

The Observer's 2015 PR Power 50

PR is dead. Long live PR.

By [Michael Kaminer](#) and [John Bonazzo](#) • 12/16/15 10:00am



6. Joele Frank

Last Year's List: 5

Employees: 95

Leadership: Joele Frank, managing partner; Matthew Sherman, president

Revenue: N/A

Founded: 2000

Year to date, Joele Frank's handled more M & A deals than the next two firms combined. Bill Ackman also called Joele Frank "the best attack PR firm in the country," and it's clear why: whether representing Teva in various hostile bids and acquisitions, or helping DuPont win its successful proxy fight against Trian, this crew gets results by any means necessary. The firm's opening of a San Francisco office confirms founder Joele Frank's bicoastal power.