

Title Information: *Larceny* by Salvatore Grasso

When Greed is Your Mistress and Power her Aphrodisiac, People Become Expendable

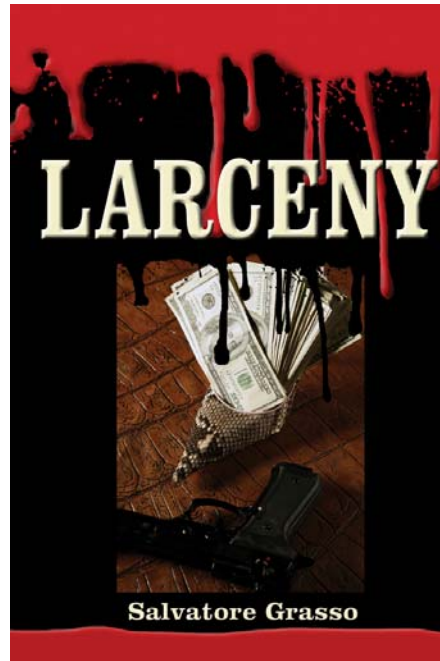
Set in Philadelphia PA, *Larceny* presents an intricate web of deception and diabolical revenge, where avarice and lust create a backdrop for murder.

Exploring the intriguing subject of corporate corruption in higher education, *Larceny* presents an explosive fictional example of the deadly consequences resulting when greed, lust, and corruption collide behind the stately walls of a prestigious university.

Intelligent dialogue and edgy characters make the 380-page novel a compelling read. The intended audience is 25-65 year old readers interested in thriller murders with intricate plots and credible sub plots. *Larceny* uniquely crosses the boundary between industry and academia and offers an ending that is as thrilling as it is unpredictable.

MARKETING

- Online marketing campaign including interactive website and author blog.
- National publicity campaign directed at media and book reviewers.
- Author appearances and lectures.
- Local and national radio and online interviews.
- Book Club contacts and appearances.
- Email marketing campaign to connect with existing and new readers.
- Social networking program including Twitter, Facebook and LinkedIn to expand author platform.



THE AUTHOR

Salvatore Grasso spent over 20 years in the venture world, seeing first-hand examples of corruption in private business. Some of the subplots of *Larceny* are based on the industrial cancers he encountered inside the businesses purchased by his venture firm. Currently, he is a senior operations and financial executive in the technology transfer office of a major research university. *Larceny* is Grasso's fourth manuscript in a series of murder thrillers.

BOOK SPECIFICATIONS

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Murder Thriller
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