

BOOK STALL

THE GENIUS OF FRANK E CAMPBELL
BY TODD W VAN BECK

"There are very few people I have met that can spin a yarn in person or in print like Todd Van Beck can."

**Review by Robert C Moore,
IV CFSP CCO
Past President,
National Funeral Directors'
Association**

The first biography of famed funeral director Frank E Campbell is now available on Amazon Books.

The name Frank E Campbell is probably the most famous and familiar name of a single funeral director in the history of the US funeral profession. Walk down any street in New York City and ask the question "Name a funeral home in Manhattan?" and chances are very good that the reply will be "Frank E Campbell."

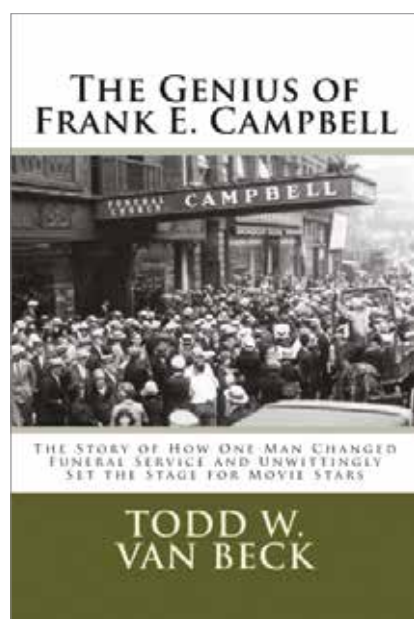
The clientele of the Frank E Campbell firm still today attracts the rich and famous. Popular culture luminaries, politicians, entertainers, business leaders and movie stars have sought and received the devoted services of the funeral home which bears the name of Frank E Campbell.

This new biography, written by Todd W Van Beck, covers the story of how Mr Campbell came to New York City, his contentious relationship with another funeral director - the Rev Stephen Merritt, the establishment of "The Funeral Church", his innovations in embalming education for female embalmers, his devotion to good works in New York and, of course, his participation in possibly the most famous funeral Mr Campbell ever conducted - that of the silent movie star Rudolph Valentino, whose funeral launched the notion of the "celebrity movie star" in American popular culture.

This book is not only of interest to funeral professionals, but it is also a great true story for general readership.

John Herzig, a licensed funeral director, said of the book: "Todd Van Beck has amazingly researched a man that was way ahead of his time. The story of one of the most recognised funeral directors in history is a must read. Frank Campbell was operating his business over a hundred years ago the way current marketing literature suggests businesses, including funeral homes, operate today. Campbell set out to separate himself from his competition by boldly differentiating himself from the others in many ways as Todd eloquently shares. True lessons from the past that we can still use today."

Adds another licensed funeral director, Ernie Heffner: "It is astounding to read how one man viewed society 100 years ago and saw so much opportunity and implemented so many new ideas all for the purpose of enhancing the end-of-life care experience for thousands of families. Everyone in end-of-life care should read this funeral service history, an American dream success story."



The Genius of Frank E Campbell by Todd W Van Beck is now available for purchase, in paperback, on Amazon.co.uk for £8.65.