

Up Front

WAR & WING TIPS

ROBERT E. LEE AS 10-MINUTE MANAGER

WAR AND BUSINESS HAVE much in common—strategies, winners, losers. Now the Battle of Gettysburg is getting attention in executive education circles as students tromp the Pennsylvania battlefield.

Tigrett, a consulting firm in Alexandria, Va., which has run Gettysburg seminars since 1989 for the likes of MCI Communications, now holds six annually. Wharton is in its fourth year offering one every spring for execs.

And Johns Hopkins' business department just added a Gettysburg section to its strategic planning course.

One lesson drawn from the

1863 battle is the need for clear communication. Robert E. Lee, not feeling well, did not get his wishes across to some commanders, with unhappy results. But

Tigrett's three-day seminar points up the value of loyalty: Lee's troops believed in him so much that they were willing to try the bloody—and unsuccessful—Pickett's Charge.

Tigrett charges about \$15,000 for a group up to 20. Students also see an Abe Lincoln im-

personator show how his vision and oratory focused Union forces throughout the Civil War. *Thomas Bartlett and Mary Beth Regan*



FALLIBLE in battle

PRODUCT PEEK

A MOUSE WITH FEELING

ALMOST TWO YEARS AGO, mighty Microsoft found itself spurned when it offered to buy a Silicon Valley outfit called Immer-

But on Nov. 17, Immersion plans to unveil the real reason its president, Louis Rosenberg, held out: the FEELit mouse. Actually a mouse connected to a mechanics-filled mousepad, FEELit enables you to virtually "bump" into the edge of the screen and "feel" those tiny, evasive icons and buttons, making finding and clicking on them easier.

Any mouse based on the FEELit technology will work with Microsoft's Windows 95 and Internet Explorer. Since so many PCs use both products, Rosenberg is convinced software developers will make their wares compatible. The company, which includes Intel among its investors, has yet to sign up any FEELit licensees. Immersion aims to charge them about \$15 to \$20 per unit for the software technology. *Peter Burrows*

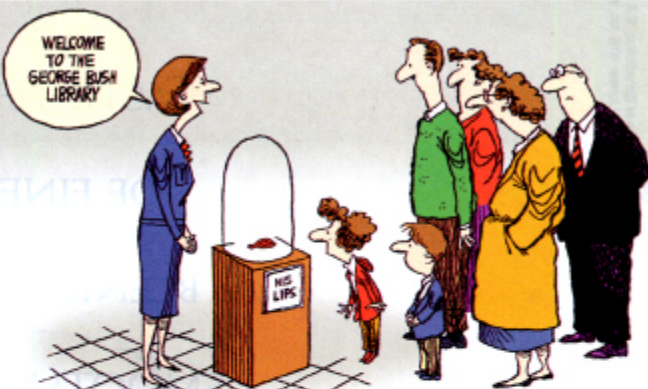


PAD AND PAL

sion, which is in direct competition with the giant in the \$1 billion PC joystick market. Immersion's "force feedback" technology lets PC gamers feel the jolts through their joysticks as their cars crash and cannons fire.

FOOTNOTES Worldwide personal-computer shipments: 1992, 37 million; 1997 (estimated), 80 million

DRAWN & QUARTERED



TINSELTOWN

MAYBE NOBODY DOES READ THE REVIEWS

WHO CARES WHAT GENE Siskel and Roger Ebert think? An old Hollywood saw is that movie critics are out of sync with the ticket-buying public. Consider *L.A. Confidential*, a police drama set in the 1950s starring Kim Basinger and Kevin Spacey. All the reviewers' talk about Oscar-level performances



SO? Siskel and Ebert

and four-star quality didn't matter at the box office, where the film noir has thus far bagged a so-so \$33 million.

Now, an academic study confirms that critics don't make much difference re-

garding ticket sales. Two Wharton professors, Jehoshua Eliashberg and Steven Shugan, examined what 181 critics said about 35 flicks released in 1991 and early 1992. They found no correlation between how well a movie performs and its critical reception, good or bad.

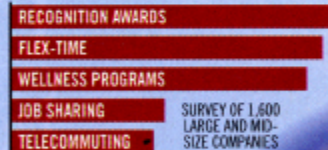
A prominent example is *Robin Hood: Prince of Thieves*. Half the reviews were pans, but the Kevin Costner movie sold a respectable \$165 million in tickets. Still, the study finds that critics

and the public aren't always out of step. Some three-quarters of the reviews for the biggest bomb in the study, Bruce Willis' megabudget *Hudson Hawk*, were negative. *Roy Furchgott*

THE BIG PICTURE

GOOD JOB! Raises aren't the only way to keep employees happy. Companies are discovering that practices such as allowing flexible work schedules help, too—with less impact on the bottom line.

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