

Sixth Harry Potter film set to premiere with pomp

The movie, which hits the cinemas on July 15, is based on a novel by British author J.K. Rowling and is last of the book series

BY MIKE COLLETT-WHITE
REUTERS

It may have had one of the wettest premieres in memory this week, but that did little to dampen critics' enthusiasm for "Harry Potter and the Half-Blood Prince", the sixth film in the blockbuster franchise.

British broadsheet newspapers gave Half-Blood Prince solid ratings of three stars out of five, saying that the movie lived up to its predecessors and hit most of the right notes for millions of Potter fans around the world.

The *Sun tabloid* went further, calling it "the most confident, stylish, individual, warm-hearted and witty Harry Potter yet."

"Instead of 'going darker' again (yawn), Daniel Radcliffe as Harry, Emma Watson (Hermione Granger) and Rupert Grint (Ron Weasley) go lighter. At times like a High School rom-com."

The film, which hits cinemas on July 15, is based on the novel of the same name by British author J.K. Rowling.

The book series ends with the sev-

enth volume, "Harry Potter and the Deathly Hallows", but Hollywood studio Warner Bros has decided to make two films out of the final instalment.

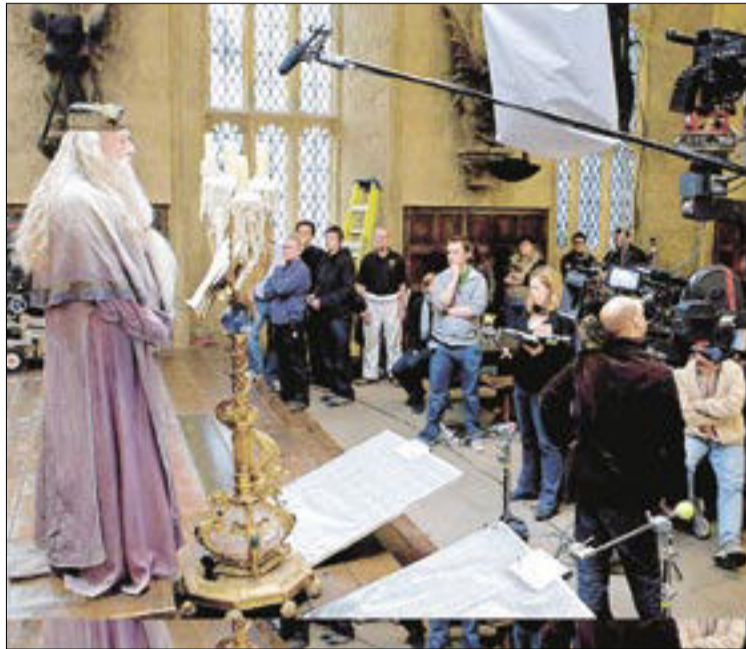
Given that the franchise has earned \$4.5 billion global ticket sales so far, reviewers are hardly surprised.

"So desperate are the producers not to compromise their revenue stream that the final book, the *Deathly Hallows*, will be divided into two parts," wrote Andrew Pulver in the *Guardian* in a generally positive review of Half-Blood Prince.

Sarah Crompton of the *Daily Telegraph* said: "For fans both of the films and the books, this is an elegant addition to the canon— even if it is only there to set the scene for the final conflict in the next two movies."

In 'Half-Blood Prince', Albus Dumbledore, headmaster of the Hogwarts school of magic, grooms Potter for the inevitable final showdown with evil Lord Voldemort, whose presence is constantly felt in colour-drained, dark-clouded canvases.

But while menace looms, culminating in the death of a central character,



Shooting the 'Harry Potter and the Half-Blood Prince' movie. Right, J.K. Rowling, author of the Harry Potter book series. REUTERS/GOGGLE



that the romantic awakening, which several reviewers argued was far more innocent than what really goes on between 16- or 17-year-olds, may be more appealing to adult viewers than to children.

"A couple of 12-year-olds at the screening I attended squirmed with agonised embarrassment at the slightest hint of a snog," she wrote.

'Half-Blood Prince' was directed by David Yates, who also made the fifth film and is in charge of *Deathly Hallows Part One and Two*.

The first of the pair is due for release in November 2010 and the second in the summer of 2011.

romance blossoms between teenaged wizards, providing for more comedy than some viewers had expected.

Harry has feelings for Ginny, while Ron is caught in a love triangle with the attentions of the over-affectionate Lavender Brown throwing Hermione into a jealous rage.

Alistair Harkness of the *Scotsman*

said in his three-star review that the middle section, concentrating on the characters' love interests, lagged.

"The weightier, emotional stuff the characters are going through often jars with the more comedic elements built around their exploding hormones," he added.

And Wendy Ide of the *Times* wrote

When old tricks don't help salvage company from collapse



RICKY'S MYTHS
RICHARD GITONGA



Somewhere in the UK, a salesman for a leading organisation found himself at the heart of a wildlife reserve as the GPS destination city that he punched in had a similar name to a certain water reservoir in the remote reserve.

In another similar incident, a lady found herself on a relatively difficult patch of 4X4 country in her small saloon car after religiously following her GPS system.

Despite the existence of sophisticated navigation systems, stories abound about how users of these systems often end up in places they did not intend as they stop using their mental faculties and rely solely on the equipment to guide them to their destination.

In the corporate business world, we all have our inbuilt cognitive systems that help us navigate through the slippery and cut throat business environment. These cognitive systems are complemented by other man made systems such as the balance scorecard

and other strategic financial intelligence tools. However, the biggest challenge faced by many business leaders is how to balance and leverage these systems with a view to getting the best possible outcomes.

In Kenya, many of us in the 40 years plus range were most probably brought up in a humble rural setting. For most, the first time to set foot in Nairobi was when they attended university. For others who studied abroad, some set foot in Nairobi for the first time when they arrived at the airport to travel overseas.

In this regard, it is not surprising that some leaders from this humble background are inflicted with a condition called transference.

Transference is a set way of perceiving and responding to the world which is developed in childhood and which is usually entirely appropriate in the childhood environment, but which is inappropriately transferred to the adult environment. In other words, some business and political leaders still use old maps to find their way through



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new terrains. It is for this reason that Kenyans were intrigued a while back when a certain political leader used the example of liver as a metaphor to explain a scenario. Needless to say, some of those who did not have similar transference could not relate with the metaphor in question.

At a previous organisation that I worked with, the issue of transference reached monumental levels when it became apparent that it was interfering with the decision-making process of the CEO and his side-kicks.

Despite the adoption of a comprehensive balance scorecard model to

track the financial and operational health of the company, it became quite apparent that this tool was nothing, but a smokescreen to give the impression that decisions were indeed being made using objective criteria.

The use of certain traditional proverbs and sayings subtly used in management meetings unfortunately exposed the transference tendency of the leadership.

It was amusing to observe the leadership of the organisation reverting back psychologically to their childhood environment as a form of escapism from their adulthood reality in the African corporate business environment.

Bearing in mind the diversity of cultures across the globe and the prerequisite stereotyping that accompanies this reality, it is important to note that the concept of transference can be a significant factor in organisation performance, especially in the context or privatisation of our local assets where the chances of getting partners with a different psychological outlook and bias is a given.

In retrospect, bids for acquisition of local assets by foreign companies should probably include the psychological parameters of cognition and transference to complement technical and financial capability criteria. This, in the long run, will ensure sterling performance or recently privatised national assets.