr. Irving Janis in the 1970's, this programme captures it in uncanny detail during a critical group meeting held in 1986. Then, despite the misgivings of key engineers, a team of men from government and industry decided to launch Space Shuttle Challenger. An unforgettable re-enactment of actual pre-launch conferences from Hearst Entertainment's ACT-TV movie Challenger demonstrates the eight groupthink symptoms:

- Rationalisation
- Shared stereotypes
- Self-censorship
- Mind guarding
- Direct pressure
- Illusions of morality
- Invulnerability
- Unanimity

Other examples: Pearl Harbour and The Bay of Pigs. The sobering facts and preventive strategies in this compelling programme will awaken in every viewer the mandate for openly voicing true opinions, no matter what the personal risk.

- Promote openness, prevent isolation, and free people to make their own informed decisions
- Protect your organisation from wasted efforts and costly errors

**Item no.** : JF05290370  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 1: IT'S NOT YOUR FAULT

This is a dramatised case study of a bus company which is nearly involved in a tragic accident due to no-one taking responsibility within the organisation.

**Item no.** : HU05290407  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 2: EMPOWERMENT

The manager of the bus company realises that the only way to run an efficient workplace is through empowerment. Rules and regulations alone will not prevent the type of scenario that occurred in Video 1.

**Item no.** : FH05800408  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 3: CHANGE

The biggest issue all Leaders face are that of change. The bus company experiences external pressure from a change of government and makes a commitment to empowering its workplace. The video explains how Mike and the team a City Central Coachlines embark on a successful and continuous change program.

**Item no.** : GU05090409  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 4: LEADERSHIP

This is the video that summaries all the issues of the previous videos into 5 clear headings - Vision, Action, Transformation, Trust and Responsibility.

**Item no.** : KT05290410  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

# DELEGATION

## DELEGATING

Help to ease the workload and build stronger more efficient departments through effective delegating.

Participants learn how to identify and avoid such common problems as "holding on" or "taking back" a job, plus such behaviours as "post delegation hovering" and "dumping" or giving orders. Training designs help managers to:

- determine which components of a job are suitable for delegation
- identify employees who are candidates for delegation
- select those who could be trained to assume additional responsibilities.

**Item no.** : AE05290324  
**Format** : DVD (Mandarin)  
**Duration** : 30 minutes  
**Price** : HKD 8200.00

## DELEGATING FOR DIEHARDS

Through a series of vignettes (including several humorous "fantasy" sequences that depict people's deepest fears about delegating), this video teaches an important lesson. It shows that good delegation requires trust – on the part of both delegator and delegatee – and detailed information sharing from start to finish.

Participants will learn the six steps to delegation success:

- Analyze the task
- Select the right delegatee
- Pass the baton (But Not the Buck)
- Look before you leap (the delegatee's checklist)
- Execute the task (but not the delegatee)
- Conduct regular feedback sessions

This compelling and entertaining video will become one of your most valuable programs. As better delegators, your employees will accomplish more in less time and improve their communication and management skills.

**Item no.** : ZV05800327  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

**Item no.** : ZV05800326  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

**Item no.** : ZV05800325  
**Format** : DVD (Mandarin)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

## YOU CAN'T DO IT ALL

Five barriers to delegation and how they can be overcome

The storyline centres on David, a young, newly-promoted manager who believes that his job is to do all the work that crosses his desk. And this is what he sets out to accomplish. Pretty soon things start turning sour as the effects of his inability to delegate manifest themselves – missed deadlines, long hours and demotivated staff among them.

A chance comment made to a fellow supervisor – a clear desk is an obvious sign of a light workload – draws a firm and challenging response from his colleague who tells David that his resistance or barriers to delegation need to be overcome if he is to succeed in his job.

The programme highlights five common barriers to delegation and shows how unfounded they are:

- "It's my job to do all the work: I'm the manager"
- "How do I know what to delegate"
- "By the time I've explained it all I could have done it myself"
- "How do I know the work will be done properly?"
- "If I show them what I do they'll be after my job"

Delegation and time management training for new and inexperienced managers and supervisors.

**Item no.** : TA05090550  
**Format** : DVD (Cantonese)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

**Item no.** : TA05090551  
**Format** : DVD (Mandarin)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

**Item no.** : TA05090549  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

## DEPRESSION

### CLINICAL GEROPSYCHOLOGY: COGNITIVE-BEHAVIORAL THERAPY FOR LATE-LIFE DEPRESSION

With Dolores Gallagher-Thompson, PhD, ABPP

Cognitive-behavioral therapy (CBT) is an effective and appropriate approach for late-life depression because it is problem focused, examining and treating present-day problems that negatively

impact the client's quality of life. Established empirical studies support the use of standard CBT with older clients, and subsequent research has reinforced CBT's effectiveness when tailored to fit the needs of this prominent population.

In this video, Dr. Dolores Gallagher-Thompson works with an older woman with depression, demonstrating the technical assets of CBT while skillfully building an effective therapeutic relationship with the client.

**Item no.** : CF08310195  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2013  
**StdBkNo** : 9781433813283  
**Price** : USD 100.00

## DIABETES

### OBESITY, TYPE 2 DIABETES & CHOOSE MY PLATE

Overview of federal government's new food icons MyPlate (which replaced MyPyramid) geared toward people who are obese, "pre-diabetic," or diagnosed with diabetes. Also provides information about general nutrition, diabetes, losing weight, taming portion sizes, and the benefits of physical activity.

**Item no.** : YV01280186  
**Format** : DVD (Region 1)  
**Duration** : 15 minutes  
**Copyright** : 2013  
**Price** : USD 119.00

## DIVERSITY

### DIVERSITY THROUGH CHARACTER

Diversity Through Character goes beyond outdated notions of race and ethnicity and approaches diversity in a whole new way. Character and ability are the central criteria used in creating and sustaining professional and personal relationships in a diverse workplace. Its fresh, provocative view offers a way to enrich and expand a company's effectiveness in achieving a diverse environment.

Key Training Points:

- Clarifies and distinguish positive attributes of a truly diverse work force
- Refocuses discussion of diversity to character and ability. Defines race, ethnicity, culture and character
- Policies based on racial, gender, and ethnic considerations will not solve past racial, gender or ethnic inequities.
- Placing character and ability ahead of race and ethnicity promotes a positive work environment
- The more employers emphasize character and ability the more truly diverse their work force will be.

**Item no.** : HY05290334  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

**Item no.** : HY05290333  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

### JUST BE F.A.I.R. & F.A.I.R. IN ACTION - A PRACTICAL APPROACH TO DIVERSITY IN THE WORKPLACE

Fostering Diversity & Respect

It's one thing to talk about diversity and fairness in the workplace; it's quite another to grapple with issues day-to-day, face-to-face. The F.A.I.R. approach (Feedback, Assistance, Inclusion and Respect) equips employees at every level to broaden their definition of diversity and build positive, productive relationships. Power scenarios demonstrate what to say and do when cultural differences impact jobs and working relationships.

This program features the F.A.I.R. model:  
F - Feedback  
A - Assistance  
I - Inclusion  
R - Respect

Learning Point Highlights:

- Helps build a broader understanding of workplace diversity and cultural competency
- Emphasizes the business value and impact of cultural acceptance
- Demonstrates how to apply the F.A.I.R. model in real-world situations

**Item no.** : HA05290397  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 9200.00

**Item no.** : HA05290396  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 9200.00

## PEACOCK IN THE LAND OF PENGUINS

A corporate fable about the perils and possibilities of being "different" in organisations

What happens when we try to express ourselves fully and courageously in an environment created by executives, managers, or others who view the world very differently? How do we fare in this type of corporate culture? This is the dilemma explored in this new programme based on the book by Barbara "B.J." Hately and Warren H. Schmidt. This programme brings new insights into the subject of workforce diversity.

Based on real-life people and their experiences, this programme follows the adventures of Perry the Peacock and other exotic birds as they try to make their mark in The Land of Penguins. The story is both entertaining and enlightening. This is a tale of the perils and possibilities of being different in a world that values comfort, safety, and the predictability of conformity.

Birds of a feather do flock together in the power structure of many organisations today. Characterised by unwritten rules of conformity, people in these organisations bear a striking resemblance to penguins in their formal power suits with their bureaucratic pecking order, their narrow range of acceptable behaviour and style, and – like the penguin who cannot fly – a limited perspective.

So what happens when a new and different bird comes to The Land of the Penguins to live and work? The story of this bright, talented, colourful bird named Perry the Peacock reflects the common experiences of birds of a different feather who try to be successful in many of today's organisations. While the gospel of valuing diversity is preached throughout American business, government, education and religious organisations, the reality of diversity doesn't always match the rhetoric.

But being different is much more than a matter of race or gender. Diversity in its fullest sense has to do with the broad range of human uniqueness – personality, work styles, perceptions and attitudes, values and lifestyle and communication style, to name a few.

Valuing diversity means appreciating and encouraging people to be who they really are, helping them to develop their full potential and utilising their special talents, skills, ideas and creativity.

**Item no.** : CR05090450  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 6700.00

**Item no.** : CR05090451  
**Format** : DVD (With Traditional Chinese Subtitles)

**Duration** : 10 minutes  
**Price** : HKD 6700.00

## WE NEED TO MEET: MANAGING FOR RESPECT IN THE WORKPLACE

We Need to M.E.E.T. teaches managers how to recognize, respond to, and resolve day-to-day workplace situations that can rise out of cultural differences. It will help managers know how to promote a respectful and inclusive working environment while maintaining their organization's laws, policies, and values.

Key Learning Points:

- Explain the benefits of the M.E.E.T. model
- Use the four steps in the M.E.E.T. model to resolve issues between employees, while promoting a "mutual respect" working environment
- Identify the legal and organizational responsibilities of a manager/supervisor in maintaining a respectful workplace

The M.E.E.T. Model:  
M - Make time to discuss  
E - Explore differences  
E - Encourage respect  
T - Take personal responsibility

**Item no.** : ND05290527  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 29 minutes  
**Price** : HKD 9500.00

## DOCUMENTARY

### AFTERSHOCKS: THE ROUGH GUIDE TO DEMOCRACY

Director: Rakesh Sharma

Aftershocks is about the transformation of the Welfare State into an ally of the Corporation. It examines the acquisition/displacement of two quake-affected villages for lignite mining and power generation. It probes the microcosm in the nature of a study "from below" of globalisation of Economy and corporatisation of Democracy.

#### Awards

- Robert Flaherty prize, Pennsylvania film festival (USA;2002)
- Le Prix de la Presse politique (Best documentary film), 16th Fribourg International film festival (Switzerland; 2002)
- John Michaels memorial award and Bronze for best documentary feature, Big Muddy film fest (USA; 2002)
- Best Documentary (feature-length), Big miniDV film festival (USA; 2002),
- Earthvision Award, Earthvision filmfest 2003 (Japan)
- Special Jury award, Ecocinema 2002 (Greece)

- Jury citation/mention at Black International Cinema fest (2002; Germany) and at Earthvision 2002 (USA)
- Certificato di Merito Bronze, 12th Prix Leonardo (2003; Italy)
- Best Documentary, Jeevika (India; 2004)

**Item no.** : SP30900003  
**Format** : DVD (Gujarati/Kutchi/Hindi with English subtitles)  
**Duration** : 64 minutes  
**Price** : USD 295.00

### BONSAI PEOPLE: THE VISION OF MUHAMMAD YUNUS

Directed by Holly Mosher  
Starring Muhammad Yunus

Bonsai People is a feature length documentary film that explores the work of Nobel Peace Prize winner Muhammad Yunus and his vision from microcredit to social business.

What if you could harness the power of the free market to solve the problems of poverty, hunger, and inequality? To some, it sounds impossible. But Nobel Peace Prize winner Muhammad Yunus is doing exactly that. Bonsai People celebrates Yunus' extraordinary humanitarian work, which started by lending \$27 to 42 people out of his own pocket and has now grown to helping 1 out of every 1,000 people on earth. But he didn't stop there - whenever he sees a problem he starts a business, creating a mix between business and social work, which he's coined "social business." By tackling some of the world's most vexing problems from healthcare, education to alternative energy, he is demonstrating to the world that complex problems sometimes do have simple answers. Microcredit is just the tip of the iceberg!

**Item no.** : JD30980001  
**Format** : 3 DVDs (With Study Guide)  
**Duration** : 78 minutes  
**Price** : USD 250.00

### FINAL SOLUTION

Director: Rakesh Sharma

Final Solution is a study of the politics of hate. Set in Gujarat during the period Feb/March 2002 - July 2003, the film graphically documents the changing face of right-wing politics in India through a study of the 2002 genocide of Moslems in Gujarat. It specifically examines political tendencies reminiscent of the Nazi Germany of early/mid-1930s. Final Solution is anti-hate/ violence as "those who forget history are condemned to relive it".

#### Awards

- Wolfgang Staudte award & Special Jury Award (Netpac), Berlin

- International film festival (2004)
- Humanitarian Award for Outstanding Documentary, HongKong International film festival (2004)
- Montgolfiere d'Or (Best Documentary) & Le Prix Fip/Pil' du Public (Audience award), Festival des 3 Continents at ~ Nantes (France; 2004)
- Best Film, Freedom of Expression awards by Index on Censorship (UK; 2005)
- Silver Dhow, Zanzibar International film festival (2004)
- Best documentary, Big MiniDV (USA; 2004)
- Special Jury Award, Karafest (Karachi; 2004)
- Special Jury Award, Film South Asia (Kathmandu; 2005)
- Human Rights Award, Docupolis (Barcelona; 2005)
- Special Jury Mention, Munich Dokfest (2004)
- Special Jury Mention, Bangkok International filmfest (2005)
- Best Documentary/Short Film, Apsara Awards(India;2006)
- Special Award by NRIs for a Secular and Harmonious India (NRI-SAHI), NY-NJ, USA (2004)
- Special Award by AFMI, USA-Canada (2004)
- Special Jury Award, Worldfest 2005 (Houston)
- Special Jury Award, Mar Del Plata Independent film festival (2005; Argentina)

**Item no.** : PD30900001  
**Format** : DVD (With English Subtitles)  
**Duration** : 149 minutes  
**Price** : USD 495.00

## HUMMINGBIRD

Directed by Holly Mosher

An award-winning emotionally moving documentary about how two nonprofits in Brazil use the pedagogy of affection to help street kids and women break the vicious cycle of domestic violence.

Hummingbird is an emotionally moving and inspirational documentary that looks at two non-profits working with street children and women suffering domestic violence.

In the beautiful coastal city of Recife, Brazil lurks a world capital for sex tourism. This award-winning documentary exposes the heart-wrenching realities and follows two groups of determined women who strive to get kids off the streets and break the cycle of domestic violence. Hummingbird shows us how these nonprofit groups use the pedagogy of affection to empower individuals and inspire positive life change - offering many a second chance.

### Awards

- Best Documentary for Human Rights in Rome
- Best Short for Children's Advocacy at the Artist Film Festival

**Item no.** : WS30980003  
**Format** : DVD  
**Duration** : 48 minutes  
**Price** : USD 125.00

## MONEY TALKS: PROFITS BEFORE PATIENT SAFETY

By Kathleen Slattery-Moschkau, Holly Mosher, John Wellington Ennis

Award winning documentary on the marketing tactics of drug companies.

Money Talks exposes the questionable tactics that big drug companies use to make record profits by playing with the safety of our family's health care. Using misleading advertising, attractive "drug reps" who wine and dine doctors and other unethical practices, the drug industry makes billions of dollars every year selling us unsafe, unnecessary and overpriced drugs. If you want to protect the people you love from their dangerous practices that compromise the safety and quality of our health care, Money Talks is a must-see film.

- American Library Association (ALA) honors Money Talks as one of the most important films of 2008.

**Item no.** : TP30980002  
**Format** : DVD  
**Duration** : 50 minutes  
**Price** : USD 125.00

## WALK TO BEAUTIFUL, A

Director: Mary Olive Smith

The award winning feature-length documentary A Walk to Beautiful tells the stories of five Ethiopian women who suffer from devastating childbirth injuries and embark on a journey to reclaim their lost dignity. Rejected by their husbands and ostracized by their communities, these women are left to spend the rest of their lives in loneliness and shame. They make the choice to take the long and arduous journey to the Addis Ababa Fistula Hospital in search of a cure and a new life.

### Awards

- Outstanding Informational Programming - Long Form, 2009 Emmy Awards, September 2009
- Feature Documentary Winner, IDA Awards, December 2007
- "People's Choice" Award for Best Documentary, Denver International Film Festival, November 2007
- Audience Choice Award for Best Documentary and Interfaith Award for Best Documentary, St. Louis International Film Festival, November 2007
- Human Rights Award, Docupolis, International Documentary Festival of Barcelona, October 2007
- Audience Award for Best Documentary Feature, San Francisco International Film Festival, May 2007

**Item no.** : PF30970001  
**Format** : DVD (Color)  
**Duration** : 85 minutes

**Price** : USD 295.00

## EARTH SCIENCE

### EARTH SCIENCE: GOLD - ROCKS & MINERALS

Throughout the ages men and women have cherished gold and many have had a compelling desire to amass great quantities of it - so compelling a desire that the need to seek and hoard gold was aptly named "gold fever". Gold was among the first metals to be mined because it commonly occurs in its native form. It is not combined with other elements, is imperishable and exquisite objects can be made from it. Dating back over 5,000 years ago, Gold was used by artisans of ancient civilizations to decorating tombs and temples. This program teaches a brief history of the discovery of Gold and explores the many uses throughout history. Subjects covered include: Physical and chemical characteristics of Gold, How Gold is connected to world economies, How Gold is found and classified, Various hypothesis on how Gold was formed in the Earth, Mining for Gold in underground mines, Open-pit mining for low grade Gold deposits.

**Item no.** : KE00941169  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 70.00

### TEACHING SYSTEMS

#### EARTH SCIENCE MODULE 1: EARTH'S PLACE IN THE UNIVERSE

At one point or another, everyone wonders about the universe. What is it? Where did it come from? And most of all, where does Earth fit into the equation? This module puts Earth and the experience of earthlings into the context of the solar system, the galaxy, and the universe at large.

**Item no.** : TN00021330  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672926  
**Price** : USD 80.00

### TEACHING SYSTEMS

#### EARTH SCIENCE MODULE 2: INVESTIGATING EARTH'S PAST

How long has Earth been around? How did the planet form? What is it made of? And how in the world do scientists begin to investigate the history of the planet? So many questions! This module's got the answers.



**Item no.** : BN02191331  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672933  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 3: RESTLESS EARTH**

Wait a sec. Earth is hot on the inside? The continents MOVE? And some German guy named Alfred Wegener noticed that Africa and South America fit together like puzzle pieces? That sounds like a magma-filled layer cake of mystery. Care to dig in?

**Item no.** : TH02261332  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672940  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 4: MOUNTAINS, VOLCANOES AND EARTHQUAKES**

Sometimes Earth can be more sensational than a tabloid magazine. It's full of drama, drama, drama. This module documents some of the more wild times on the planet and what it's all got to do with plate tectonics. It might even contain some revealing photographs.

**Item no.** : MR00021333  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672957  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 5: EARTHS CHANGING SURFACE**

Sure, we've all gone sleigh riding on glaciers, buried stuffed animals in the backyard, and had the wind or a sudden wave steal a baby duckling right from our hands. But have we ever stopped to ask what glaciers, soil, wind, and waves are really up to on planet Earth? Now's the time!

**Item no.** : YU02191334  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672964  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 6: ENERGETIC EARTH**

How do you turn this thing off? Well, you can't. This is Earth, and the power button is always switched on. The energy is always flowing. But where is the button? Where does this energy come from? You're about to find out.

**Item no.** : KD02261335  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672971  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 7: ATMOSPHERE AND OCEANS**

Earth has got swirl. The air in the atmosphere swirls. The water in the ocean swirls. But what does it all have to do with weather and climate? To answer this, we'll have to get a close-up on all that swirl. Don't worry, being dizzy is fun!

**Item no.** : KW00021336  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672988  
**Price** : USD 80.00

## **TEACHING SYSTEMS EARTH SCIENCE MODULE 8: EARTH SYSTEMS**

All systems on Earth end up working together in the end. Honestly, it's more heartwarming than the last day of summer camp. But sometimes people get in the way, like that kid who keeps hiccupping during the group meditation. Can the hiccups be cured? Can humans live in harmony with Earth systems? Let's talk about it.

**Item no.** : HA02191337  
**Format** : DVD  
**Duration** : 26 minutes  
**Audience** : Grades 6-8  
**Copyright** : 2012  
**StdBkNo** : 9781618672995  
**Price** : USD 80.00

## **EMOTIONAL INTELLIGENCE**

### **EMOTIONAL INTELLIGENCE**

Today there is a growing body of science in the field of Emotional Intelligence (EI), indicating that proper understanding and

use of emotions can help us be more effective workers and better communicators.

This program provides an excellent overview of this topic and includes commentary from EI experts Daniel Goleman, Peter Salovey, and others.

Viewers see how forward-looking companies such as Nichols Aluminum and others, are accessing the power of EI to create better, more productive teams and team members. Through interviews with various employees, participants will see how EI competencies can be combined with other knowledge and technical capabilities to increase one's overall effectiveness on the job.

**Item no.** : SS05090339  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 9100.00

**Item no.** : SS05090338  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 9100.00

## **EMPOWERMENT**

### **ACCOUNTABILITY THAT WORKS**

Accountability That Works! Is an exciting, innovative training program that will provide everyone in your organization with the tools they need for a greater sense of empowerment, effectiveness and increased productivity. Participants will learn to view accountability as an ongoing process, a method for achieving personal effectiveness. When you have accountability in your organization, you have better results, improved teamwork & clarity. When you don't have accountability, you get blame, finger pointing, missed deadlines, etc. Accountability That Works! Presents a simple process structure — before, during and after — common to all tasks. When handled properly, this structure will ensure the clarity and completion of any task.

**Item no.** : KN05290280  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9600.00

**Item no.** : KN05290281  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9600.00

## EUROPEAN HISTORY

### USPOMENE 677: DETERMINING BOSNIA'S FUTURE

Six hundred and seventy-seven concentration camps were established during the Bosnian war. The way the victims and the perpetrators within each community deal with this dark legacy will determine the country's future. From a grim outlook to an uplifting optimism, this film tells the whole story. It shares the viewpoint of each ethnic group (the Serbs, Bosnians, and Croats), and shows how a new generation is coming to terms with its toxic past. Living in a Bosnia fighting for EU membership, they're desperate to find a way to live together. Stunning visuals and an upbeat soundtrack combine in this well-crafted documentary to paint a subtly layered picture of a country still reeling. It is a beautiful and haunting profile of a 20-year legacy.

**Item no.** : EJ02305249  
**Format** : DVD  
**Duration** : 86 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532191  
**Price** : USD 170.00

## EVOLUTION

### CURIOSITY: MEGASTORM

Hurricane Sandy is one of the most treacherous storms to hit the United States. Curiosity goes on the ground with those who experienced the event first hand and uncovers how distinct phenomena combined to create the perfect storm and how to prepare for the next one.

**Item no.** : BK07983568  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286277  
**Price** : USD 90.00

## FORCES AND GRAVITY

### LANGUAGE OF SCIENCE, THE: PHYSICAL SCIENCE - FORCE AND MOTION (3-5)

Identifies core physical science vocabulary for upper-elementary students and English language learners. The program covers how such concepts as force and motion are related to energy, gravity, inertia, and more.

**Item no.** : WC07983571  
**Format** : DVD  
**Duration** : 19 minutes

**Audience** : Grades 3-5  
**Copyright** : 2012  
**StdBkNo** : 9781618286338  
**Price** : USD 90.00

### LANGUAGE OF SCIENCE, THE: PHYSICAL SCIENCE - FORCE AND MOTION (K-2)

Defines and explores core physical science vocabulary for early elementary students and English language learners. The program introduces such key terms as energy, kinetic energy, chemical energy, force, acceleration, friction, and work.

**Item no.** : HC07983572  
**Format** : DVD  
**Duration** : 15 minutes  
**Audience** : Grades K-2  
**Copyright** : 2012  
**StdBkNo** : 9781618286291  
**Price** : USD 90.00

## GLOBAL POLITICS

### RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - IN THE NAME OF PEACE

By the time the Stalinist regime gave way to the era of Khrushchev, Russia and its rival the U.S. were almost neck and neck in military prowess. One war may have been over, but, as this documentary unveils, another, the Cold War, was just beginning. As rivalry deepened into outright hostility, can the quest to produce the ultimate atomic weapon ever be associated with the phrase "in the name of peace"? In fact, both countries became stocked with atomic weaponry, including bombs, intercontinental missiles, and submarines able to cruise the oceans in secrecy with a devastating array of atomic missiles. As this episode shows, either nation had enough nuclear strength at its disposal to threaten the other's survival.

**Item no.** : TC00275245  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532078  
**Price** : USD 170.00

### RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - STOLEN SECRETS

In this revealing episode it's 1945, and Soviet propaganda films are inviting all Russia to celebrate the glorious victory of communism over Nazi Germany during World War II. However, all is not well in Russia. The desperate struggle against the German army has ruined the economy. There is misery, poverty, and devastation on the streets of Moscow and throughout

the country. And the defeat of Nazi Germany has given western countries the opportunity to launch an international movement aimed at preventing the spread of communism. Furthermore, perhaps the greatest blow to Soviet pride is the fact that the U.S. has won the race to produce the first atom bomb.

**Item no.** : YK02305246  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532054  
**Price** : USD 170.00

### RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - THE END OF INNOCENCE

This episode focuses on a more detailed investigation of Russia's nuclear coming of age. It traces the atom bomb back to its infancy, to a time when state-sponsored Russian physicists were sent to Cambridge to learn about this obscure new technology. Despite knowledge gleaned from this research, the Bolshevik government was slow to catch onto the strategic importance of atomic energy, continually dismissing it in favor of good old traditional weapons. As time passed, however, the government came to see the importance of the atom. While the U.S. poured the equivalent of 20 to 30 billion rubles into creating its bomb, the USSR achieved the same result at much less expense, largely thanks to its intelligence network that spanned the world's research hotspots.

**Item no.** : TH02455247  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532061  
**Price** : USD 170.00

### USPOMENE 677: DETERMINING BOSNIA'S FUTURE

Six hundred and seventy-seven concentration camps were established during the Bosnian war. The way the victims and the perpetrators within each community deal with this dark legacy will determine the country's future. From a grim outlook to an uplifting optimism, this film tells the whole story. It shares the viewpoint of each ethnic group (the Serbs, Bosnians, and Croats), and shows how a new generation is coming to terms with its toxic past. Living in a Bosnia fighting for EU membership, they're desperate to find a way to live together. Stunning visuals and an upbeat soundtrack combine in this well-crafted documentary to paint a subtly layered picture of a country still reeling. It is a beautiful and haunting profile of a 20-year legacy.

**Item no.** : EJ02305249  
**Format** : DVD

**Duration** : 86 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532191  
**Price** : USD 170.00

## GOAL SETTING

### HOW TO DEFINE GOALS & OBJECTIVES

How to set specific, achievable results to influence the bottom line. This video not only demonstrates that effective goal setting requires the combined involvement of top management, line managers and employees, but it also shows that managers, especially new ones, may need coaching to define goals and objectives successfully.

**Item no.** : WH05800380  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 7000.00

## HANDLING DIFFICULT PEOPLE

### DIFFICULT GUEST, THE

Understanding and serving difficult customers.

Guests don't ask for much. Customers just want to be treated like a guest at home: they want to feel welcome, be taken care of, get what they came for, be thanked for their visit and get invited back.

Guests don't start out wanting to be difficult. If they are identified early on and properly handled from the beginning, chances are you can turn things around. But guests can be difficult in three ways:

The Distracted Guest brings all their problems with them. They simply haven't been properly welcomed to your world yet. All they need is to know that they're going to be personally taken care of while they're your guest.

The Disappointed Guest arrives with certain expectations. For one reason or another they end up feeling let down. Often, the problem is not what you do or say, but how you do or say it.

The Disruptive Guest calls for emergency action. They feel ignored, embarrassed, insulted or unfairly treated.

You have to deal with them before you deal with their problem. The goal with any difficult guest is to make relationship L.A.S.T.:

- 1 Listen, don't interrupt
- 2 Apologise and show empathy
- 3 Solve the problem together
- 4 Thank them for their business

When Ken Sperling takes off on a routine business trip, we tag along for another ride

on his often strange but always entertaining flights of imagination. From the baggage line to the hotel lobby, from the bank to the health clinic, we encounter some very difficult customers and some very creative customer service solutions.

Outrageous comedy, customer interactions we can all relate to, and a cast of unforgettable characters set a highly entertaining stage for some solid training on recognising, understanding and taking care of difficult customers.

**Item no.** : NN05800330  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 8700.00

**Item no.** : NN05800331  
**Format** : DVD (Cantonese)  
**Duration** : 24 minutes  
**Price** : HKD 8700.00

### WORKING WITH DIFFICULT PEOPLE

Managers and supervisors have to be prepared to work with all kinds of people – no matter what field they're in or where they work. Many of these people present few problems. But others can be difficult – some might even be extremely difficult to get along with. But the fact is that no one is impossible to work with – not if you understand and use some simple interpersonal techniques.

The purpose of this video is to teach your managers and supervisors basic techniques for working with difficult people. In the video, they will see examples of the types of difficult people they may run into in a variety of different work situations. For each type of difficult person, suggestions are provided for dealing with the problem. By the end of the film, your managers and supervisors will have learned a core of techniques they can use to work successfully with all kinds of difficult people.

**Item no.** : VY05090544  
**Format** : DVD (Mandarin)  
**Duration** : 23 minutes  
**Price** : HKD 5760.00

## HEALTH CARE

### HOW TO CONNECT IN HEALTHCARE IN 90 SECONDS OR LESS

In Healthcare as well as life, the failure to build trust and rapport can be insurmountable, while the rewards of a good first impression are almost immeasurable.

This engaging training film, with Nicholas Boothman, will enable employees to make

a genuine connection with those who matter most. Through implementing the points in this film, employees will discover a life impacting change and learn how to improve relationships, raise productivity and have more fun at work.

**Item no.** : KN05290379  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 9000.00

## HIPAA

### AUDITORS ARE COMING, THE: PREPARING FOR A OCR HIPAA AUDIT

There is no getting around it, we are in a new era of HIPAA-HITECH enforcement! The HITECH-mandated Office for Civil Rights (OCR) audits are intimidating, nerve wracking and just plain stressful. Because knowledge is power this new conference will help you prepare for an audit that is inevitable. Attorney James M. Barclay returns with an insightful look at the OCH HIPAA audit process. This Program covers,

- Reasons for self audits.
- Sources that generate an audit.
- How to form an Audit Team and who should be on it.
- Examine categories of an audit.
- What the audit team will look for.
- Steps to conduct an audit.
- Documentation Requirements.
- Review Process of an OCR Audit.
- Walk through of a just one portion of an actual OCR Audit.

**Item no.** : TC04160266  
**Format** : DVD  
**Duration** : 35 minutes  
**Price** : USD 325.00

### CASE FOR HIPAA RISK ASSESSMENTS, THE

A comprehensive security risk assessment is an important and necessary strategy for health care organizations to identify gaps in their privacy and security environments.

While risk assessments alone do not directly mitigate data breaches, risk exposure decreases significantly when an organization knows exactly where protected health information (PHI) resides and how it is handled.

- We will cover reasons for a HIPAA Risk Assessment
- Exploration of HITECH HIPAA
- Leverage real world examples of Covered Entities mistakes and what it cost them.

**Item no.** : JF03830267  
**Format** : DVD  
**Duration** : 38 minutes  
**Price** : USD 325.00

## OVERVIEW OF HIPAA PRIVACY AND SECURITY RULES

This continuing education activity has been developed a basic resource for HIPAA Covered Entity personnel such as HIPAA privacy and security officers, privacy contacts, risk managers, counsel, information management and information technology personnel, compliance officers and leadership at all levels interested in establishing a foundation for further in-depth study of HIPAA Privacy, Security and Security Breach rules.

**Item no.** : TJ04100268  
**Format** : DVD  
**Duration** : 20 minutes  
**Price** : USD 250.00

## HISTORY

### PRICE OF KINGS, THE: OSCAR ARIAS

In the 80s, Central America was in crisis. Wracked by brutal civil wars, death squads and militia backed by the warring Superpowers of the Cold War. Yet one man at the center of this conflict decided to take action against the chaos. 'The Price of Kings: Oscar Arias' explores the legacy of this man: the former President of Costa Rica and lone leader without an army who had the courage to forge peace with his neighbors against the will of US President, at risk to his own life and the impoverishment of his people. Arias' diplomacy and leadership brought an end to the bloodshed, for which he received the Nobel Peace Prize and the adoration of his people. Now his controversial policy choices leave his reputation destroyed. Arias' pursuit of peace and prosperity for his people came at a significant personal cost, and his story reveals that even the best intentions can be held against you.

**Item no.** : RE00161748  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: SHIMON PERES

On Friday May 14th 1948 Shimon Peres was with the first Prime Minister of Israel, David Ben Gurion, as he declared Israeli independence. Watching the celebrations afterwards he turned to the young Shimon Peres, future Prime Minister and current President of Israel and predicted the Middle East conflict that followed. Shimon Peres has quite literally spent a lifetime at the seat of power since that very day and with a seven-decade-long career in politics at the heart of the Middle East conflict. The second in the series of documentary films reveals the price he paid for being a leader, helping us answer the question "What is Leadership?" As a nation builder

it's hard to overestimate the achievements of Shimon Peres, but in the words of the President, "What we call experience the younger generation call a chain of mistakes". Despite winning the Nobel Peace Prize for his attempts to negotiate peace between Israel, the nation he helped to build, and its neighbors; Israel remains at war.

**Item no.** : DW00161749  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: YASSER ARAFAT

Yasser Arafat's political legacy is one marred by controversy. To some, he was a heroic revolutionary who fought for the freedom of Palestine and the rights of his people; to others he was a terrorist and leader of a corrupt state. Yet regardless of the dichotomy, Yasser Arafat's position at the heart of the Middle East conflict for over forty years makes him a character of incredible significance. With groundbreaking access to the people who knew Yasser Arafat best; his wife, Suha Arafat, his political allies and his adversaries, the film delves into Yasser Arafat's history, the personal struggles he faced and sacrifices he made seeking to establish peace with Israel, whilst at the same time trying to build a Palestinian nation for his people.

**Item no.** : MC00161750  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## HOSPITALITY INDUSTRY

### EXPLORING HOSPITALITY: HEALTH, SAFETY AND SECURITY IN THE HOSPITALITY INDUSTRY

This resource, designed for self-paced learning, employs the use of text, video and interactive media, and can be used in a classroom or other learning environments. Part 2 Health, Safety and Security in the Hospitality Industry includes a rundown of important health, safety and security procedures as well as the many aspects of dealing with potential health risks. Suited to a diversity of learning styles, Exploring Hospitality is the solution to engaging users in key concepts and theory in the hospitality industry.

Please contact us for primary and secondary schools pricing.

**Item no.** : PC08691919  
**Format** : DVD

**Copyright** : 2013  
**Price** : AUD 235.00

### EXPLORING HOSPITALITY: WORKING IN THE HOSPITALITY INDUSTRY

Suited to a diversity of learning styles, Exploring Hospitality aims to make lesson planning easy and engaging. It's a resource that will enhance the learning experience for users! Part 1 Working in the Hospitality Industry provides an overview of the industry, including its various sectors and key themes, as well as important practical elements of working in the industry. Perfect for use in a classroom or other learning environments, this self-paced learning resource utilises text, video and interactive media.

Please contact us for primary and secondary schools pricing.

**Item no.** : VR08691920  
**Format** : DVD  
**Copyright** : 2013  
**Price** : AUD 235.00

## HUMAN ANATOMY AND PHYSIOLOGY

### JUST TRIAL AND ERROR: CONVERSATIONS ON CONSCIOUSNESS

An exhibition about consciousness and the human brain at University College London inspired the making of Just Trial and Error, in which cognitive neuroscientist Brian Butterworth, perceptual neuroscientist Beau Lotto, sculptor Antony Gormley, and Twain Luu, an Internet entrepreneur well-known for her study of the "global brain," explore the meaning of consciousness as it is understood in their respective fields. Over the course of the film, they offer insights into the human brain, perception, the space art occupies, the role of the Internet, global consciousness, and much more. A provocative multidisciplinary documentary that is, in the words of New Scientist magazine, "a meditation on consciousness in today's society and the overwhelming sense that we need to place greater value on qualitative approaches." Directed by Alex Gabbay.

**Item no.** : MJ02305240  
**Format** : DVD  
**Duration** : 63 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532269  
**Price** : USD 170.00

## SLEEPINESS: WHEN YOUR BRAIN HAS A MIND OF ITS OWN

Although it might not be a crime to operate a motor vehicle when sleep-deprived, the truth is that a drowsy driver is just as dangerous as a drunk one. The impact of sleepiness on young minds in the classroom is alarming, too—and it's staggering to think of the productivity lost when workers nod off on the job. This program looks at how the brain succumbs to sleep and how that process might be better managed, or even prevented, using specially developed tools and treatments. Introducing the concept of hypovigilance while outlining the role of the thalamus in sensory perception and the significance of circadian rhythms in daily life, the film follows the work of accident-analysis experts and visits a lab combining cognitive neuroscience with driving simulators. Meanwhile, a biologist describes his study of "time shifts" and how exposure to various colors, especially blue, can enhance alertness. The result is a fascinating look at the intersection of physiology, neurology, safety research, and the improvement of human efficiency.

**Note: Only available in the US, Canada, Hong Kong, Singapore, Taiwan, South Korea, Malaysia, Japan and South Africa.**

**Item no.** : LK00275248  
**Format** : DVD  
**Duration** : 52 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781622909704  
**Price** : USD 170.00

## HUMAN GEOGRAPHY

### POVERTY: THE FOURTH WORLD

In an endless landscape of garbage, hundreds of people fight with crows over the edible contents of the trash. Hungry children stare from the door of a shack. A man labors under the weight of a bucket of water on a muddy street lined by low, crowded dwellings. What are the human stories behind these images of "the fourth world"? From the slums of Nairobi to Guatemala City and to Manila, this documentary brings viewers inside the world's shanty towns, exploring the reasons for their rapid expansion and revealing the personal struggles of those who live there.

**Item no.** : NC02455244  
**Format** : DVD  
**Duration** : 54 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781622909919  
**Price** : USD 170.00

## HUMAN RESOURCES

### AFTER THE HIRE: RETAINING GOOD EMPLOYEES

Strategies for keeping your best employees on the job. Now that you have hired them, what can you do to keep them? To remain loyal, good employees want and need clear performance expectations and measurements, time to get and give performance feedback, rewards and recognition, and challenges and opportunities. The award winning video can be used to create employee retention strategies, as well as in defining critical actions for managers to take in order to keep good employees performing at their best...and with your organization.

**Item no.** : PF05090284  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7300.00

## INVESTIGATION

### CURIOSITY: BRAINWASHED

Is it possible to brainwash someone into being an assassin, going against his or her own natural will to commit murder? A team of scientists, with the help of world-renowned hypnotherapist Tom Silver, set out to discover whether we truly are in command of our own minds in this audacious experiment to see if ordinary people can be brainwashed and turned into assassins.

**Item no.** : WC07983565  
**Format** : DVD  
**Duration** : 42 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286239  
**Price** : USD 90.00

### CURIOSITY: THE BERMUDA TRIANGLE

Follows a team of investigators as they venture into one of the most mysterious places on Earth: the Bermuda Triangle. After entering the vast expanse of water between Miami, Puerto Rico, and Bermuda, countless planes and boats have never been seen or heard from again. The program hypothesizes and tests theories in an attempt to debunk the myths and legends surrounding the Bermuda Triangle.

**Item no.** : TW07983569  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**Price** : USD 90.00

## JOOMLA!

### JOOMLA! 3 ESSENTIAL TRAINING

With Jen Kramer

In this course, Jen Kramer shows how to use Joomla! to build a website from scratch—all without a single line of code. Discover how to create and organize content, add menus and sidebars, change the look of the site with templates, control who creates and edits content, and much more. The course also shows you how to evaluate the quality of extensions, plugins, and templates and how to download and install them. Finally, Jen emphasizes the importance of backing up your Joomla! site, and explains how to create and store those backups.

**Item no.** : PK03740709  
**Format** : DVD-ROM (Single User, Closed Captioned)  
**Duration** : 555 minutes  
**Copyright** : 2012  
**StdBkNo** : 159671929X  
**Price** : USD 140.00

## LAND AND WATER

### CURIOSITY: MEGASTORM

Hurricane Sandy is one of the most treacherous storms to hit the United States. Curiosity goes on the ground with those who experienced the event first hand and uncovers how distinct phenomena combined to create the perfect storm and how to prepare for the next one.

**Item no.** : BK07983568  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286277  
**Price** : USD 90.00

## LEAD EFFECTIVE TRAINING

### FEARLESS FACILITATION I

How to Lead Effective Training, How to Lead Effective Meetings  
Developing Critical Work Skills

Just say "NO" to boring training classes and unproductive meetings. Turn your trainers and meeting leaders into "Fearless Facilitators"! They'll learn how to bring a laser-like focus to every agenda, handle disruptions with ease and condense a week's worth of meetings into a single session. "Fearless Facilitators" expertly foster participation and make any group session more productive.

Learning Point Highlights:

- Covers all the fundamental techniques of effective facilitation

- Delivers an effective method for planning and managing training/meetings
- Takes current trainers and facilitators to a new level of effectiveness

**Item no.** : PN05290347  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

**Item no.** : PN05290348  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

## LEADERSHIP

### 5 QUESTIONS EVERY LEADER MUST ASK

Today's leaders face tremendous pressure to solve problems, achieve goals, manage change and improve productivity.

But leadership doesn't have to be so stressful. This program illustrates how solutions can easily present themselves when leaders ask team members the right questions and trust that "the answer. program introduces a proven process called The Framework for Leadership, consisting of 5 questions, which, when asked in a specific order, enable leaders to engage their team in finding and implementing effective solutions.ers are in the room."

Benefits:

- Teaches a proven problem-solving process
- Brings out a team's best ideas
- Produces positive outcomes

**Item no.** : FW05090274  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 27 minutes  
**Price** : HKD 9800.00

**Item no.** : FW05090273  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 27 minutes  
**Price** : HKD 9800.00

### KEEPING THE GOOD ONES

The message of this training video is simple...

Treat your team members as people first and employees second.

Keeping the Good Ones is a management and leadership training video that deals with positive employee - manager relationships and employee retention. It

will inspire managers and provide them with practical tools which they can use to keep the good people they already have.

In the end, keeping the good ones comes down to connecting with each member of your team on a regular basis. The great news is that this doesn't cost the company a dime.

Key Learning Points..

- Offer YOURSELF as a person
- Offer your TIME with a regular Take 10 Check-in
- Offer your APPRECIATION

**Item no.** : ZN05800398  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 8300.00

**Item no.** : ZN05800399  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 8300.00

### LEADER MADNESS

Leadership is a powerful substance that can be easily abused. The key to using it wisely lies within each of us. This is the message of the entertaining video training program "Leader Madness." The video demonstrates six warning signs of ineffective leadership, showing how seemingly insignificant actions can develop into destructive leadership practices. Each scenario clearly identifies a critical moment of choice when the leader either motivates or alienates a work group. The wrong choices are played out with engaging humor, encouraging each of us to take a fresh look at our own leadership practices.

KEY TRAINING POINTS:

1. Allow people to do their jobs  
Beware of doing people's jobs for them. Give them a direction and get out of their way.
2. Tell people what they're doing right  
Beware of only telling people what they're doing wrong. Notice what they're doing right and tell them.
3. Use your enthusiasm to solve problems  
Beware of addressing real problems with meaningless pep talks. Use positive energy to find solutions.
4. Put leadership before friendship  
Beware of placing friendship before work. If you want to be respected as a leader, act like one.
5. Take the time to really listen  
Beware of dominating every discussion. Instead, listen more and talk less.
6. Be an ethical role model  
Beware of little white lies. Set the standard by your own behavior.

**Item no.** : HU05090400  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9118.00

**Item no.** : HU05090401  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9118.00

## LEADERS OF CHARACTER - LEADERSHIP THE WEST POINT WAY

What if training didn't simply produce good leaders, but produced leaders of character? At the U.S. Military Academy at West Point, it does.

History shows us that graduates of West Point have become some of our nation's greatest leaders both on the battlefield and in the boardroom. Thus it follows that all organizations can learn something from West Point regarding not simply what is taught but how it's taught. In fact, by learning and applying West Point's fundamental leadership principles, we can find ourselves in the midst of greatness every day - simply by going to work.

Leaders of Character: Leadership - the West Point Way takes us into some of this country's foremost organizations, including Procter and Gamble, the FBI, Penguin Publishing, and the People's Health Center, where we see West Point graduates putting their skills to the test. These are people who, like all of us, combat time and resource pressures, yet practice daily the principles of leading with character, heading top-notch teams and uplifting entire organizations. Discover how to bring character-driven leadership to your organization today with this timely and important new training, Leaders of Character: Leadership - the West Point Way.

We are also taken to West Point itself where we see firsthand how, from their first day to their last, cadets at the Academy learn and apply the following leadership principles:

- Ethics form the true basis of leadership.
- A leader's communication is critical to the success of those s/he leads.
- Teamwork is the transformative key to a group's effectiveness.
- A great leader knows how to delegate tasks and responsibility downward.
- A great leader must be able to plan, and be willing to abandon that plan if changing circumstances demand it.
- Failure can teach powerful lessons.

**Item no.** : PY05290402  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 39 minutes  
**Price** : HKD 10500.00

**Item no.** : PY05290403  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 39 minutes  
**Price** : HKD 10500.00

## LEADERSHIP SHIFT

Leadership Shift is designed to help you become a more effective leader. You'll be better able to engage your followers, direct their enthusiasm, and inspire them to strive for their best. As a result, your group will be more likely to achieve their goals – whether they include boosting test scores, increasing sales or passing new legislation.

We are confident that by the end of this video, you'll have a better understanding of these 3 concepts:

- The definition of a leader in the 21st century.
- The characteristics of a leader.
- The ways in which leadership is like building a bridge to the 21st century.

**Item no.** : WH05800404  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 31 minutes  
**Price** : HKD 8200.00

**Item no.** : WH05800405  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 31 minutes  
**Price** : HKD 8200.00

## LEADERSHIP & THE NEW SCIENCE

"In our working lives, we're trying to predict the unpredictable. The very thing we're struggling to control – chaos – seems to be controlling us."

So begins the narrative as the scene suddenly shifts from today's chaotic workplace to the outward serenity of a stream. But this stream is thriving on chaos. It is a chaotic mix of diverse elements – silt, sand, grass, rock, water – working together toward a shared objective: the call to the sea. Each element is constantly reshaping itself, adapting to powerful unseen forces, overcoming its own obstacles and yet remaining true to the mission. "How" asks Dr. Wheatley, "might an organisation be structured to allow this wonderful flexibility and adaptability?"

She explains that we have based our organisations upon a Newtonian model of the Universe. Thus, we have broken our organisations down into functions, and people are seen as cogs in the machinery of production. The mindset that the world is like a great clockwork machine has carried into our vastly different times. That concept has stopped working.

Wheatley asks viewers to "see the whole

of things" and "play with the ideas of The New Science" – not as absolutes but as a way of seeing organisational life that gives a greater sense of potency for doing things well.

This program stunning visual backdrop blends a collage of contemporary workplace scenes with the poetry of Nature's forces and the drama of scientific discovery. Wheatley leads viewers to experiment together and discover the potential for new forms of organisational life that are as resilient, adaptable and vital as Nature itself.

Benefits:

- Viewers recognise the importance of breaking with tradition and releasing themselves from formulas that no longer work.
- Viewers are encouraged to see themselves and their organisation as part of the natural world and benefit from the free exchange of information and open creativity.
- Viewers learn that adaptation to change is the driver of all progress in Nature and that organisations can create order out of chaos

**Item no.** : LS05090406  
**Format** : DVD (Cantonese)  
**Price** : HKD 7000.00

## LEADERSHIP 1: IT'S NOT YOUR FAULT

This is a dramatised case study of a bus company which is nearly involved in a tragic accident due to no-one taking responsibility within the organisation.

**Item no.** : HU05290407  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 2: EMPOWERMENT

The manager of the bus company realises that the only way to run an efficient workplace is through empowerment. Rules and regulations alone will not prevent the type of scenario that occurred in Video 1.

**Item no.** : FH05800408  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 3: CHANGE

The biggest issue all Leaders face are that of change. The bus company experiences external pressure from a change of government and makes a commitment to empowering its workplace. The video explains how Mike and the team a City Central Coachlines embark on a successful and continuous change program.

**Item no.** : GU05090409  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

## LEADERSHIP 4: LEADERSHIP

This is the video that summaries all the issues of the previous videos into 5 clear headings - Vision, Action, Transformation, Trust and Responsibility.

**Item no.** : KT05290410  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 9000.00

## LEADERSHIP IN ACTION

Show the five key leadership practices in action at DuPont, where manager Bill Spencer turned 500 workforce employees into an AntronR Army of super salespeople whose hidden talents overwhelmed the competition and exceeded DuPont's wildest expectations.

**Item no.** : VN05800411  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7000.00

**Item no.** : VN05800412  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7000.00

## LEADERSHIP PICKLES, THE!

Bob Farrell's back...and this time he's giving out Leadership Pickles!

A FUN and INSPIRATIONAL new training video on leadership with BOB FARRELL

What Bob Farrell did for customer service in the run away hit Give 'em the PICKLE!, he's doing again for leadership with The Leadership Pickles! A fun and exciting new video from Media Partners, The Leadership Pickles! combines Bob's passion for serving others with powerful leadership stories to create a memorable and motivating message for leaders of all kinds. What defines a leader? According to Bob Farrell...

"Leaders are those who SERVE the people who SERVE the customer."

Just as customers need pickles - those special things you do for them to keep them coming back - your employees need their pickles too. They want and need certain things from you as their leader. If they get them, they'll follow you and achieve great things. If they don't get their

leadership pickles, their belief and respect for you as a leader may begin to slip.

Being in leadership is a tough job. It requires you to be the best you can be. The Leadership Pickles! will inspire you to give your employees their leadership pickles!

**Item no.** : WM05090415  
**Format** : DVD (Cantonese)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

**Item no.** : WM05090414  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

**Item no.** : WM05090413  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

## MANAGING FRONT LINE STAFF

This programme looks at some of the elements of managing front line staff that will help your organisation achieve total quality service.

The programme is broken up into four modules which look at:

- personal management style (including coaching & counselling)
- empowering staff
- continuous improvement
- emotional labour

Customer service is hard work and as a supervisor it's your job to make sure that your employees are able to cope with any obstacles that may come their way. Treat them as professionals and reward them appropriately and not only will you have a great team, but be well on your way to achieving your total quality service goals!

**Item no.** : EK05800417  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

**Item no.** : EK05800418  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

## ME & WE

Me & We is a film based on team Leadership and the 4 elements that can make group leadership effective:

- Goals– understanding what the team

goals are

- Openness and trust among each group member
- Decision Making - control of final decisions can be made by group decision making
- Flexibility / Creativeness – natural, consistent, responsible for a number of leadership functions

Team Leadership differs from your traditional top-down leadership in a number of ways. The responsibility for team effectiveness is not left up to that of the leader but can be shared by the entire group. The leader does not see the group as individuals but as an interacting and collective group and the expressions of the teams needs and feelings are not discouraged but encouraged and dealt with in meetings.

**Item no.** : ZH05800421  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 15 minutes  
**Price** : HKD 4000.00

## PEER TODAY, BOSS TOMORROW: NAVIGATING YOUR CHANGING ROLE

This program uses real world behavior modeling to show new managers how to do the right thing, in the right way, at the right time.

Making the leap from peer to boss is never easy. In addition to dramatic change, new managers frequently struggle to balance their old coworker relationships with their new management responsibilities. Designed to help participants make a successful transition from "coworker" to "manager" or "supervisor,"

Peer Today, Boss Tomorrow presents four proven strategies that will help new supervisors navigate changing relationships and prepare for the most difficult situations they're likely to encounter as they assume their new role.

Through the four strategies presented and applied in this program, participants will have the opportunity to learn:

1. What it means to accept the responsibilities of their new role.
2. How to exercise their abilities to set clear boundaries.
3. The value of strengthening their communication skills.
4. The importance of taking thoughtful and strategic action.

Participants will learn how to address these common situations:

- Overcoming the fear of lost friendships and lost rapport
- Disciplining a former peer
- Managing coworkers who are older
- Enforcing a policy the individual may have personally broken prior to becoming a manager
- Avoiding the appearance of favoritism
- Keeping confidential information confidential
- Admitting mistakes in a way that

builds trust and credibility with former peers (and all direct reports)

**Item no.** : ZA05290452  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9800.00  
**Item no.** : ZA05290453  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9800.00

## WHALE DONE!

What does training killer whales have to do with training humans? More than you may think! In this inspirational training program, Ken Blanchard applies a proven approach used by the whale trainers of SeaWorld (USA) to teach managers and employers alike a technique that increases employee effectiveness at work!

The film illustrates to coworkers, managers and employees that by building positive relationships, they will become more productive, achieve greater results, and create an environment where everyone is genuinely excited about the work they are doing!

The series also demonstrates how the Whale Done! approach is applied to real life business situations. Blanchard emphasises two key skills that can have an immediate, positive impact in the workplace: How to give re-direction when someone makes a mistake and how to give a Whale Done! response when you catch someone doing something right.

**Item no.** : PD05090530  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 36 minutes  
**Price** : HKD 9200.00

**Item no.** : PD05090529  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 36 minutes  
**Price** : HKD 9200.00

## WOULD I INSPIRE ME?

What does it take to inspire a work group to greater commitment and productivity? It's not charisma. Rather, it's behavior that any well-intentioned leader can emulate, as this program demonstrates. The video follows Tom, a competent manager, on his quest to find out what makes Elliot, an exceptional manager in his organization, so inspiring to his workers. He learns that Elliot found what was meaningful in their work, and communicated that in words and actions--to everyone on his team.

The "Would I Inspire Me?" video program gives viewers practical ways to make work life more meaningful, productive, and rewarding for themselves and their team.



**Item no.** : KY05800547  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 7500.00

**Item no.** : KY05800548  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 7500.00

## LEARNING DISABILITIES

### TEACHING LEARNING DISABILITIES 1: INTRODUCTION - RECOGNIZING, UNDERSTANDING AND OVERCOMING LEARNING DISABILITIES

With Judith R Birsh, Ed.D.

Dr. Birsh, series editor, presents an overview of the TLD VIDEO PROGRAM with a brief look at all the educators in action. This video will help teachers recognize learning disabilities. It explains learning problems and demonstrates practical teaching strategies. Ideal for the general classroom teacher with mainstreamed LD students and as a concise preview for the entire series.

**Item no.** : WD21480010  
**Format** : DVD  
**Duration** : 33 minutes  
**Audience** : Teachers K-Adult  
**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 2: MOTIVATION - HOW TO ENCOURAGE THE LEARNING DISABLED STUDENT

With Margaret Jo Shepherd, Ed.D.

Dr. Shepherd explains techniques teachers can use to instill motivation in learning disabled children so that these students can move from a feeling of learned helplessness to one of confidence, raising their self-esteem. She illustrates why children who struggle to learn have such a fragile sense of themselves. Her goal is to encourage teachers and parents to inspire students to work for the satisfaction learning rather than from a desire for approval.

**Item no.** : BH21480011  
**Format** : DVD  
**Duration** : 30 minutes  
**Audience** : Teachers K-Adult

**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 3: ORGANIZING TIME, MATERIALS AND INFORMATION

With Connie Slover Burkhalter, Ed.M.

Connie Burkhalter tells why study skills need to be organized and takes the viewer one step at a time through procedures that will help break old habits and build effective, new ways to learn. These essential thinking tools, once applied, will help the LD student cope with note-taking, classroom listening, studying and completing homework - usually insurmountable tasks. We know what the student needs to know - this tells how they can do it.

**Item no.** : ZH21480012  
**Format** : DVD  
**Duration** : 40 minutes  
**Audience** : Grades K-College  
**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 4: MATHEMATICS LEARNING STRATEGIES

With Jeannette Fleischner, Ed.D.

Drs. Fleischner and Garnett explain how LD students actually solve math problems and give practical tips on how to get at the root causes of their math errors. With demonstrations of specific strategies, the video covers problem solving, basic arithmetic, and makes points about number systems.

**Item no.** : KD21480013  
**Format** : DVD  
**Duration** : 55 minutes  
**Audience** : Grades K-8  
**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 5: SCIENCE FOR THE SENSES

With Ira Kanis, Ed.D.

As a former Assistant to the Director of Science for the City of New York Public Schools, he was responsible for city wide pedagogical functions relating to Science Curriculum and Instructional Development. Dr. Kanis has written extensively about methods of science instruction for the classroom teacher. Dr. Kanis shows why science is particularly good multisensory subject for the LD student. He takes teachers through two lively, hands-on scientific experiments, which also stress the LD student's use of math and the language arts skills in the inquiry and

process of science. He engagingly demonstrates how the scientific method can be applied to day-to-day problem solving situations with elementary and middle school students.

**Item no.** : WK21480014  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 4-10  
**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 6: MULTISENSORY SOCIAL STUDIES

With Margo Mastropieri, Ph.D.

Dr. Mastropieri, who specializes in strategies for teaching exceptional students, uses the model called reconstructive elaborations (mimetics, keywords, pegwords), to show how various skills can be adopted and mastered so that the LD student can confidently and successfully become involved in social studies. By using this model, content area information becomes more meaningful, familiar and concrete and, therefore, more memorable and ready for use in the regular classroom.

**Item no.** : ZA21480015  
**Format** : DVD  
**Duration** : 28 minutes  
**Audience** : Grades 4-10  
**Price** : USD 70.00

### TEACHING LEARNING DISABILITIES 7: TRAINING THE BRAIN TO LEARN

With Jane Healy, Ph.D.

Dr. Healy covers a wide variety of topics about the brain's development and how it relates to the difficulties encountered by the LD student. Practical guidelines for teachers who want to understand how study skills develop and help students acquire them. She offers insight and hope in talking about why some students' brains seem naturally "disorganized", what skills should we expect at different ages and how to deal with "memory problems". Maladaptive learning skills can be eliminated if the brain is exposed to new dimensions and ways of learning. She explains how.

**Item no.** : BM21480016  
**Format** : DVD  
**Duration** : 30 minutes  
**Audience** : Teachers of All Grade Levels  
**Price** : USD 70.00

## TEACHING LEARNING DISABILITIES 8: EARLY LEARNING / READING COMPREHENSION

Concept Acquisition and Early Learning (Part I)  
Reading Comprehension: Interactive Strategies (Part II)

Part I: Dr. Boehm shows how a firm grounding in basic concepts such as position, size, and quantity can enable the learner to move to more complex situations and problems. She demonstrates how the strategy interview can be used to find out why the LD student cannot grasp basic concepts, often used when teachers give directions.  
With Anne E. Boehm, Ph.D.

Part II: Dr. Williams presents her excellent synthesis of current research on teaching reading comprehension strategies - a carefully organized model for teaching reading comprehension to LD students.  
With Joanna P. Williams, Ph.D.

**Item no.** : RG21480017  
**Format** : DVD  
**Duration** : 60 minutes  
**Audience** : Grades K-Adult  
**Price** : USD 70.00

## LIFE SKILLS

### SLEEPINESS: WHEN YOUR BRAIN HAS A MIND OF ITS OWN

Although it might not be a crime to operate a motor vehicle when sleep-deprived, the truth is that a drowsy driver is just as dangerous as a drunk one. The impact of sleepiness on young minds in the classroom is alarming, too—and it's staggering to think of the productivity lost when workers nod off on the job. This program looks at how the brain succumbs to sleep and how that process might be better managed, or even prevented, using specially developed tools and treatments. Introducing the concept of hypovigilance while outlining the role of the thalamus in sensory perception and the significance of circadian rhythms in daily life, the film follows the work of accident-analysis experts and visits a lab combining cognitive neuroscience with driving simulators. Meanwhile, a biologist describes his study of "time shifts" and how exposure to various colors, especially blue, can enhance alertness. The result is a fascinating look at the intersection of physiology, neurology, safety research, and the improvement of human efficiency.

**Note: Only available in the US, Canada, Hong Kong, Singapore, Taiwan, South Korea, Malaysia, Japan and South Africa.**

**Item no.** : LK00275248  
**Format** : DVD  
**Duration** : 52 minutes  
**Copyright** : 2012

**StdBkNo** : 9781622909704  
**Price** : USD 170.00

## LITERATURE, THEATRE AND MUSIC

### WHITE SCRIPTS AND BLACK SUPERMEN: BLACK MASCULINITIES IN COMIC BOOKS

Directed and Written by Jonathan Gayles

Twenty years ago, Marlon Riggs produced an essential documentary critique of the images of African Americans in US television in his award-winning *Color Adjustment*. Now comes a documentary on representations of Black masculinity in comic books; a popular culture genre which existed before television and whose reach extends into other areas of cultural production such as movies and animated TV series. *White Scripts and Black Supermen: Black Masculinities in Comic Books* analyzes the subject for the first time and looks at it over a 40 year period.

In a serious, lively and humorous manner, the film examines the degree to which some of the first Black superheroes generally adhered to and were burdened by stereotypes about Black men. However we also witness how some images shifted – oftentimes clumsily - to reflect the changing times. In fact the documentary was formerly entitled *Shaft or Sidney Poitier: Black Masculinity in Comic Books* to signify two types of characters, one with hyper-masculine urban swagger (*Shaft*) and one with remarkably "dignified" behavior (*Sidney Poitier*). Ultimately, it became clear that there was much more "Shaft" than "Sidney Poitier" in these early Black superheroes.

Along with images from the comic books themselves, it features commentary by scholars and cultural critics (Jelani Cobb, Mark Anthony Neal, Sundiata Keita Cha-Jua) producers, writers and artists (Reginald Hudlin, John Jennings, Tony Isabella and the late pioneer Dwayne McDuffie.) They provide tools for critiquing all media as they introduce and analyze the leading Black comic book superheroes of the late 60's to late 70's including Black Panther, the Falcon, John Stewart (the Green Lantern), Luke Cage and Black Lightning.

**Item no.** : HS09340195  
**Format** : DVD (Closed Captioned, With English Sbtitles)  
**Duration** : 52 minutes  
**Copyright** : 2012  
**Price** : USD 220.00

## MAKEMUSIC

### UP AND RUNNING WITH REASON 6.5

With J Chris Griffin

Join author J Chris Griffin, as he demonstrates how to record music in Reason 6.5, the virtual music studio used by some of the world's most popular musicians and DJs. Get jump-started with the "Making Music Right Away" chapter, and then dig into the program and discover how to create beats with ReDrum, use loops in Dr. Rex, and record guitars and basses through the built-in Line6 devices. The course also shows how to work with the built-in synths; utilize the collections of samples, patches, and programs known as ReFills; and add effects on several types of tracks. Finally, Chris dives into the Reason sequencer, track types, editing audio and MIDI data, and setting the tempo and click track.

**Item no.** : WH03800710  
**Format** : DVD-ROM (SingleUser, Closed Captioned)  
**Duration** : 165 minutes  
**Copyright** : 2012  
**StdBkNo** : 1596719257  
**Price** : USD 70.00

## MANAGEMENT

### SLEEPINESS: WHEN YOUR BRAIN HAS A MIND OF ITS OWN

Although it might not be a crime to operate a motor vehicle when sleep-deprived, the truth is that a drowsy driver is just as dangerous as a drunk one. The impact of sleepiness on young minds in the classroom is alarming, too—and it's staggering to think of the productivity lost when workers nod off on the job. This program looks at how the brain succumbs to sleep and how that process might be better managed, or even prevented, using specially developed tools and treatments. Introducing the concept of hypovigilance while outlining the role of the thalamus in sensory perception and the significance of circadian rhythms in daily life, the film follows the work of accident-analysis experts and visits a lab combining cognitive neuroscience with driving simulators. Meanwhile, a biologist describes his study of "time shifts" and how exposure to various colors, especially blue, can enhance alertness. The result is a fascinating look at the intersection of physiology, neurology, safety research, and the improvement of human efficiency.

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**Item no.** : LK00275248  
**Format** : DVD  
**Duration** : 52 minutes  
**Copyright** : 2012

**StdBkNo** : 9781622909704  
**Price** : USD 170.00

## MANAGEMENT AND ADMINISTRATION

### BUSINESS STRATEGY

Failing to plan in business equates to planning to fail. Any business, regardless of size, structure or sector, must have a strong business strategy. Whether an enterprise is in the establishment phase or has been operating for decades, a business strategy is essential to ensure a sound purpose and focus for that enterprise. This program explores various aspects of business strategy through street and expert interviews, features a range of individuals experienced in developing and implementing business strategies. Topics discussed include mission statements, aims and objectives, business culture, measuring success, and growth. This program is an excellent resource for all business students.

Please contact us for primary and secondary schools pricing.

**Item no.** : MR11100521  
**Format** : DVD  
**Duration** : 18 minutes  
**Copyright** : 2012  
**Price** : AUD 235.00

## MANAGEMENT SKILL

### GUNG HOI

Gung Ho! brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho—a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are:

- The Spirit of the Squirrel
- The Way of the Beaver
- The Gift of the Goose

These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful.

**Item no.** : NE05290373  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 28 minutes  
**Price** : HKD 9000.00

### KEEPING THE GOOD ONES

The message of this training video is simple...

Treat your team members as people first and employees second.

Keeping the Good Ones is a management and leadership training video that deals with positive employee - manager relationships and employee retention. It will inspire managers and provide them with practical tools which they can use to keep the good people they already have.

In the end, keeping the good ones comes down to connecting with each member of your team on a regular basis. The great news is that this doesn't cost the company a dime.

Key Learning Points..

- Offer YOURSELF as a person
- Offer your TIME with a regular Take 10 Check-in
- Offer your APPRECIATION

**Item no.** : ZN05800399  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 8300.00

**Item no.** : ZN05800398  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 8300.00

### ONE MINUTE MANAGER

The Story of a New One Minute Manager is a modern-day parable of how Melissa enlists the help of a veteran "One Minute Manager" who teaches her timeless management skills and a valuable lesson—that time and technology can change, but basic human nature cannot.

Based on The One Minute Manager, one of the best-selling management books in history, the video shares with viewers the fundamental secrets of effective goal setting, praising, and reprimanding. Before you know it, productivity is soaring, profits are rising, and turnover is declining.

**Item no.** : CC05090440  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Price** : HKD 9000.00

## MARKETING

### MARK IT: CELEBRITIES

Everybody loves celebrities. Marketing experts and brands have long known this and have used celebrities endlessly as a tool to attract customers and sell products. On this episode of Mark It, find out what are the benefits and risks for a brand when being endorsed by a celebrity. Why does it work? How does it work? Is it always successful? Find out how brands can choose the right celebrity for a brand and what happens when the branded personality goes off the side of the road.

**Item no.** : HD00161732  
**Format** : DVD  
**Duration** : 25 minutes

**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: CUSTOMER SERVICE

In the past, brands pushed out messages that came across as certainties and the customers obliged, buying more and more products. Then came the time of 'the customer is always right', but no one truly believed he was (brands just wanted to reach further). During the 1990s, companies realized that customers were no longer sticking around and that they were no longer blindly following their lead. As the Internet and social media flourished, new and better opportunities to improve customer service appeared. In today's increasingly connected world, the customer is king and brands need to accept that they no longer are in control. Brands can no longer be defined top-down.

**Item no.** : DN00161733  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: DIGITAL BRANDS

The past few years have been all about social, digital and online. The future doesn't seem to show any signs of changing that. In today's world, 65% of consumers report having had a digital brand experience that has changed their opinion of a brand. And 97% say that their digital brand experience influenced whether or not they eventually purchased a product or service from that brand. Digital is not just another platform to push out messages; digital is a way of life in which total control over your brand is not possible. This episode of Mark It: the lessons from the digital world. The advantages of digital-born companies, why offline can't stand alone anymore and the companies that are beautifying the web.

**Item no.** : NZ00161734  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: GAMIFICATION

When we were children, we learned the alphabet by singing along, pretended to be superheroes that saved the world, played videos games, cards, role-playing; and then, one day, we stopped playing... or did we? The explosion of social networks and the tsunami of new interactive channels for communication that have risen in the past few years have radically changed the way in which people interact, engage and relate to brands (and with each other).

Some companies have seen the need to pull away from traditional selling messages towards more interactive experiences that relate to consumers personal lives. Find out how game mechanics and game thinking can help drive innovation, loyalty and even sales.

**Item no.** : WB00161735  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: GREENING

Glaciers are melting, sea levels are rising, the weather is becoming more extreme, and we're seeing floods and droughts more often. There is no doubt; the world is changing, your customers are changing, you are changing. We are in strife and risk not having much of a future, and yet, how much are we really doing about it? Corporations talk about optimizing resource use, saving energy and reducing greenhouse gas emissions to stop worsening climate change. They start to promote hybrid cars, plant-based detergents and new technologies... but how much do they really intend to change, and what do plants have to do with marketing?

**Item no.** : WA00161736  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MARKETING TO WOMEN

Women buy or influence the purchase of 85% of all consumer goods and services. The rise of female consumer power is changing the ways companies design, make, and market products. But are marketers sure of what matters? Do they know what women want?

**Item no.** : YH00161737  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MOBILE MARKETING

By the end of 2011, there were more than 5.8 billion mobile phone subscriptions in the world. Mobile is the first and only technology that reaches everyone. Mobile devices have already outnumbered landlines five to one (and even personal computers and televisions three to one). There's no other technology that has become so widespread so quickly in the history of humanity. Texting, mobile sites, apps, banners and much, much more. Discover how to make the most out of your

communication efforts, what people expect to see from brands and what will happen next as consumers increasingly rely on their mobile devices to shop, learn, research, play and engage.

**Item no.** : SN00161738  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: MOBILE MARKETING II

In 1983, the first mobile device was launched. The Motorola Dynatac 8000x was a heavy, brick-like device that was – well - not very mobile, but still caused a great sensation. Since then, thousands of models appeared and in just a few years cellphones decreased in size and weight and went from being a luxury device to a mainstream commodity (and eventually becoming the most rapidly adopted technology in human history). Today, everything is a couple of buttons away. By 2015, there will be more than one mobile device per person on earth. Your customers are already mobile... are you?

**Item no.** : NE00161739  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: NEUROMARKETING

Marketing has always been closely related to psychology. It is the art of persuasion. Everyone wants to find new methods of making people do and buy stuff. In the past decade or so, marketing experts have become more and more passionate about the human brain and are trying to figure out how neuromarketing can help build the brands of the future. Neuromarketing has proven that in order to sell, you need not to sell products, but rather seduce your consumer.

**Item no.** : ZJ00161740  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: SOCIAL MEDIA MARKETING I

If you're wondering how to make people follow your YouTube feed, make money from your blog or convince your CEO of putting some money on social media, stick around. Social Media Marketing is a growing trend and has been for a little while; but most brands are still trying to figure out how it works. Is it really something new or is it just another tool in

the shed of marketing? Is it really useful? Can we see or measure results from having a million Facebook fans?

**Item no.** : WR00161741  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: SOCIAL MEDIA MARKETING II

As consumers and brands explore the digital world, social media evolves. How are brands to leverage online influences, loyalty and marketing campaigns? How to respond to the consumer? What happens to the notion of privacy in a world of constant accountability, and what will be the future of social media marketing?

**Item no.** : WD00161742  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARK IT: SOCIAL MEDIA MARKETING III

Advertising doesn't work anymore. People are not watching, listening or buying. True? Well, not quite; but close enough. As consumers are spending more and more time online, traditional marketing is becoming less and less effective. People are not looking for ads, they are searching for authentic content that entertains and educates in quick doses. Consumers want personalized touch points that make life easier. Learn how to become likeable, viral, shared, and loved by your consumers. Find out what consumers are looking for and how to deliver great content that can become a starting point to develop great products and services.

**Item no.** : WC00161743  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## MARRIAGE AND FAMILY THERAPY

### RELATIONSHIPS: INTEGRATIVE BEHAVIORAL COUPLE THERAPY

With Andrew Christensen, PhD

Integrative behavioral couple therapy (IBCT) is an empirically validated approach that integrates the twin goals of acceptance and change as positive

outcomes for couples in therapy. Using a variety of treatment strategies in a consistent behavioral theoretical framework, IBCT's key features include emphases on case formulation, emotional acceptance as a basis for concrete change, and evocative rather than prescriptive interventions.

IBCT is keenly focused on the emotional underpinnings of a couple's problems as the therapist offers a conceptualization of the problem from an IBCT perspective and engages in a variety of strategies to promote greater emotional acceptance as well as concrete change.

In this demonstration, Andrew Christensen works to give the couple a dyadic perspective on their problems and uses the IBCT interventions of empathic joining and unified detachment to evoke compassionate and caring responses from the couple.

**Item no.** : JG08310196  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433812774  
**Price** : USD 100.00

## MASS COMMUNICATION

### MIND YOUR MIND

Are we really in control of our own thoughts? In this documentary, filmmaker Jason Brett Serle travels from the mall to the mountains to expose just how powerful the subliminal messages of advertising, politicians, and mass media really are. Arguing that "we don't perceive what's there, we change what we perceive, and we perceive what's not there," Serle simplifies complex neurological theories with the help of his young son, then explains how neuro-linguistic programming can help provide psychological independence. Contains mature themes and explicit imagery.

**Item no.** : MC00275242  
**Format** : DVD  
**Duration** : 47 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781622909926  
**Price** : USD 170.00

## MEDIA EDUCATION

### WHITE SCRIPTS AND BLACK SUPERMEN: BLACK MASCULINITIES IN COMIC BOOKS

Directed and Written by Jonathan Gayles

Twenty years ago, Marlon Riggs produced an essential documentary critique of the

images of African Americans in US television in his award-winning Color Adjustment. Now comes a documentary on representations of Black masculinity in comic books; a popular culture genre which existed before television and whose reach extends into other areas of cultural production such as movies and animated TV series. White Scripts and Black Supermen: Black Masculinities in Comic Books analyzes the subject for the first time and looks at it over a 40 year period.

In a serious, lively and humorous manner, the film examines the degree to which some of the first Black superheroes generally adhered to and were burdened by stereotypes about Black men. However we also witness how some images shifted – oftentimes clumsily - to reflect the changing times. In fact the documentary was formerly entitled Shaft or Sidney Poitier: Black Masculinity in Comic Books to signify two types of characters, one with hyper-masculine urban swagger (Shaft) and one with remarkably "dignified" behavior (Sidney Poitier). Ultimately, it became clear that there was much more "Shaft" than "Sidney Poitier" in these early Black superheroes.

Along with images from the comic books themselves, it features commentary by scholars and cultural critics (Jelani Cobb, Mark Anthony Neal, Sundiata Keita Cha-Jua) producers, writers and artists (Reginald Hudlin, John Jennings, Tony Isabella and the late pioneer Dwayne McDuffie.) They provide tools for critiquing all media as they introduce and analyze the leading Black comic book superheroes of the late 60's to late 70's including Black Panther, the Falcon, John Stewart (the Green Lantern), Luke Cage and Black Lightning.

**Item no.** : HS09340195  
**Format** : DVD (Closed Captioned, With English Subtitles)  
**Duration** : 52 minutes  
**Copyright** : 2012  
**Price** : USD 220.00

## MEETING

### BEST

Set to a background of inspiring triumphs this motivational programme leaves you with a fresh and "can" do attitude. A Punchy soundtrack and well timed suspense add to the programme's feel good attitude and inspirational message. Leaves you with feeling that you can achieve anything!

**Item no.** : YZ05090298  
**Format** : DVD (Cantonese)  
**Duration** : 6 minutes  
**Price** : HKD 4000.00

**Item no.** : YZ05090299  
**Format** : DVD (Mandarin)  
**Duration** : 6 minutes  
**Price** : HKD 4000.00

## FEARLESS FACILITATION!

How to Lead Effective Training, How to Lead Effective Meetings  
 Developing Critical Work Skills

Just say "NO" to boring training classes and unproductive meetings. Turn your trainers and meeting leaders into "Fearless Facilitators"! They'll learn how to bring a laser-like focus to every agenda, handle disruptions with ease and condense a week's worth of meetings into a single session. "Fearless Facilitators" expertly foster participation and make any group session more productive.

Learning Point Highlights:

- Covers all the fundamental techniques of effective facilitation
- Delivers an effective method for planning and managing training/meetings
- Takes current trainers and facilitators to a new level of effectiveness

**Item no.** : PN05290347  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

**Item no.** : PN05290348  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

## JUMPI MEETING OPENER

Consider the following words usually associated with workplace change: "Adapt." "Shift." "Reorganize." "Cancel." Do these inspire excitement or dread within your organization?

Now, consider helping your staff view change as a cycle that can be both challenging and exhilarating.

That's just what happens in this short meeting opener where participants see how:

- Properly managing a change will help you successfully reach an end goal
- Working through change is a skill we can all master

**Item no.** : FT05090394  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 3 minutes  
**Price** : HKD 4300.00

**Item no.** : FT05090395  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 3 minutes  
**Price** : HKD 4300.00

## MEET WITH SUCCESS

The good news is that organising and

running an effective meeting is not hard. This video uses drama vignettes and an easy presentation style to illustrate the five simple principles for running an effective meeting.

Set in a fictional cosmetics company, we follow two young workers as they investigate how to run a successful meeting.

When they put what they have discovered into practice, we see the dramatic changes that these strategies have on staff morale and productivity.

By following the five fundamental rules for conducting an effective meeting you can help your organisation to MEET WITH SUCCESS.

**Item no.** : WA05090424  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 6800.00

**Item no.** : WA05090422  
**Format** : DVD (Mandarin)  
**Duration** : 25 minutes  
**Price** : HKD 6800.00

**Item no.** : WA05090423  
**Format** : DVD (Cantonese)  
**Duration** : 25 minutes  
**Price** : HKD 6800.00

## MEETING ROBBERS

This dynamic version is for any meeting leader at any company or organisation who wants to improve the time-efficiency and overall effectiveness of their meetings.

In this humorous programme, team leaders and meeting leaders learn how to identify "meeting robbers" such as the person who can't keep to the point, the person who forgets to bring important information to the meeting, the person who just criticises everyone and everything, and others. The meeting leader learns specifically step-by-step, how to head these time and money-thieving culprits off at the pass by following basic percepts such as:

- Knowing whether a meeting is really necessary
- Alternatives to meetings
- Proper preparation
- Learning how to identify a meeting's general purpose
- Learning how to identify a meeting's specific purposes
- Creating an agenda – and sticking with it
- Proper scheduling
- Determining who really has to be at a meeting (as attendance goes down, productivity goes up)
- Keeping group and individual creativity at a maximum

- Keeping on track so the meeting is cost effective, time effective, and does what it is supposed to do

**Item no.** : HH05290425  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 7500.00

**Item no.** : HH05290426  
**Format** : DVD (Mandarin)  
**Duration** : 20 minutes  
**Price** : HKD 7500.00

**Item no.** : HH05290427  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 7500.00

## STRIVING FOR EXCELLENCE

Ideal as a conference session starter or closer, this Australian made motivational video shows individuals striving and achieving in their chosen sports. The powerful imagery is accentuated by original, evocative music... creating a positive emotional impact perfect for inspiring people to strive and achieve excellence.

**Item no.** : PB05800496  
**Format** : DVD (Cantonese)  
**Duration** : 4 minutes  
**Price** : HKD 3800.00

**Item no.** : PB05800497  
**Format** : DVD (Mandarin)  
**Duration** : 4 minutes  
**Price** : HKD 3800.00

## MENTORING

### INSIGHTS TO BETTER MENTORING

Mentoring is critical in today's organizations, but how do you learn to be a better mentor? What about the people being mentored - the mentees? How can they maximize the benefits of the time they invest?

Insights to Better Mentoring is an educational video that presents four successful mentors and their mentees in a revealing and insightful expose of what works best in these complex but essential relationships. We'll explore effective mentoring with the help of a senior executive at Costco Wholesale, the Chief Information Office at Lockheed Martin Space Systems Co., a Fire Chief and a Superior Court Judge. This diverse and fascinating collection of mentors and their mentees will demonstrate the 4 Pillars of Effective Mentoring and provide insights

that will improve any mentoring relationship in any organization.

The Four Pillars of Effective Mentoring

- Inquire
- Share
- Encourag
- Care

**Item no.** : GU05090389  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 26 minutes  
**Price** : HKD 7500.00

## MENTORING PART 1

In business terms a mentor is a trainer or adviser – someone who is experienced in the field in which you work. A mentor advises a protege and helps further their career. They are someone who, through their work advice, helps us to progress towards reaching our full potential. This has probably happened to us all informally at some time in our life.

But only recently has it become a formal business practice. In this progra we'll examine mentoring and see how mentoring operates in practice. Both of our case studies, Rover and Ataford University explain how they found mentoring worthwhile from the point of view of the mentor, the mentee and the company as a whole.

**Item no.** : JC05800428  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 3400.00

## MENTORING PART 2

In this program we look at the triangular relationship between a mentor, a mentee and an organisation. We highlight the advantages of these relationships through the use of role plays. The first role play looks at the kind of situations that might arise at the beginning of a mentoring relationship. The second looks at making a good case to implement mentoring strategy and cultur in your organisation and the third looks at the ending of a mentor/ protege relationship.

A very important element of a mentoring relationship is that it is only for a limited time. The whole premise is that the protege should be developed to a point where they can cope on their own. As with any relationship, that of mentor and protege will develop its own unique way of working to suit the needs of individuals. Remember that although the advantages of the protege and the mentor are important, it's ultimately the advantage of the company that will be most significant in determining the success of your mentoring program.

**Item no.** : JF05090429  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes

**Price** : HKD 3400.00

## WHAT IS MENTORING? (PART 1)

This DVD will help your participants appreciate that mentoring can take place across all walks of life, often without either party's knowledge.

**Item no.** : JK05800533  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 5760.00

## MICROSOFT

### SQL SERVER REPORTING SERVICES IN DEPTH

With Simon Allardice

Discover how to create, manage, and deliver interactive reports—not just to print, but to dynamically explore enterprise-level data—with Reporting Services in SQL Server. In this course, author Simon Allardice concentrates on using Report Builder to build and format reports from a variety of data sources, but also shows how to perform basic administration tasks such as granting user access and organizing reports in the Report Manager. Plus, learn how to add interactive sorting and filtering functionality to your reports, and create column and pie charts to better express your data.

Note: These tutorials are applicable to both the 2008 and 2012 versions of SQL Server.

**Item no.** : PY03610711  
**Format** : DVD-ROM (SingleUser, Closed Captioned)  
**Duration** : 225 minutes  
**Copyright** : 2012  
**StdBkNo** : 1596719303  
**Price** : USD 210.00

## MOTIVATION

### AFTER ALL YOU'RE THE SUPERVISOR

Shifting new supervisors into leadership gear, fast Boss.

Coach. Teacher. Mediator. Motivator. Organiser. Politician. Disciplinarian. Analyst. Friend. All things to all people, and more. The anxieties. The pressures. The road blocks. The pitfalls. And always, interruptions.

Then there's cost-cutting, goal-setting, scheduling, fixing everything, running the place and retaining the respect of subordinates who once were peers. No wonder every supervisors need a universe of skills.

In this rare view of the supervisor's daily

journey, viewers get the big picture as never before, with 17 keys to success. No seasoned supervisor should be overlooked when you show this film. And no one should make the transition from worker to supervisor without seeing this film first.

- Reveal a rare view of the supervisor's total job in 20 memorable minutes
- Teach the 17 skills no supervisor can afford to be without

**Item no.** : HC05800282  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

**Item no.** : HC05800283  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

### AND WHEN YOU FALL

Olympic Champion speedskater Dan Jansen's story isn't just about an athlete. It's a story of life. Who hasn't slipped and fallen? Who hasn't worked hard and still lost? The more important question is: Who will bow to defeat, and who will never ever give up? Every organization and individual can find a way to apply Dan Jansen's story to their work and personal lives. After this compelling, thought-provoking meeting opener, you'll never again hear: "It can't be done."

Participants will gain insight into:

- The struggles we face in attempting to achieve our goals
- The power and strengths we have to keep pursuing our dreams
- The values of reflecting on past setbacks and failures

**Item no.** : SZ05290285  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 4 minutes  
**Price** : HKD 4300.00

**Item no.** : SZ05290286  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 4 minutes  
**Price** : HKD 4300.00

### BEST

Set to a background of inspiring triumphs this motivational programme leaves you with a fresh and "can" do attitude. A Punchy soundtrack and well timed suspense add to the programme's feel good attitude and inspirational message. Leaves you with feeling that you can achieve anything!

**Item no.** : YZ05090298  
**Format** : DVD (Cantonese)  
**Duration** : 6 minutes  
**Price** : HKD 4000.00

**Item no.** : YZ05090299  
**Format** : DVD (Mandarin)  
**Duration** : 6 minutes  
**Price** : HKD 4000.00

## CURSE OF THE VANISHING EMPLOYEES

When it comes to your employees, after investing in their recruiting, training, and development you certainly don't want them to disappear. These days it's happening all too often and productivity suffers. But high turnover may not be just an upper management problem. Using clever special effects and humor, this video shows managers and team leaders how they can make a difference.

Managers will learn the importance of:

- Being available for problem-solving
- Finding out what motivates each individual
- Supporting individual growth through new challenges
- Providing coaching and discipline to keep performance high
- Remaining flexible when employees need to balance work and family

**Item no.** : KH05090318  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

**Item no.** : KH05090316  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

**Item no.** : KH05090317  
**Format** : DVD (Mandarin)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

## FISH!

What words come to you and your colleagues' minds when you think of work? If fulfillment, enthusiasm, and joy aren't among them, Fish! Is the film that could help your organisation.

Fish! Profiles one business ability to capture a "synergy" of effective teamwork, customer service, sales, personal fulfillment and creativity, all while increasing the bottom line.

Once every one hears the important messages in this film, they'll be hooked! When you catch the energy of Fish!, there's no limit to the potential you'll release!

Four Steps

- Play (遊戲)
- Be there (用心在工作上)
- Choose the attitude (選擇你的態度)
- Make their day (使顧客不虛此行)

**Item no.** : BZ05800349  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

**Item no.** : BZ05800350  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 10700.00

## FOUR WEEKS IN MAY AND T.E.A.M.W.O.R.K.

The Indianapolis 500 Race is one of the toughest competitions in the world. To succeed, you need to have great drivers, top-notch equipment, a perfectly coordinated team, and great leadership. Any team that does well in this competition is a model of success. Now you can learn from one of these top teams – the Rahal/Letterman Team - and put their lessons to work in your organisation.

DVD 1: Four Weeks in May - In this introductory DVD, you will see how the team trains, collaborates and perseveres in the face of challenges. In addition, you can watch Bobby Rahal lead and inspire each member of his team including rookie driver Danica Patrick. See how this team strives every day to achieve top results in the Indy 500.

DVD 2: T.E.A.M.W.O.R.K. - This DVD has eight separate training modules. Each module can be used to address a specific challenge in your organisation. These training modules cover: Training, Excellence, Attitude, Motivation, Winning, Organization, Risk & Reward, and Kinship.

- Understand the importance of perspective and perseverance
- Celebrate success and motivate their team to higher levels of excellence
- Train constantly to achieve success
- Balance risks and rewards to reach higher levels of achievement
- Build team unity and communicate constantly

**Item no.** : VC05800357  
**Format** : 2 DVDs (With Traditional Chinese Subtitles)  
**Duration** : 58 minutes  
**Price** : HKD 8700.00

**Item no.** : VC05800358  
**Format** : 2 DVDs (With Simplified Chinese Subtitles)  
**Duration** : 58 minutes  
**Price** : HKD 8700.00

## FUN IS GOOD

For the people who work at Midway Field, where having Fun is encouraged daily, Fun becomes An Attitude! An Experience!

It makes these employees more creative more productive, and ultimately more satisfied.

Go behind the scenes with the Saint Paul Saints, a minor league baseball team that lives its motto: FUN IS GOOD!

This highly motivational new release shows, first hand, just how much fun, when combined with commitment, relates to organisational success and personal satisfaction. They don't take themselves too seriously. They treat each other with respect. And they make every day an event. Don't miss out on this unique production to make your training sessions come alive!

**Item no.** : FY05800363  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00

**Item no.** : FY05800364  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00

## GO FOR IT

Unfortunately, many in the workplace today find their jobs an annoying, if necessary, interlude in their lives.

Organisations might wish not to accept this fact, but it exists no less for that, and it holds back the development of the employee and of the organisation he or she works for.

This dramatised programme was made in Australia to address this problem by highlighting the advantages of a positive attitude whatever your day to day job. It powerfully expresses the idea that you get out what you put in and that there is no substitute for personal enthusiasm, interest and effort.

These ideas may sound tedious at first, but by showing the successes they lead to, the programme persuades the audience that the effort is worth it. The willingness to take one first step on that road is all that is required to help all employees "Go For It".

**Item no.** : LR05090369  
**Format** : DVD (Cantonese)  
**Duration** : 15 minutes  
**Price** : HKD 4000.00

## MIRACLE MAN, THE

The true, motivating story of Morris Goodman

This award-winning video is the true story of Morris Goodman, a successful businessman whose morning flight in his single-engine plane ended in a crash. Morris lived, defying all medical odds. With his positive attitude and self-motivation, he pushed himself beyond limits set by doctors and others.

How-To Training Points:

- How to motivate yourself
- How to set and achieve goals
- How to understand the effects of self-image on achievement
- How to quit dreaming and take action

**Item no.** : HV05290430  
**Format** : DVD (Cantonese)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

## TO TRY AGAIN & SUCCEED

Even the young eagle is at first afraid to fly. But through patience and perseverance the adult eagle first supports, then leads his young charge to soaring heights.

**Item no.** : DN05290521  
**Format** : DVD (Mandarin)  
**Duration** : 7 minutes  
**Price** : HKD 7530.00

## MUSIC

### BOY'S CHANGING VOICE, THE

Join Henry Leck and a choir made up of young male singers from the Indianapolis Children's Choir and the Indianapolis Youth Chorale. They explore the historical, physical, emotional, and individual musical perspective of the boy's changing voice as well as how the process affects the choral ensemble as a whole. This video offers choir directors, studio voice teachers and young singers the opportunity to examine the process of vocal maturation and how that process might be approached within the choral ensemble. Includes warmups and vocal exercises, ranges and guidelines for vocal classification, technical data, interviews with several young singers, and several excerpts of solo and choral repertoire in performance.

**Item no.** : YD01221615  
**Format** : DVD  
**Duration** : 1 hour  
**StdBkNo** : 9780634009563  
**Price** : USD 60.00



## CREATING ARTISTRY THROUGH MOVEMENT AND THE MATURING MALE

### VOICE

ere is an amazing choral resource that demonstrates how movement while singing helps to harness the natural kinesthetic learning processes in males. Featuring the acclaimed St. Mary's International School Varsity Ensemble, conducted by Randy Stenson, the DVD includes warm-ups and exercises to improve tone, intonation, phrasing, articulation, special vocal effects, head voice and vocal agility. Through these exercises, the singer develops his own individualized shaping gesture, which leads to improved musicality during rehearsal, versatility and expressiveness. The companion book includes the notated exercises, additional instructional material, suggested seating charts, learning strategies and much more.

**Item no.** : HS01221614  
**Format** : DVD (With Publication)  
**Duration** : 75 minutes  
**Price** : USD 75.00

## NEGOTIATION

### ART OF NEGOTIATING

Show your supervisors how they can influence others – through negotiating.

Your supervisors negotiate every day. Now they can learn the art of negotiating from world renowned Gerard Nierenberg, founder and president of Negotiation Institute, Inc. In this powerful video, negotiation scenes are supplemented by Nierenberg's insights. Your supervisors will learn how to improve negotiating skills, when to use negotiating strategies, what tactic to use, and much more.

Your supervisors will learn how to

- Avoid ugly confrontations
- Break through the negotiating impasse
- Out-negotiate the best negotiators

**Item no.** : EE05800293  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 29 minutes  
**Price** : HKD 6700.00

**Item no.** : EE05800291  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 29 minutes  
**Price** : HKD 6700.00

**Item no.** : EE05800292  
**Format** : DVD (Cantonese)  
**Duration** : 29 minutes  
**Price** : HKD 6700.00

### DO WE HAVE A DEAL?

One of the most effective methods for developing and refining negotiating skills

The ability to negotiate successfully is one of the most important skills a manager can possess. Whether negotiations are with other departments or their own staff, peer or subordinates, customers or suppliers, reaching successful agreement is good for business both inside and outside the organisation.

One of the most proven methods of negotiation is the method developed by Dr. Gavin Kennedy, who identified the four key phases that lead to successful agreement: Prepare, Debate, Propose and Bargain. Using an easily identifiable business environment, this programme guides you through these four phases of negotiation illustrating how they work in practice. Malcolm, a young manager, is given the task of coordinating an office relocation. Miriam, a supervisor, must ensure that the workforce, whom she represents, don't suffer from the move. Initially neither of them show much of an understanding of how they can both achieve their aims using negotiation and a deadlock is reached. Then Neville, Malcolm's manager, steps in and gradually they learn about the four essential phases of negotiation and work towards agreement.

Gavin Kennedy's four-phase model:

- prepare – negotiation can't begin until each party knows what they want
- debate – taking up to 80% of the negotiation process, this phase involves finding out what the other side's "wants" are
- propose – each side signals what "wants" they could trade
- bargain – the parties state the specific "wants" each would be prepared to trade.

This programme concerns itself with general negotiating. Its non-sales situation makes it ideal for management training and for highlighting negotiating as a problem-solving tool.

**Item no.** : PG05800337  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

**Item no.** : PG05800335  
**Format** : DVD (Cantonese)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

**Item no.** : PG05800336  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7530.00

## RESOLVING DIFFICULT SITUATIONS

As part of any work team it is inevitable that you will face conflict at some stage in your working life. The conflict may be between yourself and a colleague, your company and a supplier or a negotiation between management and workers.

Whether you're negotiating, resolving conflict or even just thrashing out a problem there are particular mindsets or ways of thinking that can either help us or hinder us in finding a solution to our problems.

In this programme we look at some of these paradigms and help you develop the necessary skills to resolve conflict, negotiate and generally work better with people.

**Item no.** : KR05090478  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Price** : HKD 6000.00

**Item no.** : KR05090479  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Price** : HKD 6000.00

## NUTRITION

### CHOOSE MY PLATE FOR OLDER ADULTS

Overview of federal government's new food icon, MyPlate (which replaced MyPyramid). Offers advice on how to use MyPlate to "build" a healthy plate. Provides specific tips, geared toward older adults, on how to include more vegetables, fruits, whole grains, and dairy in diet. Also explains the specific benefits of good nutrition for older adults.

**Item no.** : WV01280183  
**Format** : DVD (Region 1)  
**Duration** : 15 minutes  
**Copyright** : 2012  
**Price** : USD 119.00

### CHOOSE MY PLATE FOR TEENS AND KIDS

Kid- and teen-friendly overview of federal government's new food icon, MyPlate (which replaced MyPyramid). Offers advice how to use MyPlate to "build" a healthy plate, including better mealtime choices, fast food tips, snacking, and simple meal prep. Explains the specific benefits of good nutrition during childhood and adolescence.

**Item no.** : HP03150184  
**Format** : DVD (Region 1)  
**Copyright** : 2012  
**Price** : USD 119.00

## **DIETARY GUIDELINES FOR AMERICANS**

Easy-to-understand overview of the federal government's new dietary guidelines for a general audience. These guidelines are created to help people stay healthy, reduce their chances of disease, and help them maintain a healthy weight through better nutrition and exercise. Provides tips on ways people can implement guidelines in their daily lives.

**Item no.** : WA03360185  
**Format** : DVD (Region 1)  
**Duration** : 14 minutes  
**Copyright** : 2012  
**Price** : USD 119.00

## **OBESITY, TYPE 2 DIABETES & CHOOSE MY PLATE**

Overview of federal government's new food icons MyPlate (which replaced MyPyramid) geared toward people who are obese, "pre-diabetic," or diagnosed with diabetes. Also provides information about general nutrition, diabetes, losing weight, taming portion sizes, and the benefits of physical activity.

**Item no.** : YV01280186  
**Format** : DVD (Region 1)  
**Duration** : 15 minutes  
**Copyright** : 2013  
**Price** : USD 119.00

## **SUBSTANCE ABUSE & THE CHOOSE MY PLATE NUTRITIONAL GUIDELINES**

Overview of federal government's new food icon, MyPlate (which replaced MyPyramid) geared toward persons in recovery. Provides overall nutritional guidelines, focusing on special challenges of those in recovery, including cravings. Special sections on nutritional myths, vitamins, and safe food handling.

**Item no.** : HR03150187  
**Format** : DVD (Region 1)  
**Duration** : 17 minutes  
**Copyright** : 2012  
**Price** : USD 119.00

## **OCEANOGRAPHY**

### **WONDERS OF OCEANOGRAPHY, THE: DOLPHINS - HOW THEY LIVE, LEARN & COMMUNICATE**

As mammals, humans and dolphins share a number of important biological characteristics. Both species are warm-blooded, have body hair, breathe air, give live birth and nurse their young. But is it possible that we have more in common?

Do they like us? Can they reason and solve problems? Just how intelligent are these gentle marine mammals? In this program, join marine scientists from Florida to Hawaii who are trying to answer these and other questions about dolphins by studying how they live, learn and communicate. Comes complete with online teachers guide which includes subject matter revision and suggestions on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : KN06041170  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

### **WONDERS OF OCEANOGRAPHY, THE: POWER FROM THE OCEAN TIDES**

Gravity from the moon creates ocean tides on earth that go out two times a day, every day of the year. This effect of the moon's gravity on the oceans can be harnessed and turned into power. In fact, people have been using the power of the tides to do work for centuries. This program explores how tidal power is generated and how it works. It illustrates how the tides are created, how watermills once used the tides to grind grain, and how modern power plants use turbines to turn this constant flow of water into electricity. It also discusses how tidal power plants can work without damming estuaries and rivers. Comes complete with online teachers guide which includes subject matter revision and suggestions on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : GF06111171  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

### **WONDERS OF OCEANOGRAPHY, THE: SPECTACULAR SHARKS**

Sharks have inhabited our oceans for more than 400 million years. Their ability to adapt to their environment over time has classified them as one of the world's most successful species. In this program, we dive into the ocean to take a closer look at these magnificent creatures and examine the qualities and characteristics that have enabled them to survive for millions of years. Comes complete with online teachers guide which includes subject matter revision and suggestions on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : PN00941172  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

### **WONDERS OF OCEANOGRAPHY, THE: THE MANATEE - AN ENDANGERED SPECIES**

Take students on a mission to see what's being done to save the manatee, a marine animal sometimes known as a 'sea cow' because of its size and diet, which consists mainly of vegetation. We'll journey to points in Florida where the manatee lives and to the Sea World Aquarium in Orlando. There, you'll see how researchers and scientists are studying and protecting the peaceful manatee to ensure its survival. Comes complete with online teachers guide which includes subject matter revision and suggestions on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : CG06041173  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

### **WONDERS OF OCEANOGRAPHY, THE: THE UNDERWATER WORLD OF CORAL REEFS**

Take a dive into the underwater world of coral reefs and explore their importance in helping us understand much of the recent history of our oceans. The long life span of coral reefs has made them important places for scientific exploration and today much of that study deals with coral reef survival. Students will learn that the largest reef in the world is the Great Barrier Reef off the coast of Australia. Comes complete with online teachers guide which includes subject matter revision and suggestions on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : TA06111174  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

### **WONDERS OF OCEANOGRAPHY, THE: WHERE THE SEA MEETS THE SHORE**

One of the harshest environments on earth exists at the place where the sea meets the rocky shore. This visually stunning program examines the wide variety of animal and plant life that survive these difficult conditions that are caused by pounding waves during the ebb and flow of the tides. Students will come to appreciate how these plants and animals have adapted to develop unique survival mechanisms that help them find food and escape predators. Comes complete with online teachers guide which includes subject matter revision and suggestions

on how to present material, questions to ask students, career possibilities and class projects to help illustrate the key concepts.

**Item no.** : YW00941175  
**Format** : DVD  
**Copyright** : 2012  
**Price** : USD 75.00

## OFFICE SAFETY

### GET SMART ABOUT OFFICE SAFETY (INDUCTION VERSION)

There is a legal obligation for companies to provide a healthy and safe workplace. Additionally, effective management of health and safety hazards makes good business sense.

All businesses can benefit from this dynamic, informative and entertaining look at common safety hazards in the office. Let Sir Reginald Flatfield take you around the office and show you a few things you may not have noticed before.

This video look at health and safety hazards such as the Chair, Workstation Arrangement, Fire procedures and much more.

**Item no.** : TF05090366  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 12 minutes  
**Price** : HKD 5760.00

**Item no.** : TF05090365  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 12 minutes  
**Price** : HKD 5760.00

## ORIENTATION

### RIGHT FROM DAY ONE

People move on to new jobs on a regular basis. Almost always they do so with some nervousness and sometimes with little understanding of what they should be doing in their new job from day one. This simple dramatized video encourages them to ask questions, to make friends, and to learn about the organization they work for. This Australian video is ideal for job starters who are fresh from school or college, but it is also appropriate for others who may have forgotten the basics when starting in a new job.

**Item no.** : PN05800483  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 15 minutes  
**Price** : HKD 4000.00

**Item no.** : PN05800482  
**Format** : DVD (Cantonese)  
**Duration** : 15 minutes  
**Price** : HKD 4000.00

### START RIGHT. STAY RIGHT!

To build skills in 24 behaviours critical to employee – and thus – organisational success.

Let's face it. Your organisation will be only as successful as your employees. And successful employees are those for whom success is a mindset. It's a contagious mindset. Even so, you'd be surprised how many employees don't have it! Start Right...Stay Right boils it all down to basics, exploring - in a uniquely innovative way - matters as complex as organisational culture, and as powerful as teamwork.

Learn to:

- Take responsibility for your actions and appearance
- Contribute to the success of others and be a team player
- Give and earn respect, perform with ethics and integrity
- Show initiative, exceed expectations, keep your commitments and ask for feedback

**Item no.** : HP05090494  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 10500.00

**Item no.** : HP05090493  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 10500.00

## PEOPLE MANAGEMENT

### AWESOME

Part 1 - A New Generation @ Work  
Part 2 - Engaging Gen Y

What makes Generation Y different? What experiences have influenced their attitudes, values and work styles? What do they need to be successful at work? How can organizations engage and inspire them to maximize their impact and productivity?

These questions are becoming increasingly important as the largest generation in history begins entering the workforce. In the next few years, Gen Y will constitute 38% of all employees. They are smart, adaptable, energetic, skilled and eager to make their mark. At the same time, these young people do things differently and enter the world of employment with great expectations and a culture that may be unfamiliar.

Part 1, "A New Generation @ Work", presents 24 Gen Y employees from a wide range of occupations who share what makes them tick. To many of us.

Part 2, "Engaging Gen Y", introduces 5 managers who present their views on how to help Millennials succeed. You'll be enlightened, energized and entertained.

**Item no.** : RK05800296  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 7200.00

**Item no.** : RK05800297  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 7200.00

## PERFORMANCE APPRAISAL

### CONDUCTING A PERFORMANCE APPRAISAL

Specify results by conducting a proper performance appraisal that will benefit both the employee and the organisation.

Your managers will learn to

- Review and discuss task assignments
- Recognise strengths and development needs
- Define new objectives and modify old ones
- Set up a follow-up meeting to review goals and expectations

**Item no.** : FC05800311  
**Format** : DVD (Cantonese)  
**Duration** : 13 minutes  
**Price** : HKD 5760.00

### HOW SUPERVISORS SHOULD APPRAISE EMPLOYEE PERFORMANCE

Use the appraisal process to build morale and establish a pattern for future growth.

This powerful video programme can show your supervisory staff how to conduct thorough, proper performance appraisals that are beneficial to your entire company. They'll learn step-by-step ways to uncover hidden talent in employees, pinpoint employee discontent, and evaluate abstract qualities while satisfying any legal requirements or restrictions.

Your key people will learn how to

- Uncover hidden talent and evaluate abstract qualities in employees
- Discover the root of employee discontent
- Follow through when the appraisal process is over

You'll see that the appraisal process

50

becomes a two-way street, with input from employees that can prove valuable for years to come.

**Item no.** : YD05800375  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 5760.00

**Item no.** : YD05800376  
**Format** : DVD (Mandarin)  
**Duration** : 20 minutes  
**Price** : HKD 5760.00

ZZ  
**Item no.** : YD05800374  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 5760.00

## HUMAN TOUCH PERFORMANCE APPRAISAL

The performance appraisal is one of the most significant opportunities a manager will have to help employees close the gap between actual performances and the performance needed to meet and exceed individual, departmental and corporate objectives. Done correctly, performance appraisals provide your employees with valuable developmental feedback, and it's an opportunity to receive an honest assessment of how you're doing as a manager

This video provides viewers with a step-by-step plan for conducting candid, constructive performance appraisals, including ways to follow up the appraisal and maximize your employees' strengths and improve on their weaknesses.

**Item no.** : WR05090385  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 9450.00

**Item no.** : WR05090384  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 9450.00

## PERFORMANCE MANAGEMENT

### DISCIPLINE WITHOUT PUNISHMENT

The original version introduced the strategies that make discipline a positive process for positive results. How those proven techniques are presented in this programme for both managers and team leaders. Discovering the myths about

discipline, viewers see that people will not respond better if they're treated worse. They find that people won't change their attitudes or personalities, but they can change their behaviour – and that's the real objective.

- why people resist giving discipline
- the three critical elements of effective discipline
- how to transform "parent-child" relationships into "adult-adult" relationships
- how to inspire better behaviour, self-discipline and individual responsibility

**Item no.** : RA05090332  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8200.00

### PAINLESS PERFORMANCE IMPROVEMENT

Have you ever given up on a poorly performing team member?

Are you trying to manage a team member's bad attitude?

Have you ever given up on a poorly performing team member?

Are you trying to manage a team member's bad attitude?

Have you ever given up on a poorly performing team member?

Are you trying to manage a team member's bad attitude?

Real change only happens when the decision to change comes from the person doing the changing. The Painless Performance Improvement training video provides managers with a simple and proven technique to help team members improve their own poor performance without the drama, pain or conflict often associated with performance issues.

Managers and supervisors will learn how to:

- Focus on PERFORMANCE ?not ATTITUDE
- INTERVENE rather than CONFRONT
- RECOGNIZE and DEFLECT common SIDETRACKS
- Follow the SIX STEPS to PERFORMANCE IMPROVEMENT

**Item no.** : PA05290442  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 8700.00

**Item no.** : PA05290441  
**Format** : DVD (Cantonese)  
**Duration** : 23 minutes  
**Price** : HKD 8700.00  
**Item no.** : PA05290443

**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 8700.00

### PERFORMANCE REVIEW

A performance review is when a supervisor and an employee sit down and discuss past performance and future objectives. When done properly it is very beneficial for the organisation and very motivating for the employee. Through a series of dramatic vignettes, this video demonstrates both the right and wrong ways to conduct a performance review.

Some of the training points enforced are:

- The importance of a supervisor as a 'coach and mentor' as opposed to a headmaster.
- The need for effective and honest feedback.
- Don't pre-judge the employee.
- Be prepared and organised.
- Set objectives collaboratively.

**Item no.** : MU05800454  
**Format** : DVD (Mandarin)  
**Duration** : 15 minutes  
**Price** : HKD 5760.00

### POSITIVE DISCIPLINE: HOW TO RESOLVE TOUGH PERFORMANCE PROBLEMS QUICKLY.. AND PERMANENTLY

Positive Discipline: HOW TO RESOLVE TOUGH PERFORMANCE PROBLEMS QUICKLY AND PERMANENTLY teaches a simple, yet highly effective, five step process for correcting negative performance.

1) Identify the problem (the gap between the actual & desired behavior)

2) Analyze the problem's severity (determine the impact and consequences of the behavior if not corrected)

3) Discuss the problem (with the employee, gain their agreement on a solution)

4) Document the discussion (including the history of the problem and what was said and agreed upon)

5) Follow-up to monitor results (recognize improvements, or take action if the problem hasn't resolved) According to Webster's Dictionary, the definition of discipline is: "training that develops self-control, character, or orderliness and efficiency". This powerful training program helps your supervisors get beyond the belief that confronting negative performance has to be unpleasant and punitive in nature. It shows them how-when done right-performance discussions can actually be a tool for coaching and developing employees.

The program's video vignettes are set in

different work environments and feature three different performance issues (including the all too familiar example of an employee who is chronically tardy and frequently absent). Accompanying workshop materials include role-play activities, job aids (such as a conversation planner), and more.

**Item no.** : VP05800458  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 9500.00

**Item no.** : VP05800457  
**Format** : DVD (Cantonese)  
**Duration** : 24 minutes  
**Price** : HKD 9500.00  
**Item no.** : VP05800459  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 9500.00

## PHILOSOPHY

### JUST TRIAL AND ERROR: CONVERSATIONS ON CONSCIOUSNESS

An exhibition about consciousness and the human brain at University College London inspired the making of Just Trial and Error, in which cognitive neuroscientist Brian Butterworth, perceptual neuroscientist Beau Lotto, sculptor Antony Gormley, and Twain Luu, an Internet entrepreneur well-known for her study of the "global brain," explore the meaning of consciousness as it is understood in their respective fields. Over the course of the film, they offer insights into the human brain, perception, the space art occupies, the role of the Internet, global consciousness, and much more. A provocative multidisciplinary documentary that is, in the words of New Scientist magazine, "a meditation on consciousness in today's society and the overwhelming sense that we need to place greater value on qualitative approaches." Directed by Alex Gabbay.

**Item no.** : MJ02305240  
**Format** : DVD  
**Duration** : 63 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532269  
**Price** : USD 170.00

### MARGARET FULLER LEGACY, THE: AMERICA'S FIRST FEMINIST, 1810 -1850

In Margaret Fuller's Memoirs she wrote, "I remember how, as a little child, I had stopped myself one day on the stairs, and asked, How came I here? How is it that I seem to be this Margaret Fuller? What

does it mean? What shall I do about it?" During her brief life of 40 years, Fuller made every effort to answer those questions, supported and documented by her inquiring nature and writings, all to fulfill American women's growing intellectual and spiritual needs. In this program hosted by James H. Bride, distinguished educators Megan Marshall, Joan Von Mehren, Peter McFarland, and Joel Myerson contribute to the first comprehensive overview of Margaret Fuller's life, times, and achievements. The Margaret Fuller Legacy examines her Transcendental period as editor of the first literary magazine in America, The Dial, along with her professional and personal relationships with Ralph Waldo Emerson and Henry David Thoreau. Additionally, the video brings to light her Conversations—the first successful woman's studies initiative in America—in Boston and at Brook Farm and her role as the first American female journalist and foreign reporter with the New-York Tribune. The program concludes at the Fuller monument at Mt. Auburn Cemetery, Cambridge, Massachusetts.

**Item no.** : GE02455241  
**Format** : DVD  
**Duration** : 40 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617531781  
**Price** : USD 170.00

## POLITICAL SCIENCE

### BARACK OBAMA: GREAT EXPECTATIONS

By William KAREL

When Barack Obama was elected in 2008, rarely had expectations been so high, and the obstacles to achieve them so great. The new President had to confront major crises — economic collapse chief among them — as well as an Opposition wildly determined to discredit him and destroy his agenda.

The film takes us inside the White House with exclusive footage from the NBC News Archives. Go behind the scenes of this epic fight, with Obama's main advisors and leading political analysts telling the inside story on the President's historic and rocky first term.

**Item no.** : RY03921334  
**Format** : 2 DVDs  
**Duration** : 104 minutes  
**Audience** : Grades 11-12, Adult Education, Post Secondary  
**Copyright** : 2012  
**Price** : USD 380.00

### PRICE OF KINGS, THE: OSCAR ARIAS

In the 80s, Central America was in crisis. Wracked by brutal civil wars, death squads

and militia backed by the warring Superpowers of the Cold War. Yet one man at the center of this conflict decided to take action against the chaos. 'The Price of Kings: Oscar Arias' explores the legacy of this man: the former President of Costa Rica and lone leader without an army who had the courage to forge peace with his neighbors against the will of US President, at risk to his own life and the impoverishment of his people. Arias' diplomacy and leadership brought an end to the bloodshed, for which he received the Nobel Peace Prize and the adoration of his people. Now his controversial policy choices leave his reputation destroyed. Arias' pursuit of peace and prosperity for his people came at a significant personal cost, and his story reveals that even the best intentions can be held against you.

**Item no.** : RE00161748  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: SHIMON PERES

On Friday May 14th 1948 Shimon Peres was with the first Prime Minister of Israel, David Ben Gurion, as he declared Israeli independence. Watching the celebrations afterwards he turned to the young Shimon Peres, future Prime Minister and current President of Israel and predicted the Middle East conflict that followed. Shimon Peres has quite literally spent a lifetime at the seat of power since that very day and with a seven-decade-long career in politics at the heart of the Middle East conflict. The second in the series of documentary films reveals the price he paid for being a leader, helping us answer the question "What is Leadership?" As a nation builder it's hard to overestimate the achievements of Shimon Peres, but in the words of the President, "What we call experience the younger generation call a chain of mistakes". Despite winning the Nobel Peace Prize for his attempts to negotiate peace between Israel, the nation he helped to build, and it's neighbors; Israel remains at war.

**Item no.** : DW00161749  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

### PRICE OF KINGS, THE: YASSER ARAFAT

Yasser Arafat's political legacy is one marred by controversy. To some, he was a heroic revolutionary who fought for the freedom of Palestine and the rights of his people; to others he was a terrorist and leader of a corrupt state. Yet regardless of the dichotomy, Yasser Arafat's position at the heart of the Middle East conflict for over forty years makes him a character of

incredible significance. With groundbreaking access to the people who knew Yasser Arafat best; his wife, Suha Arafat, his political allies and his adversaries, the film delves into Yasser Arafat's history, the personal struggles he faced and sacrifices he made seeking to establish peace with Israel, whilst at the same time trying to build a Palestinian nation for his people.

**Item no.** : MC00161750  
**Format** : DVD  
**Duration** : 62 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 225.00

## POLITICS

### AMERICAN AUTUMN: AN OCCUDOC

By Dennis Trainor, Jr.

Imagine that a single voice carries as much weight as the CEO of Goldman Sachs.

In this gripping first-hand account of the Occupy Wall Street movement, filmmaker and former high school teacher Dennis Trainor Jr. takes an inside look at how a New York-based protest against corporate greed and economic inequality in the autumn of 2011 sparked a full-scale street revolution that continues to send shock waves through the American political system.

Trainor weaves commentary from organizers, activists, and leading progressive thinkers with riveting street-level dispatches from New York's Zuccotti Park, Washington DC, and beyond. The result is a passionate and clear-eyed look at a movement founded on the core belief that the American political and economic system should "place human need above corporate greed" and do something about growing inequality.

Narrated by Trainor, the documentary features filmmaker Michael Moore, Dr. Cornel West (Princeton University), comic/author/activist Lee Camp, journalists Nathan Schneider (Harper's, The Nation), Naomi Klein (The Nation) and more.

#### Reviews

- "This is not amateur hour. This is a movie as well made as any Hollywood blockbuster." - MichaelMoore.com
- "(American Autumn) is calm and smart, offsetting its stridency with discussion, music, even humor, while issuing a call to arms." - New York Times
- "American Autumn impresses most where many docs disappoint, expanding its scope without short-changing the wider subjects it covers." - Variety

**Item no.** : PA01060136  
**Format** : DVD (With English Subtitles)  
**Duration** : 58 minutes  
**Copyright** : 2012  
**StdBkNo** : 1932869719  
**Price** : USD 195.00

### NEXT AMERICAN REVOLUTION, THE: BEYOND CORPORATE CAPITALISM AND STATE SOCIALISM

An illustrated lecture with Gar Alperovitz

While there's been no shortage of commentary about the structural crisis plaguing the American economic and political system, from wage stagnation and chronic unemployment to unchecked corporate and state power and growing inequality, analyses that offer practical, politically viable solutions to these problems have been few and far between. This illustrated presentation from distinguished historian and political economist Gar Alperovitz is a rare and stunning exception. Pointing to efforts already under way in thousands of communities across the U.S., from co-ops and community land trusts to municipal, state, and federal initiatives that promote entrepreneurship and sustainability, Alperovitz marshals years of research to show how bottom-up strategies can work to check monopolistic corporate power, democratize wealth, and empower communities. The result is a highly accessible look at the current economy and a common-sense roadmap for building a system more in sync with American values.

**Item no.** : DG01060137  
**Format** : DVD (With English Subtitles)  
**Duration** : 47 minutes  
**Copyright** : 2013  
**StdBkNo** : 1932869727  
**Price** : USD 125.00

### SOUL FOOD JUNKIES: A FILM ABOUT FAMILY, FOOD & TRADITION

By Byron Hurt

Award-winning filmmaker Byron Hurt offers a fascinating exploration of the soul food tradition, its relevance to black cultural identity, and its continuing popularity despite the known dangers of high-fat, high-calorie diets. Inspired by his father's lifelong love affair with soul food even in the face of a life-threatening health crisis, Hurt discovers that the relationship between African-Americans and dishes like ribs, grits, and fried chicken is deep-rooted and culturally based. At the same time, he moves beyond matters of culture and individual taste to show how the economics of the food industry have combined with socioeconomic conditions

in predominantly black neighborhoods to dramatically limit food choices. The result is an absorbing and ultimately inspiring look at the cultural politics of food and the complex interplay between identity, taste, power, and health. Features soul food cooks, historians, doctors, and food justice movement activists who are challenging the food industry, creating sustainable gardens, and advocating for better supermarkets, more farmers' markets, and healthier takes on soul food.

#### Reviews

- "Soul Food Junkies is so important -- an instant classic, even. Byron Hurt is calling for change, and that change starts at home, in the kitchen." - New York Daily News
- "It's a very smart film, alarming but not shaming, about how vexing it is to tell people to eat differently when they associate making great traditional foods with the closest social bonds they have." - NPR
- "Mr. Hurt blends gravity with levity and ventures into the Deep South to explore the origins of old-fashioned, home-cooked soul food... In a country where the Center for Disease Control and Prevention estimates that more than one-third of U.S. adults are overweight, Mr. Hurt tries to offer insight in to what has gone wrong in the food supply-chain as well as what America needs to do in order reverse the descent into obesity." - The Wall Street Journal

#### Awards

- Winner, Best Documentary, American Black Film Festival 2012
- Winner, Best Documentary Feature, Urbanworld Film Festival 2012

**Item no.** : DP01060138  
**Format** : DVD (With English Subtitles)  
**Duration** : 64 minutes  
**Copyright** : 2012  
**StdBkNo** : 1932869735  
**Price** : USD 275.00

## POSITIVE RELATIONSHIPS

### WHALE DONE!

What does training killer whales have to do with training humans? More than you may think! In this inspirational training program, Ken Blanchard applies a proven approach used by the whale trainers of SeaWorld (USA) to teach managers and employers alike a technique that increases employee effectiveness at work!

The film illustrates to coworkers, managers and employees that by building positive relationships, they will become more productive, achieve greater results, and create an environment where everyone is genuinely excited about the work they are doing!

The series also demonstrates how the Whale Done! approach is applied to real life business situations. Blanchard emphasises two key skills that can have an immediate, positive impact in the workplace: How to give re-direction when someone makes a mistake and how to give a Whale Done! response when you catch someone doing something right.

**Item no.** : PD05090530  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 36 minutes  
**Price** : HKD 9200.00

**Item no.** : PD05090529  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 36 minutes  
**Price** : HKD 9200.00

## PROBLEM SOLVING

### THAT'S NOT MY PROBLEM

Stop the finger-pointing and take charge of the problem!

That's Not My Problem is a lively animated video that teaches employees to put out small office fires before they blaze out of control.

Viewers are taught to take responsibility by acknowledging problems, avoiding blame and acting before a crisis point is reached. This video can help you promote teamwork and positive attitudes, and create a more productive, take-action environment.

How-To Training Points:

- How to see needs and take responsibility
- How to face up to problems
- How to accept and manage responsibility

**Item no.** : TH05290517  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00

**Item no.** : TH05290518  
**Format** : DVD (Cantonese)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00

## PSYCHOLOGY

### FACE RECOGNITION

The way we make assessments about many people every day is by looking at their face. Faces tell us basic information such as gender, approximate age and

possible ethnicity. But we also learn to read faces to gather clues about what sort of person someone is or how they might be feeling. But how do we do this and why do some people suffer prosopagnosia - or the inability to recognize faces? This film explores the fascinating topic of face recognition, including recognizing faces, reading faces and the Bruce-Young model, and blindness to faces. This program is an excellent resource for students of Psychology.

Please contact us for primary and secondary schools pricing.

**Item no.** : WE08691921  
**Format** : DVD  
**Duration** : 24 minutes  
**Copyright** : 2013  
**Price** : AUD 235.00

## QUALITY

### HOW TO MAKE QUALITY... FAIL

Here's comely on the ups and downs of quality programs. You'll see hilarious vignettes on what not to do and demonstrations of successful quality program implementation. An excellent skill-building tool for anyone interested in making quality succeed.

Participants will learn about:

- Developing the "hard" skills for measuring and evaluating quality programs
- Cultivating the "soft" interpersonal skills for teamwork
- Striving for excellence without being paralyzed by perfectionism

**Item no.** : AB05290382  
**Format** : DVD (Cantonese)  
**Price** : HKD 7530.00

### RACE WITHOUT A FINISH LINE

This programme explains why the old, traditional way of doing business is no longer effective. Companies characterised by top-heavy management giving orders, employees following those orders without question, and a philosophy that has little room for quality and customer satisfaction, are unlikely to succeed in today's competitive business arena.

Learning Points

- why traditional organisational structure and management styles are ineffective in today's business climate
- why continual improvement in service of the customer is necessary
- how participative management leads to higher quality and profits
- how to think and act as a team
- the importance of adapting to changes in the business environment
- the need to constantly challenge existing procedures and use creative group problem solving so they can be

improved

**Item no.** : LE05290469  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 8600.00

**Item no.** : LE05290467  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 10 minutes  
**Price** : HKD 8600.00

**Item no.** : LE05290468  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 10 minutes  
**Price** : HKD 8600.00

## RACE

### SOUL FOOD JUNKIES: A FILM ABOUT FAMILY, FOOD & TRADITION

By Byron Hurt

Award-winning filmmaker Byron Hurt offers a fascinating exploration of the soul food tradition, its relevance to black cultural identity, and its continuing popularity despite the known dangers of high-fat, high-calorie diets. Inspired by his father's lifelong love affair with soul food even in the face of a life-threatening health crisis, Hurt discovers that the relationship between African-Americans and dishes like ribs, grits, and fried chicken is deep-rooted and culturally based. At the same time, he moves beyond matters of culture and individual taste to show how the economics of the food industry have combined with socioeconomic conditions in predominantly black neighborhoods to dramatically limit food choices. The result is an absorbing and ultimately inspiring look at the cultural politics of food and the complex interplay between identity, taste, power, and health. Features soul food cooks, historians, doctors, and food justice movement activists who are challenging the food industry, creating sustainable gardens, and advocating for better supermarkets, more farmers' markets, and healthier takes on soul food.

Reviews

- "Soul Food Junkies is so important -- an instant classic, even. Byron Hurt is calling for change, and that change starts at home, in the kitchen." - New York Daily News
- "It's a very smart film, alarming but not shaming, about how vexing it is to tell people to eat differently when they associate making great traditional foods with the closest social bonds they have." - NPR
- "Mr. Hurt blends gravity with levity and

ventures into the Deep South to explore the origins of old-fashioned, home-cooked soul food... In a country where the Center for Disease Control and Prevention estimates that more than one-third of U.S. adults are overweight, Mr. Hurt tries to offer insight in to what has gone wrong in the food supply-chain as well as what America needs to do in order reverse the descent into obesity." - The Wall Street Journal

#### Awards

- Winner, Best Documentary, American Black Film Festival 2012
- Winner, Best Documentary Feature, Urbanworld Film Festival 2012

**Item no.** : DP01060138  
**Format** : DVD (With English Subtitles)  
**Duration** : 64 minutes  
**Copyright** : 2012  
**StdBkNo** : 1932869735  
**Price** : USD 275.00

## RECRUITMENT AND SELECTION INTERVIEW

### MORE THAN A GUT FEELING (HIRING EXCELLENT SALESPEOPLE)

How To Training Points:

- How to plan an interview
- How to build rapport
- How to evaluate skills objectively
- How to effectively use silence while interviewing
- How to uncover past personal and work behaviors
- How to use examples of past behavior to predict future behavior

Master the techniques used successfully by thousands of interviewers all over the world. This phenomenally effective approach to interviewing, developed by Dr. Paul Green, teaches hiring staffs to probe job applicants for past experiences that will effectively predict future job performance.

**Item no.** : DY05800431  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Price** : HKD 9450.00

### MORE THAN A GUT FEELING III

Thousands of interviewers have hired top-performing employees by applying Dr. Paul Green's behavioral approach to interviewing. His time-honored method teaches hiring staffs to uncover a job applicant's past work behavior because it is the best indicator to their future work behavior. With this video, you'll gain confidence that you're hiring the best

candidate for the job!

How-To Training Points:

- How to plan a logical, structured interview
- How a behavioral example determines the presence or absence of skill
- How to allow for interviewer control
- How to make decisions based on facts
- How to recognize illegal interview questions

**Item no.** : GC05090433  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 9450.00

**Item no.** : GC05090432  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 9450.00

### PANEL INTERVIEW - THE APPLICANT

One on one interviews are becoming obsolete – particularly in the public sector. They are being superseded by panel interviews to ensure fairness and a range of opinions about each candidate.

'The Panel Interview' will equip both your panel and your applicants in the skills required for effective behavioural interviewing.

The second program 'The Applicant' is designed to increase an applicant's chances of success at a job interview.

- Getting a copy of the organisation's duty statement, job description, selection criteria, organisational charts, financial statements.
- Stay focussed on the questions being asked.
- Be concise, direct and relevant with your answers.
- Don't argue with the interviewer.

**Item no.** : JR05800445  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

**Item no.** : JR05800444  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

### PANEL INTERVIEW - THE PANEL

One on one interviews are becoming obsolete – particularly in the public sector. They are being superseded by panel interviews to ensure fairness and a range

of opinions about each candidate.

'The Panel Interview' will equip both your panel and your applicants in the skills required for effective behavioural interviewing.

The first program 'The Panel' discusses:

- The importance of a selection criteria
- Developing a rapport between panel and applicant
- The interview room
- The role of each of the interviewers
- The progression of the interview
- Making the decision

**Item no.** : AM05090446  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

**Item no.** : AM05090447  
**Format** : DVD (Cantonese)  
**Duration** : 17 minutes  
**Price** : HKD 7530.00

### PICKING PEACHES AND AVOIDING LEMONS

Employee selection is a critical process for managers and supervisors. The decisions they make about whom to hire will affect your organization's success and can have a big impact on their day-to-day activities on the job. It really is a matter of 'picking peaches' and 'avoiding lemons, nuts and flakes'. A poor hiring choice can make everyone's life miserable. The right choice can solve problems, improve morale, and help your organization hum with efficiency.

The objectives of the program include everything managers and supervisors need to know about employee selection, including:

- The application form and how to evaluate it
- Observing the candidate
- Conducting the interview using the six-step process
- Checking references
- Evaluating the candidates
- Conducting a second interview
- Being aware of legal issues.

**Item no.** : AT05090455  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 15 minutes  
**Price** : HKD 7530.00

## RESPONSIBILITY

### THAT'S NOT MY PROBLEM

Stop the finger-pointing and take charge of the problem!

That's Not My Problem is a lively animated video that teaches employees to put out small office fires before they blaze out of control.



Viewers are taught to take responsibility by acknowledging problems, avoiding blame and acting before a crisis point is reached. This video can help you promote teamwork and positive attitudes, and create a more productive, take-action environment.

How-To Training Points:

- How to see needs and take responsibility
- How to face up to problems
- How to accept and manage responsibility

**Item no.** : TH05290518  
**Format** : DVD (Cantonese)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00  
**Item no.** : TH05290517  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00

## SAFETY AND HEALTH

### GHS CONTAINER LABELING

Discusses the six types of information contained on a GHS label.

**Item no.** : JC08800486  
**Format** : DVD  
**Duration** : 12 minutes  
**Price** : USD 229.00

### GHS SAFETY DATA SHEETS

Reviews the composition of GHS Safety Data Sheets.

**Item no.** : VA08800487  
**Format** : DVD  
**Duration** : 16 minutes  
**Price** : USD 229.00

### INTRODUCTION TO GHS (THE GLOBALLY HARMONIZED SYSTEM)

Reviews what the Globally Harmonized System is all about.

**Item no.** : KN08800488  
**Format** : DVD  
**Duration** : 20 minutes  
**Price** : USD 229.00

## SALES AND MARKETING

### ART AND CRAFT OF SELLING, THE - HANDLING INBOUND CALLS

This video is about being responsive to customers needs.

The phone is a great tool for customer service as it spans distance and yet remains so personal. What are the things you need to say to help people get to the point? What is the correct protocol for putting people on hold? How do you make a judgment about referring issues to more senior people?

We look at both large call centre and small business. What about handling complaints? Being patient and responsive but at the same time getting the matter dealt with efficiently is an art form.

Tips on improving your phone manner and keeping your cool.

- Different inbound uses
- Listening to customers
- Know your subject
- Difficult customers
- Tone and voice
- Increasing the sale

**Item no.** : VN05800287  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 6800.00

### ART AND CRAFT OF SELLING, THE - PSYCHOLOGY OF THE CUSTOMER

A deep level of understanding of customers is vital in securing sales.

This video examines the customer and looks at what makes them tick - why they buy AND why they resist buying.

The relationship you build with your customer - the goodwill - is as valuable an asset as any other. Everything should be focused on this. We look at the individual parts of the interaction...body language, tone of voice, pacing of speech, responsiveness - all the things needed to "qualify" the customer and clinch the sale.

- Reading people
- Getting inside the "door"
- Attracting new customers
- Understanding customer needs
- Understanding why people buy
- Why people resist buying
- Overcoming delaying tactics
- Dealing with objections

**Item no.** : WA05090288  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 6800.00

**Item no.** : WA05090289  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 6800.00

### COMPETITIVE EDGE (SECOND EDITION)

The difference between making an on-site sales call and making an actual sale lies in one very important factor: Collaboration. This training program will show your sales force how to incorporate collaboration into every sale. Viewers eavesdrop on site calls made by three reps to one overworked potential client. All three reps make important strides, but only one leaves with the order.

Whether conducting an orientation session for new sales reps or a kick-off refresher for veteran staff, The Competitive Edge will put your reps in their customer's shoes, enabling them to sell as they would want to be sold.

Your Sales Force will learn:

- Precall Planning
- Build a Relationship.
- Conduct a Needs Analysis
- Listen
- Presentation
- Overcome Objections
- Ask for the Sale

**Item no.** : ZJ05290310  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 8000.00

## SCIENCE

### CURIOSITY: MANKIND RISING

Curiosity follows mankind's journey of life from the first cell to the present day. Humans are the pinnacle of a chain of species that has survived for billions of years by way of evolution, natural selection, adaptation, and pure luck. From the formation of primordial genetic material to the development of speech, this is the improbable story of the incredible set of circumstances that led to human existence.

**Item no.** : BH07983567  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286284  
**Price** : USD 90.00

## SELLING TECHNIQUES

### SALES IS NOT A DIRTY WORD

Sales Is Not A Dirty Word is an innovative training program that helps people understand the basics of selling. Using humorous examples everyone can relate to, Sales Is Not A Dirty Word teaches practical sales techniques. The film discussed insights into a different approach to selling – one based on service and knowledge, rather than pushing products. Whether viewers are in Customer Service, new to Sales or seasoned pros, Sales Is Not A Dirty Word will help everyone sell with their customers' best interests at heart.

**Item no.** : TT05800487  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 8600.00

**Item no.** : TT05800488  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 8600.00

## SOCIAL INEQUALITY

### POVERTY: THE FOURTH WORLD

In an endless landscape of garbage, hundreds of people fight with crows over the edible contents of the trash. Hungry children stare from the door of a shack. A man labors under the weight of a bucket of water on a muddy street lined by low, crowded dwellings. What are the human stories behind these images of "the fourth world"? From the slums of Nairobi to Guatemala City and to Manila, this documentary brings viewers inside the world's shanty towns, exploring the reasons for their rapid expansion and revealing the personal struggles of those who live there.

**Item no.** : NC02455244  
**Format** : DVD  
**Duration** : 54 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781622909919  
**Price** : USD 170.00

## SOCIAL INSTITUTIONS

### NEED FOR SPEED, THE: DRUG PUSHING BY THE U.S. MILITARY

Americans have come to accept that the accidental killing of innocent civilians, and soldiers because of friendly fire, is just one of the sad realities of war. But what if we were told that those ill-fated casualties were the direct result of relentless military drug pushing? In this damning investigation, award-winning journalist Jamie Doran explores the allegation that U.S. air crews are being fed amphetamine pills "like candy." The Pentagon introduces its infamous "go pills" as a "mild stimulant," but ex-airmen tell a different story: they're mind-bending and dangerously addictive. A commercial airline pilot caught under the influence of speed would be forbidden to fly, possibly even dismissed. So why is the Pentagon allowing this shocking practice to continue in the military?

**Item no.** : TM02305243  
**Format** : DVD  
**Duration** : 50 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532160  
**Price** : USD 170.00

## SOCIAL MEDIA

### MARK IT: SOCIAL MEDIA MARKETING I

If you're wondering how to make people follow your YouTube feed, make money from your blog or convince your CEO of putting some money on social media, stick around. Social Media Marketing is a growing trend and has been for a little while; but most brands are still trying to figure out how it works. Is it really something new or is it just another tool in the shed of marketing? Is it really useful? Can we see or measure results from having a million Facebook fans?

**Item no.** : WR00161741  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: SOCIAL MEDIA MARKETING II

As consumers and brands explore the digital world, social media evolves. How are brands to leverage online influences, loyalty and marketing campaigns? How to respond to the consumer? What happens to the notion of privacy in a world of constant accountability, and what will be the future of social media marketing?

**Item no.** : WD00161742  
**Format** : DVD

**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

### MARK IT: SOCIAL MEDIA MARKETING III

Advertising doesn't work anymore. People are not watching, listening or buying. True? Well, not quite; but close enough. As consumers are spending more and more time online, traditional marketing is becoming less and less effective. People are not looking for ads, they are searching for authentic content that entertains and educates in quick doses. Consumers want personalized touch points that make life easier. Learn how to become likeable, viral, shared, and loved by your consumers. Find out what consumers are looking for and how to deliver great content that can become a starting point to develop great products and services.

**Item no.** : WC00161743  
**Format** : DVD  
**Duration** : 25 minutes  
**Audience** : Senior High - College  
**Copyright** : 2013  
**Price** : USD 195.00

## SOCIAL PSYCHOLOGY

### MIND YOUR MIND

Are we really in control of our own thoughts? In this documentary, filmmaker Jason Brett Serle travels from the mall to the mountains to expose just how powerful the subliminal messages of advertising, politicians, and mass media really are. Arguing that "we don't perceive what's there, we change what we perceive, and we perceive what's not there," Serle simplifies complex neurological theories with the help of his young son, then explains how neuro-linguistic programming can help provide psychological independence. Contains mature themes and explicit imagery.

**Item no.** : MC00275242  
**Format** : DVD  
**Duration** : 47 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781622909926  
**Price** : USD 170.00

## SPORTS MEDICINE

### HOW MANY FRACTURES IS TOO MANY?

By Andrew Gregory, Brooke Pengel

How Many Fractures is Too Many? reviews the mechanism of injury and points out causes of low-energy fractures, particularly vitamin D deficiency. Featuring a Clinical Colloquium presented at the

2012 ACSM annual meeting, the DVD also discusses, who should be screened for an enhanced risk of fractures. In addition, the DVD presents recommendations for treating vitamin D deficiency. The DVD also addresses the issue of osteoporosis in youth, as well as details factors (associations) that may lead to the condition.

Among the topics covered:

- Low energy fractures
- Vitamin D deficiency and frequent fractures in children
- Who to screen?
- Treatment recommendations: vitamin D deficiency
- Osteoporosis in youth
- Osteoporosis associations
- DXA scans

**Item no.** : HA08501835  
**Format** : DVD  
**Duration** : 49 minutes  
**Copyright** : 2012  
**Price** : USD 80.00

## **INFLUENCE OF TRUNK STABILITY ON THE RISK OF KNEE INJURY, THE**

By Jennifer Earl-Boehm, Anthony S. Kulas

The Influence of Trunk Stability on the Risk of Knee Injury discusses the current literature and its clinical relevance regarding the influence of trunk stability on knee injury. The DVD presents evidence relating trunk stability to both anterior cruciate ligament injury and patella femoral pain. The DVD also outlines a conceptual framework of what constitutes trunk stability.

Among the topics covered:

- How does the trunk influence knee loading?
- What is trunk stability?
- Trunk stability as a construct
- Trunk position & ACL injury
- Trunk proprioception & knee injury
- Trunk position and knee loads
- Influence of the trunk on patella femoral pain

**Item no.** : MR08501836  
**Format** : DVD  
**Duration** : 54 minutes  
**Copyright** : 2012  
**Price** : USD 80.00

## **STAFF DEVELOPMENT**

### **PRODUCTIVITY & THE SELF FULFILLING PROPHECY**

This classic programme shows how a manager's expectations of a subordinate's performance can be the key to his actual performance and development. It

suggests that if managers treat their workers as competent, responsible employees, they will act that way. Conversely, if they treat their employees as incompetent and irresponsible, they may encourage that type of response as well. Primarily used as an external expectation theory, the programme explores the specific behaviours through which we communicate our expectations, high or low, to others. It challenges managers to help their people become more productive by communicating and instilling high expectations in them which are both challenging and realistic.

**Item no.** : NM05090466  
**Format** : DVD (Cantonese)  
**Duration** : 30 minutes  
**Price** : HKD 7530.00

## **STATES OF MATTER**

### **LANGUAGE OF SCIENCE, THE: PHYSICAL SCIENCE - MATTER (3-5)**

Identifies core physical science vocabulary for upper-elementary students and English language learners in relation to matter. The program covers such terms as matter, state of matter, properties of matter, physical change, chemical change, and more.

**Item no.** : KC07983573  
**Format** : DVD  
**Duration** : 24 minutes  
**Audience** : Grades 3-5  
**Copyright** : 2012  
**StdBkNo** : 9781618286352  
**Price** : USD 90.00

### **LANGUAGE OF SCIENCE, THE: PHYSICAL SCIENCE - MATTER (K-2)**

Identifies core physical science vocabulary for early elementary students and English language learners. The program covers such concepts as matter, states of matter, changes in matter, measuring matter, and more.

**Item no.** : WP07983574  
**Format** : DVD  
**Duration** : 17 minutes  
**Audience** : Grades K-2  
**Copyright** : 2012  
**StdBkNo** : 9781618286314  
**Price** : USD 90.00

## **STRATEGIC MANAGEMENT**

### **BUSINESS OF PARADIGMS**

We all develop our own perspectives and unwritten rules – the way we do things –

and so do our organisations. The new buzzword describing these rules is "paradigms". Specifically, "paradigms" are rules we take for granted – our most basic assumptions about how we live and work.

Paradigms help us to evaluate and organise new information quickly. But paradigms can also have a limiting effect. Our paradigms may be so deeply rooted, so unquestioned, that they can become barriers to our ability to see new opportunities.

The "old way" of doing something may seem like the "only way". We can be blinded to new ideas, opportunities and solutions. Whatever field or profession you're in, understanding the influence of this paradigm effect is absolutely vital to your organisations future.

In this programme, Joel Barker show you and your people how they can develop climates that foster innovation, change and the regular flow of new ideas to that your organisations can implement new strategies that take you to the leading edge of your field.

Benefits of the Programme:

- Helps people understand the forces that often prevent us from being successful in dealing with change.
- Provides a "common language" for discussing change.
- Explains why there are negative reactions to new ideas.
- Reduces the degree to which change is seen as threatening.
- Increases people's abilities to become more exploratory.
- Shows organisations where to look for the kinds of revolutionary changes that fundamentally rewrite the rules of "the game".
- Provides key insights on how to improve the process of innovation.

**Item no.** : LM05090303  
**Format** : DVD (Cantonese)  
**Duration** : 38 minutes  
**Price** : HKD 9450.00

**Item no.** : LM05090302  
**Format** : DVD (Mandarin)  
**Duration** : 38 minutes  
**Price** : HKD 9450.00

## **NEW BUSINESS PARADIGMS, THE**

For more than a decade, Joel Barker has helped us deal with change. Today, his message is more important than ever. That's why his best-selling training programme has been reinvented.

Key Concepts:

- Paradigms are common
- Paradigms are useful
- Do not let your paradigms become your paradigms
- Outsiders create new paradigms
- Shifting paradigms takes courage

- You can choose to change your paradigms

**Item no.** : GF05290434  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290437  
**Format** : DVD (Cantonese)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290435  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

**Item no.** : GF05290436  
**Format** : DVD (Mandarin)  
**Duration** : 42 minutes  
**Price** : HKD 8300.00

## PARADIGM PIONEERS

This video is about the future. It is about change and the opportunities brought about by paradigm shifts. Most importantly, it's about people with a pioneering spirit. A special group of people that drive new paradigms from rough concept into practicality. Because they go first, the pioneers have always been perceived as the high risk takers. Today, it is the settler who is at a high risk if they remain complacent. Is your organisation pioneering the new products and services that change is making possible? Or are you the settler, waiting until the future is staked out by others?

**Item no.** : NA05290448  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 9450.00

## PARADIGM PRINCIPLES

Paradigm Principles then goes beyond the Business Of Paradigms. Discover the four principles that are the framework for understanding a paradigm shift. Practicing the principles will help your organisation see the opportunities that come with change and take action. You'll be inspired by the latest chapter in the Swiss watchmaker story. Find out how they are shaping their future in a most unexpected way. Barker's examples illustrate how we can benefit from paradigm shifts.

Paradigm Principles and its facilitator's guide are designed to help people develop their own insight and understanding about change. Use the programme to:

- Introduce new initiatives

- Challenge old assumptions
- Rethink strategic planning
- Inspire people to anticipate the future

**Item no.** : HC05800449  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 32 minutes  
**Price** : HKD 9450.00

## STRATEGIES FOR CHANGE

### RIDING THE WAVE: STRATEGIES FOR CHANGE

In today's fast-paced world, people need to know how to apply balancing strategies when change occurs.

This program helps employees adjust their attitude, relax, and open their minds to the ocean of possibilities that change can bring--getting them to see problems not as threats but as opportunities for growth.

Benefits:

- Helps people manage change
- Encourages personal growth
- Builds a climate of "learning and discovery"

**Item no.** : YP05290480  
**Format** : DVD (Cantonese)  
**Duration** : 18 minutes  
**Price** : HKD 7800.00

**Item no.** : YP05290481  
**Format** : DVD (Mandarin)  
**Duration** : 18 minutes  
**Price** : HKD 7800.00

## STRESS MANAGEMENT

### MANAGING STRESS (2ND EDITION)

Job burn-out...Illness...Absenteeism...Conflict...Counter-productivity... Often, these problems can be traced to stresses in the workplace, in personal lives, or both. Although life will never be completely stressfree, we can control how we react to it. The crippling, sometimes fatal effects of stress can be reduced by following the logic of this video.

Managing Stress presents research-based information on work-related stress, helping the viewer to become more aware of alternative means of coping with tension-inducing events. The video shows how we are particularly vulnerable to feelings of stress in today's workplace, especially in positions which carry more responsibility than authority, or in a working environment that lacks a supportive network and leads to conflict

with others. Illustrating various work situations that can produce stress, Managing Stress also examines how stress may be caused by our individual anxieties. The video training then offers current, positive approaches we can take to alleviate tension and anxiety - from learning how to communicate with our fellow workers, to techniques to reduce our own personal reactions to stressful situations.

Participants will learn:

- What "stressors" make us especially prone to stress.
- To understand what causes our own individual physiological and psychological reaction to these stressors
- What we can do in the workplace to alleviate stress
- Personal activities we can do to reduce stress, such as physical exercise, relaxation techniques, etc.

**Item no.** : GJ05090419  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 8600.00

## STRESS

Turn your stress-producers into stress-reducers.

This video teaches your supervisors to recognize how stress is created... and alleviated. They will learn the 6 basic warning signs of stress and the 6 proven steps to reduce stress, including

- How to be decisive
- The art of delegation
- When and how to say no
- How to create time for work

**Item no.** : TC05290495  
**Format** : DVD (Mandarin)  
**Price** : HKD 5760.00

## STRUCTURAL BODYWORK

### ORTHOPEDIC MASSAGE - LOWER BODY

Learn how to address tendon and muscle injuries with skill and confidence. This DVD covers assessment, trigger points and referral patterns, static and friction massage, stretching and client self-care on over 25 muscles. Learn from John's 30 years of experience as a bodywork instructor as he clearly shows each step in the treatment process with this hands-on approach.

This 2 hour and 41 minute DVD covers back and hip pain, knee pain and ankle injuries. John methodically goes through each structure describing how it relates to common dysfunctions as he shows how to apply trigger point therapy and cross-fiber friction.

In an added bonus section, this DVD also includes how to work on large muscles using your foot with the client on the ground. This option allows the therapist to save their hands while offering an effective treatment.

**Item no.** : HK11860043  
**Format** : DVD  
**Duration** : 161 minutes  
**Price** : USD 80.00

## **ORTHOPEDIC MASSAGE - UPPER BODY**

Learn how to address tendon and muscle injuries with skill and confidence. This DVD covers palpation assessment and functional assessment, trigger points and referral patterns, static and friction massage, stretching and client self-care on over 30 muscles and tendons. Learn from John's 30 years of experience as a bodywork instructor as he clearly shows each step in the treatment process with this hands-on approach.

This 2 hour and 27 minute DVD covers neck, shoulder, elbow, and wrist injuries. John methodically goes through each structure describing how it relates to common dysfunctions as he shows how to apply trigger point therapy and cross-fiber friction. His insightful tips and clear instruction makes this a valuable learning tool for anyone working with injuries.

**Item no.** : HE11860044  
**Format** : DVD  
**Duration** : 147 minutes  
**Price** : USD 80.00

## **SUBSTANCE & ALCOHOL ABUSE**

### **SUBSTANCE ABUSE & THE CHOOSE MY PLATE NUTRITIONAL GUIDELINES**

Overview of federal government's new food icon, MyPlate (which replaced MyPyramid) geared toward persons in recovery. Provides overall nutritional guidelines, focusing on special challenges of those in recovery, including cravings. Special sections on nutritional myths, vitamins, and safe food handling.

**Item no.** : HR03150187  
**Format** : DVD (Region 1)  
**Duration** : 17 minutes  
**Copyright** : 2012  
**Price** : USD 119.00

## **SUPERVISORY SKILLS**

### **AFTER ALL YOU'RE THE SUPERVISOR**

Shifting new supervisors into leadership gear, fast Boss.

Coach. Teacher. Mediator. Motivator. Organiser. Politician. Disciplinarian. Analyst. Friend. All things to all people, and more. The anxieties. The pressures. The road blocks. The pitfalls. And always, interruptions.

Then there's cost-cutting, goal-setting, scheduling, fixing everything, running the place and retaining the respect of subordinates who once were peers. No wonder every supervisors need a universe of skills.

In this rare view of the supervisor's daily journey, viewers get the big picture as never before, with 17 keys to success. No seasoned supervisor should be overlooked when you show this film. And no one should make the transition from worker to supervisor without seeing this film first.

- Reveal a rare view of the supervisor's total job in 20 memorable minutes
- Teach the 17 skills no supervisor can afford to be without

**Item no.** : HC05800282  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

**Item no.** : HC05800283  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 9000.00

### **CURSE OF THE VANISHING EMPLOYEES**

When it comes to your employees, after investing in their recruiting, training, and development your certainly don't want them to disappear. These days it's happening all too often and productivity suffers. But high turnover may not be just an upper management problem. Using clever special effects and humor, this video shows managers and team leaders how they can make a difference.

Managers will learn the importance of:

- Being available for problem-solving
- Finding out what motivates each individual
- Supporting individual growth through new challenges
- Providing coaching and discipline to keep performance high
- Remaining flexible when employees need to balance work and family

**Item no.** : KH05090316  
**Format** : DVD (Cantonese)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

**Item no.** : KH05090317

**Format** : DVD (Mandarin)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

**Item no.** : KH05090318  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 8600.00

### **LEADERSHIP PICKLES, THE!**

Bob Farrell's back...and this time he's giving out Leadership Pickles!

A FUN and INSPIRATIONAL new training video on leadership with BOB FARRELL

What Bob Farrell did for customer service in the run away hit Give 'em the PICKLE!, he's doing again for leadership with The Leadership Pickles! A fun and exciting new video from Media Partners, The Leadership Pickles! combines Bob's passion for serving others with powerful leadership stories to create a memorable and motivating message for leaders of all kinds. What defines a leader? According to Bob Farrell...

"Leaders are those who SERVE the people who SERVE the customer."

Just as customers need pickles - those special things you do for them to keep them coming back - your employees need their pickles too. They want and need certain things from you as their leader. If they get them, they'll follow you and achieve great things. If they don't get their leadership pickles, their belief and respect for you as a leader may begin to slip.

Being in leadership is a tough job. It requires you to be the best you can be. The Leadership Pickles! will inspire you to give your employees their leadership pickles!

**Item no.** : WM05090413  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

**Item no.** : WM05090414  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

**Item no.** : WM05090415  
**Format** : DVD (Cantonese)  
**Duration** : 16 minutes  
**Price** : HKD 8000.00

## MANAGING FRONT LINE STAFF

This programme looks at some of the elements of managing front line staff that will help your organisation achieve total quality service.

The programme is broken up into four modules which look at:

- personal management style (including coaching & counselling)
- empowering staff
- continuous improvement
- emotional labour

Customer service is hard work and as a supervisor it's your job to make sure that your employees are able to cope with any obstacles that may come their way. Treat them as professionals and reward them appropriately and not only will you have a great team, but be well on your way to achieving your total quality service goals!

**Item no.** : EK05800418  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

**Item no.** : EK05800417  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 7500.00

## PEER TODAY, BOSS TOMORROW: NAVIGATING YOUR CHANGING ROLE

This program uses real world behavior modeling to show new managers how to do the right thing, in the right way, at the right time.

Making the leap from peer to boss is never easy. In addition to dramatic change, new managers frequently struggle to balance their old coworker relationships with their new management responsibilities. Designed to help participants make a successful transition from "coworker" to "manager" or "supervisor,"

Peer Today, Boss Tomorrow presents four proven strategies that will help new supervisors navigate changing relationships and prepare for the most difficult situations they're likely to encounter as they assume their new role.

Through the four strategies presented and applied in this program, participants will have the opportunity to learn:

1. What it means to accept the responsibilities of their new role.
2. How to exercise their abilities to set clear boundaries.
3. The value of strengthening their communication skills.
4. The importance of taking thoughtful and strategic action.

Participants will learn how to address these common situations:

- Overcoming the fear of lost friendships and lost rapport
- Disciplining a former peer

- Managing coworkers who are older
- Enforcing a policy the individual may have personally broken prior to becoming a manager
- Avoiding the appearance of favoritism
- Keeping confidential information confidential
- Admitting mistakes in a way that builds trust and credibility with former peers (and all direct reports)

**Item no.** : ZA05290452  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9800.00

**Item no.** : ZA05290453  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9800.00

## SYSTEMS OF PSYCHOTHERAPY

### SYSTEMS OF PSYCHOTHERAPY: DREAM WORK IN PRACTICE

With Clara E. Hill, PhD

In this DVD, Clara E. Hill demonstrates her three-stage model for working with dreams, where she works with the client to explore the dream in detail, find insights by expanding on initial interpretations of the dream, and consolidate those insights and take action to address issues in her waking life.

The first stage, exploration, is informed by client-centered theory and involves enlarging key images of the dream to enhance their vividness and help the client experience them again with emotion and depth. In the second stage, insight, client and therapist take what they've learned from the exploration process and conceptualize what the dream means to the client's present life. The third stage of action allows the client to apply her understanding of the dream and determine what waking changes should be made based on newfound knowledge from the dream.

In this session, Dr. Hill and the client discuss at length a dream that the client has had recurrently since she was 18 years old. Recurring dreams often represent recurring themes in people's lives, and the client considers the powerful notion that if she can gain insight into her dream, she could perhaps change her life.

**Item no.** : KN08310198  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2013  
**StdBkNo** : 9781433813085  
**Price** : USD 100.00

## SYSTEMS OF PSYCHOTHERAPY: INTEGRATIVE THERAPY

With John C. Norcross, PhD

Integrative Therapy involves selecting models and methods from across orientations to best suit a particular client and context. Meta-analyses demonstrate that tailoring therapy to the individual client enhances treatment effectiveness.

John C. Norcross's approach to integrative psychotherapy systematically matches evidence-based treatment methods and healing relationships to the client on the basis of multiple transdiagnostic features, including stage of change, reactance level, culture, and preferences.

In this video, Dr. Norcross works with a young man named Jason who seeks to improve both his self-care regimen and interpersonal relationships. Dr. Norcross assesses Jason's stages of change and preferences in these areas, addresses his multiple treatment goals, and applies different relationship stances to help move him forward.

**Item no.** : TV08310199  
**Format** : DVD (Closed Captioned)  
**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433812750  
**Price** : USD 100.00

## SYSTEMS OF PSYCHOTHERAPY: SHORT-TERM DYNAMIC PSYCHOTHERAPY

With Donald K. Freedheim, PhD

Short-term dynamic psychotherapy applies psychoanalytic principles to define and understand the dynamics and problems that clients bring to the therapy session. The aim of this approach is to uncover the feelings or thoughts that interfere with a client's relationships, communication, and daily functioning.

To be effective, the therapist must work quickly to engage the client in the therapeutic process, uncovering defenses and gaining the trust of the client in a brief time. As the therapist forms an alliance that allows honest communication, both parties explore any relevant historical and current events that may prevent healthy functioning.

In this video, Donald K. Freedheim works with a single parent who initially presents with concerns and anxieties about her daughter's well-being. As the demonstration unfolds, Dr. Freedheim deftly shifts the focus back to the client herself and uncovers the client's key issue — her unexpressed anger — and explores how that anger has interfered with the development of healthy relationships.

**Item no.** : NC08310200  
**Format** : DVD (Closed Captioned)

**Duration** : Approx. 100 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781433812767  
**Price** : USD 100.00

## TEACHER TRAINING

### FAKING THE GRADE

According to a 2006 study of 15,000 post-secondary students in Canada:

- 58% of first-year students admitted to serious test cheating when they were in high school.
- 73% admitted to serious cheating on written work while in high school.
- 53% of undergraduate students admitted to at least one instance of serious cheating on written work sometime in the last year.
- 18% said they had cheated on a test in the last year.

And it's not just students. Parents, teachers and school officials have been caught, too. Research shows those who cheat in school go on to cheat in life. Are cheaters the outcome of our win-at-any-costs society?

"I think we've been raising, and are raising now, a generation that have a hard time making the distinction really deep down inside between right and wrong," says one Academic Integrity expert.

FAKING THE GRADE reveals what comprises a cheating offence (it's not a black or white matter), and how technology is being used to cheat — and to catch the cheaters.

**Item no.** : TY03921337  
**Format** : DVD (Closed Captioned)  
**Duration** : 45 minutes  
**Audience** : Grades 10-12, Adult Education, Post Secondary  
**Copyright** : 2012  
**Price** : USD 209.00

## TEAM DEVELOPMENT

### GROUPTHINK (2ND EDITION)

Protecting the organisation from the consequences of inappropriate decision making

Although the subtle phenomenon called groupthink was first defined by the late Dr. Irving Janis in the 1970's, this programme captures it in uncanny detail during a critical group meeting held in 1986. Then, despite the misgivings of key engineers, a team of men from government and industry decided to launch Space Shuttle Challenger. An unforgettable re-enactment of actual pre-launch

conferences from Hearst Entertainment's ACT-TV movie Challenger demonstrates the eight groupthink symptoms:

- Rationalisation
- Shared stereotypes
- Self-censorship
- Mind guarding
- Direct pressure
- Illusions of morality
- Invulnerability
- Unanimity

Other examples: Pearl Harbour and The Bay of Pigs. The sobering facts and preventive strategies in this compelling programme will awaken in every viewer the mandate for openly voicing true opinions, no matter what the personal risk.

- Promote openness, prevent isolation, and free people to make their own informed decisions
- Protect your organisation from wasted efforts and costly errors

**Item no.** : JF05290370  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 22 minutes  
**Price** : HKD 9000.00

### TEAM BUILDING (2ND EDITION)

The streamlined operations and productive results so needed by every team can be achieved by applying the principles presented in this programme. Learn the four fundamentals of totally task-oriented teamwork.

This journey into team building borrows from the story of Captain Bligh and The Mutiny on the Bounty.

Participants watch Bligh employ techniques of team building and maintenance resulting in a smoothly functioning team. Training designs invite participants to apply the same techniques to their own work teams.

These includes:

- creating a safe environment
- focusing on the job instead of each other
- giving every idea a fair hearing
- demanding total commitment from each member
- allowing the task to dictate procedures

**Item no.** : ZH05800501  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 8600.00

### TEAMWORK IN CRISIS

This powerful video shows five elements of teamwork that will strengthen teams on a daily basis, so that they are better prepared for the unexpected. These insights are shared by Captain Al Haynes, who explores the extraordinary teamwork involved in the miraculous landing of a

severely disabled United Air Lines jet.

Viewers see what started out as a very ordinary flight on a United Air Lines DC-10 turn into a catastrophic situation where teamwork helped achieve a miraculous outcome. The United Airlines DC-10 was flying en route from Denver to Chicago when it experienced engine failure in its #2 engine, leading to loss of all hydraulic power to the airplane. Using the two remaining engines as their only source of steering, Captain Al Haynes and his flight crew managed to bring the plane into a crash landing at Sioux Gateway Airport in Sioux City, Iowa.

While some passengers were lost, 196 survived as a result of remarkable confluence of events, including the disaster preparedness of the rescue crews on the ground, the flight crew in the air, and the air traffic controllers, who worked together to achieve results that in all respects beat the odds.

**Item no.** : TT05290504  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 28 minutes  
**Price** : HKD 7530.00

**Item no.** : TT05290505  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 28 minutes  
**Price** : HKD 7530.00

**Item no.** : TT05290503  
**Format** : DVD (Cantonese)  
**Duration** : 28 minutes  
**Price** : HKD 7530.00

## TEAM MANAGEMENT

### TEAM DEVELOPMENT & MAINTENANCE

In this programme we look at the role of the supervisor in developing and maintaining an effective team. The world is changing rapidly and it is now accepted that the traditional authoritarian version of the supervisor is no longer appropriate and it is in fact a barrier to productivity improvements. The programme features positive behavioural models within both blue and white collar environments.

It demonstrates the importance of:

- work allocation skills.
- group problem solving.
- setting objectives collaboratively.
- coaching skills.
- self-directed teams.
- empowering the team to make decisions.

The supervisor's role is to facilitate the team in achieving their goals by treating

them as intelligent human beings and by empowering them to be as self-managing as possible.

**Item no.** : CH05090502  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 20 minutes  
**Price** : HKD 5760.00

## TEAMWORK

### BUILDING THE MULTICULTURAL TEAM

This film educates team members of the difficulties associated within multicultural teams and helps them identify action plans that produce efficient and productive relationships.

Attitudes covered include:

- Respect
- Consideration
- Personal Responsibility

Behaviours covered include:

- Effective communication across different cultures
- Identifying differences in cultural values and practices
- Team building techniques
- Creating balance within the team

Competencies covered include:

- Understand the challenges of working within a multicultural team
- Learn to develop an effective cross-cultural, multicultural leadership plan
- Identify that awareness is a responsibility shared by team members within a multicultural team

**Item no.** : VF05290300  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 15 minutes  
**Price** : HKD 6900.00

### BUILDING THE VIRTUAL TEAM

This film shows a group leader of a virtual team and the problems she faces leading the managers in Asia, India, Africa and Latin America.

Attitudes covered include:

- Consideration
- Team-focused
- Motivational

Behaviours covered include:

- Organising integration of high-tech and high-touch
- Dealing with language and time zone barriers
- Creating balances between different cultures and values
- Developing a team with centralised goals and expectations

Competencies covered include:

- Identifying the importance of human

relationships in business and how impersonal communication can inhibit productivity

- Identifying that awareness of different values is a responsibility that is shared by all team members
- Learn tools and techniques that allow for effective leadership of virtual teams

**Item no.** : GD05800301  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 6900.00

### FOUR WEEKS IN MAY AND T.E.A.M.W.O.R.K.

The Indianapolis 500 Race is one of the toughest competitions in the world. To succeed, you need to have great drivers, top-notch equipment, a perfectly coordinated team, and great leadership. Any team that does well in this competition is a model of success. Now you can learn from one of these top teams – the Rahal/Letterman Team - and put their lessons to work in your organisation.

DVD 1: Four Weeks in May - In this introductory DVD, you will see how the team trains, collaborates and perseveres in the face of challenges. In addition, you can watch Bobby Rahal lead and inspire each member of his team including rookie driver Danica Patrick. See how this team strives every day to achieve top results in the Indy 500.

DVD 2: T.E.A.M.W.O.R.K. - This DVD has eight separate training modules. Each module can be used to address a specific challenge in your organisation. These training modules cover: Training, Excellence, Attitude, Motivation, Winning, Organization, Risk & Reward, and Kinship.

- Understand the importance of perspective and perseverance
- Celebrate success and motivate their team to higher levels of excellence
- Train constantly to achieve success
- Balance risks and rewards to reach higher levels of achievement
- Build team unity and communicate constantly

**Item no.** : VC05800358  
**Format** : 2 DVDs (With Simplified Chinese Subtitles)  
**Duration** : 58 minutes  
**Price** : HKD 8700.00

**Item no.** : VC05800357  
**Format** : 2 DVDs (With Traditional Chinese Subtitles)  
**Duration** : 58 minutes  
**Price** : HKD 8700.00

## FUN IS GOOD

For the people who work at Midway Field, where having Fun is encouraged daily, Fun becomes An Attitude! An Experience!

It makes these employees more creative more productive, and ultimately more satisfied.

Go behind the scenes with the Saint Paul Saints, a minor league baseball team that lives its motto: FUN IS GOOD!

This highly motivational new release shows, first hand, just how much fun, when combined with commitment, relates to organisational success and personal satisfaction. They don't take themselves too seriously. They treat each other with respect. And they make every day an event. Don't miss out on this unique production to make your training sessions come alive!

**Item no.** : FY05800363  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00  
**Item no.** : FY05800364  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 13 minutes  
**Price** : HKD 8300.00

## MAKING TEAMS WORKS

"Making Teams Work" is a complete training package which has been designed to work in any business, organization or institution that believes teams are the way to go. It focuses on: The new work environment, Achieving status and respect within the team, Respecting difference within the team, 'Big picture' versus 'Little picture', The specific skills we highlight include: Hearing others and being heard, Problem solving, Conflict resolution, Change – the willingness to change and accept change. These points are portrayed mainly in a meeting room environment, and the film is designed to appeal to a great cross section of the working place.

**Item no.** : VC05290416  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 18 minutes  
**Price** : HKD 7125.00

## PIGEON HOLE IN THE LAND OF PENGUINS

The Land of Penguins has made significant progress in terms of diversity. The penguins understand that they need many birds of different types to make their organization strong and competitive. A few nonpenguins have even been promoted into leadership positions. But the Land of Penguins still has a way to go in terms of fully utilizing their diverse workforce. Stereotypes and assumptions abound – and it's not just a problem with the



penguins. ALL the birds are guilty of making assumptions about one another – assumptions that limit other birds' opportunities to be seen and heard as unique individuals, rather than simply as members of a group where everyone is alike.

In this video, the Land of Penguins is confronting a series challenge – the challenge of change and declining resources. The pigeons, who have been doing some research on the internet, think they have found a solution, but getting the attention of senior management is another matter! Compounding the pigeons' frustrations in getting their idea heard is the fact that the pigeons also sometimes succumb to self-limitations – they pigeon-hole themselves!

**Item no.** : AY05290456  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 12 minutes  
**Price** : HKD 7530.00

### THAT'S NOT MY PROBLEM

Stop the finger-pointing and take charge of the problem!

That's Not My Problem is a lively animated video that teaches employees to put out small office fires before they blaze out of control.

Viewers are taught to take responsibility by acknowledging problems, avoiding blame and acting before a crisis point is reached. This video can help you promote teamwork and positive attitudes, and create a more productive, take-action environment.

How-To Training Points:

- How to see needs and take responsibility
- How to face up to problems
- How to accept and manage responsibility

**Item no.** : TH05290518  
**Format** : DVD (Cantonese)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00

**Item no.** : TH05290517  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 8 minutes  
**Price** : HKD 8000.00

### UNIFIED TEAM, THE

Conflict... while it's often blamed for the breakdown of a team's unity, it's often just a symptom of a larger problem. The Unified Team training video lays out a practical approach that any team leader can follow to deal with the symptoms, and the cure.

In addition to learning how to solve the 3

most common types of team conflicts; blaming, belittling and feuding, The Unified Team training video package teaches team leaders how to promote the positive feelings of unity within their team in this popular management and leadership training video.

**Item no.** : DY05800523  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 8700.00

**Item no.** : DY05800522  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 35 minutes  
**Price** : HKD 8700.00

### WE'RE ON THE SAME TEAM REMEMBER

Sales and marketing professionals are keenly aware that for customers to purchase and to continue to purchase, they must offer consistently reliable products and services. They must also demonstrate that they represent a reputable, well-run company that has helpful, collaborative team-members.

In complex marketing and sales situations, many other members of the organization become involved, and they, too, must project this image. To some degree, every individual within an organization is responsible for its success or failure.

In this film, viewers will see how each employee contact gives the customer additional insight into the ways in which the organization operates. A customer can quickly determine if the employees are helpful, cooperative and willing to listen. Through these interactions, customers are also left with an impression of overall management philosophy and business policy. These include quality of communication, organization of priorities, management style, handling of complaints and the treatment of employees, as well as customers.

This film clearly demonstrates that, to customers, image is often as important as the product or service itself. It is critical that every contact between employee and customer be positive. It's an unforgettable lesson that will inspire renewed dedication to customers, quality and the success of your organization.

As an all too familiar drama unfolds, participants see how listening to clients' needs and expectations, clarifying inter- and intradepartmental tasks when servicing the customer, and being available and responsive are all crucial to keeping customers from going elsewhere.

Key Teaching Points:

A team effort is successful only when each member of the team works individually toward the group's goals.

**Item no.** : LJ05800528  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9000.00

## TELEPHONE SELLING TECHNIQUES

### TECHNIQUES OF TELEPHONE SELLING PT. 1

Whether your organisation has a full blown telephone marketing operation or a sales team who occasionally use the telephone, this is a vital training programme to have in your library.

Selling on the telephone is very different to selling face to face. Therefore, the salesperson must learn important skills such as getting verbal feedback from customers by using "statement-question" techniques.

Programme 1 looks at:

- gaining the attention of the prospect
- selling benefits
- statement-question technique of uncovering needs
- closing
- writing up the order
- follow up

**Item no.** : ML05800507  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : ML05800508  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : ML05800509  
**Format** : DVD (Cantonese)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : ML05800506  
**Format** : DVD (Mandarin)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

## TECHNIQUES OF

### TELEPHONE SELLING PT. 2

Whether your organisation has a full blown telephone marketing operation or a sales team who occasionally use the telephone, this is a vital training programme to have in your library.

Selling on the telephone is very different to selling face to face. Therefore, the salesperson must learn important skills such as getting verbal feedback from customers by using "statement-question" techniques.

Programme 2 looks at:

- goal setting
- getting through to the decision maker
- handling objections
- use of appropriate language for telephone selling.

**Item no.** : WM05090513  
**Format** : DVD (Cantonese)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : WM05090510  
**Format** : DVD (Mandarin)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : WM05090511  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

**Item no.** : WM05090512  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 5760.00

## TELEPHONE SKILLS

### CALL EFFECTIVENESS AND ANGRY CUSTOMERS

The good news about receiving a call from any angry customer is that it provides an opportunity to rectify the situation. The angry customers you don't hear from are probably gone for good. This program shows you how to deal with angry customers and increase the effectiveness of your call.

Here are just some of the points covered: Managing customer dissatisfaction, Taking control of the call, Always use the customers name, Have comprehensive product knowledge, Aim and fulfillment of customers needs.

**Item no.** : HL05800305  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes

**Price** : HKD 7500.00

### CALL OF THE MUMMY

All it takes is one poorly handled phone call by "mummified" customer service rep. A frustrated, alienated customer will simply call your competition. This fast-paced video, featuring humorous vignettes in government, healthcare and business settings, will teach your CSRs how to view each call a unique and how to make every customer contact a success.

Participants will learn how to:

- Create a loyal customer base by going that extra mile
- Turn calls into sales by knowing products and services
- Always be helpful, pleasant and calm

**Item no.** : HK05090306  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 7800.00

### DETERMINING CALLER NEEDS

Listening skills and questioning techniques are both critical components to providing superior customer service. This popular program teaches the six basic steps to becoming a more effective listener plus identifies six effective questioning skills, plus how and when to use them effectively.

**Item no.** : NG05090328  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7100.00

### FIVE FORBIDDEN PHRASES (FACE TO FACE)

New version! Don't tell customers what you can't do, tell them what you can do. Your staff will learn the Five Forbidden Phrases? of Customer Service followed by the Positive Alternatives they should be using instead. By following the techniques in this program your team will prevent service mishaps before they occur. Includes both telephone and face to face examples.

**Item no.** : NW05290352  
**Format** : DVD (Cantonese)  
**Duration** : 18 minutes  
**Price** : HKD 7100.00

### FOUR C'S OF COACHING SKILLS

A powerful management development resource. This content-rich training tool explains the differences between training, coaching, and counseling and illustrates our proven Four Cs of Coaching Model in a variety of service and line management

situations.

**Item no.** : DF05090355  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 25 minutes  
**Price** : HKD 7100.00

**Item no.** : DF05090354  
**Format** : DVD (Mandarin)  
**Duration** : 25 minutes  
**Price** : HKD 7100.00

### FROM CURT TO COURTEOUS

The goal of this film is to raise the awareness of the various means of communication and how we use them. The ability to be understood is key whether the mode of communication is synchronous (immediate two-way communication, for example: face-to-face conversations, phone conversations or instant messaging) or asynchronous (delayed one-way communication such as: fax, letters, email and voice mail.)

**Item no.** : EC05290362  
**Format** : DVD (Mandarin)  
**Duration** : 23 minutes  
**Price** : HKD 7100.00

**Item no.** : EC05290361  
**Format** : DVD (Cantonese)  
**Duration** : 23 minutes  
**Price** : HKD 7100.00

### HOW TO HANDLE THE IRATE CUSTOMER (TELEPHONE)

This video includes our highly effective four point plan for calming irate callers. Includes our ASAP technique, why you should never make excuses, and what to do if a customer starts swearing.

**Item no.** : DL05090381  
**Format** : DVD (Cantonese)  
**Duration** : 10 minutes  
**Price** : HKD 7100.00

### HOW TO TREAT EVERY CALLER AS A WELCOME GUEST

The person who answers your company phone is NOT "just the receptionist". To the caller, that person on the front-line IS your company. Includes valuable 'how-to' skills for creating excellent first impressions.

**Item no.** : AH05800383  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 10 minutes  
**Price** : HKD 7100.00

## PROACTIVE CUSTOMER SERVICE

There are basically three levels of service in the world. Do your customer contact employees deliver passive, average, or proactive service to your customers? This popular video training program teaches the importance of high energy, enthusiasm, rapport building and cross selling.

**Item no.** : CA05800465  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 7100.00

## SIX STEPS TO SERVICE RECOVERY

Offering great service is usually easy when things are going well. You don't truly learn about an organization's service character until something goes wrong. In today's competitive service environment merely correcting the problem isn't always enough. Many situations require Service Recovery. Service Recovery is a specific set of actions which customer-oriented organizations take whenever there's a disappointment for the customer.

**Item no.** : BZ05290491  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 24 minutes  
**Price** : HKD 7100.00

## TELEPHONE - AN OPPORTUNITY FOR EXCELLENCE

Clear cut techniques for using one of the most important tools in the workplace: the telephone. The viewer will learn the best ways to answer, put callers on hold, handle more than one customer at a time, transfer callers, take messages and cross-seel.

**Item no.** : HA05290514  
**Format** : DVD (Cantonese)  
**Duration** : 14 minutes  
**Price** : HKD 5760.00

## TELEPHONE SKILLS AND YOU

In everyday life we conduct business on the telephone, sometimes it is the first contact the customer makes with your company. It is very easy to fall into some bad telephone habits. In this humorous training program we show you the RIGHT way to give excellent customer service over the telephone.

Here are a few of the areas covered: Answering the telephone promptly, Treating the customer as you would want to be treated, Body language over the phone, Transferring calls, Message taking, Placing calls on hold, Going that extra mile to help the customer.

**Item no.** : AK05800515  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 7500.00

## TELESALES TIPS FROM A TO Z

No matter if your staff handles inbound or outbound customer inquiries, this program is loaded with twenty-six powerful techniques, skills and ideas which will be of immediate help to everyone in a customer service or telesales position. Topics are divided up into 26 easy to use, one minute sections.

**Item no.** : ND05090516  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 33 minutes  
**Price** : HKD 7100.00

## THEORIES, RESEARCH AND ETHICS

### SLEEP

Sleep - it's something we do every day, but why do we sleep and why are psychologists so interested in sleep? What happens if we don't sleep? Sleep has been the subject of extensive research over many years, and while our knowledge and understanding about sleep, and the role it plays in keeping us healthily alive, has advanced considerably over the past few decades, there is still much we don't know. This film examines sleep and why human beings do it, the four stages of sleep, and the causes and impact of not sleeping.

Please contact us for primary and secondary schools pricing.

**Item no.** : TY08691922  
**Format** : DVD  
**Duration** : 25 minutes  
**Copyright** : 2013  
**Price** : AUD 235.00

## TIME MANAGEMENT

### NEW TIME OF YOUR LIFE, THE

Te Fundamentals of Time Management

"If you waste your time you waste your life."  
Alan Lakein, author of business best-seller How To Get Control of Your Time and Your Life.

In this time management video of all time, employees will learn:

- How to give up wasting time forever and learn to view time as a gift
- How to never again get bogged down in low priority activities
- 60 different, time-tested tips and suggestions

There are 168 ours in a week... can you master this time?

Quality of life lies in the effective use NOT the efficient use of those 168 hours.

Key Learning Points:

- Write goals and set priorities (and do it regularly)! – Remember that you change, your world changes and therefore your goals will change.
- Make a daily "To-Do" list – Routinely update it and upgrade/downgrade constantly
- Ask yourself this question "What is the best use of my time RIGHT NOW?" – Use this question at any time during the day, especially if you have been interrupted
- Learn to say NO – Don't get side tracked, reschedule a time which is suitable for all parties involved
- Handle each piece of paper or e-mail only ONCE – Control your paper and e-mail instead of it controlling you!
- Do it NOW! don't procrastinate – Make "quality" and not time your movitaiton. Use your time to complete a component of a larger task as it may not seem so overwhelming if it is done a piece at a time

This video will assist you to master your time and your life! Remember time is your most valuable resources so work smarter NOT harder!

**Item no.** : MW05800438  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

**Item no.** : MW05800439  
**Format** : DVD (With Simplified Chinese Subtitles)  
**Duration** : 21 minutes  
**Price** : HKD 9800.00

## TIME MANAGEMENT: KEEPING THE MONKEY OFF YOUR BACK

An essential skills video for all managers and supervisors.

Now, with this video, your key people can join the thousands of front-line managers worldwide who have benefited from William Oncken, Jr.'s Time Management seminars. You'll see both the charm and common sense that have made him one of Harvard Business Review's most popular contributors.

This fast-paced video provides managers and supervisors with crash course in the art of "monkey management." They'll hear exactly how William Oncken, Jr. Described his famous time management theories – while watching lively scenes that forcefully illustrate how any supervisor or manager can save time, reduce stress, and more effectively accomplish their mission. Includes

- Proven techniques for working more efficiently
- Key rules of delegation
- Tips on how to work more efficiently

**Item no.** : MF05800519  
**Format** : DVD (Cantonese)  
**Duration** : 30 minutes  
**Price** : HKD 7530.00

## TIME TRAP II

Time can't be replaced!

Help employees take charge of their time and accomplish important projects with the techniques explained in this time-planning video. Though time can't be replaced, employees can learn to identify their top timewasters and replace personal disorganization with self-discipline...plus how to handle interruptions, telephone calls and visitors without getting sidetracked.

How-To Training Points:

- How to use a time log to identify your personal time-wasters
- How to set long-range goals and daily priorities with deadlines
- How to identify your number-one priority and get it done first
- How to tactfully say "no" when necessary

**Item no.** : CA05090520  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 23 minutes  
**Price** : HKD 8000.00

## TRAVEL

### TRAVEL THRU HISTORY: AUSTIN, TX

The live music capital of the US has an interesting past. Take an in depth look at one of Austin's oldest hotels, The Driskill. Then we'll learn about Texan independence in the Bob Bullock History museum. Finally, we'll end up at one of Austin's most historic buildings, the Texas state capitol.

**Item no.** : RE00161719  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: DENVER

We head underground and visit the Hidee Gold Mine to see how this most precious material is obtained. Then we get a tour of the brand new History Colorado Center where we'll explore Colorado's past through first hand stories and interactive attractions.

**Item no.** : EY00161720  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: HOOVER DAM

Marvel at the site of America's most famous water dam. We'll learn about how the Hoover Dam was built, why it's necessary, and take a behind the scenes look at its inner workings.

**Item no.** : JC00161721  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: KEY WEST, FL

Learn about the islands' treasure hunting history at the Mel Fisher Museum. Then we'll explore Fort Jefferson, an isolated fort in the Gulf of Mexico that defended the islands. American literature enthusiasts will enjoy a look at Ernest Hemingway's Key West home, where some of his most famous works were penned.

**Item no.** : CR00161722  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: LAS VEGAS

We travel to the Neon Museum and Boneyard in Las Vegas, Nevada to catch a glimpse of the history of Las Vegas through its art and architecture. We explore the history of atomic testing that had caused the town to grow before it became the entertainment destination it is now.

**Item no.** : RK00161723  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: MINNEAPOLIS

We'll find out why they called Minneapolis the "Mill City" when we visit the Mill City Museum. Then we march over to the Union's Fort Snelling, the first permanent structure in Minnesota, and then head underground and learn about St. Paul's organized crime hide outs.

**Item no.** : LH00161724  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: NASHVILLE

This country music Mecca has a plethora of American history to explore. We'll stand on the stage of the Grand Ole Opry, visit the Hermitage, home of the 7th US President Andrew Jackson, and visit the largest recreation of the Parthenon outside of Greece.

**Item no.** : HJ00161725  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: PHILADELPHIA

The city of brotherly love does not disappoint history lovers. We visit Independence hall, the liberty bell, Elfreth's alley, the Philadelphia Museum of Art, and get creeped out at America's first prison, Eastern State Penitentiary.

**Item no.** : PA00161726  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

### TRAVEL THRU HISTORY: SAN ANTONIO

It's one of the oldest cities in the US, and our first stop here has to be the Alamo. Next we discover what is left of four beautiful Spanish missions at the San Antonio Missions National Historic Park. Then we head deep underground to the magnificent Natural Bridge Caverns.

**Item no.** : PH00161727  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SAVANNAH, GA

We visit the old south and enjoy some sweet tea in Savannah. On this episode, we'll stroll the city's beautiful squares, as well as visit it's civil war past at Old Fort Jackson. Then, we head up the stairs of the famous Tybee Island lighthouse and visit the Savannah Railroad museum.

**Item no.** : PR00161728  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: SPACE COAST, FL

In this episode we visit the Kennedy Space Center located on Florida's famous "Space Coast." We'll speak to NASA engineers about the past, present and future of American space travel, as well as take a look at the attractions Kennedy Space Center has to offer.

**Item no.** : DD00161729  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: ST. AUGUSTINE, FL

There's a lot to cover in the oldest city in America. Take a sip from the distinctively tasting Fountain of Youth. Then we'll cross the draw bridge of the undefeated Spanish Fort, the Castillo San Marcos. Then we'll learn the true history of pirates at the Pirate Museum.

**Item no.** : WM00161730  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## TRAVEL THRU HISTORY: WILMINGTON, NC

America's military history is on display on the decks of the USS North Carolina. Then we visit the historic Confederate Fort Fisher civil war museum and learn about the Carolina's role in the civil war.

**Item no.** : GH00161731  
**Format** : DVD  
**Duration** : 22 minutes  
**Audience** : Intermediate - Senior High  
**Copyright** : 2013  
**Price** : USD 195.00

## VISION

### COMMUNICATING NON-DEFENSIVELY

Have you ever expressed an opinion that led others to become defensive or hostile - even if you didn't mean it personally? Many people have reasons for believing they're being attacked. Defensive behavior can lead to hurt feelings, arguments and hostilities, often affecting a variety of relationships. The Defensiveness Chain that is created impairs communication and reduces productivity. This video Communicating Non-Defensively shows five essential skills that promote a productive work environment.

Viewers gain a clear understanding of why all people are naturally defensive, as well as learn the symptoms and consequences of inappropriate defensiveness. This video shows that we all must be responsible for how we deliver AND receive messages. Communicating Non-Defensively shows how to disengage from a defensive position, how to empathize and disarm a defensive person, how to inquire and focus on the issues, how to disclose ones own needs and goals non-defensively, and how to depersonalize the issues.

Communicating Non-Defensively reminds viewers that when comments and opinions get passed around that are potentially defensive the focus should be on behavioral patterns, so the receiver has less reason to receive it personally.

Participants will learn to:

- Express themselves openly and effectively
- Shift away from the defensive
- Guide others toward better communication

**Item no.** : TW05090309  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 19 minutes  
**Price** : HKD 8600.00

### FISH! STICKS

Taking our cameras back to Seattle's world-famous Pike Place Fish Market, we found the secrets of how these fishmongers keep their passion alive through a deep, daily and very personal commitment. And with FISH! Sticks, your organization can do the same.

FISH! STICKS focus on keeping the energy and enthusiasm alive within your organisation's vision. You may want to use FISH! STICKS as part of FISH! Program and other topics. Please let us know about other uses you develop.

**Item no.** : HP05090351  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 17 minutes  
**Price** : HKD 9600.00

## POWER OF VISION

According to Joel Barker, almost all successful organisations and individuals share one thing in common – the power and depth of their vision of the future.

Mr Barker shows how meaningful vision empowers organisations and individuals to solve problems and accomplish goals. He reveals what helps and what inhibits the ability to manage change and shape your future. He demonstrates how compelling goals and positive, meaningful vision of the future can provide purpose and direction in the present.

In the Power Of Vision, Joel Barker takes us on a far-reaching exploration of how positive visions of the future give birth to creativity and success.

You will find you can use it for:

- Developing or communicating an Organisation Vision
- Leadership and Values Training
- Team Building
- Employee Motivation
- Strategic Planning and Exploration

**Item no.** : TP05290463  
**Format** : DVD (Mandarin)  
**Duration** : 30 minutes  
**Price** : HKD 7500.00

**Item no.** : TP05290464  
**Format** : DVD (With Traditional Chinese Subtitles)  
**Duration** : 30 minutes  
**Price** : HKD 7500.00

**Item no.** : TP05290462  
**Format** : DVD (Cantonese)  
**Duration** : 30 minutes  
**Price** : HKD 7500.00

## VOCATIONAL TRAINING

### EXPLORING HOSPITALITY: HEALTH, SAFETY AND SECURITY IN THE HOSPITALITY INDUSTRY

This resource, designed for self-paced learning, employs the use of text, video and interactive media, and can be used in a classroom or other learning environments. Part 2 Health, Safety and Security in the Hospitality Industry includes a rundown of important health, safety and security procedures as well as the many aspects of dealing with potential health risks. Suited to a diversity of learning styles, Exploring Hospitality is the solution to engaging users in key concepts and theory in the hospitality industry.

Please contact us for primary and secondary schools pricing.

**Item no.** : PC08691919

**Format** : DVD  
**Copyright** : 2013  
**Price** : AUD 235.00

## **EXPLORING HOSPITALITY: WORKING IN THE HOSPITALITY INDUSTRY**

Suited to a diversity of learning styles, Exploring Hospitality aims to make lesson planning easy and engaging. It's a resource that will enhance the learning experience for users! Part 1 Working in the Hospitality Industry provides an overview of the industry, including its various sectors and key themes, as well as important practical elements of working in the industry. Perfect for use in a classroom or other learning environments, this self-paced learning resource utilises text, video and interactive media.

Please contact us for primary and secondary schools pricing.

**Item no.** : VR08691920  
**Format** : DVD  
**Copyright** : 2013  
**Price** : AUD 235.00

## **WEATHER AND CLIMATE**

### **CURIOSITY: MEGASTORM**

Hurricane Sandy is one of the most treacherous storms to hit the United States. Curiosity goes on the ground with those who experienced the event first hand and uncovers how distinct phenomena combined to create the perfect storm and how to prepare for the next one.

**Item no.** : BK07983568  
**Format** : DVD  
**Duration** : 43 minutes  
**Audience** : Grades 6-12  
**Copyright** : 2012  
**StdBkNo** : 9781618286277  
**Price** : USD 90.00

## **WOMEN'S STUDIES**

### **MARGARET FULLER LEGACY, THE: AMERICA'S FIRST FEMINIST, 1810 -1850**

In Margaret Fuller's Memoirs she wrote, "I remember how, as a little child, I had stopped myself one day on the stairs, and asked, How came I here? How is it that I seem to be this Margaret Fuller? What does it mean? What shall I do about it?" During her brief life of 40 years, Fuller made every effort to answer those questions, supported and documented by her inquiring nature and writings, all to fulfill American women's growing intellectual and spiritual needs. In this program hosted by James H. Bride,

distinguished educators Megan Marshall, Joan Von Mehren, Peter McFarland, and Joel Myerson contribute to the first comprehensive overview of Margaret Fuller's life, times, and achievements. The Margaret Fuller Legacy examines her Transcendental period as editor of the first literary magazine in America, The Dial, along with her professional and personal relationships with Ralph Waldo Emerson and Henry David Thoreau. Additionally, the video brings to light her Conversations—the first successful woman's studies initiative in America—in Boston and at Brook Farm and her role as the first American female journalist and foreign reporter with the New-York Tribune. The program concludes at the Fuller monument at Mt. Auburn Cemetery, Cambridge, Massachusetts.

**Item no.** : GE02455241  
**Format** : DVD  
**Duration** : 40 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617531781  
**Price** : USD 170.00

### **WASPS AND WITCHES: WOMEN PILOTS OF WORLD WAR II**

This fascinating documentary introduces the previously untold story of the forgotten fliers of the Second World War: women pilots from Britain, the United States, Russia, and Germany. These pilots risked everything for their countries and pioneered the way for others at a time when flying was the sole prerogative of men. Because of widespread skepticism, they had to prove their worth and their ability to do a "man's" job. With unique archival footage and present-day interviews with the pilots themselves, this inspiring film offers unique insight into the experiences of the thousands of courageous women who have been "written out" of the history books.

**Item no.** : WU02455250  
**Format** : DVD  
**Duration** : 52 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532184  
**Price** : USD 170.00

## **WORLD HISTORY**

### **BARACK OBAMA: GREAT EXPECTATIONS**

By William KAREL

When Barack Obama was elected in 2008, rarely had expectations been so high, and the obstacles to achieve them so great. The new President had to confront major crises—economic collapse chief among them—as well as an Opposition wildly determined to discredit him and destroy his agenda.

The film takes us inside the White House with exclusive footage from the NBC News

Archives. Go behind the scenes of this epic fight, with Obama's main advisors and leading political analysts telling the inside story on the President's historic and rocky first term.

**Item no.** : RY03921334  
**Format** : 2 DVDs  
**Duration** : 104 minutes  
**Audience** : Grades 11-12, Adult Education, Post Secondary  
**Copyright** : 2012  
**Price** : USD 380.00

### **RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - IN THE NAME OF PEACE**

By the time the Stalinist regime gave way to the era of Khrushchev, Russia and its rival the U.S. were almost neck and neck in military prowess. One war may have been over, but, as this documentary unveils, another, the Cold War, was just beginning. As rivalry deepened into outright hostility, can the quest to produce the ultimate atomic weapon ever be associated with the phrase "in the name of peace"? In fact, both countries became stocked with atomic weaponry, including bombs, intercontinental missiles, and submarines able to cruise the oceans in secrecy with a devastating array of atomic missiles. As this episode shows, either nation had enough nuclear strength at its disposal to threaten the other's survival.

**Item no.** : TC00275245  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532078  
**Price** : USD 170.00

### **RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - STOLEN SECRETS**

In this revealing episode it's 1945, and Soviet propaganda films are inviting all Russia to celebrate the glorious victory of communism over Nazi Germany during World War II. However, all is not well in Russia. The desperate struggle against the German army has ruined the economy. There is misery, poverty, and devastation on the streets of Moscow and throughout the country. And the defeat of Nazi Germany has given western countries the opportunity to launch an international movement aimed at preventing the spread of communism. Furthermore, perhaps the greatest blow to Soviet pride is the fact that the U.S. has won the race to produce the first atom bomb.

**Item no.** : YK02305246  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532054  
**Price** : USD 170.00

## RED BOMB, THE: RUSSIA'S TOP-SECRET NUCLEAR PROGRAM - THE END OF INNOCENCE

This episode focuses on a more detailed investigation of Russia's nuclear coming of age. It traces the atom bomb back to its infancy, to a time when state-sponsored Russian physicists were sent to Cambridge to learn about this obscure new technology. Despite knowledge gleaned from this research, the Bolshevik government was slow to catch onto the strategic importance of atomic energy, continually dismissing it in favor of good old traditional weapons. As time passed, however, the government came to see the importance of the atom. While the U.S. poured the equivalent of 20 to 30 billion rubles into creating its bomb, the USSR achieved the same result at much less expense, largely thanks to its intelligence network that spanned the world's research hotspots.

**Item no.** : TH02455247  
**Format** : DVD  
**Duration** : 51 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532061  
**Price** : USD 170.00

## WASPS AND WITCHES: WOMEN PILOTS OF WORLD WAR II

This fascinating documentary introduces the previously untold story of the forgotten fliers of the Second World War: women pilots from Britain, the United States, Russia, and Germany. These pilots risked everything for their countries and pioneered the way for others at a time when flying was the sole prerogative of men. Because of widespread skepticism, they had to prove their worth and their ability to do a "man's" job. With unique archival footage and present-day interviews with the pilots themselves, this inspiring film offers unique insight into the experiences of the thousands of courageous women who have been "written out" of the history books.

**Item no.** : WU02455250  
**Format** : DVD  
**Duration** : 52 minutes  
**Copyright** : 2012  
**StdBkNo** : 9781617532184  
**Price** : USD 170.00

## 百科

### 賈連傑行書技法

主講：賈連傑

行書是各種書體中最為流行，介於楷書與草書之間的一種書體，其藝術性和實用性兼而有之。行書筆勢活潑，筆法多變，使轉自然，時藏實露，有中有側，方圓兼顧。行書無固定字形，無固定寫法，書寫起來，少了許多羈絆，又保留了楷書的基本形體結構，因而

便捷實用，筆速提升，心手雙暢。

**Item no.** : TP24741134  
**Format** : 2 DVDs (Mandarin)  
**Duration** : 118 分鐘  
**Price** : CNY 8334.00

### 李鎮還隸書講座

主講：李鎮還（中國書畫家協會理事、上海中華書協會員）

**Item no.** : GD24741146  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### 劉強書法講座

主講：劉強

**Item no.** : WT24741147  
**Format** : DVD (Mandarin)  
**Duration** : 67 分鐘  
**Price** : CNY 4167.00

### 劉強書畫講座

主講：劉強

**Item no.** : NG24741148  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### 王岩書法講座

主講：王岩

本輯主要介紹了魏碑的類別、藝術特點、魏碑方筆和圓筆的書寫方法、魏碑字的結構、魏碑字的章法。

**Item no.** : VA24741170  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## 漢語

### 輕鬆學漢語 7 (FUN WAYS TO LEARN CHINESE 7)

《輕鬆學漢語》系列是全球首部 FLASH 動畫漢語教學節目，教學內容豐富有趣，深受廣大漢語學習者的好評。節目以著名的幽默大師所演繹的笑話為切入點，用標準的漢語和地道的美語，配合中英文字幕，一字一句導讀跟讀，讓你在輕鬆的環境中學到地道的漢語。

《輕鬆學漢語》每輯 20 個笑話，你可從中學到 60 個常用單詞，20 個漢語常用句，並且能學講 20 個笑話。輕便的口袋書讓你隨時隨地都可以享受到學習漢語的樂趣。

第 131 課：不嫁人  
第 132 課：習慣  
第 133 課：年齡  
第 134 課：爸爸的電話  
第 135 課：錯了錯了

第 136 課：更生氣  
第 137 課：這下好多了  
第 138 課：漂亮媽媽  
第 139 課：講話太長  
第 140 課：隨機應變  
第 141 課：看口袋  
第 142 課：熱心的慷慨  
第 143 課：我有老婆了  
第 144 課：白來了  
第 145 課：偷衣有理  
第 146 課：買帽子  
第 147 課：價竊  
第 148 課：取長補短  
第 149 課：父與子  
第 150 課：怎麼啦

**Item no.** : WA24741152  
**Format** : 2 DVDs (Mandarin, English, With Simplified Chinese, English Subtitles, Publication)  
**Price** : CNY 8334.00

## 曲藝

### 國家舞台藝術精品工程 (2002-2003) - 商鞅 (大型歷史話劇)

導演：陳薪伊

主演：尹鑄勝 余晨光 婁際成 張名煜 呂涼

戰國中期，少年商鞅被秦國使者景監發現，欲奔秦國，而魏將軍公叔座強行帶走商鞅，令其陪魏公子昂讀書。接受了法家學說的商鞅不滿眼下的地位，為尋求更大發展，離別戀人，在景監的引薦下，向秦孝公遊說法家學說，在宮廷引發了有關“變法”的辯論。在宣佈新法、立太子為王儲的大典上，太子駟的行為引起了保守派的發難，商鞅果斷處置，維護了新法的推行，秦國由此日益強大。商鞅顯赫的地位增加了保守派的仇恨，孝公逝世後，商鞅以謀反罪被車裂而死。

**Item no.** : AK24741108  
**Format** : 2 DVDs (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 8334.00

### 國家舞台藝術精品工程 (2002-2003) - 依依山水情

導演：丁偉

主演：遵義雜技團 貴州省歌舞團

該劇以其奇風異彩展現於舞臺，像一幅斑斕絢麗的人與自然的畫卷，該劇調動了豐富的舞臺藝術手段，以奇妙的構思，營造了地球生命群體所嚮往的那種純淨，和諧寧靜的生存環境。晚會中《燭影搖紅——女子造型》、《玩草帽的苗娃》、《蜘蛛人——高椅》、《單手倒立》、《麵包圈——輪胎技巧》、《陽光少女——車技》等都是原創節目，這些在國內外知名度很高的雜技節目，經過編導精心改造，使得古老的雜技變得更富有表現力、更時尚，也更具觀賞性。

**Item no.** : EJ24741109  
**Format** : DVD (Mandarin, With Chinese, English

Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 八桂大歌 (民族歌會)

導演：張繼綱  
主演：馬雪萍 湯正揮 盧紅宇 李衛紅

《八桂大歌》用 40 多首質樸而美麗的民歌串起“勞動篇”和“愛情篇”兩部畫卷，用音畫的藝術形式盡情地演繹和禮贊八桂大地上苗、瑤、侗、壯、京各族人民古往今來的兩大主題，這絕對是您未曾見過的全新藝術樣式。

Item no. : CD24741110  
Format : DVD (Mandarin, With Chinese Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 大紅燈籠高高掛 (芭蕾舞劇)

主演：朱妍 張劍 王啓敏 孫傑 侯慶鋒 李俊 孟甯寧

故事發生在上個世紀二十年代。一個年輕的女子被強行塞入花轎，拼命的抗爭最終未能擺脫悲劇命運，她成了老爺的三姨太。在唱堂會、打麻將的終日消磨中，她利用短暫的機會與昔日戀人——戲班中年輕的武生相會，戀情卻被居心叵測的二太太發現。在二太太的告密下，老爺當場捉拿了越軌的這對戀人，幻想奪回寵愛的二太太換來的卻是老爺的一記耳光。在失意的痛苦中，二太太將滿院的紅燈籠撕得粉碎。震怒之中的老爺將一對戀人和二太太送上刑場。在死亡面前，他們盡釋前嫌，用愛和寬容彼此擁抱。

Item no. : NM24741111  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 大夢敦煌 (舞劇)

導演：陳維亞  
主演：劉震 胡淮北 田青 劉晶 陳易忠 盧惠文

該劇以聞名世界的敦煌為背景，刻畫了青年畫師莫高不斷追求藝術最高境界的堅韌形象和將門之女月牙衝破封建桎梏、忠貞不渝的純潔真情。對敦煌石窟壁畫癡迷的莫高在穿越大漠時生命垂危，幸得月牙相救。兩人的愛情遭到了月牙父親的阻攔，在血與火的威逼之下，月牙為人性的平等和愛情獻出了生命，莫高在巨大的悲愴中完成了藝術絕唱。

Item no. : WU24741112  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 父親 (話劇)

導演：曹其敬  
主演：宋國鋒 王麗雲 宋佳倫 夏君 王琳 張明亮 齊昕欣

母親和大女兒、小兒子、小女兒正在等待父親出院回家。父親回來了，大哥宣佈他主動辭職了，父親一下子暈倒……父親懇求領導，讓大兒子回工廠上班，大兒子拒絕了，但頭一筆生意就讓姐夫和同夥騙走鉅款；大女兒憤然離婚，走上街頭賣報紙換取微薄收入；小兒子愛上打工妹，遭到父親反對，到建築工地幹活又受傷；只有大學畢業的小妹到開發區一家國企找到了崗位……父親以一雙受殘的手賣起了羊肉串……

Item no. : HP24741113  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 虎踞鐘山 (話劇)

導演：潘西平  
主演：程建勳 孔慶梅 寧曉志

話劇《虎踞鐘山》藝術地再現了建國初期著名軍事家劉伯承元帥來到南京鐘山腳下，創辦新中國第一所軍事院校這一段鮮為人知的故事。劇情隨著幾位軍人跌宕起伏的命運變遷和悲歡離合的感情歷程展開，描寫了以劉伯承元帥及將軍學員們為代表的一代革命軍人，在新中國成立之初我軍從戰爭走向和平階段，面向現代化、正規化建設的新課題所經歷的艱難轉折。

Item no. : NN24741114  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2003-2004) - 萬家燈火 (話劇)

導演：林兆華 李六藝  
主演：宋丹丹 張萬昆 浦存昕 王剛 等

隨著改革開放的不斷深入，普通人的生活出現了越來越多的變化。《萬家燈火》以北京南城百姓近十年的生活變遷為主線，以金魚池地區危舊房改造為背景，表現了北京老城居民的生活環境和生活狀態，反映了政府為改善群眾生活所做出的實際成效。

Item no. : LY24741115  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2004-2005) - 黃土謠 (話劇)

導演：胡宗琪  
主演：翟萬臣 魏積安 孫濤 荆浩 傅佳 秦

方 王曉娟 柳楊

鳳凰嶺老支書彌留之際為 18 萬元債務而放心不下，三個兒子趕回家中面對這一情況立即陷入困境。最後，在軍隊任副團長，正面臨轉業的長子建軍發誓由他個人來歸還全部欠款，並打算回家鄉帶領鄉親們致富，以償還幾十年所欠人民的“債”。

Item no. : SC24741116  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2004-2005) - 凌河影人 (話劇)

導演：劉喜廷  
主演：宋國鋒 馬貴祥 張玉春 張大靜 呂潔 房曉航 王余昌 蔡菊輝 孫浩飛 張娟 張美娟 椰子

該劇講述了遼西大凌河一帶民間皮影藝人的一段傳奇故事：兩大皮影班主為爭奪“熱河皮影王”結下血海深仇，二十年後兩家被日寇同時圍在大凌河邊修築鐵路橋，面臨死亡，兩代皮影藝人釋家仇共赴國難，最後與大橋同歸於盡，上演了驚天動地的“活人影”。

該劇取材底層藝人生活，題材獨特，衝突激烈，人物鮮明，結構緊湊，主題緊扣愛國主義英雄主義，具有較強的藝術感染力和震撼力，又有厚重的歷史感和文化底蘊。

Item no. : ZE24741117  
Format : DVD (Mandarin )  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2004-2005) - 生死場 (話劇)

導演：田沁鑫  
主演：韓童生 倪大宏 張英 任程偉 李琳 馬書良 謝琳

本劇改編自蕭紅的同名小說。“九一八”事變前後，東北一個偏僻的村莊裏，農民趙三本欲殺地主，待地主救他之後再不提此事。農民二裏半為兒子提親不成，怕村人看不起而熱情招呼日本兵。農民成業宣傳抗日，村人並不響應，遭到殺戮後漸漸覺醒，團結起來，共同抗日。

Item no. : PJ24741118  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 國家舞台藝術精品工程 (2005-2006) - 寶貝兒 (兒童劇)

導演：王筱?  
主演：祖綺穎 張富民 邱家樂

被父母視為小太陽的獨生子女丁放和夥伴們偶然得到一條叫“寶貝兒”的狗，沒想到



遛狗時把禍闖到了孤獨的盲老人梁爺爺的院子裏。遭到父親打罵的丁放離家出走，無意中瞭解到老人的孤獨和苦悶。大受震動的丁放和夥伴們決定把自己心愛的“寶貝兒”馴成“導盲犬”，幫助梁爺爺。在馴狗、送狗與梁爺爺和解的過程中，丁放和小夥伴們成長了，終於明白，要想成為真正的小太陽，就要放光放熱無私地付出。

**Item no.** : ND24741119  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 遲開的玫瑰 (眉戶戲)

導演：謝平安 徐小強 王化武  
主演：李梅 郝衛 李小峰 李娟 陳魁

故事發生在20世紀80年代初西部某大城市的深巷小院。年僅19歲的喬雪梅考上北京一所重點大學時，母親突過車禍身亡。面對癱瘓的父親和三個未成年的弟妹，她毅然放棄上大學的機會，挑起贍養老父、撫育弟妹的重擔，直至老父含笑而終，弟妹事業有成，才與默默愛她的工人許師傅成婚，並通過自己執著的努力取得了大學文憑，創辦了老年公寓，為身邊的下崗工人們打拼出一片屬於自己的天地。

**Item no.** : YV24741120  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 大儒還鄉 (桂劇)

導演：盧昂 劉夏生  
主演：曾定國 黃天良 陳念勇 李素華 伍荔波 羅桂霞 于秀榮 陳念勇 劉淑娟 覃明德 劉輝 張武宏 劉青松 李忠 黃威 章勝強 周湘 鄧斐 張浩

本劇講述了年逾古稀的東閣大學士兼工部尚書陳宏謀告老還鄉途中，轉到陝西，想償還一筆積壓心底的苦情賬，不想引出一場謀殺，牽出一樁公案，蕩出一個冤魂，爆出一件因他而起，已經皇帝嘉定卻坑農、害農的假政績“秦網”工程，使他痛切反思，悍然犯顏，演繹出一場天、地、軍、親、師的劇烈大碰撞。

**Item no.** : JA24741121  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 二泉映月 (芭蕾舞劇)

主演：呂萌 馮迪 喬巍 劉茜 宋爽 焦洋 汪南 王韻 趙媛 劉爽

該劇根據華彥君先生二胡獨奏曲《二泉映月》而創作改編，講述了一個中國民間藝人泉哥與老琴師女兒月兒的愛情悲劇故事；泉哥與月兒純真熾熱的愛情、古府惡霸的逞兇奪愛、月兒沉入湖底、泉哥憤而殘目……

**Item no.** : SS24741122  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 風中少林 (舞劇)

主演：汪子涵 湯成龍

該劇講述的是一名少林武僧的傳奇故事，書生天元與戀人素水遭遇入侵強寇，素水落入魔掌，天元入少林，發奮習武。幾年後，強寇再次侵擾中原，素水慘遭殘害，悲憤的天元帶領武僧憤擊強寇，演繹了一場正氣與邪惡的生死較量和動人的愛情悲劇。

**Item no.** : ZF24741123  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 立秋 (話劇)

導演：陳顥  
主演：董懷玉 張治中 高菊梅 張晶 龐豔 方建 于廣 褚悅

民國初年，時局動盪，匯通天下的豐德票號面臨客戶擠兌、天津分號被燒，大批國外借款不能收回的困境，生死存亡之際，“銀行派”和“票號派”各執一端，導致劇烈衝突。同時，兩代人、兩個家族之間的愛情婚姻糾葛也一波三折。

**Item no.** : FN24741124  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 廉吏于成龍 (京劇)

導演：謝平安  
主演：尚長榮 關棟天 夏慧華 齊寶玉

新任福建按察使于成龍到任後，發現前任官員草菅人命，造成當地上萬平民銀鐺入獄。為開釋無辜，昭雪錯案，于成龍不顧自身安危，想盡種種辦法，向駐節福建、權傾朝野的康親王坦誠進言，與驕橫偏執、心理陰暗的勒春、喀林等周旋鬥法，拯婦孺老弱於水火，救受害無辜於囹圄，終以其正直執拗的人格魅力和清廉簡樸的品行操守，戰勝了重重困難，使一方百姓得以安居樂業。

**Item no.** : NN24741125  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)

**Subtitles**  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 天鵝湖 (雜技劇)

導演：趙明  
主演：吳正丹 魏葆華 許瑋妍 金維一 羅洪

作品的故事取材於芭蕾舞《天鵝湖》，以中國現代雜技藝術創造性的與柴可夫斯基經典音樂《天鵝湖》和芭蕾舞相結合，是一個現代版的追求愛情的永恆故事，表現了人們對真善美的讚美、對假惡醜的鞭撻。

**Item no.** : ET24741126  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 我在天堂等你 (話劇)

導演：黃定山  
主演：白雪梅 歐戰軍

離休將軍歐戰軍在與子女激烈衝突後死去，其妻白雪梅傷痛中回憶起他們共同走過的進軍西藏的歲月生活：他們特殊方式的結合，女兵劉毓蓉的犧牲、戰士小馮的墜崖、蘇隊長的救人遇難，他倆對戰士遺孤的收養……而子女們長大後，卻因為婚姻、事業不如意與父母產生了矛盾……通過歷史與現實的對話，兩代人的生活、思想、感情層層展示……

**Item no.** : JD24741127  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 國家舞台藝術精品工程 (2005-2006) - 一把酸棗 (舞劇)

導演：張繼綱  
主演：邱輝 任中傑 田芳 申娜 張戈 張烈 申寬 陳濤 石晏銘

故事發生在晉商繁榮發展的時期。晉商殷家管家女兒酸棗與殷家小夥計相愛，而管家為了謀取殷家財產，逼迫酸棗嫁給殷家的傻少爺。由此引發了管家毒死小夥計與酸棗雙雙身亡的悲慘結局。舞劇通過酸棗與小夥計悲涼的愛情，書寫了一曲永恆的絕唱。舞劇以愛情生活為內容，展示了山西晉商的事業發展歷程。該劇在題材上進行了大膽開掘和嘗試，全劇感情真摯樸實，舞蹈、音樂、舞美、服裝、道具、化妝等充滿了濃郁的地域風格和民族情感，體現出特定歷史時期的思想、文化及審美追求。

**Item no.** : AN24741128  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 國家舞台藝術精品工程

### (2006-2007) - ERA - 時空之旅

上海時空之旅文化發展有限公司、上海文廣新聞傳媒集團、中國對外文化集團公司、上海雜技團上海馬戲城聯合演出

該劇充分運用我國雜技藝術特有的頂缸、鑽圈、綢吊、柔術等技巧，通過別具匠心的編排構思，饒有趣味地展現了上海的昨天、今天和明天。演員表演技藝精湛，音樂優美感人，體現出我國雜技藝術的最高水準。

**Item no.** : DJ24741129  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 國家舞台藝術精品工程

### (2006-2007) - 檸檬黃的味道

#### (兒童劇)

主演：鎮亞荆 曹丞 方松 曾園園 王焱 邱玲 王楊冬 路羽

這是一曲青春的讚美詩。全劇以米未因媽媽的誤會而出走為主線，通過米未和網友卡布其諾（其母）的網聊，戲劇性地插入米未和同學、老師、家長之間發生的故事，生動地展現了一群當代中學生的真實生活和青春狀態。家長和孩子、同學之間、師生之間的真愛和情誼，構成了唯美而浪漫的畫面，在笑聲和淚水中昇華了相互的理解和人生的感悟。

**Item no.** : HH24741130  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 國家舞台藝術精品工程

### (2006-2007) - 天籟 (話劇)

導演：傅勇凡

主演：張騰 劉曉翠

該劇以紅軍長征中紅一方面軍宣傳隊的艱苦經歷為主要線索，通過對朱卉琪、田福貴以及周月兒等一系列人物的刻畫，描繪了紅色宣傳員在長征中不怕犧牲的獻身精神，熱情謳歌了文化在中國革命進程中的偉大作用。

**Item no.** : KE24741131  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 國家舞台藝術精品工程

### (2006-2007) - 文成公主 (京劇

#### 與藏戲)

導演：許玉琢

主演：王豔 班典旺久 中普瓊 黃炳強 徐孟珂 魏積軍 畢楊

西元640年，吐蕃贊普松贊干布為了與唐朝修好，學習中原文明，促進吐蕃發展，派大相祿東贊到長安和親。文成公主胸懷大志，主動要求赴吐蕃和親。文成公主在赴吐蕃的行程中，歷盡艱辛，在途中傳授耕作、紡織、醫藥的技藝，極大地提高了西南地區人民群眾的生活水準，抒寫了唐蕃和親的壯美詩篇。

**Item no.** : AV24741132  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

## 國家舞台藝術精品工程

### (2006-2007) - 築城記 (舞劇)

3500年前的殷商時期，盤龍部落遭受外族入侵，城池被毀，首領身亡。學生兄弟為了完成父親的遺願，帶領部落百姓克服種種困難，終於重新築就了盤龍城。劇中舞蹈編排精巧，群舞氣勢恢巨集，音樂旋律動聽。

**Item no.** : TL24741133  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 武術

### (安國琪) 中華武藏 - 少林捶

演示：安國琪

該系列片以國家認定的129個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : FW24740945  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (柴宗漢) 中華武藏 - 心意長捶一路

演示：柴宗漢

該系列片以國家認定的129個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : TE24740946  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳昌棉) 中華武藏 - 虎鶴雙形掌

演示：陳昌棉

該系列片以國家認定的129個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : ST24740947  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (陳昌棉) 中華武藏 - 俠家拳

演示：陳昌棉

該系列片以國家認定的129個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : SH24740948  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (陳二虎) 陳式太極散手與擒拿

演示：陳二虎

**Item no.** : PL24740949  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招二

演示：陳二虎

**Item no.** : JG24740950  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招六

演示：陳二虎

**Item no.** : HE24740951  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招三

演示：陳二虎

**Item no.** : HH24740952  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招四

演示：陳二虎

**Item no.** : NP24740953  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招五

演示：陳二虎

**Item no.** : VP24740954  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳二虎) 制敵絕招一

演示：陳二虎

**Item no.** : GL24740955  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### (陳鳳岐) 中華武藏 - 燕青拳

演示：陳鳳岐

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳

流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : WC24740956  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳盛甫) 中華武藏 - 鞭杆

演示：陳盛甫

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : SE24740957  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳盛甫) 中華武藏 - 十字掌

演示：陳盛甫

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : NB24740958  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳志強) 陳家溝太極功夫 - 陳氏太極春秋大刀

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的

導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極春秋大刀屬長兵器的一種，大刀揮舞時氣勢雄偉，被譽為“兵中之帥”，有劈、砍、撩、抹、帶、格、抽、斬、雲等刀法，運用時背、刃清楚明晰，使用時靈活多變，套路動作配合協調，完整一致，呈現出勇猛驍悍、刀如猛虎的雄健形象。

**Item no.** : DH24740959  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳志強) 陳家溝太極功夫 - 陳氏太極單刀、雙刀

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極單刀又稱鬼門十三刀，以纏頭裹腦為主要動作，加上劈、砍、撩、掛等刀法，並結合身法、步法、跳躍、翻轉等，整個套路美觀大方、雄健有力，實用性強，有“練刀如猛虎”之氣勢。

雙刀是陳氏太極器械中雙兵器的一種。刀法清晰，銜接緊湊，動作實用，它以劈、砍、撩、掛、紮、截、攔、推、抹、橫、架等刀法，結合舒展大方的身法，靈活穩健的步法，體現出刀如流水、步法如飛、纏頭裹腦、快速有力、氣勢磅磅、剛柔相濟的風格。

**Item no.** : WN24740960  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (陳志強) 陳家溝太極功夫 - 陳氏太極短棍

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極短棍講究攻防結合，虛實相變，上下相隨，首尾相應，動靜相生，剛柔相濟，螺旋纏繞。棍法以挑、劈、架、掃、格、撩、點、刺、絞、壓等為主，陳氏太極短棍動作簡單實用，靈活多變。

**Item no.** : WT24740961  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極劍

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極劍是太極拳最古老的短器械之一。劍法以點、劈、刺、撩、掛等為主，並結合太極拳舒展大方的身法，靈活穩健的步法，以身運劍，如行雲流水，處處運用螺旋勁，套路以沉穩、輕快、瀟灑、自然、剛柔相濟為特點，所以有“練劍如游龍”之說。

**Item no.** : TV24740962  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極梨花槍夾白猴棍

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

“槍紮一條線，棍打一大片”，陳氏太極梨花槍夾白猴棍運用太極拳中的身法、步法、勁力及槍的攔、拿、紮，配合舞花、點、崩、劈、纏等槍法，又以棍中的戳、撩、撥等棍法組成套路練習，迅速勇猛，靈活多變，被譽為“兵中之王”。

**Item no.** : CS24740963  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳競賽套路

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳競賽套路是由五十六個動作組成，屬於國家規定的競賽套路，此套路是以陳氏太極拳新架套路為主組成的，其拳架舒展大方，動作優美、勁道明顯、轉換幅度大，動作連貫、緊湊，左右並用。

**Item no.** : BA24740964

**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳老架二路

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳老架二路又稱炮捶，以剛為主，剛中寓柔，勁由丹田而發，套路中有穿蹦跳躍、騰挪閃戰的動作，具有快、猛、剛、脆的特點，在運動時旋腰轉背，旋腕轉膀和旋踝轉膝，形成一動全動的螺旋運動。

**Item no.** : GZ24740965  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳老架一路

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳老架一路架勢舒展大方，步法輕靈穩健，身法中正自然，內勁統領全身，以意導氣，以氣運身，以纏絲勁為核心，動作以腰為主，節節貫穿；一動周身無有不動，一靜四肢百骸皆靜；運動如行雲流水，綿綿不斷，發勁時松活彈抖，完整一氣。

**Item no.** : HZ24740966  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳新架二路

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳新架二路亦稱炮捶。套路中以採、肘靠四隅手的運用為主，棚捋擠按四正手的運用為輔，剛中寓柔，力求堅剛，震腳發力，

閃戰騰挪，竄蹦跳躍，松活彈抖，著重於爆發力的練習。外形上顯示疾剛跳躍為主，緩柔沉穩為輔的特點。配合靈活的步法，以內勁為統領周身，內不動，外不發，一動全動，節節貫串，完整一氣。

**Item no.** : PN24740967  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳新架一路

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳新架一路架勢寬大，動作高低起伏變化大，以柔化勁為主，發勁為輔，柔中寓剛，力求柔順。外形以緩柔穩為主，疾剛跳躍為輔。運動方法要求以身領手，突出螺旋纏絲勁的練習，以腰為軸，旋腕轉膀，旋腰轉脊，旋踝轉膝，胸腰折疊，形成一系列的空間曲線運動。

**Item no.** : WH24740968  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極拳養生功

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極拳養生功是以柔為主、柔中寓剛。動作舒展大方，連綿貫穿，沉著穩健，一動無有不動，一靜四肢百骸皆靜，以腰為軸，處處運用螺旋纏絲勁，以意導氣，以氣運身，內氣不動外形寂然不動，內氣一動外形隨氣而動，動作儒雅瀟灑、舒展大方。

**Item no.** : NL24740969  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 陳氏太極扇

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

陳氏太極扇以點、劈、刺、撩、紮等扇法為主，又結合陳氏太極拳的纏繞折疊、松活彈抖、剛柔相濟、蓄發相變等特點，更突出了人扇合一、輕靈圓活、身法多變的套路特點，具有極強的健身性、技擊性和欣賞性。

Item no. : NN24740970  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 太極散手與擒拿

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

太極散手與擒拿是在練習太極拳套路和推手的基礎上進行的實戰訓練，遵循以柔克剛、借力打力、四兩撥千斤的攻擊原則，運用棚、捋、擠、按、採、掇、肘、靠等技擊方法，結合進、退、顧、盼、定等步法，達到擊打或擒拿制人的作用。

Item no. : HW24740971  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (陳志強) 陳家溝太極功夫 - 太極推手與實戰應用

演示：陳志強

陳氏太極拳是河南溫縣陳家溝陳王廷在家傳拳術的基礎上，吸取眾家拳術之精華，依據太極陰陽之理，結合中醫經絡學、道家的導引吐納術及力學原理，綜合性地創造了具有陰陽相合、快慢相間、剛柔相濟、松活彈抖等特點的一種拳術運動，既符合人體生理規律，又符合大自然迴圈規律，具有極高的技擊和養生價值。

太極推手古稱葛手，是在練習太極拳套路的基礎上進行的實戰訓練，以切磋交流、檢驗拳架、提高技藝為目的，遵循以柔克剛、借力打力、四兩撥千斤的攻擊原則，運用棚、捋、擠、按、採、掇、肘、靠等技擊方法，達到實戰訓練和娛樂健身的效果。

Item no. : WH24740972

Format : DVD (Mandarin)  
Price : CNY 4167.00

## (戈國良) 程派高氏八卦掌 - 八卦滾手刀

演示：戈國良

八卦滾手刀是八卦掌門傳統長兵器套路之一。八卦滾手刀，顧名思義是以滾手為自己獨特風格，它把各種刀法融為一體，並特別強調腕上的功力，此既滾手。八卦滾手刀要求在走、轉、翻、旋時，刀身合一，不隨身換，人隨刀走，連環多變。

Item no. : BZ24740973  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (戈國良) 程派高氏八卦掌 - 八卦連環劍

演示：戈國良

八卦連環劍，劍長一般為三尺八寸，劍身三尺柄八寸，比一般用劍略重，劍柄較長，有時可雙手持劍練習，練習此劍需要有一定的八卦掌基礎，強調用意不用力，以意行氣，以氣連身，以心運劍，劍隨身行，步隨劍動，人劍合一。身法、步法、心法同練掌一樣，故有八卦門的器械練習是八卦掌手臂延長之說

Item no. : NH24740974  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (戈國良) 程派高氏八卦掌 - 八卦沾身槍

演示：戈國良

八卦沾身槍是程派高氏八卦門的獨有的器械，它的槍與其它的花槍不一樣，它的槍頭成三刃椎形，而且是兩頭，又叫雙頭蛇。練槍內走大腸經，外練腰功和臂力。沾身者取槍不離身之意。其套路以轉圈為基本運動形式。

Item no. : FE24740975  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (戈國良) 程派高氏八卦掌 - 八卦子午鴛鴦劍

演示：戈國良

八卦子午鴛鴦劍所用器械是八卦門中專用器械。亦名日月乾坤劍、鹿角刀，後者以其形狀命名。劍為雙器，兩隻相同，分為雌雄、陰陽。左手為雌為陰，右手為雄為陽。順時針走圈為陽門，逆時針走圈為陰門，共分八門，一門八招，共為六十四招。

Item no. : HN24740976  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (戈國良) 程派高氏八卦掌 - 後天八卦六十四掌

演示：戈國良

八卦掌主要通過八大掌式圍圓走圈的鍛煉，以達身捷步靈、培元固本、以轉為變、以走為用之效。而八卦六十四式更強化其八卦掌之所用，訓練和提高人體各部分的攻防能力，從而使八卦掌的技擊效能得以充分的發揮和完善，是八卦套路的精華和靈魂。

後天八卦六十四式動作簡練，剛柔相濟，縱橫矯變，直趨來回。每招每式都富含巧妙的攻防技巧和制勝能力。

Item no. : TE24740977  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

## (戈國良) 程派高氏八卦掌 - 先天八卦掌

演示：戈國良

先天八卦掌乃高義盛宗承程廷華所傳八卦掌之傳統演練方法，以轉掌為頭，換掌為母，生出八路翻身，按先天八卦圖取象命名。

Item no. : MC24740978  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

## (何福生) 中華武藏 - 八級拳

演示：何福生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練、攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

Item no. : BN24740979  
Format : DVD (Mandarin)  
Price : CNY 4167.00

## (何福生) 中華武藏 - 梅隆起從拳

演示：何福生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

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該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : FK24740980  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (何福生) 中華武藏 - 四路查拳

演示：何福生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : GL24740981  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (何福生) 中華武藏 - 太極對練

演示：何福生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : NR24740982  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (何福生) 中華武藏 - 形意拳

演示：何福生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技

法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : YW24740983  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (胡保林 沙俊傑) 中華武藏 - 形意拳對練

演示：沙俊傑

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : HL24740984  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (康戈武) 中華武藏 - 八卦拳

演示：康戈武

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : TS24740985  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (李斌) 沙國政武學 - 八卦八字

功

演示：李斌

八卦掌中推、托、帶、領、搬、扣、鑽、刁是八卦掌的重要技法，也是練習八卦掌的基本功法。以他們為主的單勢練法或組合練法叫八字功。沙國政先生的八卦八字功在保留了傳統八卦掌八字功的同時，又融入了形意拳的很多技法，使八卦掌八字功內容更加豐富，在練習八卦掌的同時又兼習形意拳。是八卦形意合一的優秀拳種，對八卦和形意功力的提高都有很大裨益。

**Item no.** : AT24740986  
**Format** : 3 DVDs (Mandarin)  
**Price** : CNY 12501.00

### (李斌) 沙國政武學 - 八仙劍

演示：李斌

八仙劍是沙國政先生年輕時，從學于山東福山八卦掌名家王者政先生的傳統套路。八仙劍取材於神話傳說中八仙過海的故事。這套劍法保留了原來的架勢和固有的特點，在結構神韻和劍法運用方面都別具一格，形似八仙形態，全套動作樸實無華，勁力剛柔兼備，劍法實用多變，具有鮮明的特色，是一套寶貴的傳統劍法。

**Item no.** : WC24740987  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (李斌) 沙國政武學 - 健身益氣法

演示：李斌

健身益氣法是沙國政先生根據通臂拳、太極拳、行功、空子功等拳種和功法創編的。它屬於內家拳的範疇，這套功法僅有八個動作，難度較小、易學易練、運動幅度雖大但不劇烈，老幼皆宜且不受時間環境條件的限制，運動起來剛柔相濟、舒展柔和、猶如行雲流水令人心靜體舒，可調和氣血、強筋健骨、長期堅持練習可使人健身又益氣、能增強體質、提高抗病能力，對人體運動系統、呼吸系統、循環系統、消化系統、神經系統具有良好作用。

**Item no.** : ST24740988  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (李斌) 沙國政武學 - 老八掌

演示：沙俊傑

八卦老八掌是沙國政先生從已故武術家姜容樵先生所學，故又稱“姜武八卦掌”，它是姜容樵先生精心編制的八卦掌優秀套路。具有動作明快、舒展大方、氣勢磅磅的運動特點。可為八卦掌的進一步提高和深入研究。

**Item no.** : DY24740989  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式八卦

### 劍

演示：沙俊傑

沙式八卦連環劍又稱八卦轉劍，是沙式八卦掌系列中的重要組成內容。練習時需要有一定的沙式八卦連環掌為基礎，它的劍法豐富、變化奧妙、剛柔相濟、內外結合；身法、步法、心法協調自然，人劍合一。演練時如行云流水、飄灑靈動、妙招迭起、深受八卦習武者喜愛。

**Item no.** : DK24740990  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式八卦

### 連環掌

演示：李斌

沙式八卦連環掌是我國著名武術家沙國政先生在精研傳統八卦母掌、六十四掌、姜武八卦掌和八卦散手掌的基礎上，集數十年心得體會創編的套路。它內容豐富、結構精妙、佈局合理、勁勢連環、變化自然、體用結合、演練起來連環不斷、活潑瀟灑、氣如游龍、矯若飛鳳、虎坐鷹翻、變化萬千、風格突出。八卦連環掌是沙國政先生在八卦掌方面繼承傳統發展創新的最具代表性作品之一。他拓新了過去八卦掌左右對稱、練習的傳統方法，在保留傳統技法的同時，使八卦掌更適應於表演和現代競技武術的規則，具有很好的實用性和觀賞性，該套路多次在全國比賽中獲獎。

**Item no.** : BH24740991  
**Format** : 3 DVDs (Mandarin)  
**Price** : CNY 12501.00

## (李斌) 沙國政武學 - 沙式八卦

### 蛇形掌

演示：李斌

蛇形掌是沙式八卦八大形之一，屬坎、卦、坎。在北方卦象屬水蛇形掌，演練特點是圓活流暢、變換自如、游如龍蛇、靈動瀟灑體現一種陰柔之美。

**Item no.** : GC24740992  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李斌) 沙國政武學 - 沙式八卦

### 獅形掌

演示：李斌

八卦掌是中國四大名犬之一。獅形掌是八卦掌中得傳統掌法，這裏表演的八卦獅形掌是我國著名武術大師沙國政先生在傳統獅形掌的基礎上，刻求創新所編創的。曾多次在國內外武術表演中獲獎。套路通過獅子盤球、獅子翻身、獅子搖頭、獅子探爪、獅子抖翎、獅子張口等動作充分體現了雄獅的威猛和靈巧。該套路構思精巧、神形兼備、結合運用滾、鑽、爭、裏的內勁變化，完美的展示了八卦掌個旋多變、舒展大方、瀟灑飄

逸、其實雄壯的特點。

**Item no.** : YB24740993  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李斌) 沙國政武學 - 沙式八卦

### 掌對練

演示：李斌

該套路是沙國政先生繼承傳統，推陳出新而精心創編的。它是一套針對已有一定八卦基礎的習武者繼續深入學習八卦掌攻防原理，領會八卦掌技擊精髓的精彩對練套路現已廣泛流傳於海內外，深受八卦習武者歡迎和喜愛。沙式八卦掌對練以八卦八字功、八卦六十四掌、董八掌、新八掌、八卦連環掌等為基礎，將八卦掌常用招式在接招應敵時的攻防含義、技擊特點、實戰用法、巧妙地編排連接，形成甲乙對抗。沙式八卦掌攻防兼備，進退相隨，能發能化，變化靈活，妙招不斷。長期練習，可提高習武者功力及心理素質，培養實際對抗時臨敵不亂，手眼敏捷，招架自如的能力。該套路不僅有很好的健身、觀賞及實用價值。而且對深入理解八卦掌技擊原理、提高學習興趣都有很好幫助作用。

**Item no.** : PD24740994  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式二十

### 四式太極劍

演示：李斌

沙式太極劍是我國著名武術大師沙國政先生在繼承傳統太極劍的基礎上，吸收了青萍劍、青雲劍、八仙劍等優秀傳統劍法的內容的基礎上創編而成。套路按由淺入深、由簡到繁、循序漸進的原則分為廿四式、卅六式、六十四式三套劍法。沙式太極劍佈局合理、構思絕妙、攻防兼備，每式之間珠聯璧合、絲絲入扣。演練時剛柔相間、氣貫長虹、瀟灑自如、行云流水。是沙老匯百家之長繼承傳統發展創新的最具代表性的作品之一。

**Item no.** : FN24740995  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李斌) 沙國政武學 - 沙式六十

### 四式太極劍

演示：李斌

沙式六十四式太極劍由中國已故著名武術家沙國政先生所傳。其特點是：劍法清楚，姿勢開闊；通順自然，徐急相兼；柔和纏綿，端莊穩健；暢瀉圓融，益身延年。

**Item no.** : CM24740996  
**Format** : 3 DVDs (Mandarin)  
**Price** : CNY 12501.00

## (李斌) 沙國政武學 - 沙式三十

### 六式太極劍

演示：李斌

沙式太極劍是我國著名武術大師沙國政先生在繼承傳統太極劍的基礎上，吸收了青萍劍、青雲劍、八仙劍等優秀傳統劍法的內容的基礎上創編而成。套路按由淺入深、由簡到繁、循序漸進的原則分為“二十四式”、“三十六式”、“六十四式”三套劍法。沙式太極劍佈局合理、構思絕妙、攻防兼備，每式之間珠聯璧合、絲絲入扣。演練時剛柔相間、氣貫長虹、瀟灑自如、行云流水是沙老匯百家之長繼承傳統發展創新的最具代表的作品之一。

**Item no.** : EP24740997  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式太極

### 拳對練

演示：李斌

太極拳對練是我國著名武術大師沙國政先生綜合了楊、孫、吳等傳統太極拳和《太極拳刀劍杆散手合編》的內容經充實整理創編的對練套路。全套動作佈局巧妙、攻防合理、內容豐富、結構嚴謹、姿勢舒展、勢勢相承；演練起來靈巧活潑、意趣橫生，通過雙人對練形式生動形象地展示了太極拳沾連粘隨、以柔克剛、隨曲就伸的攻防技巧，能提高練習者的興趣，幫助熟悉太極拳的運動規律和掌握太極拳的技擊特點。該套路是沙老匯百家之長繼承傳統發展創新。最具代表性的作品之一。

**Item no.** : ZN24740998  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式綜合

### 太極拳二路

演示：李斌

沙式綜合太極拳是我國著名武術大師，沙國政先生所創的沙式武術中的一個部分。沙式太極拳主要由沙式綜合太極拳，第一路、第二路、沙式太極劍廿四式、卅六式、六十四式和太極拳對練等拳械單練套路和對練組成。沙式綜合太極拳融合了楊式、孫式、陳式等太極拳的特點。並吸收了形意拳、八卦掌、通背拳的內容為一體，是沙老匯百家之長繼承傳統發展創新的典型套路。套路由簡到繁，結構嚴謹、剛柔相間，是一套老少皆宜、強弱皆可的拳術。

**Item no.** : BR24740999  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 沙式綜合

### 太極拳一路

演示：李斌

沙式綜合太極拳是我國著名武術大師沙國政先生所創的沙式武術中的一個部分。沙式太極拳主要由沙式綜合太極拳（第一路、第二路）、沙式太極劍（廿四式、卅六式、六十四式）和太極拳對練等拳械單練套路和對練組成。

沙式綜合太極拳融合了楊式、孫式、陳式等太極拳的特點，並吸收了形意拳、八卦拳、通背掌的內容為一體，是沙老匯百家之長，繼承傳統，發展創新的典型套路。套路由簡到繁，結構嚴謹，剛柔相間，是一套老少皆宜，強弱皆可的拳術。該拳自推廣以來受到廣大群眾的喜愛，目前僅深圳地區就有5000餘人練習該拳，在香港、日本、德國等地也有流傳。

**Item no.** : GE24741000  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李斌) 沙國政武學 - 新八掌

演示：李斌

八卦新八掌是沙國政先生和八卦名家雲南蔣勳培先生共同創編的套路。該套路推、托、帶、領、搬、扣、刁、鑽八法突出；除了吸取各派八卦掌的特點和內容外，主要吸取吳俊山傳蔣勳培先生的八卦六十四掌的優秀內容。

**Item no.** : NB24741001  
**Format** : 3 DVDs (Mandarin)  
**Price** : CNY 12501.00

## (李斌、沙俊傑) 沙國政武學 - 形意散手炮

演示：李斌、沙俊傑

形意散手炮是我國著名武術大師沙國政先生根據數十年習藝心得，將形意拳傳統技法按生克制化，虛實剛柔創編的對練套路。形意散手炮包含了形意拳五行、十二行的技擊法則，內容比傳統的形意五行炮、形意安身炮、五花炮等對練套路豐富多彩。該套路結構合理嚴謹，技擊性強，對形意拳的技擊有很高的研究價值，是沙老匯百家之長，繼承傳統，發展創新最具代表性的作品之一，多次在全國比賽中獲獎。

**Item no.** : VC24741002  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李法均) 太極健身 - 打狗棍

演示：李法均

打狗棍，俗稱三尺棍，棍長可因人而異，即從地面立起，長過肘關節一拳為標準。該套路結構嚴謹、內容豐富、棍法簡單實用、指上打下、連環進擊、神片記憶體。該套路主要由撥、攔、撩、掃、劈、點、挑等三言十

二棍法組成，快可防身禦敵，慢而養生、延年益壽。

本系列片對每一動作進行了詳細講解示範，動作準確、功架規範，是一部直觀形象的影像教學片。

**Item no.** : EZ24741003  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李法均) 太極健身 - 龍門短拳

演示：李法均

龍門短拳由“黑龍出潭”和“餓虎撲食”傳統拳法套路組合而成。“黑龍出潭”乃龍門短拳系列基礎功夫的套路。龍門短拳多採用長弓大馬，步法穩健，講究摔打踹靠。此套路拳風古樸，不帶花梢，低腿寸打，步步為營。拳路短，動作少，招法簡，勁力整，一經演練，得心應手。

**Item no.** : EE24741004  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李法均) 太極健身 - 龍門杆棒

演示：李法均

龍門杆棒是龍門太極短拳系列傳統武術套路。該套路快如猛虎下山崗，慢似拽線把生養。這套短棍占地面積小，棍法密集，快練可以防身禦敵，慢練可以養生、陶冶情操、延年益壽。

本系列片對每一動作進行了詳細講解示範，動作準確、功架規範，是一部直觀形象的影像教學片。

**Item no.** : HC24741005  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李法均) 太極健身 - 龍門綿拳小九九

演示：李法均

龍門太極拳，古稱龍門綿拳。龍門綿拳小九九，該套路由九大組，左右二十六動組成。套路短小精湛，內涵極其豐富。動作古樸、簡練、和緩。動側氣生，行側流轉，內外相合，悠然自得。功架舒展磅？勢勢相戀相和，如行雲流水，不存滯意。似流水飄花，逐浪隨行，腳下輕靈，步如踩綿踏雪。一經演練，渾身上下無不通融。

**Item no.** : RF24741006  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李法均) 太極健身 - 龍門太極劍

演示：李法均

龍門太極劍強身健體的好劍法，該套路由：

撩、挑、穿、雲；劈、點、刺、掛；推、鏗、截、壓；削、掃、架、紮；四言十六法組成。

其特點是：內實精神，外示安儀。見之如好婦，奪之如猛虎。柔弱示人，暗含玄機。動作和緩，行若游龍。震腳發力，柔中寓剛。以腰帶手，劍隨身動。步活身穩，瀟灑自如。單雙手交替運劍，柔和中不失剛猛。

**Item no.** : EU24741007  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李法均) 太極健身 - 龍門太極拳十八式

演示：李法均

龍門太極拳十八式，招簡法古意氣綿。練習龍門太極拳養生十八式，必須做到：八松，五要。即：松頸，松肩，松臂，松脊，松腰，松髖，松膝，松踝。以松，靜，守，息，緩五字為主要鍛煉方法。

**Item no.** : JC24741008  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (李法均) 太極健身 - 龍門太極拳一路 - 上式

演示：李法均

龍門太極拳一路動作簡樸，其特點以柔為主，以剛為輔，拳架舒展開放，勢式如扣環，連綿不斷，心神內守，形勢和緩。行拳時如山泉溪流，潺緩不絕，發力時如蒼松微搖，動中求靜。以身領手，上下相隨，旋腰擰肚，丹田內轉，折迭蓄合，意氣貫穿、步靈身穩，松、展、圓、活。

拳道乃生存之道，生活之道，自然之道，練拳是為適應日常生活、生存的需要，所以演練龍門太極拳應高、低、快、慢、剛、柔相濟並存。常練習此套太極拳能讓人心曠神怡，達到超越生活煩惱的境界。

**Item no.** : TR24741009  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (李法均) 太極健身 - 龍門太極拳一路 - 下式

演示：李法均

龍門太極拳一路動作簡樸，其特點以柔為主，以剛為輔，拳架舒展開放，勢式如扣環，連綿不斷，心神內守，形勢和緩。行拳時如山泉溪流，潺緩不絕，發力時如蒼松微搖，動中求靜。以身領手，上下相隨，旋腰擰肚，丹田內轉，折迭蓄合，意氣貫穿、步靈身穩，松、展、圓、活。

拳道乃生存之道，生活之道，自然之道，練拳是為適應日常生活、生存的需要，所以演練龍門太極拳應高、低、快、慢、剛、柔相濟並存。常練習此套太極拳能讓人心曠神怡，達到超越生活煩惱的境界。



Item no. : HB24741010  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (李法均) 太極健身 - 逍遙步

演示：李法均

道家養生逍遙步，法簡而功厚，效大而無弊，方圓可修，隨地可行，不分男女，老少皆宜。如能常年堅持練習逍遙步，適時行功，自可促動清氣上升，濁氣下降，清陽之氣溫融相抱，周天健運，氣聚丹田。常練不輟，可達氣滿精足，神旺而形全，自然有益身心。特別有宜於冠心病，糖尿病，高血壓，胃腸道疾病，呼吸道疾病，失眠健忘，頸椎病，和各類腰、肩部疾病的治療和康復。

Item no. : CK24741011  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (李維清) 中華武藏查拳 - 查拳一路

演示：李維清

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

Item no. : SM24741012  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (李維清) 中華武藏查拳 - 洪拳四路

演示：李維清

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。洪拳的風格特點是：手法豐富，腿法較少，步穩勢烈，硬橋硬馬，剛勁有力，以氣催力，以聲助威。

Item no. : FV24741013  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (劉衛軍) 跆拳道實戰

演示：劉衛軍

本集主要學習，在真正跆拳道比賽實戰中的各種技術運用，包括：左橫踢+右橫踢、右前橫踢+左橫踢、左前橫踢+右高橫踢等，使用的時機，易出現的問題等方面，讓你成為具有實戰能力的跆拳道高手。

Item no. : SU24741014  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

### (馬振武) 中華武藏 - 羅漢拳

演示：馬振武

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

Item no. : NU24741015  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (馬振武) 中華武藏 - 行者棍

演示：馬振武

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特，自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

Item no. : KU24741016  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (卯勁松) 沙國政武學 - 六合通背拳二路

演示：卯勁松

沙式六合通背二路是我國著名武術大師沙國政先生所創的沙式武術中得一個六合通背套路。六合通背二路動作較為緩和，以練習外形和內意高度的統一為主，要求內外三合，即六合：心與意合、意與氣合、氣與力合、肩與胯合、肘與膝合、手與足合。該套路動作柔緩、圓活連續，有剛有柔，快慢相間，內外結合，以意領氣，以氣催力，可心身並修，是一套老少皆宜，強弱皆可的通背拳術，深受群眾喜愛；目前在國內和香港、日本、德國等地均有流傳。

Item no. : WB24741017  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (卯勁松) 沙國政武學 - 葡萄滿架六路通背

演示：卯勁松

葡萄滿架六路通背是沙式通背集大成的高級套路之一，因其動作如葡萄之串珠，掌似葡葉，拳如葡萄；手法軌跡（線路）似藤繞，手法勢如流星；身法動作如電；步法行動如飛；故被譽為“葡萄滿架一院香”。一院香是表示技法萬千、奧妙無窮、耐人尋味，具有極大的吸引力和感染力。該套路是沙國政先生在通背掌方面繼承傳統、發展創新的最具代表性作品之一，在國內比賽中多次獲獎。

Item no. : GP24741018  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (卯勁松) 沙國政武學 - 通背五行行功

演示：卯勁松

通背五行行功是練習五行通背基本功的活步樁功之一，它以通背摔、拍、穿、鑽基本五行掌法為基礎，配合步法進行活步訓練，由摔字功、拍字功、穿字功、劈字功、鑽字功五組動作組成。練習時掌法、步法、身法、眼法、呼吸配合協調；朝南起式，繼而西、北、東、南、再反向為東、北、西、南、覆蓋四面八方，故又稱為通背縱橫五行行功。其特點是：內外六合、手足齊到、冷彈脆快、協調靈活、縱橫進退、覆蓋八方。長期練習對提高通背基本功，內外力、反應、速度、耐力均有很好的作用。

Item no. : FP24741019  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (彭碧波) 猛禽唐手 - 基本功拳法

演示：彭碧波

唐手拳是一門古老的技擊性很強的武技，是一種非常霸氣的武術，講究快速乾脆，及攻擊的殺傷性，往往有一擊必殺之說。唐手拳以掌法為主，擒拿見長，腿法暗藏，拳法肘法輔助攻擊，其中手的動作最為突出。

Item no. : ZF24741020  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (彭碧波) 猛禽唐手 - 實戰拆招

演示：彭碧波

唐手拳是一門古老的技擊性很強的武技，是一種非常霸氣的武術，講究快速乾脆，及攻擊的殺傷性，往往有一擊必殺之說。唐手拳

以掌法為主，擒拿見長，腿法暗藏，拳法肘法輔助攻擊，其中手的動作最為突出。

**Item no.** : KM24741021  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (沙俊傑) 沙國政武學 - 六合通背拳一路

演示：沙俊傑

沙式六合通背一路是我國著名武術大師沙國政先生所創的，沙式武術中的一個六合通背套路。六合通背一路：動作柔緩、以意領氣、內外結合、修身養性，要求內外三合，即六合：心與意合、意與氣合、氣與力合、肩與胯合、肘與膝合、手與足合。該套路動作柔緩、圓活連續，有剛有柔，快慢相間，內外結合，以意領氣，以氣催力，可心身並修，是一套老少皆宜，強弱皆可的通背拳術，深受群眾喜愛；目前在國內和香港、日本、德國等地均有流傳。

**Item no.** : YL24741022  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (沙俊傑) 沙國政武學 - 葡萄滿架六路通背總手

演示：沙俊傑

通背掌六路總手是沙式通背集大成的高級套路之一，因其動作如葡萄之串珠，掌似葡萄，拳如葡萄；手法軌跡（線路）似藤繞，手法勢如流星；身法動作如電；步法行動如飛；故被譽為“葡萄滿架一院香”。一院香是表示技法萬千、奧妙無窮、耐人尋味，具有極大的吸引力和感染力。該套路是沙國政先生在通背掌方面繼承傳統、發展創新的最具代表性作品之一，在國內比賽中多次獲獎。

**Item no.** : GH24741023  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (沙俊傑) 沙國政武學 - 五行通背五行掌

演示：沙俊傑

五行掌屬於五行通背基本功，它以通背摔、拍、字、劈、鑽基本五行掌法為基礎，配合步法進行活步訓練。由摔字功、拍字功、穿字功、劈字功、鑽字功五組動作組成。練習時掌法、步法、身法、眼法、呼吸配合協調；朝南起式，繼而西、北、東、南再反向東、北、西、南覆蓋四面八方，故又稱為“通背縱橫五行行功”。其特點是：內外六合、手足齊到、冷彈脆快、協調靈活、縱橫進退、覆蓋八方。長期練習對提高通背基本功、內外力、反應、速度、耐力均有很好的作用。

**Item no.** : PZ24741024  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (沙俊傑) 沙國政武學 - 五行相生相剋

演示：沙俊傑

形意五行拳又稱為形意拳，是形意拳的基礎，也是形意拳最重要的拳法。形意五行拳由劈拳、鑽拳、崩拳、炮拳、橫拳五個單式組成基本拳法。由相生、相克組成小套路和對練（五行炮）以及形意連環拳、長短器械組成。形意相生是按中國陰陽五行學說的相生關係組成的小套路，即劈拳（屬金）、生鑽拳（屬水）、生崩拳（屬木）、生炮拳（屬火）、生橫拳（屬土）；形意相克是按中國陰陽五行學說的相克關係組成的小套路，即劈拳（屬金）、克崩拳（屬木）、克橫拳（屬土）、克鑽拳（屬水）。

**Item no.** : BA24741025  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (沙俊傑) 沙國政武學 - 形意八字功 I

演示：沙俊傑

在形意拳中展、截、裹、跨、挑、頂、雲、領是重要技法，也是練習形意拳的基本功法，以它們為主的單勢練法或組合練法叫八字功。沙國政先生的形意八字功，在保留了傳統形意拳八字功的同時又融入了八卦掌的很多技法，使形意八字功內容更加豐富；在練習形意拳的同時又兼習八卦，是形意八卦合一的優秀拳種，對形意和八卦功力的提高都有很大裨益。

**Item no.** : DF24741026  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (沙俊傑) 沙國政武學 - 形意八字功 II

演示：沙俊傑

在形意拳中展、截、裹、跨、挑、頂、雲、領是重要技法，也是練習形意拳的基本功法，以它們為主的單勢練法或組合練法叫八字功。沙國政先生的形意八字功，在保留了傳統形意拳八字功的同時又融入了八卦掌的很多技法，使形意八字功內容更加豐富；在練習形意拳的同時又兼習八卦，是形意八卦合一的優秀拳種，對形意和八卦功力的提高都有很大裨益。

**Item no.** : HH24741027  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (沙俊傑) 沙國政武學 - 形意大連環

演示：沙俊傑

形意大連環是我國著名武術大師沙國政先生吸收了傳統形意拳中的五行、十二行和連環拳、八字功、八式捶、雜式捶、百形拳等套路的精華而精心創編的，全套動作結構嚴

謹、佈局微妙、內容豐富、形式新穎，具有緊湊大方、活潑瀟灑的特點，該套路是沙老匯百家之長、繼承傳統，發展創新最具代表性的作品之一，多次在全國比賽中獲獎。

**Item no.** : MH24741028  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

### (沙俊傑) 沙國政武學 - 形意劍

演示：沙俊傑

形意劍劍法意於五行取劈、崩、鑽、炮、橫以劍代拳。重複連環演練，有連環無端之意，故叫“連環劍”。此劍系沙國政老師親傳，雖是形意門的傳統劍法，但又表現出了沙式武術動作舒展大方、樸實無華、動靜相兼、沉著剛健、敏捷靈巧、劍氣內涵、意氣外法、心劍合一、瀟灑飄逸的風格。

**Item no.** : DZ24741029  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (沙俊傑) 沙國政武學 - 形意連環劍

演示：沙俊傑

形意連環劍又叫形意五行連環劍，劍法意取五行按劈、崩、鑽、炮、橫以劍代拳。套路短小精幹重複連環演練，有連環無端之意，故叫“連環劍”。此劍系沙國政老師親傳，雖是形意門的傳統劍法，但又表現出了沙式武術動作舒展大方、樸實無華、動靜相兼、沉著剛健、敏捷靈巧、劍氣內涵、意氣外法、心劍合一、瀟灑飄逸的風格。

**Item no.** : VC24741030  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

### (沙俊傑) 沙國政武學 - 形意五行槍

演示：沙俊傑

形意五行槍，槍法意取五行，按劈、崩、鑽、炮、橫以槍代拳，套路短小精悍，重複演練，有連環無端之意。此槍系沙國政老師親傳，雖是形意門的傳統槍法，但又表現出了沙式武術動作舒展大方，樸實無華，動靜相兼，沉著剛健，敏捷靈巧，人槍合一，瀟灑飄逸的特點。形意打槍是沙國政老師傳授的形意拳主要器械之一，有拳槍各占一半功之說。其主要練法有攔、拿、紮槍，定步與活步換把槍，陰陽把左右抖槍等。舞動起來似蛟龍出水，如風雷之厲，剛中寓柔，柔中寓剛，陰陽變化，奧妙無窮。使人的指、腕、臂、膀、背、腰、腿、足部的力量，呼吸，意念，內勁，周身的協調性都能得到充分地鍛煉，對提高拳藝功力有很大幫助。

**Item no.** : HR24741031  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (沙俊傑) 沙國政武學 - 形意五行拳

演示：沙俊傑

形意五行拳又稱形意意拳，是形意拳的基礎，也是形意拳最重要的拳法。形意五行拳由劈拳、鑽拳、崩拳、炮拳、橫拳五個單式組成基本拳法，由相生、相克組成小套路和對練（五行炮）以及形意連環拳、長短器械組成。

**Item no.** : RS24741032  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (沙俊傑) 沙國政武學 - 形意小連環

演示：沙俊傑

形意小連環也叫為形意五行進退連環拳，這套形意連環是沙國政老師在傳統形意五行進退連環拳的基礎上擴充整理的，之所以叫“小連環”是因為區別於沙國政老師創編的形意拳大連環。

**Item no.** : GF24741033  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (沙俊傑) 沙國政武學 - 子午鴛鴦鉞

演示：沙俊傑

**Item no.** : NH24741034  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (沙雷凱) 沙國政武學 - 沙式通背二十四連環手二路

演示：沙雷凱

沙式六合通背二路是我國著名武術大師沙國政先生所創的沙式武術中的一個六合通背套路。六合通背二路動作較為緩和，以練習外形和內意高度的統一為主，要求內外三合，即六合：心與意合、意與氣合、氣與力合、肩與胯合、肘與膝合、手與足合。該套路動作柔緩、圓活連續，有剛有柔，快慢相間，內外結合，以意領氣，以氣催力，可心身並修，是一套老少皆宜，強弱皆可的通背拳術，深受群眾喜愛；目前在國內和香港、日本、德國等地均有流傳。

**Item no.** : YH24741035  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (沙雷凱) 沙國政武學 - 形意連環腿

演示：沙雷凱

傳統形意拳中腿法較少且單調，沙國政先生曾被譽稱為“神腿沙，下盤沙”，有很好的腰腿功夫。沙老在兼收並蓄、融會貫通的基

礎上。在形意拳中引入了很多內家腿法，主要以中低腿、七寸腿、暗腿為主，大大豐富了形意拳的腿法內容。沙國政先生之子沙俊傑在該套路中又結合自身特點，吸收了一些散打的實用腿法，配合形意拳的手、眼、身法形成此套路。該套路手到足到、速踢疾收、節奏鮮明、盡力充實、攻擊性強，形成自己獨特的風格。該套路現已廣泛流傳。

**Item no.** : NA24741036  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (沙雲鳳) 沙國政武學 - 沙式形意刀

演示：沙雲鳳

形意刀是我國著名武術大師，沙國政先生在傳統形意五行刀的基礎上以劈刀、崩刀、鑽刀、炮刀、橫刀為基礎，綜合其他各門刀法從中提煉、歸納、總結出來的套路。它的特點是簡潔明快、勁力突出、快捷勇猛、刀法實用。這套刀法內容豐富，結構嚴謹、勁力順達、節奏明快、氣勢雄壯，充分顯示出形意刀的風格和特點。

**Item no.** : WP24741037  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (釋德揚) 少林傳統功法十八法

演示：釋德揚

**Item no.** : WW24741038  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (釋德揚) 少林大洪拳

演示：釋德揚

**Item no.** : WC24741039  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (王長安) 趙堡太極拳推手技擊

演示：王長安

**Item no.** : DE24741040  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (王長安) 趙堡太極拳 72 大勢 - 上

演示：王長安

趙堡拳是一個很完整的，上下結合很好的一個拳種。鍛煉本套趙堡太極拳七十二大勢必須要做到拳架中正工整，指梢一定要領起，襠部要圓，尾闕中正，從百會到湧泉要

一線貫穿，立軸安輪，丹田要隨動作運轉，架勢要舒展大方，虛實分明，開合有序，圓活自然，渾然一體。

**Item no.** : HB24741041  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (王長安) 趙堡太極拳 72 大勢 - 下

演示：王長安

趙堡拳是一個很完整的，上下結合很好的一個拳種。鍛煉本套趙堡太極拳七十二大勢必須要做到拳架中正工整，指梢一定要領起，襠部要圓，尾闕中正，從百會到湧泉要一線貫穿，立軸安輪，丹田要隨動作運轉，架勢要舒展大方，虛實分明，開合有序，圓活自然，渾然一體。

**Item no.** : MC24741042  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (王宏心) 初級十八勢

演示：王宏心

**Item no.** : EP24741043  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (王宏心) 高級雙棍十九勢

演示：王宏心

**Item no.** : FC24741044  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (王宏心) 中級十九勢

演示：王宏心

**Item no.** : YL24741045  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (武兵) 泰拳基本技法

演示：武兵

**Item no.** : BK24741046  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (武桂祥) 中華武藏查拳 - 查拳

### 八路

演示：武桂祥

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

**Item no.** : WY24741047  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (武桂祥) 中華武藏查拳 - 洪拳

### 一路

演示：武桂祥

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。洪拳的風格特點是：手法豐富，腿法較少，步穩勢烈，硬橋硬馬，剛勁有力，以氣催力，以聲助威。

**Item no.** : RG24741048  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (武桂祥) 中華武藏查拳 - 腿拳

### 一路

演示：武桂祥

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。查拳重視腿法練習，內容豐富，如：低踢、平踢、低踩、斜踩、蹬腿、闖腿、掃腿、纏腿、雙飛腿、旋風腿、鶴子腳等，都適當的分佈在每一趟拳路中，錯綜而緊密的配合在必要的動作中。綜合其腿法歸結為十四個字：踭、彈、踢、踭、潑、掃、勾、掛、排、纏、點、撩、截、拐。腿拳對肌肉和韌帶的柔軟性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。

**Item no.** : ZN24741049  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (武世俊) 太極拳實用技擊法-技巧化發與擒拿

演示：武世俊

**Item no.** : FW24741050  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## (徐奎生) 中華武藏 - 通背纏拳

演示：徐奎生

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳流、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

**Item no.** : MS24741051  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (徐青山) 中華武藏查拳 - 查拳

### 七路

演示：徐青山

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

**Item no.** : TE24741052  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (楊恩承) 中華武藏查拳 - 洪拳

### 七路

演示：楊恩承

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。洪拳的風格特點是：手法豐富，腿法較少，步穩勢烈，硬橋硬馬，剛勁有力，以氣催力，以聲助威。

**Item no.** : JC24741053  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (楊恩承) 中華武藏查拳 - 炮拳

### 六路

演示：楊恩承

炮拳是查拳門派套路的重要組成部分，有三個套路：三路炮拳、六路炮拳、九路炮拳。其架式舒展、發力猛烈、氣勢渾厚。手法密集，有開山炮、連珠炮、挨身炮等。肘法有，頂、挑、壓、擡、格、架等。炮拳的特點是

動作剛健有力以剛為主，套路短少精悍，實戰技擊攻防嚴密，招式多變虛實相兼，風格獨特。

**Item no.** : RY24741054  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (楊恩乘) 中華武藏查拳 - 查拳

### 六路

演示：楊恩乘

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

**Item no.** : DC24741055  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (楊恒泰) 中華武藏查拳 - 滑拳

### 二路

演示：楊恒泰

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。構成查拳體系基本動作和技擊方法的有步型、步法、手型、手法、腿法、平衡、跳躍旋轉、擊、刺、劈、砍等。查拳的特點是：姿勢舒展，動作緊湊，動迅靜定，發力順達，節奏鮮明，協調完整。對肌肉和韌帶的柔軟性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。長期練習也有助於增強大腦的調節作用，使呼吸和內臟器官得到鍛煉。

**Item no.** : NC24741056  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## (楊恒泰) 中華武藏查拳 - 滑拳

### 三路

演示：楊恒泰

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。構成查拳體系基本動作和技擊方法的有步型、步法、手型、手法、腿法、平衡、跳躍旋轉、擊、刺、劈、砍等。查拳的特點是：姿勢舒展，動作緊湊，動迅靜定，發力順達，節奏鮮明，協調完整。對肌肉和韌帶的柔軟性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。長期練習也有助於增強大腦的調節作用，使呼吸和內臟器官得到鍛煉。

**Item no.** : HD24741057  
**Format** : 2 DVDs (Mandarin)

Price : CNY 8334.00

### (楊幼) 沙國政武學 - 沙式通背二十四連還手一路

演示：楊幼

通背二十四連環手是通背散手掌的組合，每一路由二十四式組成，每式由三至五個單操動作組成，是沙式通背掌的初、中級套路，屬於築基功夫。既可成套練習也可單掌反復練習，可為進一步提高通背掌技藝打下基礎。

Item no. : LY24741058  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張欽明) 中華武藏查拳 - 查拳九路

演示：張欽明

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

Item no. : PC24741059  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (張欽明) 中華武藏查拳 - 洪拳三路

演示：張欽明

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。洪拳的風格特點是：手法豐富，腿法較少，步穩勢烈，硬橋硬馬，剛勁有力，以氣催力，以聲助威。

Item no. : VM24741060  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

### (張文廣) 中華武藏查拳 - 查拳四路

演示：張文廣

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種

瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

Item no. : DZ24741061  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張文廣) 中華武藏查拳 - 查拳五路

演示：張文廣

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

Item no. : WP24741062  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張文廣) 中華武藏查拳 - 滑拳一路

演示：張文廣

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。構成查拳體系基本動作和技擊方法的有步型、步法、手型、手法、腿法、平衡、跳躍旋轉、擊、刺、劈、砍等。查拳的特點是：姿勢舒展，動作緊湊，動迅靜定，發力順達，節奏鮮明，協調完整。對肌肉和韌帶的柔韌性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。長期練習也有助於增強大腦的調節作用，使呼吸和內臟器官得到鍛煉。

Item no. : DW24741063  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張文廣) 中華武藏查拳 - 炮拳三路

演示：張文廣

炮拳是查拳門派套路的重要組成部分，有三個套路：三路炮拳、六路炮拳、九路炮拳。其架式舒展、發力猛烈、氣勢渾厚。手法密集，有開山炮、連珠炮、挨身炮等。肘法有，頂、挑、壓、擗、格、架等。炮拳的特點是動作剛健有力以剛為主，套路短少精悍，實戰技擊攻防嚴密，招式多變虛實相兼，風格獨特。

Item no. : AP24741064  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張育人) 中華武藏 - 信拳七路

演示：張育人

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳統、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

Item no. : HZ24741065  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張育人) 中華武藏 - 信拳思路

演示：張育人

該系列片以國家認定的 129 個“源流有序、拳理明晰、風格獨特、自成體系”的拳種為依據，以收藏歷史遺存的拳種記憶為目的，記錄下這些拳種傳承到今天的發展狀況，展示各拳種流傳人中較有代表性的技法、技能和風格特點，從而實現研究武術傳統、傳承武術記憶、分享習練武術功能的意義。

該系列片以拳種和流派為主線，分歷史源流、技術特點、基本功法、徒手套路、器械演練，攻防訓練等基本版塊，力求完整再現拳種風貌。系列片將根據拍攝、製作情況陸續出品，供廣大武術工作者和愛好者研習、參考和收藏。

Item no. : RG24741066  
Format : DVD (Mandarin)  
Price : CNY 4167.00

### (張子英) 中華武藏查拳 - 查拳三路

演示：張子英

查拳是中國傳統武術中的優秀拳種之一。查拳經過幾百年的歷史繁衍，技藝不斷得到充實與提高，逐漸形成了集查、滑、炮、洪、腿（彈腿）於一個體系。其技術系統完整，內容豐富，功法全面，藝理俱精。查拳的風格特點是：姿勢舒展挺拔，發力迅猛，動靜有致，剛柔兼備，節奏鮮明，步法靈活多變，結構嚴謹，功架整齊。無論往返進退，上下起伏，力求協調配合，整個套路表現出一種瀟灑剽悍矯捷的形態，是長拳類型中較為系統的拳種。

Item no. : WG24741067  
Format : 2 DVDs (Mandarin)  
Price : CNY 8334.00

## (張子英) 中華武藏查拳 - 滑拳

### 三路 II

演示：張子英

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。構成查拳體系基本動作和技擊方法的有步型、步法、手型、手法、腿法、平衡、跳躍旋轉、擊、刺、劈、砍等。查拳的特點是：姿勢舒展，動作緊湊，動迅靜定，發力順達，節奏鮮明，協調完整。對肌肉和韌帶的柔韌性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。長期練習也有助於增強大腦的調節作用，使呼吸和內臟器官得到鍛煉。

**Item no.** : PC24741068  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## (張子英) 中華武藏查拳 - 腿拳

### 二路

演示：張子英

查拳是中國傳統武術中的優秀拳種之一。查拳的基礎功有炮拳、滑拳、洪拳、腿拳。查拳重視腿法練習，內容豐富，如：低踢、平踢、低踩、斜踩、蹬腿、闖腿、掃腿、纏腿、雙飛腿、旋風腿、鶴子腳等，都適當的分佈在每一趟拳路中，錯綜而緊密的配合在必要的動作中。綜合其腿法歸結為十四個字：蹀、彈、踢、踹、撥、掃、勾、掛、排、纏、點、撩、截、拐。腿拳對肌肉和韌帶的柔韌性和關節的靈活性要求較高，有助於發展肌肉、韌帶和關節的靈活性。

**Item no.** : HS24741069  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 八段錦

**Item no.** : TT24741070  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 兒童拳操

**Item no.** : SJ24741105  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 軍安杯 - 第二屆全國武術功力大賽

**Item no.** : LP24741145  
**Format** : 6 DVDs (Mandarin, With Chinese, English

**Price** : CNY 25002.00  
**Subtitles**

## 少林八極拳

**Item no.** : NU24741153  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 少林基本功

**Item no.** : GC24741154  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 少林龍拳

**Item no.** : NL24741155  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 少林七星拳

**Item no.** : WU24741156  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 少林太祖長拳

**Item no.** : BD24741157  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 少林硬功夫

**Item no.** : HE24741158  
**Format** : 2 DVDs (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 8334.00

## 佟慶輝武墨之道 - 草書篇 (武術身法)

演示：佟慶輝

佟慶輝武墨之道，是將書法和武術有機結

合，從這兩大國粹的特點精華和相同處出發，直至運用，共分五章。前三章以楷、行、草和武術中的初、中、高三段位相結合，第四章談到書法中最難寫的大、小字。最後一章以傳統翻子拳為主，講解套路的演練，拆招及各技法的實戰訓練。方法獨特，訓練手段高超，適合於青少年武術愛好者及專業隊員學練。

**Item no.** : JE24741161  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 佟慶輝武墨之道 - 大小字 (十八攔拳)

演示：佟慶輝

佟慶輝武墨之道，是將書法和武術有機結合，從這兩大國粹的特點精華和相同處出發，直至運用，共分五章。前三章以楷、行、草和武術中的初、中、高三段位相結合，第四章談到書法中最難寫的大、小字。最後一章以傳統翻子拳為主，講解套路的演練，拆招及各技法的實戰訓練。方法獨特，訓練手段高超，適合於青少年武術愛好者及專業隊員學練。

**Item no.** : HT24741162  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 佟慶輝武墨之道 - 翻子拳 戳腳拳

演示：佟慶輝

佟慶輝武墨之道，是將書法和武術有機結合，從這兩大國粹的特點精華和相同處出發，直至運用，共分五章。前三章以楷、行、草和武術中的初、中、高三段位相結合，第四章談到書法中最難寫的大、小字。最後一章以傳統翻子拳為主，講解套路的演練，拆招及各技法的實戰訓練。方法獨特，訓練手段高超，適合於青少年武術愛好者及專業隊員學練。

**Item no.** : MS24741163  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 佟慶輝武墨之道 - 楷書篇 (壓腿)

演示：佟慶輝

佟慶輝武墨之道，是將書法和武術有機結合，從這兩大國粹的特點精華和相同處出發，直至運用，共分五章。前三章以楷、行、草和武術中的初、中、高三段位相結合，第四章談到書法中最難寫的大、小字。最後一章以傳統翻子拳為主，講解套路的演練，拆招及各技法的實戰訓練。方法獨特，訓練手段高超，適合於青少年武術愛好者及專業隊員學練。

**Item no.** : FN24741164  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 修慶輝武墨之道 - 腿法

演示：修慶輝

**Item no.** : SY24741165  
**Format** : 2 DVDs (Mandarin)  
**Price** : CNY 8334.00

## 修慶輝武墨之道 - 行書篇 (翻子拳基本功)

演示：修慶輝

修慶輝武墨之道，是將書法和武術有機結合，從這兩大國粹的特點精華和相同處出發，直至運用，共分五章。前三章以楷、行、草和武術中的初、中、高三段位相結合，第四章談到書法中最難寫的大、小字。最後一章以傳統翻子拳為主，講解套路的演練，拆招及各技法的實戰訓練。方法獨特，訓練手段高超，適合於青少年武術愛好者及專業隊員學練。

**Item no.** : KZ24741166  
**Format** : DVD (Mandarin)  
**Price** : CNY 4167.00

## 中醫

### 拔罐

拔罐療法是中醫傳統醫學寶庫中的一種特殊治療方法。拔罐療法以其簡單、費用低廉、操作方便、臨床效果好、具有明顯的保健作用、無毒、無副作用等特點，深受廣大群眾喜愛。拔罐療法以罐為工具，利用燃燒、抽稀等方法排除罐內的空氣，以造成負壓，使罐吸附於穴位，或拔罐的部位，讓皮膚充血，瘀血，起泡。從而促使拔罐部位經絡通暢，氣血旺盛，以達到防病、治病的目的。

**Item no.** : JH24741071  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 撥筋養生美容

主講：許善燕

撥筋養生美容是中醫學博士楊少若女士經過多年潛心研究，發明的一項國家專利，又稱“少若撥筋”。少若撥筋對各種便秘、痛經、經期紊亂、失眠健忘、關節疼痛、四肢疲勞、面色萎黃等症狀有明顯的改善作用，能有效消除各種亞健康狀態。

**Item no.** : NW24741072  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - “三部針刺

### 法”治療類風濕關節炎

主講：張淑君

類風濕關節炎是一種慢性病，在醫學上亦屬難治之症。近幾年，其患病率呈上升趨勢，因此受到了大家的廣泛關注。

本片從類風濕關節炎的病因病機、診斷、治療等諸多方面給予了明確闡述，並採用“三部針刺法”進行了具體操作。

**Item no.** : RE24741073  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - “三穴五針法”治療哮喘 (理論)

主講：邵素菊

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細介紹了哮喘的臨床表現、特點、病因病機、辯證分型、涉及的相關穴位及針刺治療的方法，通俗易懂，便於人們學習和推廣，以達到治療的目的。

**Item no.** : NP24741074  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - “三穴五針法”治療哮喘 (治療)

主講：邵素菊

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細介紹了利用針刺、艾灸和拔罐相結合治療哮喘的方法、相關穴位的取穴方法及治療應注意的事項，由著名專家實際操作演示，通俗易懂，便於人們學習和使用，以達到治療的目的。

**Item no.** : MA24741075  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 艾灸的實用操作

主講：高希言

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了艾灸的各種操作手法、適用範圍、取穴方法及注意事項，由著名專家講解演示，通俗易懂，便於人們學習和應用。

**Item no.** : AH24741076  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 拔罐療法概述

主講：王民集

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了罐的種類、拔罐方法、操作手法、適用範圍、理論依據及操作過程中應注意的事項，由著名專家講解演示，通俗易懂，便於人們掌握和應用。

**Item no.** : VH24741077  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 拔罐治療感冒

主講：王民集

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用拔罐療法治療感冒，同時又介紹了感冒的病因、相關穴位的取穴方法、拔罐的方法及拔罐過程中應注意的事項，由著名專家講解和演示，通俗易懂，便於人們理解掌握，以達到防病和治病的目的。

**Item no.** : TA24741078  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 拔罐治療落枕、蕁麻疹、瘡瘡

主講：王民集

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用拔罐療法治療落枕、蕁麻疹和瘡瘡，同時又介紹了落枕、蕁麻疹和瘡瘡的病因、相關穴位的取穴方法、拔罐的方法和理論依據及操作過程中應注意的事項等，由著名專家實際操作演示，通俗易懂，便於人們學習和應用，以達到防病和治病的目的。

**Item no.** : ND24741079  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 拔罐治療乳腺炎、胃脘痛

主講：王民集

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用拔罐的手法治療乳腺炎和胃脘痛，同時概述了這兩種疾病的臨床表現及病因，又介紹了應選取的穴位、拔罐的方法及注意事項，由著名專家實際操作演示，通俗易懂，便於人們學習和使用，以達到治療的目的。

**Item no.** : TV24741080  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 拔罐治療哮喘

主講：王民集

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用拔罐的手法治療實證型和虛證型哮喘，同時又介紹

了應選取的穴位、拔罐的方法及注意事項，由著名專家實際操作演示，通俗易懂，便於人們學習和使用，以達到治療的目的。

**Item no.** : NN24741081  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 風濕類疾病 - 骨性關節炎的防治

主講：婁玉鈺 婁高峰

骨性關節炎也叫退行性關節炎、骨關節炎、骨質增生症、肥大性關節炎，屬風濕病範疇。

本節目精闢透徹、通俗易懂，對於骨性關節炎患者，實為一部不可多得的視頻教學資料。

**Item no.** : KZ24741082  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 風濕類疾病 - 類風濕關節炎的防治

主講：婁玉鈺 婁高峰

類風濕關節炎簡稱 RA，它是一種以關節滑膜炎為特徵的慢性、全身性、自身免疫性疾病。

本節目針對各種症狀的類風濕關節炎患者，採取辨證論治、綜合治療的原則，對於類風濕關節炎的防治，具有一定的現實意義。

**Item no.** : LJ24741083  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 風濕類疾病 - 強直性脊柱炎的防治

主講：婁玉鈺 婁高峰

強直性脊柱炎是以中軸關節慢性炎症為主的全身性疾病，病變主要累及髖關節和脊柱。它的發病率和致殘率較高，多見於青少年男性。

本節目主要講述了五種證型強直性脊柱炎的病因病機、辨證論治和綜合治療的方法，對於強直性脊柱炎患者，實為一部不可多得的視頻教學資料。

**Item no.** : TS24741084  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 刮痧理療

主講：張東平

刮痧理療是中醫學的重要組成部分，具有排毒祛火、養顏美容、緩解疲勞等作用，是一種既可保健又可治療的自然療法。本節目詳細講解了刮痧的常用手法、日常保健刮痧、常見疾病的刮痧方法及刮痧禁忌症等內容，具有適應症廣、療效明顯、操作方便、經濟安全等優點，特別適用於家庭日常保健。

**Item no.** : VC24741085  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 面癱的治療與功能鍛煉

主講：楊兆勤

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了五種症型面癱的病因病機、辨證分型、臨床表現、分型治療及自我功能鍛煉方法，實際操作了針對不同症型，採用針刺、艾灸、拔罐、推拿等不同的治療方法，具有方便快捷、經濟實用等特點。

**Item no.** : BK24741086  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 面癱的中醫療法

主講：高希言

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用針刺、艾灸、拔罐、和推拿等手法治療各個階段的面癱，同時又介紹了面癱的病因和症狀、相關穴位的取穴方法、針刺、艾灸、拔罐和推拿的具體操作手法及注意事項，由著名專家講解和演示，通俗易懂，便於人們學習和應用，以達到防病、治病和健身的目的。

**Item no.** : JE24741087  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 全身養生保健

主講：王華蘭

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用按摩手法，對頭部、上肢、腰部、下肢和足部穴位進行養生保健。該手法具有緩解疲勞、疏通經絡、醒腦提神的作用，由著名專家實際操作演示，通俗易懂，便於人們學習和推廣，特別適用於家庭操作，以達到強身健體的目的。

**Item no.** : HM24741088

**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 失眠的中醫療法

主講：高希言

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用針刺、艾灸、拔罐、耳穴貼壓和推拿等手法治療失眠，同時又介紹了相關穴位的取穴方法、具體操作手法及其注意事項，由著名專家實際操作，通俗易懂，便於人們學習和應用，以達到防病、治病和健身的目的。

**Item no.** : WP24741089  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 特色療法治中風

主講：楊兆勤

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了中風的病因病機、辨證分型、臨床表現及辨證施治等內容，通過針刺、艾灸、拔罐等中醫療法的實際講解和操作，具有方便快捷、經濟實用等特點。

**Item no.** : MA24741090  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 推拿治療五種症型頸椎病

主講：王端祥

頸椎病是指因頸椎退行性改變、扭傷、勞損、受涼等原因而引起頭暈、手臂發麻、雙肩疲勞等一系列症狀，是一種常見病、多發病。本片詳細講述了五種症型頸椎病的推拿治療方法，由著名專家親自講解和示範，內容詳盡，通俗易懂，具有方便快捷、經濟實用、療效確切等特點，可供推拿愛好者學習和家庭保健治療之用。

**Item no.** : NH24741091  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 推拿治療小兒發熱和小兒遺尿

主講：王華蘭

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用推拿手法治療小兒發熱和小兒遺尿，同時又介紹了相關穴位的取穴方法及推拿中應注意的事



項，由著名專家實際操作演示，通俗易懂，便於人們學習和推廣，以達到防病、治病和健身的目的。

**Item no.** : CS24741092  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 推拿治療小兒腹瀉和消化不良

主講：王華蘭

中醫是中國傳統的治療方法，具有神奇和獨特的療效。推拿作為中醫的一門學科，更加經濟實用、簡單易行。本片詳細講述了如何運用推拿手法治療小兒腹瀉和消化不良，同時又介紹了相關穴位的取穴方法、推拿手法及操作過程中應注意的事項，由著名專家講解和演示，通俗易懂，便於人們學習和應用，以達到防病、治病和健身的目的。

**Item no.** : CR24741093  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 五種症型失眠的中醫療法

主講：楊兆勳

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了五種症型失眠（心脾虧虛型、腎虛型、心膽氣虛型、肝陽上亢型、脾胃不和型）的病因病機、臨床表現及分型治療等內容，通過針刺、推拿等傳統中醫療法的運用，具有方便快捷、經濟實用等特點。

**Item no.** : PF24741094  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 亞健康狀態的康復療法 (理論)

主講：馬巧琳

亞健康是一種介於健康和疾病之間的第三狀態，其危害十分嚴重，如果不及時預防或治療，將會向疾病狀態發展，對生命造成威脅。

本片從亞健康狀態的危害、分類、原因、症狀以及療法等方面都作了詳細介紹，對於未病先防和提高身心健康，具有現實意義。

**Item no.** : HC24741095  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 亞健康狀態的康復療法 (治療)

主講：馬巧琳

亞健康是一種介於健康和疾病之間的第三狀態，其危害十分嚴重，如果不及時預防或治療，將會向疾病狀態發展，對生命造成威脅。

本片從亞健康狀態的危害、分類、原因、症狀以及療法等方面都作了詳細介紹，對於未病先防和提高身心健康，具有現實意義。

**Item no.** : NM24741096  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 腰三橫突綜合症、踝關節扭傷

主講：林國平

腰三橫突綜合症是一種以壓痛為主要表現的慢性腰痛，由於腰部軟組織在第三腰椎橫突處的反復摩擦產生炎性水腫，刺激周圍神經造成。推拿治療對於本病的治療起到了一定的作用。

踝關節扭傷是一種突發病，在生活中比較常見。推拿治療此病具有見效快、無副作用的特點，且操作簡單，特別適合家庭治療。

**Item no.** : PA24741097  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 腰椎間盤突出症的推拿牽引療法

主講：王端祥

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了腰椎間盤突出症的病因病理、臨床診斷、推拿治療和疾病預防，尤其是獨特的推拿和牽引療法的運用，具有方便快捷、經濟實用、療效確切等特點。

**Item no.** : PA24741098  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 醫療保健按摩

主講：王華蘭

醫療保健按摩是在人體的一定部位，適當運用手法，進行防治疾病、保健養生的一種自我按摩方法。通過自身的按摩，可以改善血液迴圈，促進新陳代謝，調節內臟器官，達到增強體質、延年益壽的目的。

**Item no.** : JA24741099  
**Format** : DVD (Mandarin, With

Chinese, English Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 增視功

主講：路世才

增視功是防治近視、弱視等眼部疾病的一種簡便易行、科學有效的氣功自我療法。

增視功不僅對輕度、中度、高度近視有顯著療效，而且對老年性花眼、視神經萎縮、白內障早期等眼部疾病也有明顯的治療和緩解作用，同時對於預防近視、提高正常人的視力，也有一定的積極作用。

本功對各種真假性近視有顯著療效！

**Item no.** : HD24741100  
**Format** : 3 DVDs (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 12501.00

### 傳統中醫治百病 - 針刺的基礎知識

主講：孫六合

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細介紹了針刺的定義、針具的種類和適用範圍、針刺的補瀉方法及其理論依據等內容，由著名專家講解，通俗易懂，便於人們學習掌握。

**Item no.** : PL24741101  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 針刺治療頭痛 (後頭痛\頭頂痛)

主講：孫六合

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用針刺療法治療後頭痛和頭頂痛，同時又介紹了後頭痛和頭頂痛的病因、相關穴位的取穴方法、針刺方法及其注意事項等，由著名專家講解和演示，通俗易懂，便於人們理解掌握，以達到防病和治病的目的。

**Item no.** : EL24741102  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

### 傳統中醫治百病 - 針刺治療頭痛 (前額痛\偏頭痛)

主講：孫六合

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了如何運用針刺療法治療前額痛和偏頭痛，同時又介紹了前額痛和偏頭痛的病因、相關穴位的取穴方法、針刺方法及注意事項等，由著名專家講解和

演示，通俗易懂，便於人們理解掌握，以達到防病和治病的目的。

**Item no.** : TL24741103  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

## 傳統中醫治百病 - 中醫面部美容

主講：趙喜新

中醫是中國傳統的治療方法，具有神奇和獨特的療效。本片詳細講述了利用走罐、刺血拔罐、面部針刺、耳穴貼壓、自血穴位針刺等中醫美容方法，同時又介紹了取穴方法及操作過程中應注意的事項，由著名專家實際操作演示，通俗易懂，便於人們學習和使用，以達到美容的目的。

**Item no.** : LN24741104  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

## 耳穴按摩

耳穴是耳廓表面與肌體臟腑、經絡、組織器官、四肢相互溝通的部位，是反映身體勝利功能和病理變化的視窗。根據耳穴的布圖，身體內臟、組織器官的病理變化可在耳廓上反映出來，通過耳穴的按摩，可以治療和預防內臟器官的多中疾病。

本片介紹了耳穴按摩可預防治療的二十種疾病的實際操作方法。

常見病的治療：

- 1、感冒
- 2、咳嗽
- 3、呃逆
- 4、頭痛
- 5、失眠
- 6、頭暈
- 7、中風
- 8、耳鳴耳聾
- 9、神經衰弱
- 10、哮喘
- 11、胃痛
- 12、陽痿
- 13、遺精
- 14、痛經
- 15、月經失調
- 16、牙痛
- 17、坐骨神經痛
- 18、暈車
- 19、落枕
- 20、急性腰扭傷

**Item no.** : DB24741106  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 刮痧

刮痧療法是以中醫臟腑、經絡學說為理論指導，眾采針灸、按摩、點按、拔罐等中醫非藥物療法之所長，用利器刮拭體表經脈、穴

位，使受到經絡穴位處充血，從而改善局部的微循環，起到疏通經絡，調和盈血，活血化瘀、強健心肺、祛風散寒、消腫止痛，動員和增強肌體自身潛在的抗病能力和免疫能力，以達到扶正祛邪、保健強身治病的一種自然療法。

**Item no.** : NU24741107  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 斑禿、牙痛

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

按摩相關穴位，對於治療斑禿和牙痛均能達到理想的效果。

**Item no.** : JK24741135  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 腹脹

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

腹脹是指胃脘及胃脘以下的整個腹部脹滿的一種症狀。按摩身體相關穴位可以理氣止脹、調節氣滯所帶來的疼痛。

**Item no.** : RU24741136  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 口腔炎

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

按摩相關穴位可以治療口腔炎，緩解或消除此種疾病的疼痛。

**Item no.** : RH24741137  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 落枕

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

落枕的發生多因體質虛弱、勞累過度、躺臥姿勢不良、風寒濕邪侵襲、頸部肌肉扭傷等因素引起，此病如不及時治療，日久則易形成頸椎病。按摩能夠很好的控制病情發作，其療效卓著，常常手到病除。

**Item no.** : EK24741138  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 慢性胃炎

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

慢性胃炎的症狀，可通過經穴療法加以改善，但它屬於慢性病，因此在按摩治療的同時，飲食生活必須有一定的規律。

**Item no.** : WZ24741139  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 慢性支氣管炎

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

治療慢性支氣管炎以加強患者體質，提高機體免疫力，調節臟腑功能為原理，通過按摩可顯著改善症狀，減少或減輕該病的發作。

**Item no.** : YT24741140  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 三叉神經痛

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

中醫按摩治療原發性三叉神經痛有一定的療效，通過幾個療程的治療，可減少疼痛發作的次數，減輕疼痛。如能持之以恆，便有治癒的機會。

**Item no.** : TF24741141  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 頭痛、頭重

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

按摩相關穴位對於治療偏頭痛、頭血管神經性頭痛、感冒頭痛、及一些原因不明的頭痛、頭重均可達到較好的療效。

**Item no.** : SP24741142  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 胃潰瘍

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

胃潰瘍是消化系統常見疾病，按摩治療胃潰瘍要以健脾和胃，理氣止痛為主。通過幾個療程的按摩治療，再輔以藥物及日常護理，定能達到理想的祛病效果。

**Item no.** : MA24741143  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 簡易中醫按摩與自我保健 - 痔瘡

主講：張玉栓

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講解了常見穴位的定位及自我保健按摩方法，能輕鬆達到預防和治療各種常見疾病的效果，真正做到手到病除。

按摩治療痔瘡是通過按摩一定的穴位，促進患部的血液迴圈，消腫散結，同時增進胃腸蠕動，避免便秘的發生。

**Item no.** : EL24741144  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 面部刮痧美容

主講：許善燕

面部刮痧美容是通過具有涼血化淤、清熱散毒、散結生肌功能的水牛角刮痧板，對面部進行刮拭，使面部血脈暢通，痧氣排出。具有排毒養顏、舒緩皺紋、活血除瘡、行氣消斑、保健美膚的作用。面部痤瘡、斑痕及面部蒼白、萎黃、皺紋增多等，均可採用面部刮痧的方法。

**Item no.** : HC24741149  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 面部基礎護理

主講：許善燕

面部基礎護理是面部美容的方法之一，它是通過對皮膚的清潔、營養、滋潤和按摩，使皮膚變得光潔、嬌嫩，從而達到美容護膚的目的。

本片詳細介紹了面部的基本護理方法和按摩手法的運用，通俗易懂，方便實用，適合專業人士或家庭美容需求者學習和應用。

**Item no.** : TB24741150  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 面部淋巴排毒

主講：許善燕

面部毒素蓄積在體內容易產生色斑、痤瘡等，嚴重影響面部的健康和美觀。

面部淋巴排毒是通過一定的手法操作，促進面部血液迴圈，排出面部毒素，讓肌膚呈現出一種健康、亮麗的良好狀態。另外，面部淋巴排毒還具有淨膚、減緩壓力和平衡臉部皮膚的水分和油分的功效，即具有鎮靜、放鬆、潔白滋潤等功效。

**Item no.** : PU24741151  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 手部按摩

手部按摩療法就是應用祖國醫學的按摩手法，通過手部的各個穴位的按摩，可以調整臟腑血氣，使陰陽平行，達到養生保健、防止疾病的目的，是一種傳統的醫學療法。

**Item no.** : TD24741159  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 松筋養生美容

主講：楊少若

松筋養生美容又稱“燙髮斗美容術”，是以犀牛角特製的養生工具進行面部經絡梳理，促使經脈暢通，血液迴圈加快，皺紋得到緩解。有效消除黑眼圈、眼袋、眼周脂肪粒和面部皺紋和毒素，換來面部輕鬆、舒展和活力，具有健康、美容、抗衰老的效果。

**Item no.** : PN24741160  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 頭部按摩

頭穴按摩是在頭部所特定的區域，運用按摩療法來治療疾病和強身健體的一種傳統醫學療法，它動靜結合，安全無痛苦，操作簡便，易於接受。

本片介紹了通過頭穴按摩可治療的二十種疾病的實際操作方法。

**Item no.** : SA24741167  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 推拿按摩

推拿療法又稱按摩，推拿是醫生根據病人的具體病情，在病人體表的一定部位上運用手法進行治療的一種方法。手法要求持久、有力、均勻柔和

**Item no.** : DA24741168  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 腿部舒筋養生療法

主講：許善燕

腿部舒筋養生法是通過對腿部的推拿、點穴和刮痧，改善下肢的血液迴圈、強化新陳代謝功能、防止下肢靜脈曲張和肌肉萎縮痙攣等現象，局部能達到滑利關節、消除肌肉疲勞等作用，長期堅持能達到美腿、健體和延緩衰老的作用。

**Item no.** : JY24741169  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 胃腸平衡養顏術

主講：許善燕

胃腸平衡養顏術是利用推拿、點穴和刮痧等手法操作，刺激相應的經絡和穴位，行氣活血，消除因腸胃功能紊亂引起的便秘、面色灰暗及面部色斑和痤瘡等症狀，達到養顏美容的目的。

**Item no.** : SA24741171  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 眼部刮痧美容

主講：許善燕

刮痧療法是我國古老傳統的一種自然療法，它由推拿手法演變而來，無需藥物，且操作方便，見效快，適合於臨床治療和家庭養生保健。

眼部刮痧具有改善微血管收縮功能、消除眼部浮腫和充血現象、收緊眼部肌膚、美化皮膚和有效消除皺紋等作用。

**Item no.** : RJ24741172  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理更年期綜合症

主講：張紅軍

更年期綜合症是人生中年向老年過渡時期的常見病，它是由於內分泌功能紊亂、自主神經功能失調引起的一系列症狀。本片主要講解和操作了更年期綜合症的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : BS24741173  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理疲勞綜合症

主講：張紅軍

疲勞綜合症是因勞累過度等原因而出現的一組以極度疲勞為突出表現的全身性症狀，可伴有頭暈、頭痛、失眠等。本片主要講解和操作了疲勞綜合症的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : AJ24741174  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理氣結類疾病 - 眩暈腦脹

主講：張紅軍

氣結是因七情內傷，肝脾不和等原因所引起的氣機鬱結，留滯不行。氣結可引發多種病狀，本片主要講解和操作了因氣結引起的眩暈腦脹的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : KH24741175  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 便秘

主講：張紅軍

食結就是食物不化（吃了食物不消化）。食結可引發多種病狀，本片主要講解和操作了便秘的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : MZ24741176  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 腹瀉

主講：張紅軍

食結就是食物不化（吃了食物不消化）。食結可引發多種病狀，本片主要講解和操作了腹瀉的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : KW24741177  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 消化不良

主講：張紅軍

食結就是食物不化（吃了食物不消化）。食結可引發多種病狀，本片主要講解和操作了消化不良的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : NW24741178  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 心情鬱悶情志失調

主講：張紅軍

氣結是因七情內傷，肝脾不和等原因所引起的氣機鬱結，留滯不行。氣結可引發多種病狀，本片主要講解和操作了因氣結引起的心情鬱悶、情志失調的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : SD24741179  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 胸悶氣短兩脅疼痛

主講：張紅軍

氣結是因七情內傷，肝脾不和等原因所引起的氣機鬱結，留滯不行。氣結可引發多種病狀，本片主要講解和操作了因氣結引起的胸悶氣短、兩脅疼痛的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : TK24741180  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 張氏推拿理療 - 推拿調理食結類疾病 - 月經不調痛經閉經

主講：張紅軍

血結是因肝鬱氣滯、肝脾不和、肺氣虛弱等原因引起的經絡受阻、氣滯血瘀、瘀毒蘊結等一系列病症。本片主要講解和操作了因血結引起的月經不調、痛經、閉經的推拿調理方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

**Item no.** : PN24741181  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

Price : CNY 4167.00

Subtitles)

## 張氏推拿理療 - 推拿調理血結類

### 疾病 - 崩漏

主講：張紅軍

血結是因肝鬱氣滯、肝脾不和、肺氣虛弱等原因引起的經絡受阻、氣滯血瘀、瘀毒蘊結等一系列病症。本片主要講解了因血結而引起崩漏的調理和操作方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

Item no. : VG24741182  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 張氏推拿理療 - 推拿調理血結類

### 疾病 - 產後腰腿痛

主講：張紅軍

血結是因肝鬱氣滯、肝脾不和、肺氣虛弱等原因引起的經絡受阻、氣滯血瘀、瘀毒蘊結等一系列病症。本片主要講解了因產後而引起的血結，導致腰腿痛的調理和操作方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

Item no. : FN24741183  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 張氏推拿理療 - 推拿調理血結類

### 疾病 - 遺尿尿頻尿失禁

主講：張紅軍

血結是因肝鬱氣滯、肝脾不和、肺氣虛弱等原因引起的經絡受阻、氣滯血瘀、瘀毒蘊結等一系列病症。本片主要講解了因血結引起的遺尿、尿頻、尿失禁的調理和操作方法，具有簡便、實用、療效確切等特點，適合家庭日常保健或作為其他療法的輔助治療。

Item no. : PY24741184  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 針刺

針刺療法是我中華民族幾千年來與疾病作鬥爭的經驗總結，針刺療法是用金屬製成的各種不同形狀的針，刺激人體一定部位，從而達到治療疾病的目的。針灸作用於疏血，並通過疏血對遠隔部位和全身部位發生影響，通過經絡聯屬和氣血運行，以達到治療疾病的目的。

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## 中國藥膳 - 春季篇

中國的醫學、藥學源遠流長，久負盛名。而根據陰陽五行之術，集中醫、中藥學原理和中國膳食為一體的中國藥膳，更堪稱一絕。

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- 五. 淮杞乳鴿
- 六. 金錢草湯
- 七. 枸杞鳳絲
- 八. 香椿雞柳
- 九. 天麻鯉魚

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## 中國藥膳 - 冬季篇

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- 五. 龍馬童子雞
- 六. 十全大補湯
- 七. 阿膠鮑魚
- 八. 蟲草金龜
- 九. 斑龍海參
- 十. 參麥團魚

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Format : DVD (Mandarin, With Chinese Subtitles)  
Price : CNY 4167.00

## 中國藥膳 - 秋季篇

中國的醫學、藥學源遠流長，久負盛名。而根據陰陽五行之術，集中醫、中藥學原理和中國膳食為一體的中國藥膳，更堪稱一絕。

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- 六. 雙參玉鴨
- 七. 冰汁明參
- 八. 貝母雪梨
- 九. 白果雞丁
- 十. 四參竹蓀湯
- 十一. 百合蒸蛋

Item no. : EG24741188  
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Price : CNY 4167.00

## 中國藥膳 - 食療篇

中國的醫學、藥學源遠流長，久負盛名。而根據陰陽五行之術，集中醫、中藥學原理和中國膳食為一體的中國藥膳，更堪稱一絕。

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- 三. 仙人烏髮粥
- 四. 歸?仔雞
- 五. 皇帝酒
- 六. 果仁排骨
- 七. 杜仲羊腎湯
- 八. 蟲草黃?粥

Item no. : KH24741189  
Format : DVD (Mandarin, With Chinese Subtitles)  
Price : CNY 4167.00

## 中國藥膳 - 夏季篇

中國的醫學、藥學源遠流長，久負盛名。而根據陰陽五行之術，集中醫、中藥學原理和中國膳食為一體的中國藥膳，更堪稱一絕。

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- 六. 田七仔鯰
- 七. 牛膝蹄筋
- 八. 蟲草鴨子
- 九. 鹿茸豆腐
- 十. 蓮藕純魷魚

Item no. : ZG24741190  
Format : DVD (Mandarin, With Chinese Subtitles)  
Price : CNY 4167.00

## 中國醫療按摩名家講座 - 便秘與腹瀉

主講：盧先

便秘是指大便秘結不通，糞便在腸內停留過久超過4-8小時以上，3-5天或更長時間解大便1次。頑固性便秘成爲誘發心肌梗塞、腦溢血的重要因素，目前結腸癌發病率已躍居癌症的第三位。腹瀉是胃腸功能紊亂的表現。

中醫按摩治療便秘與腹瀉的手法簡單確有實效。本片專業理論清晰，突出實際操作，對醫療按摩治療便秘與腹瀉的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人和從事保健按摩的專業人員與教學科研人員使用。

Item no. : ZN24741191  
Format : DVD (Mandarin, With Chinese, English Subtitles)  
Price : CNY 4167.00

## 中國醫療按摩名家講座 - 骸骨軟化

主講：盧先

骸骨軟化症是膝關節疼痛的主要疾病，人數占膝關節病患者的 63%，尤以 30~40 歲人群中患病率最高達 50%。我們向您推薦實惠有效的治療方法——醫療按摩。醫療按摩是祖國傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。

本片詳細闡述骸骨軟化的病因和診斷，突出實際操作，對醫療按摩治療骸骨軟化的常用穴位、基本手法和預防均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和專業人員使用。

**Item no.** : MN24741192  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 肩周炎

主講：盧先

在我國 40 歲以上的中老年中，有 8% 的人患肩周炎。我們向您推薦最方便有效的治療手段——醫療按摩。醫療按摩是祖國傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。

本片詳細闡述肩周炎的病因和診斷，突出實際操作，對醫療按摩治療肩周炎的常用穴位、基本手法和預防均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員使用。

**Item no.** : HV24741193  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 減肥

主講：盧先

醫學認為，如果一個人每天攝入食物中所含的能量大於機體的消耗量，多餘的這部分能量就可能以脂肪的形式儲存在體內，久而久之，這個人的體重就可能超過正常的體重標準。當一個人的體重超過標準時，得糖尿病、高血壓、冠心病、脂肪肝、膽囊疾病、痛風的機會就大大增加。中醫按摩治療肥胖有著獨特的優勢。

本片專業理論清晰，突出實際操作，對醫療按摩治療減肥的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : KM24741194  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 頸椎病

主講：盧先

據統計，我國已有 2 億人患上了頸椎腰椎病，醫療按摩治療頸椎病是一種方便實惠有效的好方法。醫療按摩是祖國傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。

本片詳細闡述頸椎病的病因和診斷，突出實際操作，對醫療按摩治療頸椎病的常用穴位、基本手法和預防均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員使用。

**Item no.** : WM24741195  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 落枕與岔氣

主講：盧先

落枕又叫失枕，大多指因睡覺枕頭不適造成的頸背部肌肉功能障礙，如不及時治療，轉為慢性疾病，不僅影響生活品質，也會發展為頸椎病。而按摩治療落枕具有操作簡單見效快的特點；岔氣又叫急性胸肋疼，是日常生活中難免的急症。

本片專業理論清晰，突出實際操作，對醫療按摩治療落枕與岔氣的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : DN24741196  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 慢性腰痛

主講：盧先

據統計我國有 65% 的成人曾患過腰痛，有 16% 的病休是因腰痛造成的。我們向您推薦治療慢性腰痛的最佳手段——醫療按摩。醫療按摩是祖國傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。

本片詳細闡述慢性腰痛的病因和診斷，突出實際操作，對醫療按摩治療慢性腰痛的常用穴位、基本手法和預防均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : AR24741197  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 疲勞綜合症

主講：盧先

疲勞綜合症是中、青年均易患的身心疾病。有資料顯示，21 世紀，世界人口的三分之一倍感疲勞，尤其是坐辦公室的腦力勞動者，都患有不同程度的疲勞綜合症。

中醫按摩是緩解和治療疲勞綜合症的上佳選擇，本片專業理論清晰，突出實際操作，對醫療按摩治療疲勞綜合症的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : JA24741198  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 偏癱

主講：盧先

偏癱是腦血管疾病中風的後遺症，按摩治療偏癱具有雙向調節作用，既可以溶栓，又可以止血，不僅僅是恢復關節功能讓患者感覺舒適，實際上按摩對於偏癱還有直接的治療作用。

本片專業理論清晰，突出實際操作，對醫療按摩治療偏癱的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : CN24741199  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 失眠

主講：盧先

據世界衛生組織在 2002 年的調查中表明：世界上滿 18 周歲的成年人當中每 4 個人就有一個患有失眠或者失眠綜合症。失眠嚴重的影響著人們的正常工作與生活。醫療按摩在諸多治療失眠的方法中最具實效性。

本片專業理論清晰，突出實際操作，對醫療按摩治療失眠的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人士和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : AN24741200  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 頭痛

主講：盧先

在中國傳統醫學中，頭是諸陽之匯，百脈所通，人的各種心理、生理變化都有可能引起頭痛，而按摩治療頭痛是一種標本兼治的首選方法。

醫療按摩是傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。本片專業理論清晰，突出實際操作，對醫療按摩治療頭痛的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : FZ24741201  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 胃疼與呃逆

主講：盧先

胃是人體攝取食物吸收營養的主要器官，而隨著現代生活節奏的加快，胃疼已經成爲都市常見病之一，嚴重影響人們的生活品質；呃逆俗稱打嗝，是膈肌痙攣的表現，發作時會給人帶來不適以至痛苦。

利用中醫按摩治療胃疼和呃逆具有明顯的療效，本片專業理論清晰，突出實際操作，對醫療按摩治療胃疼和呃逆的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : FN24741202  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 腰扭傷與踝扭傷

主講：盧先

人體的腰部非常重要，不僅要做各種扭轉翻滾的動作，還要承擔一般的體重，當腰部承受重物是動作不當時可能會造成腰扭傷。

踝關節因爲其特殊的解剖關係，稍有閃失就可能發生踝扭傷。醫療按摩是治療腰扭傷和踝扭傷的行之有效的最好方法。

本片專業理論清晰，突出實際操作，對醫療按摩治療腰扭傷踝扭傷的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人和從事保健按摩的專業人員與教學科研人員使用。

**Item no.** : ZZ24741203  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)

**Subtitles)**  
**Price** : CNY 4167.00

## 中國醫療按摩名家講座 - 腰椎間盤突出

主講：盧先

在我國，20 到 40 歲年齡段中約有 80% 的人患椎間盤突出症，而治療腰椎間盤突出症最快捷有效的方法首推中國醫療按摩。醫療按摩是祖國傳統醫學中一朵奇葩，它不僅能夠治療疾病，而且能延緩衰老強身健體。

本片專業理論清晰，突出實際操作，對醫療按摩治療腰椎間盤突出症的常用穴位、基本手法和預防保健均有形象生動的介紹，易學易懂，具有很強的實用性和可操作性，適合於普通人和從事保健按摩的專業人員使用。

**Item no.** : NG24741204  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中國中醫按摩大全

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽爲“綠色療法”。

**Item no.** : CL24741205  
**Format** : 8 DVDs (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 33336.00

## 中老年抗衰老自我保健 - 開關通竅

主講：張德記

該片通過點、按、揉、搓、砸等手法對人體肌筋和重要穴位進行自我按摩，起到疏通經絡，調氣和血的作用，從而達到防衰抗老、防病治病的功效。練習此法，有病祛病，無病強身，不受場地、天氣、時間的限制，易懂、易學、易練，男女老少皆宜，效果明顯，是一套很有價值的自我保健法。

**Item no.** : FT24741206  
**Format** : 2 DVDs (Mandarin, With Chinese Subtitles)  
**Price** : CNY 8334.00

## 中老年抗衰老自我保健 - 日常生活自我保健

主講：張德記

該片通過點、按、揉、搓、砸等手法對人體肌筋和重要穴位進行自我按摩，起到疏通經絡，調氣和血的作用，從而達到防衰抗老、

防病治病的功效。練習此法，有病祛病，無病強身，不受場地、天氣、時間的限制，易懂、易學、易練，男女老少皆宜，效果明顯，是一套很有價值的自我保健法。

**Item no.** : MS24741207  
**Format** : 2 DVDs (Mandarin, With Chinese Subtitles)  
**Price** : CNY 8334.00

## 中老年抗衰老自我保健 - 松筋拔骨 (上)

主講：張德記

該片通過點、按、揉、搓、砸等手法對人體肌筋和重要穴位進行自我按摩，起到疏通經絡，調氣和血的作用，從而達到防衰抗老、防病治病的功效。練習此法，有病祛病，無病強身，不受場地、天氣、時間的限制，易懂、易學、易練，男女老少皆宜，效果明顯，是一套很有價值的自我保健法。

**Item no.** : LJ24741208  
**Format** : 2 DVDs (Mandarin, With Chinese Subtitles)  
**Price** : CNY 8334.00

## 中老年抗衰老自我保健 - 松筋拔骨 (下)

主講：張德記

該片通過點、按、揉、搓、砸等手法對人體肌筋和重要穴位進行自我按摩，起到疏通經絡，調氣和血的作用，從而達到防衰抗老、防病治病的功效。練習此法，有病祛病，無病強身，不受場地、天氣、時間的限制，易懂、易學、易練，男女老少皆宜，效果明顯，是一套很有價值的自我保健法。

**Item no.** : ED24741209  
**Format** : 2 DVDs (Mandarin, With Chinese Subtitles)  
**Price** : CNY 8334.00

## 中醫按摩巧治病 - 背部淋巴排毒

主講：張東平

背部淋巴排毒是運用按摩手法，輔以排毒精油，疏通背部淋巴系統，排出體內殘留毒素，加速背部血液迴圈，促進人體細胞新陳代謝，從而達到改善人體體質，消除多餘脂肪、舒緩背部肌肉、消除腰酸背痛，緩解疲勞的效果。

本手法操作簡單，經濟實用，是一種“綠色療法”，很適合家庭操作。

**Item no.** : GP24741210  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 不寐 胃脘痛 痛經

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉、撥等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

不寐和胃脘痛在我們的生活中十分常見，痛經是一種常見的婦科疾病。按摩對於上述病症的治療效果比較明顯，它能有效消除疼痛，改善症狀，達到治療的目的。

**Item no.** : TR24741211  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 電腦綜合症

主講：溫國旗

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

電腦綜合症是指長期操作電腦，姿勢不當或單一姿勢過久，從而導致對頸、肩、腕、眼睛、大腦等身體多部位的損害。按摩是改善這種症狀的最佳方法，同時還可達到預防的作用。

**Item no.** : PP24741212  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 婦科常見病

主講：周子軒

婦科常見病是女性常見的、多發的疾病，其發病率高、範圍廣、痛苦大，嚴重影響了廣大女性的學習、工作和生活。

本節主要講解了痛經、月經不調、閉經等三種婦科常見病的推拿治療方法，根據不同症狀，施以不同部位，辨證施治，達到不同的治療效果。各種手法操作簡單，通俗易懂，適合各類人群學習和掌握。

**Item no.** : WH24741213  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 腹部常見疾病

主講：祁峰

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

腹部常見疾病包括腹脹、消化不良、慢性胃炎等。按摩可以達到溫補元陽、健胃消食、順氣降逆、解鬱散結的作用，經過一段時期的按摩治療，不僅可以調整內臟功能，對改善脾胃尤為明顯。

**Item no.** : NT24741214  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 感冒

主講：祁峰

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩對感冒有較好的療效，不但能增強機體的免疫功能，增強機體的各項生理功能，使機體發揮其自身的抗病能力，抵抗病毒和細菌的感染，而且能直接緩解或減輕頭痛、鼻塞等不適的症狀，以達到治病的目的。

**Item no.** : YH24741215  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 感冒 偏癱

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉、撥等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

感冒是一種常見病和多發病，一年四季均可發生；偏癱多發於中老年人。針對不同的病情和症狀，採用相應的按摩手法，能有效緩解病情，達到理想的治療效果

**Item no.** : TM24741216  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 跟痛症

主講：溫國旗

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩足部相關穴位治療跟痛症，可以疏風通絡、消腫止痛。同時，配合本片中所提到的輔助治療，便可以減輕或消除由於壓迫、勞累所產生的足部疼痛症狀。

**Item no.** : WD24741217  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 更年期綜合症

主講：祁峰

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩能夠調節內分泌系統功能，恢復自主神經系統的正常功能，從而改善全身和局部症狀。

**Item no.** : PZ24741218  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 肱骨外上髁炎 急性腰扭傷 退行性膝關節炎

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉、撥等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

肱骨外上髁炎、急性腰扭傷和退行性膝關節炎是骨科類的常見病和多發病，按摩能有效消除疼痛和緩解症狀，達到有效的治療效果。

**Item no.** : GC24741219  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00



## 中醫按摩巧治病 - 踝關節扭傷

主講：溫國旗

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩可以活血化瘀、消腫止痛、松解粘連、滑利關節，對於治療踝關節扭傷效果極佳。

**Item no.** : ZP24741220  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 踝關節扭傷 腰椎間盤突出症

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉、撥等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

踝關節扭傷多由外力引起，按摩能直接作用於病變部位，達到有效的治療目的。腰椎間盤突出症多發於中老年人，根據不同的病情，通過按摩能達到不同的理想效果。

**Item no.** : SZ24741221  
**Format** : DVD (Mandarin, With English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 急性胃腸炎

主講：周子軒

急性胃腸炎是夏秋季的常見病、多發病，多由於細菌及病毒等感染所致。主要表現為上消化道病狀及不同程度的腹痛、腹脹和腹瀉。推拿治療急性胃腸炎通過對患者相關的部位及穴位施以不同的手法，達到止瀉、止痛、消脹的目的，培補元氣，改善胃腸的功能。

**Item no.** : WH24741222  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 脊柱相關類疾病

主講：王勤儉

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消

除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

脊柱相關類疾病是指因脊柱區周圍軟組織受損傷或退行性改變，造成脊柱失穩，在一定誘因條件作用下，發生椎間關節移位、脊柱變形、椎間盤改變、韌帶鈣化或骨質增生等。按摩可以舒筋通絡、理氣止痛，對於此病有較好的療效。

**Item no.** : NE24741223  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 肩周炎、面癱

主講：焦乃軍

肩周炎又稱肩關節組織炎，這是肩周肌肉、肌腱、滑囊和關節囊等軟組織的慢性炎症。早期肩關節呈陣發性疼痛，常因天氣變化及勞累而誘發，以後逐漸發展為持續性疼痛，並逐漸加重，肩關節活動受限，且肩部受到牽拉時，也可引起劇烈疼痛。按摩可以改善患部的血液迴圈，加速滲出物的吸收，起到通絡止痛的作用，此外再配合肩關節的功能鍛煉對於治療肩周炎具有十分顯著的療效。本並配合了拔罐療法，治療效果更佳。

面癱是由於氣候、環境及自身原因而引起的面神經受到損傷，造成面部肌肉癱瘓，中醫稱之為“口眼歪斜”。按摩治療面癱重在溫散風寒、補益氣血，從而達到面部功能的恢復。本病配合了針灸和拔罐療法，治療效果更佳。

**Item no.** : MC24741224  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 肩周炎的按摩與康復鍛煉

主講：王勤儉

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩能夠改善患部的血液迴圈，加速滲出物的吸收，起到通絡止痛的作用。同時，結合本片中的功能鍛煉可以松解粘連、滑利關節，從而促進肩關節功能的恢復，兩者相得益彰。

**Item no.** : EA24741225  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 頸椎病

主講：焦乃軍

頸椎病又稱頸椎綜合症，是指由於頸椎增生刺激或壓迫頸神經根、頸部脊髓、椎動脈或交感神經而引起的綜合症。它的臨床表現有頸部僵硬、肢體麻木、頭暈噁心、耳鳴耳聾、視物不清、心慌胸悶等。按摩可以解除患部肌肉和血管的痙攣，改善血液迴圈，增強局部血液供應，促進病變組織的修復，同時有利於消除腫脹、緩解對神經根或其他組織的壓迫，從而減輕或消除臨床症狀。本病配合了拔罐療法，治療效果更佳。

**Item no.** : TT24741226  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 頸椎病\胃下垂\神經衰弱

主講：倪同賀

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講述了如何運用按摩手法治療頸椎病、胃下垂和神經衰弱，同時介紹了相關穴位的取穴方法及按摩時應注意的事項，由專業醫師講解演示，通俗易懂，便於人們學習和推廣，以達到防病、治病和健身的目的。

**Item no.** : YJ24741227  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 頸椎病的按摩與康復鍛煉

主講：王勤儉

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩可以解除患部肌肉和血管的痙攣、改善血液迴圈、增強局部血液供應、促進病變組織的修復，同時有利於消除腫脹、緩解對神經根或其他組織的壓迫，從而減輕或消除此病所引起的不適症狀。同時，再配合本片中的功能鍛煉，能達到意想不到的療效。

**Item no.** : PW24741228  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 落枕 頸椎病 肩周炎

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉、撥等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

落枕、頸椎病和肩周炎是生活中的常見病、多發病，常伴有疼痛、腫脹以及活動受限。通過按摩，直接施術於相應經絡和穴位，能達到減輕症狀和治療的效果

**Item no.** : PA24741229  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 慢性腰肌勞損

主講：溫國旗

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩既可以補益肝腎、疏利筋骨、通絡止痛，還能增強機體的免疫功能，對腰背部的軟組織勞損均有良好的治療效果。

**Item no.** : PS24741230  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 女性卵巢保養

主講：張東平

卵巢是女性的內生殖器官，是產生卵子和生理激素的器官，是女性之本，它的健康與否直接影響到女性的健康和美麗。本節目通過推拿手法，對特定穴位進行一定的刺激，能有效調節女性內分泌功能、提高機體免疫力、延緩女性衰老和減少上述症狀的出現，保持女性的健康和美麗。

**Item no.** : WS24741231  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 強直性脊柱炎

主講：鄧素玲

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消

除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

強直性脊柱炎屬於風濕病範疇，是以脊柱為主要病變的慢性疾病。按摩可以達到舒筋活絡、行氣活血的作用，同時結合本片中的功能鍛煉，治療此病會有顯著的效果。

**Item no.** : NA24741232  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 全身保健按摩

主講：侯繼斌

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

全身保健按摩是運用放鬆的手法，對患者全身進行按摩。此種按摩能夠消除疲勞、緩解緊張、疏筋活絡，有病達到治病效果，無病也可起到預防和保健作用。

**Item no.** : VE24741233  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 腎部推拿保養

主講：張東平

中醫認為：腎為先天之本，對人體健康起著重要的作用，通過腎部的推拿保養，能全方位調節各個臟器的功能平衡，提高機體免疫力，具有排毒養顏，延緩衰老、提高精力和增強性功能的作用。

**Item no.** : JH24741234  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 失眠

主講：焦乃軍

失眠是指睡眠的始發和維持發生障礙，致使睡眠的質和量不能滿足身體的生理需要，引起患者軀體乏困、精神萎靡、頭昏、心慌、嗜睡、注意力不集中、記憶力減退等症狀。按摩防治失眠安全有效，主要是通過刺激相應穴位來調整各臟腑的功能。此病大多為慢性過程，經常按摩，反復按摩，並配合本片的針灸和拔罐療法，經過一定時間的治療，便能取得滿意的療效。

**Item no.** : TR24741235  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

**Subtitles**  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 手部全息療法

主講：張東平

手部全息療法是祖國傳統醫學的重要組成部分，對於診治疾病和日常保健，具有重要的意義。本節目通過對手部反射區的全面按摩，具有全面調理人體機能的作用。手法操作簡單、方便易行，無副作用，適合各類人群，亦可自我進行保健。

**Item no.** : KE24741236  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理肺神經麻痺

主講：張東平

本節目主要講解肺神經麻痺的病因病機、臨床表現和推拿調理方法。通過推拿的刺激作用，能達到益氣活血、舒經活絡之功效，從而使筋脈得養，麻痺的肺神經功能得以恢復。

**Item no.** : CR24741237  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理高血壓

主講：張東平

推拿是中華醫學的一個分支，它是通過醫者在患者身體的一定部位或特定穴位施用一定手法，從而達到治病或調理的效果，具有簡便、舒適、有效、安全等特點。

本節目詳細講解了推拿調理高血壓的病因病機、手法操作和日常注意事項。通過對特定穴位的刺激，能降低血壓、減輕頭痛、頭暈等症狀。

**Item no.** : WG24741238  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理梨狀肌綜合症

主講：張東平

梨狀肌綜合症是指由於梨狀肌損傷或炎症反應，刺激、壓迫坐骨神經所引起的一側臀腿疼痛或坐骨神經放射痛為主的病症。

推拿是治療梨狀肌綜合症的主要方法，能緩解梨狀肌痙攣，剝離粘連，疏通經絡，從而

改善局部的血液迴圈，緩解病人的痛苦。

**Item no.** : MV24741239  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理慢性咽炎

主講：張東平

慢性咽炎為咽部黏膜、黏膜下及淋巴組織的彌漫性炎症，常為上呼吸道慢性炎症的一部分，有時病程很長，症狀頑固，不易治癒。

本節目詳細講解了三種類型咽炎的推拿調理方法、手法操作要點及注意事項，通俗易懂，實用性強，便於學習和操作。

**Item no.** : SR24741240  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理疲勞綜合症

主講：張東平

疲勞綜合症是指慢性疲勞引起的全身不適的症候群，如精神萎靡、手足酸軟或全身酸痛無力；或頭痛頭昏、注意力不集中、工作效率低等衰弱性表現。

推拿是治療和調理疲勞綜合症的一種行之有效的方法，通過對穴位的刺激，能疏通氣血、調節內分泌和改善肝脾腎等內臟的功能。

**Item no.** : PC24741241  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理前列腺炎

主講：張東平

前列腺炎是男性泌尿系統常見疾病之一，中醫推拿主要以清熱利濕，活血化瘀，益腎固本為原則，通過對相應穴位和器官的刺激，能改善血液迴圈，起到消炎、止痛的作用，具有操作簡單、見效快、無副作用等特點。

**Item no.** : EC24741242  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理膝關節炎

主講：張東平

膝關節炎是一種常見病、多發病，以老年人、女性為多見，主要表現為關節疼痛、腫脹、僵硬或活動受限。本節目詳細講解了推拿調理膝關節炎的主要手法、操作要點和治療原則，長期堅持能達到活血化淤、消腫止痛的目的。

**Item no.** : CC24741243  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿調理項背肌勞損

主講：張東平

項背肌勞損是臨床常見病、多發病。本病與職業、體質、氣候變化有密切關係。推拿能迅速解除痙攣，軟化或消除結節、條索，鬆解或剝離粘連，具有見效快、操作簡單、不易復發等特點。

**Item no.** : PT24741244  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 推拿治療失眠

主講：周子軒（副主任醫師、副教授）

推拿治療失眠具有見效快、操作簡單、無副作用的優點，便於患者接受。它主要是運用各種手法，作用於人體一定的部位，疏通經絡，調整氣血，鎮靜安神，從而達到改善睡眠的目的。

**Item no.** : NU24741245  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 膝關節常見疾病

湯國強

中醫按摩是中華醫學的一個分支，其施術方式靈活、方法簡單、安全實用，被譽為“綠色療法”。本片詳細講述了如何運用按摩手法治療膝下脂肪墊勞損、髕骨軟化症、骨性關節炎和類風濕性膝關節炎等膝關節常見疾病，由高級按摩技師講解演示，通俗易懂，便於人們學習和使用，以達到預防和治療的目的。

**Item no.** : EZ24741246  
**Format** : DVD (Mandarin, With Chinese Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 膝關節骨性關節病

主講：王勤儉

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

膝關節骨性關節病又稱骨性關節炎，或退行性關節炎，是一種以膝關節軟骨損傷為特點的病症。按摩可以促進血液迴圈，增強機體免疫功能，促進炎症吸收，緩解膝部炎性和水腫，修復局部組織炎症等，同時再配合本片中的功能鍛煉，對於因風、寒、濕血瘀引起的膝關節疼痛及膝關節周圍軟組織損傷所致的疼痛、麻木、屈伸不利等均有顯著改善。

**Item no.** : JW24741247  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 項背肌筋膜炎

主講：鄧素玲

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩治療項背肌筋膜炎可以舒筋通絡、行氣活血，手法的目的是減輕疼痛，緩解肌肉痙攣，防止肌筋膜粘連形成，再結合本片中的功能鍛煉，治療此病會有更加顯著的療效。

**Item no.** : ER24741248  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 小兒疳積 發熱肌性斜頸

主講：王華蘭(主任醫師 教授)

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要運用推、拿、點、按、揉等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方法簡單，方式靈活，安全實用，被譽為“綠色療法”。

疳積、發熱和肌性斜頸是小兒的常見病、多發病，通過按摩，能有效緩解症狀，達到理想的治療效果。對於嚴重的疳積和發熱，應進行診斷和藥物治療，再運用按摩手法效果更佳。

**Item no.** : NN24741249  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 小兒近視

主講：周子軒

小兒近視多由遺傳因素、營養缺乏及不良的用眼習慣所致。非遺傳因素所致的近視又稱繼發性近視，本節主要講解的是推拿治療繼發性近視。

推拿治療近視具有操作簡便、療效可靠、無副作用的優點。通過各種手法，改善眼部的血液迴圈，調節各個臟腑的功能，達到提高視力的目的。

**Item no.** : VF24741250  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 小兒瀉泄、感冒

主講：徐賓

小兒瀉泄是嬰幼兒最常見的消化道疾病之一。感冒俗稱傷風，是一種常見的疾病。本節主要介紹了小兒瀉泄和感冒的推拿治療方法，根據中醫整體觀念、辨病論治的原則，視不同的疾病和證型，運用不同的手法，循經推穴，使氣血調和、經絡暢通、臟腑安和，達到陰陽平衡、扶正祛邪的治癒目的。

**Item no.** : NM24741251  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 小兒夜啼、便秘、肌性斜頸

主講：徐賓

小兒夜啼、小兒便秘、小兒肌性斜頸是兒科常見病和多發病，推拿是治療此病的最佳方案，早發現早治療，預後都比較理想。本節主要介紹了以上三種疾病的病因、臨床表現及詳細的推拿治療方法，通俗易懂，便於學習和運用。

**Item no.** : EH24741252  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 養生保健

主講：焦乃軍

自我養生保健按摩方法實用、簡單易行、安全性高，是一種人人可以操作，在家裏就可以解除或減輕病痛的保健按摩手法。適時並

適度用此種方法進行自我按摩，不僅可以祛病強身、增強體質，還有調節情緒、醒腦提神的作用。

**Item no.** : TT24741253  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 腰痛

主講：焦乃軍

腰痛是指腰部一側、兩側或正中等處發生疼痛之症，既是多種疾病的一個症狀，又可作為獨立的疾病。腰痛多為感受外邪、腎虛精虧、年老多病、閃挫跌撲、氣血淤滯所致。產生這種病的病因主要由腰部軟組織病變、椎間盤病變、腰部關節炎症、以及內臟器官病變而引起。對腰部相應穴位的按摩，可以疏通腰部氣血和消除腫痛，促使腰部柔軟、放鬆，令全身感到舒適。本病配合了拔罐療法，能縮短治療時間，提高治療效果。

**Item no.** : NP24741254  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 腰椎間盤突出症 (鄧素玲)

主講：鄧素玲

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩可以解除腰臀部肌肉痙攣，從而降低椎間盤內壓力，有利於突出物的回納，加強腰部的血液迴圈，消除局部水腫，促使損傷的神經根恢復功能。同時，再配合本片中的功能鍛煉，對於治療腰椎間盤突出更會帶來意想不到的療效。

**Item no.** : WC24741255  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 腰椎間盤突出症 (王勤儉)

主講：王勤儉

中醫按摩是中華醫學的一個分支，具有獨特和神奇的療效。它主要是運用按、揉、推、拿、點、壓、捏等手法，刺激人體相關穴位，改善血液迴圈，促進新陳代謝，從而達到消除疲勞、祛病強身、健美防衰、延年益壽的目的。其施術方式靈活，方法簡單，安全實用，被譽為“綠色療法”。

按摩可以解除腰、臀部肌肉痙攣，從而降低椎間盤內壓力，有利於突出物的回納，加強腰部的血液迴圈，消除局部水腫，促使損傷的神經根恢復功能。同時，再配合本片中的功能鍛煉，對於治療腰椎間盤突出更會帶來意想不到的療效。

**Item no.** : EY24741256  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 增生性膝關節炎

主講：周子軒

增生性膝關節炎是中老年人的常見病和多發病，由於關節退行性改變和機械性勞損所致，嚴重影響著中老年人的身體健康和生計品質。

通過推拿手法，可促進局部血液迴圈，調節全身代謝狀態，從而減輕疼痛、緩解骨質疏鬆、減緩退行性病變的發生。

**Item no.** : YR24741257  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫按摩巧治病 - 中風

主講：焦乃軍

中風，又稱腦卒中，它是由腦部血液循環系統的破裂或閉塞而引起的局部血液迴圈障礙，導致腦部神經功能障礙的病症。氣候變化、情緒激動、過度疲勞、用力過猛、飲食不節及體位變化等均可誘發中風。按摩有疏通經絡、行氣活血之效，可消除中風症狀，促使偏癱肢體運動功能的恢復，只要堅持治療，並配合本片的拔罐和針灸療法，加強功能鍛煉，便能取得滿意的療效。

**Item no.** : LD24741258  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫健康瘦身

主講：許善燕

中醫健康瘦身是一種簡便易行、經濟實用的調理方法，它主要運用推拿、點穴和刮痧等手法，在施治中給予全身調理，通過調補肝腎功能，調整人體臟腑陰陽氣血的平衡，將人體多餘的脂肪代謝掉，從而達到健康減肥的目的。

**Item no.** : WL24741259  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 中醫潤肺排毒養顏

主講：許善燕

潤肺排毒養顏是針對肺部燥熱、毒素堆積過多等問題，運用獨特的中醫經絡手法，再配合植物精油的按摩，排出肺部毒素，潤解肺部燥熱，提高機體免疫力，使肌膚細膩、滑嫩，從而達到養顏的目的。

**Item no.** : WE24741260  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部全息健康反射療法

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了足部九大反射區的分佈、常見疾病在足部的診斷和手法操作等內容，適合調理各類疾病，也可適用於其他療法的輔助治療或家庭日常保健。

**Item no.** : DG24741261  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理便秘

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了足部推拿調理便秘的主要手法和選取的反射區，長期堅持能增強消化系統、內分泌系統、泌尿系統和排泄系統的功能，消除便秘引起的胃腸神經功能紊亂、煩躁不安及女性面部色斑、暗瘡、色素沉着等症狀。

**Item no.** : WR24741262  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理婦科常見病

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了月經不調、痛經等婦科常見疾病的病因病機、足部選取的反射區、推拿手法操作和日常注意事項等內容，通俗易懂，便於學習和掌握。

**Item no.** : ZH24741263  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理感冒

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了幾種類型感冒的足部推拿手法、注意事項和疾病預防等內容，通俗易懂，具有操作簡單、經濟實用等特點。

**Item no.** : EU24741264  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理慢性關節炎、痔瘡

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了兩種疾病的足部推拿調理手法、選取的反射區和日常保健等內容。手法簡單，通俗易懂，便於學習和操作。

**Item no.** : AJ24741265  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理慢性消化系統疾病

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了足部調理慢性消化系統疾病的主要手法、選取的反射區和注意事項等內容。長期堅持，能達到緩解或消除各種症狀的目的。

**Item no.** : TH24741266  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理泌尿系統結石

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。中醫認為，泌尿系統結石多因下焦濕熱所致，即“下焦濕熱，蘊結成石”。本節目詳細講解了足部推拿調理泌尿系統結石的具體手法和選取的反射區，通過對反射區進行一定的刺激，達到清熱利濕，通淋排石的目的。

**Item no.** : MC24741267  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理前列腺炎、子宮肌瘤

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了足部推拿調理前列腺炎和子宮肌瘤的手法操作和選取的反射區，通過足部推拿能夠增強生殖、泌尿系統功能，提高機體免疫力等作用。

**Item no.** : KE24741268  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理乳腺炎、乳腺增生

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。乳腺炎、乳腺增生是女性多發病，嚴重危害女性的健康，足部推拿是調理此類疾病的一種行之有效的方法，通過對足部反射區的刺激，能夠平衡體內激素、促進毒素排泄、提高機體免疫力。

**Item no.** : WL24741269  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理失眠多夢

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了失眠多夢的病因、疾病診斷、在足部選取的反射區和具體推拿手法等內容。具有療效快速、實用性強的特點，可作為家庭日常保健或自我推拿調理。

**Item no.** : NN24741270  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理糖尿病

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。足部推拿是調理糖尿病的有效方法，本節目詳細講解了糖尿病的不同症狀及併發症的手法操作、注意事項、飲食調理、日常預防等內容，通俗易懂，便於學習和運用。

**Item no.** : CW24741271  
**Format** : DVD (Mandarin, With Chinese, English Subtitles)

**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿調理 胸、腰椎疾病

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。胸腰椎疾病是臨床的高發病，足部推拿是調理本病的方法之一，通過對足部相應反射區的刺激操作，能起到緩解肌肉痙攣、改善椎體病變、提高臟腑功能等作用。手法簡單易學、行之有效，適用於各類人群，也可用於家庭自我保健。

**Item no.** : ZE24741272  
**Format** : DVD (Mandarin, With  
Chinese, English  
Subtitles)  
**Price** : CNY 4167.00

## 足部全息理療 - 足部推拿偏癱後 遺症

主講：張東平

足部全息理療是一種簡單易行、效果顯著、無副作用的“綠色療法”。本節目詳細講解了足部推拿調理偏癱後遺症的主要手法和選取的反射區。手法操作簡單，便於掌握，能達到緩解和消除症狀的作用。

**Item no.** : SJ24741273  
**Format** : DVD (Mandarin, With  
Chinese, English  
Subtitles)  
**Price** : CNY 4167.00

## 足底按摩

足底按摩法是我國傳統的按摩療法之一。歷史悠久，流傳廣泛。根據中醫理論：足底是人體十二正經，是三陰經和三陽經的起支點，可以間接或直接地反映人體臟腑的功能，當人體臟腑功能失調時，在足部的反射區，可以消除氣血運行的障礙，從而調節人體正常的生理活動。足底按摩療法，具有診斷，治療和保健三種功能。

**Item no.** : JJ24741274  
**Format** : DVD (Mandarin, With  
Chinese, English  
Subtitles)  
**Price** : CNY 4167.00



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