



The Elements of Influence: The New Essential System for Managing Competition, Reputation, Brand, and Buzz

By Alan Kelly

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A revolutionary new business model to master the marketplace Playmaking is the essential skill for advancing ideas, controlling market discussions, positioning products, and beating all the competitors. In *The Elements of Influence*, pioneering strategy expert Alan Kelly lays out his groundbreaking system, the Playmaker-s Standard. This new framework of twenty-five plays-teamed with breakthrough online web tools-shows readers how to outsmart an opponent, control spin, orchestrate word of mouth, mobilize coalitions, and manage brands and reputations. Drawing on examples from the black belts of business, politics, and pop culture, the Playmaker-s Standard is a winning game plan to help CEOs and business leaders, strategists, marketers, PR professionals, political campaigners, bloggers, and activists alike gain and maintain the competitive edge.

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