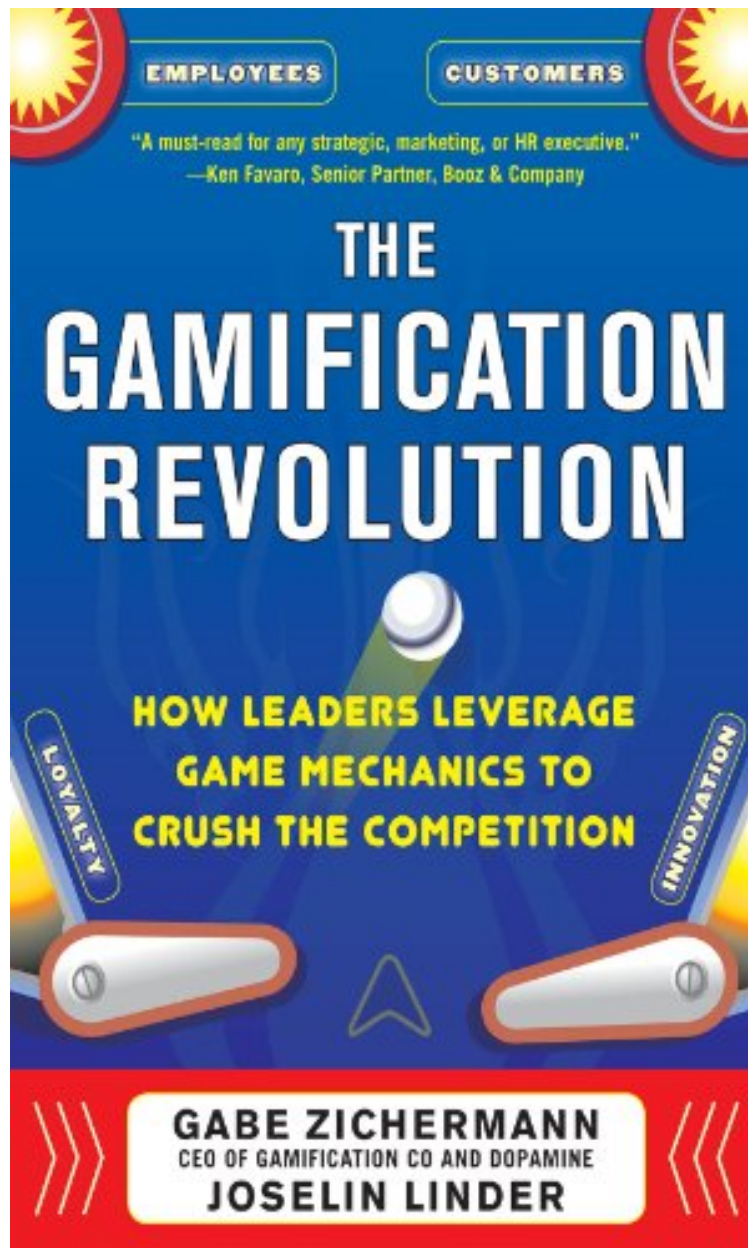


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The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition

Gabe Zichermann, Joselin Linder

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Gabe Zichermann, Joselin Linder : The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition:

0 of 0 people found the following review helpful. **THE Book on Gamification** By Tom McMorro As a man with an Associates in Game Design and pursuing a Bachelors in Marketing, gamification is a closely held passion of mine. This book makes the concept of gamification easily accessible to the target market: people who have no idea what gamification is. While it may be considered basic knowledge to those in the game design industry, to the marketing VP in his 40's wanting to tackle employee and customer engagement, this book is perfect. The book explains in detail the pillars of gamification, using real-world advertising and marketing examples where each was used successfully. I strongly recommend this book to anyone wanting to take their company to the next level. 0 of 0 people found the following review helpful. **Gave is one of the top leading guys in the ...** By He Who Speaks the Truth Gave is one of the top leading guys in the industry on this topic. Watch his videos on YouTube if you want to see how he is. 0 of 0 people found the following review helpful. **Too General** By Curtis Jones As I started reading the book, I got excited ... I already did some things that I classified as gamification and I hoped those ideas would be reinforced and expounded on by the book. They never were. The author keeps going on and on about what other companies do in general terms and concepts but never goes into specific suggestions that would help a smaller business like mine. For example, we use a simple gamification technique - we put sales charts on the wall so employees can see our increased sales and progress. He never discusses anything like that. I believe he has the concept right - just give us something useful!

THE REVOLUTION WILL BE GAMIFIED MASTER THE GAMIFIED STRATEGIES THAT WILL TRANSFORM YOUR BUSINESS--OR BE LEFT BEHIND Gamification: It's the hottest new strategy in business, and for good reason--it's helping leading companies create unprecedented engagement with customers and employees. Gamification uses the latest innovations from game design, loyalty programs, and behavioral economics to help you cut through the noise and transform your organization into a lean, mean machine ready to fight the battle for user attention and loyalty. With *The Gamification Revolution* you'll learn how top companies: Recruit and retain the best talent from the gamer generation and beyond Train employees and drive excellence with noncash incentives Cut through the market noise and ignite consumer sales growth Generate unprecedented customer loyalty without breaking the bank Drawing inspiration from the most popular games of all time--from Angry Birds to World of Warcraft--the authors reveal the secrets of market leaders that you can apply immediately to your business. As a bonus, the book gives you full access to *The Gamification Revolution* app--a great way to optimize and enhance your experience with videos, tips, and social tools, including the ability to easily share the best ideas with your colleagues and workgroup. You'll learn the new rules of engagement that are guaranteed to generate excitement and enthusiasm--in your employees and your customers. You'll understand how game designers predict and motivate behaviors--and how you can get the results you want. You'll also find a winning selection of fascinating case studies, best practices, and game-ready tools of the trade you can easily apply to your specific needs. It's all here in one ready-to-use strategy guide filled with the best ideas and pitfalls you can avoid. If you're going to play the game, this is how you play it. To win. Praise for *The Gamification Revolution*: "For consumer-facing businesses today, nothing matters more than delivering a great user experience and creating lasting engagement with your consumers and employees. *The Gamification Revolution* will show you how leaders have reached for the top and won." -- ALEXANDRA WILKIS WILSON, Cofounder, Gilt Groupe, and author of the New York Times bestseller *By Invitation Only* "In today's fast-paced world, people are more distracted than ever. To stand out, you'll need to cut through the noise and get them engaged. *The Gamification Revolution* will teach you the essential building blocks for achieving long-term success and growth." -- JESSE REDNISS, SVP, USA Network/NBCU "From engaging customers to retaining a team, *The Gamification Revolution* will provide you with tactics that generate results. I know. Gabe's wisdom has helped the Founder Institute expand to every inhabited continent and change thousands of lives." -- ADEO RESSI, CEO, Founder Institute "Zichermann and Linder propose a pragmatic approach to gamification that will provide breakthrough results. Sales is the last bastion of corporate innovation, and this spectacular read is a must for any sales leader." -- HI LEVA, Senior VP Sales Operations, Clear Channel Outdoor

About the Author Gabe Zichermann is CEO of Gamification Co and Dopamine and is considered the world's foremost expert on designing engagement strategies for customers and employees. Joselin Linder coauthored the acclaimed *Game-Based Marketing* with Gabe Zichermann. She is a writer/contributor to NPR's *This American Life* and *Morning Edition*, AOL, and gamification.co.