

Now you see it, now you don't

Shrewd business people have been quick to cash in. An entrepreneurial Connecticut magician named Bill Herz has a ten-year-old company called Magicorp Productions, which specializes in embellishing business meetings: sales functions, new product presentations, even companywide relocations.

Last year the president of Schering Labs, a division of Schering-Plough, hired Herz to teach him an illusion for a sales meeting. He stood on a stage before his sales force, an empty animal cage beside him. He threw a cloth over it, spun it around, then whipped off the covering. Presto! Inside was a 650-pound Bengal tiger. "It made the point better than a speech ever could," says Herz.