



#### VERSIONS

Arabic, English, French, Spanish  
(11 x 30 min.)

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## Five Senses – One Pursuit: Profit

Every year a flood of commercials is launched to promote a whole host of new products. The laboratories of industry create colors, scents, and aromas. Food concerns worldwide commission new flavors in order to bind consumers to their products. Today there is far more at stake than simply meeting humankind's basic nutritional requirements. Industry is coming up with newer and newer products in the battle for a bigger share of global markets. New trends are being created to stimulate new needs. The business surrounding the five senses is booming.

### 02 Musk – The World's Costliest Scent

Originally obtained from the sex gland of a deer but now mostly synthesized, musk is prized worldwide for its beguiling scent. It is also used in traditional medicine.

### 03 How a Commercial Is Made

Millions of commercials a year are made to promote new products. Using high-tech and Hollywood techniques, they fix a product image in the viewer's mind in seconds.

### 04 The Fascination of Color

Entire industries have made it their business to explore and copy nature's rich palette of colors. Using it to win customers calls for a very sensitive touch.

### 08 Truffles – Worth Their Weight in Gold

Truffles are among the most expensive foods in the world – a challenge to top chefs and the basis of multimillion-dollar business.

### 09 Hot Stuff from Havanna

Cuban cigars hold considerable allure for international business. Now, the quality of Cuban tobacco is persuading well-heeled investors to put money into cigar funds.

### 10 The Nicotine Cartel

They have money, influence and no moral scruples. That is one expert's view of tobacco manufacturers – a man who took on the giants and uncovered dirty tricks.

### 11 Functional Food

Functional food is a ground-breaking concept – a cross between food and medicine. Critics, however, advise caution.

### 12 Islands for Sale – The Price of Paradise

Farhad Vladi is an estate agent with a difference. For 30 years, he has run a flourishing business built on people's dreams of owning a private island.

### 16 Committed to Taste – Delicacies for Millions

Through its international range of goods, the German store Dallmayr has business connections that span the globe.

### 19 The Rose Hunters

The world's biggest flower market in the Dutch town of Aalsmeer has a multimillion dollar turnover. Flowers from all over the globe are auctioned off every day.

### 20 Lobsters in Transit – The Luxury

Goods Market for Gourmets The German gourmet firm "Rungis" supplies some six thousand hotels, restaurants, and stores. A sophisticated organizational system ensures that no product travels for longer than 24 hours.