

We're not making this up . . .

Teleconferencing, whereby executives can see each other via a video/audio hookup across the country, has run into some obstacles which may prevent the service from becoming a smash hit with the boardroom set. According to International Resource Development, Inc., a Connecticut marketing research firm, "an individual who has watched TV over twenty years comes to expect certain behaviour from the people he sees on the screen . . . carefully dressed, coiffed actors with scripted roles. By contrast, the participants in a teleconference tend to have their ties askew, don't always look at the camera, and may pick their noses and seem unsure what to say. This amateurish production is subconsciously translated into an appearance of incompetence." Marketing people see the possibility of \$10 billion in teleconference sales shrinking away as the "medium portrays executives as nerds." And you thought you had problems.