## TABLE OF CONTENTS

104

A ACTIONS TAKER BY THE DEPARTMENTS OF COMMUNICATIONS.

"veltnowerson all" stantale exhadred of authorities and the

3.7 The final proposal.

or usual suso

off acts sett A. S.A.

таяно-зримляй анТ д

INTRODUCTION	9
PART I: A MARKETING AND COMMUNICATION PHENOMENON	15
1. The DA VINCI CODE AS A PUBLISHING PHENOMENON 1.1 Content of the book: in a world of symbols 1.2 Victory of a best seller? 1.3 The New York Times raises some questions 1.4 First Reactions	15 16 19 21 25
2. The Movie 2.1 An unprecedented case: releasing a blockbuster in the Internet era 2.2 Integrated Communication: the explosive announcement 2.3 Reactions to the film 2.4 Shadows over Sony's success	26 26 32 35 43
PART II MANAGEMENT OF THE CONTROVERSY	47
1. The publication of the novel	48
2. Announcement of the movie	52
3. The scene changes 3.1 The analysis 3.2 The Three Ways 3.3 Factors of Complexity 3.4 Objectives of the Communications Plan 3.5 Principles of action	55 57 58 62 69 71

## INDICE

	3.6 Advice of experts 3.7 The final proposal	74 76
4.	Actions taken by the Departments of Communications of Opus Dei 4.1 Public positions 4.2 Availability to the means of communication 4.3 Offering informative content: "Be newsworthy" 4.4. Images 4.5 The Internet 4.6 After the Premiere	78 78 83 95 104 106 110
5.	Other personal initiatives	111
6.	The Balance-Sheet	116
<b>T</b>	EN WORDS TO SUM UP THIS EXPERIENCE	121
A	PPENDICES	127
	Appendix 1: Statement published on Opus Dei web page (9/30/2003)  Appendix 2: Interview with Marc Carroggio at Zenit (01/12/2006)  Appendix 3: Press release from the Communications department of Opus Dei in Rome (2/14/2006)  Appendix 4: Interview with Manuel Sanchez Hurtado in El Mercurio (2/19/2006)  Appendix 5: Report from the Communications Department of Opus Dei in Japan (4/06/2006)  Appendix 6: Interview with Terri Carron on www.opusdei.us (5/09/2006)  Appendix 7: Report from the Communications Department of Opus Dei in Rome (5/11/2006)  Appendix 8: Press release from the Communications Department of Opus Dei in Rome (5/17/09)  Appendix 9: Interview with the prelate of Opus Dei in Le Figaro-Magazine (4/21/2006)  Appendix 10: Fifth Professional Seminar of Offices of Communication in the Church (4/27/2006)	128 130 134 136 141 149 151 156
	Appendix 11: "The Splendor of Charity," in Romana (6/01/2006)	

2.2 The Three Wesps
3.3 Factors of Complexity
3.4 Objectives of the Communications Plan