

A.C. Frieden Lectures on International Book Marketing at Columbia College Chicago

CHICAGO, Illinois, USA (Dec. 7, 2006) – Mystery novelist A.C. Frieden gave a presentation to the International Arts Management class at Columbia College Chicago. As a guest lecturer, Frieden spoke about the marketing efforts behind the Russian launch of his latest spy thriller, *Tranquility Denied*. The detailed PowerPoint presentation focused on all the activities that led up to the book launch in Moscow, including press relations, advertising, mailings, distribution, as well as preparations with Anglia, Russia's largest English-language bookstore, where the launch took place on November 24, 2006.



Above: A.C. Frieden (center) and students in the International Arts Management class.

Frieden was invited by Professor Philippe Ravanis, who teaches the International Arts Management course. Ravanis is a former V.P. of Corporate Communications for Euro Disney in Paris, and the former V.P. of Client Development Worldwide for Christie's in London. Professor Ravanis is actively involved in arts management and development, including serving as a consultant for the National Geographic Society, the World Trade Organization, ITC, Cendant Intercultural, and the Arts and Business Council of America. He has advised cultural institutions nationwide.

With more than 120 academic programs and nearly 11,000 students, Columbia College Chicago is the largest and most diverse private arts and media college in the nation. Columbia's Arts, Entertainment & Media Management Department offers specialized concentrations to prepare students for management positions in the visual arts, community arts, performing arts, media,

sports management, music business, small business/entrepreneurship, and fashion/retail industries. Frieden is currently an adjunct faculty member of the department and teaches two graduate courses: Arts, Media and the Law (3 credit hours) and Legal Aspects of Managing Technology (1 credit hour).

About the author: A.C. Frieden is a Swiss-Brazilian mystery novelist and lawyer living in Chicago. His diverse background as an attorney, molecular biologist, pilot and army marksman, as well as his years living abroad, comes together in his latest spy novel, *Tranquility Denied* (Avendia Publishing; ISBN-13: 978-0974793412), which was launched in Moscow, Russia in November 2006, followed by the U.S. debut in January 2007. For more information, visit Frieden's web site at www.acfrieden.com.

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