



# **The Elements of Influence: Introducing the Playmaker's Standard: The New Essential System for Managing Competition, Reputation, Brand, and Buzz**

*Alan Kelly*

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**A landmark system for business leaders and marketers, campaigners and bloggers, political junkies and fans of popular culture, *The Elements of Influence* takes the mystery out of strategy and how it shapes and shifts niche and global marketplaces alike.**

*It's about Playmaking.* In business, it's what Pepsi does to thwart Coke, and vice versa. In politics, it's what White House strategists do to propel an agenda and win elections. In pop culture, it's what Oprah Winfrey does to build her personal brand and seduce her audience. Playmaking is the essential skill for advancing ideas, controlling marketplace discussions, positioning products, de-positioning competitors, embracing allies, and moving your program forward.

Chemists have the periodic table of elements. Economists have game theory. Those whose work centers on strategy, positioning, and influence have had no framework. That is, until now.

The first definitive system for out-smarting an opponent, managing a brand, protecting a reputation, and orchestrating word-of-mouth, *The Elements of Influence* unveils this critical and sprawling discipline and introduces The Playmaker's Standard, a new essential language of 25 irreducible plays. It breaks down into precise pieces the moves and counter-moves by which competitive advantage is won and lost, buzz is built, spin is spun, and arms are twisted, and it shows how masters of the game call, run, decode, and counteract the ploys and plans of their marketplaces. Plays are everywhere and everyone is a playmaker, and those who know this – the black belts of business, politics, and pop culture – will always have the edge over those who don't. *The Elements of Influence* will help you join their ranks.

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