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Large amounts don't grow on trees

In the movies, when a prominent person gets scammed by a two-bit punk, the police chief works it out with the local mob boss so the stolen property is returned and the problem goes quietly away. But when [John Malkovich](#) has his room at the Mandarin Oriental in Prague burgled in real life, the news flies around the globe. Prague likes to sell itself as a movie-making town, but it's not overly concerned about its off-the-screen image. Instead of analyzing the media and guidebooks to understand what is keeping visitors away, Czech officials spend hundreds of millions on dubious promotion (as LN wrote today). When Prague Assemblyman [Jan Kalousek](#) tried to cut off the money flow, he was suddenly implicated in an insurance-fraud setup. The tourism problem is painfully simple: Unless the gangsters realize they're shooting themselves in the foot with their behavior, the country's image will continue to slide.

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