

# Rob Frankel

1-888-ROBFRANKEL

<http://www.RobFrankel.com>

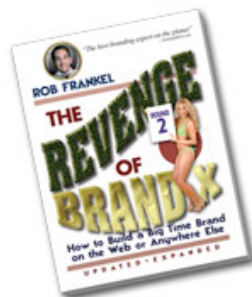


Rob Frankel has been called "the best branding expert on the planet". His articles have been translated into six different languages appearing on six different continents.

His latest best-selling book, *The Revenge of Brand X: How to Build A Big Time Brand™ On The Web or Anywhere Else*, is available online at <http://www.revengeofbrandx.com>. UPSIDE magazine raves, "This man knows branding." And MENSA notes, "Overall this is the most amusing-- and also the most interesting and thought-provoking -- book on marketing. It is required reading on university campuses and in marketing agencies around the world.

Rob's a branding specialist. Which means he knows how to get the public to like your stuff, and more importantly, buy your stuff. Again and again. On the web or anyplace else.

**Rob Frankel  
turns users into  
evangelists  
for your brand.**



Unlike traditional branding theorists, Rob believes

*"Branding is not about getting your prospects to choose you over your competition; it's about getting your prospects to see you as the only solution to their problem."*<sup>SM</sup>

Rob does consulting and speaking gigs, to start-ups and established companies who sink zillions of dollars into a website or a business and then scratch their heads wondering why it just sits there like a lox.

In addition to speaking and consulting, Rob Frankel contributes to, and is a source for:

- *Los Angeles Times*
- *Wall Street Journal*
- *Washington Post*
- *NBC NIGHTLY NEWS*
- *Newsweek, CNN, MSNBC*
- *New York Times*
- *National Public Radio*
- *Washington Times*
- *Business Week*
- *ABC-TV*
- *FOX News/Television*
- *CNBC Television*
- *Associated Press*
- *Reuters*
- *British Broadcasting Corp (BBC)*



REVENUE GENERATING  
**i-legions**  
BRANDED COMMUNITIES®

Rob is founder of <http://www.i-legions.com>, which builds and manages revenue-generating Branded Communities for clients throughout the world.

<http://www.PeerMailing.com>

is Rob's brand-driven program that builds double opt-in customer bases, with clickthrough rates exceeding the internet's rate by 20 times or more.



As a public service, Rob is the Moderating Dictator of FrankelBiz, the web's first and only Branded Community® where people do business instead of whining about it, and FrankelTips, his subscription-based international branding-driven commentary list.

You can reach Rob directly at [rob@robfrankel.com](mailto:rob@robfrankel.com) or toll-free (in North America) at **1-888-ROBFRANKEL**, and see/hear samples of his work (including streaming video) by visiting <http://www.robfrankel.com>

BRIEF HISTORY:

Rob emerged from the University of California at Berkeley with a degree in Economic History, a major that Rob invented and still exists today.

After serving eight years hard labor at some of the world's largest advertising agencies, Rob tunneled out to form Frankel & Anderson, home of Advertising, Marketing & Killer Creative™, expanding its client base worldwide. Today, Rob Frankel consults to clients throughout the world, creating re-vitalizing and monetizing brands.