

bottom line." Is this an accurate portrayal of shareholder's interests?

14. Ray Anderson, CEO of Interface (the world's largest commercial carpet manufacturer), describes a paradigm shift that he experienced when reading Paul Hawken's *The Ecology of Commerce* and learning about impact of corporations on species extinction. This motivated him to seek ecological sustainability within his corporation. He states that the day must come when environmental plundering is not allowed and people like him will end up in jail. How far off is that day?

15. Noam Chomsky describes the concept of "creative wants" and how a person's sense of value is based on how many creative wants he or she can satisfy. What are examples of creative wants, and what's so bad about them?

16. The movie describes different advertising techniques such as students who became walking billboards for a corporation in exchange for college tuition; product branding (e.g., Disney and the concept of "family magic"), real life product placement. What if anything is wrong with these?

17. The movie discusses the issue of patenting the DNA and genes of living things; according to the Patent Office we can now patent anything that's alive except a full birth human being. What if anything is so bad about this?

18. The film describes the efforts of the Bechtel corporation to privatize water in Bolivia, which made it illegal for people to collect rain water. Is there any situation in which this might be morally justified?

19. The film describes IBM punch card machines that Nazis used to record data on holocaust victims. The machines that were regularly serviced by IBM's German subsidiary throughout the war, and the American IBM company profited from this. To what extent do companies have a moral responsibility to limit the use of their products?

20. The narrator states that "It should not surprise us that corporate allegiance to profits will trump their allegiance to any flag." Assuming this is true, what is so bad about this?