

The Elements of Influence



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出版者:

出版时间:2007-9

装帧:

isbn:9780452288737

在线阅读本书

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 Playmakers Standard. This new framework of twenty-five playsteamed with breakthrough online web toolsshow 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 Playmakers 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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