

**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.playmakersystems.com/the-playmaker-system/book-the-elements-of-influence/>

Alan Kelly is a visionary strategist, The Elements of Influence: The New Essential System for Managing Competition, Reputation, Brand,

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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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