

SYNOPSIS



The Collapse of the Golden Calf

Der Kurssturz des goldenen Kalbes

In the light of the ever worsening global financial crisis, our belief in the invisible hand of the market has been severely shaken. Security has disappeared. The intransparent mystery of money no longer provides a sense of meaning identity. This documentary investigates, using the promotional machinery of advertising as an example, how the religion of capitalism has, up until this point, functioned so successfully. However the dark side of the financial system is also highlighted. Well known business people and researches, including Wolfgang Joop and Stephan Schulmeister, take up the question of whether other systems exist, that could present an alternative to capitalism.

Year: 2008

Run-Time: 1 x 39 min.

Directed by Andreas Gruber

A co-production of bm:ukk and Provinzfilm International

Languages: German (ORIGINAL)

Format: 16:9

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