

**The Elements Of Influence: Introducing The
Playmaker's Standard: The New Essential System
For Managing Competition, Reputation, Brand, And
Buzz**

By Alan Kelly



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<http://www.irrodl.org/index.php/irrodl/article/view/217/300>

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<http://www.theelementsofpower.com/index.cfm/the-influence-skills/>

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Dan Keldsen is the author of The Introducing the Playmaker's Standard: The New Essential System for Managing Competition, Reputation, Brand, and Buzz by Alan Kelly.
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Alan Kelly, CEO and Founder of Playmaker The New Essential System for Managing Competition, Brand, and Buzz (Penguin Books 2006). Kelly is an Adjunct
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