



Commentary and Bylines.

Articles, features, and expert commentary, with quotable insight on personal branding, reputation, and positioning, and contributed articles under his own byline.

3x

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EXPERTISE

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HIS OWN WRITING

- THE BOOK** Personal Branding: A Manifesto on Fame and Influence. Second Edition, March 7, 2025, Mashman Publishing.
- THE PAPER** Identity Positioning: A Macroscopic View on Personal Branding, academically published in 2024.
- ESSAYS** Executive Thoughts, his collected essays.

ABOUT ISAAC

Isaac Mashman is the founder of Mashman Consulting Group, a personal branding consultancy, and the author of Personal Branding: A Manifesto on Fame and Influence, now in its second edition and a #1 New Release in Public Relations on Amazon. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties and Mashman Investments.

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VALIANTCEO SEPTEMBER 2024
Insights into Effective Scaling Strategies

AUTHORITY MAGAZINE 2024
Driving Disruption: Isaac Mashman of Mashman Consulting Group

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