

## Strategic Vision's Literary Client Dr. David Eigen Obtains Top National Coverage During Spitzer Scandal

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Agency: **Strategic Vision**

Atlanta, GA – Strategic Vision, LLC's literary client, Dr. David Eigen, author of the award nominated Men – The Gods of Love received top national media coverage for his analysis of powerful men's destructive behavior during the Eliot Spitzer scandal. Dr. Eigen was featured on CNN's Anderson Cooper 360, CNN Headline News' Glenn Beck Show, XM Radio's Oprah and Friends and Mancow, and numerous newspapers and radio shows across the United States. Utilizing points from his book, Dr. Eigen discussed the psychological reasons that powerful men are prone to cheat and engage in self-destructive behavior. He was also able to explain why the wives of powerful men caught in scandal stand by their men. During the depth of the scandal, Dr. Eigen reached an audience of over 5 million.

“Our commitment in book promotion is to allow our authors to reach millions of potential readers that they would never have reached,” said David E. Johnson, CEO of Strategic Vision, LLC. “Book publicity cannot guarantee sales but is merely a means of reaching potential buyers. In the case of Dr. Eigen, his exposure brought his book and ideas to readers who fit his target audience. At Strategic Vision, we target our clients for media exposure that will reach their potential buyers.”

Strategic Vision is a considering a leading book publicity firm and represents authors of all genres. One of the ways that Strategic Vision works in promoting its authors is by offering them as experts on the subjects dealt with their book in which they apply key topics from their book and apply them before a wide audience. In addition the book, receives promotion through mention and reference in the media.

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Strategic Vision  
2451 Cumberland Parkway  
Suite 3607  
Atlanta, GA 30339  
404-880-0098  
Lauren Padgett  
[lpadgett@strategicvision.biz](mailto:lpadgett@strategicvision.biz)

A full service public relations, marketing, and design agency.

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