

The Gamification Revolution: How Leaders Leverage Game Mechanics To Crush The Competition - , Joselin Linder

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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 non-cash 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

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