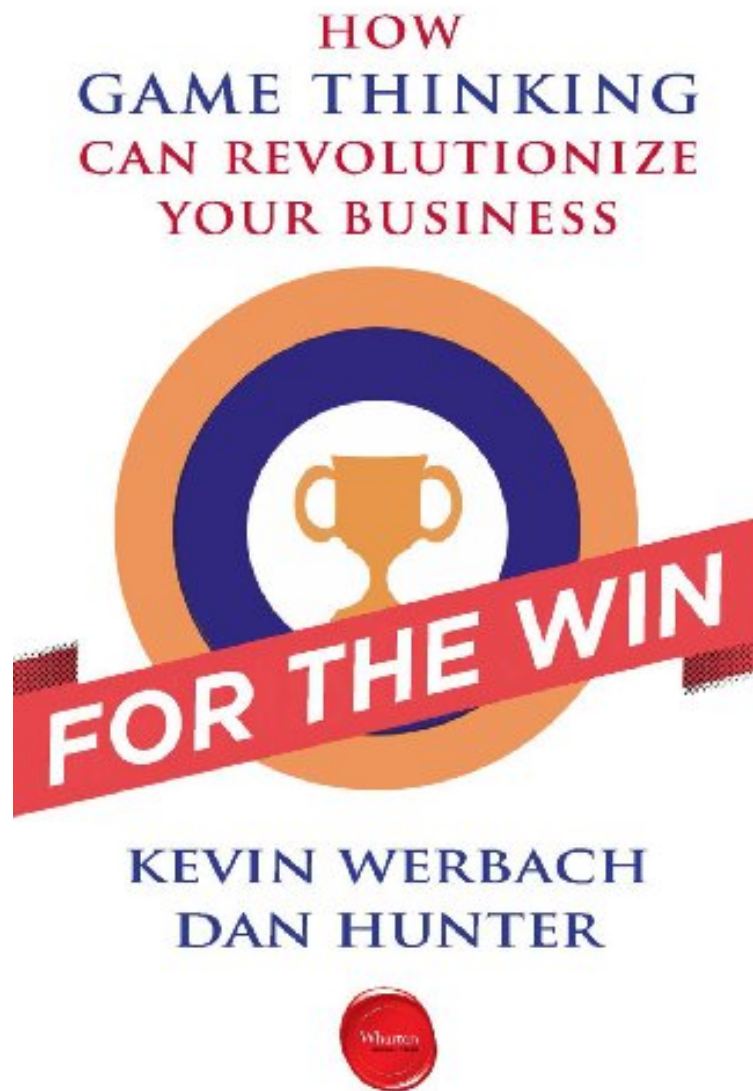


[Download pdf] For the Win: How Game Thinking Can Revolutionize Your Business

For the Win: How Game Thinking Can Revolutionize Your Business

Kevin Werbach, Dan Hunter

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Kevin Werbach, Dan Hunter : For the Win: How Game Thinking Can Revolutionize Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised For the Win: How Game Thinking Can Revolutionize Your Business:

3 of 3 people found the following review helpful. Solid discussion of the factors involved in raising customer and associate engagement By Mark P. McDonald For the Win was recommended to me by one of the case studies in the

book, not because he wanted to highlight his experience but because he believed that the book is a must read for people interested in gamification. He was right, not just about his own case but about the value of this book. Gamification is a popular term building on the ideas initially popularized by Jane McGonigal's book "Reality is Broken"/Werbach and Hunter provide a strong and actionable description of gamification principles, actions and designs. This book is recommended for anyone looking to go beyond the idea of gamification and start to raise engagement by adding game thinking and elements to their processes, products and services. The book reflects Werbach and Hunter's experience leading the first course on gamification at the Wharton School. Overall, a good read one that helps build your experience and knowledge about gaming principles, practices and elements. The book is concise (126 pages), action oriented and informative. Its not a five star book, because it does not go that one extra step from understanding ideas to putting them into action. 1 of 1 people found the following review helpful. A Fun Game By J.R. Sedivy For The Win is a must read for anyone interested in the emerging field of Gamification. This book provides an excellent introduction to the subject, instructs the reader on the methods and mechanics that should be employed when applying Gamification with examples of both successful and unsuccessful employment of Gamification techniques. For The Win is written in an approachable, conversational tone and maintains a fun feel throughout. The book uses game terminology, for example the reader progresses through levels instead of chapters which adds a certain quality to the experience. I enjoyed this aspect and really liked the game examples such as the author's experience in World of Warcraft. The author clearly has a passion for the subject matter and games in general which shines through and facilitates delivery of the important concepts of Gamification and how Gamification techniques may be applied to serious challenges in the world and in business. 1 of 1 people found the following review helpful. Very basic and boring read By Filip Kaacute;brt Very very basic introduction to gamification. This book will give you some pointers to start with and will point out some most glaring mistakes that you can make, however it does not contain almost any interesting ideas about how to actually apply the gamification principles on specific cases. The mentioned case studies are quite bland and the book is boring (which is quite ironic given the topic). You can get similar knowledge by reading articles publicly available on the internet.

Take your business to the next level for the win Millions flock to their computers, consoles, mobile phones, tablets, and social networks each day to play World of Warcraft, Farmville, Scrabble, and countless other games, generating billions in sales each year. The careful and skillful construction of these games is built on decades of research into human motivation and psychology: A well-designed game goes right to the motivational heart of the human psyche. In For the Win, authors Kevin Werbach and Dan Hunter argue persuasively that gamemakers need not be the only ones benefiting from game design. Werbach and Hunter are lawyers and World of Warcraft players who created the world's first course on gamification at the Wharton School. In their book, they reveal how game thinking addressing problems like a game designer can motivate employees and customers and create engaging experiences that can transform your business. For the Win reveals how a wide range of companies are successfully using game thinking. It also offers an explanation of when gamifying makes the most sense and a 6-step framework for using games for marketing, productivity enhancement, innovation, employee motivation, customer engagement, and more. In this illuminating guide, Werbach and Hunter reveal how game thinking can yield winning solutions to real-world business problems. Let the games begin!

Video games now have the dubious honour of having inspired their own management craze. Called gamification, it aims to take principles from video games and apply them to serious tasks. The latest book on the subject, For the Win, comes from Kevin Werbach and Dan Hunter, from the Wharton Business School and the New York Law School respectively. [T]heir central idea that the world might be a better place if work was less of a necessary drudge and more of a rewarding experience in itself is hard to argue with. The Economist Here's a conversion worthy of a Transformers movie: Take buttoned-down, MBA-toting business professionals and turn them into video game designers. That's the goal of a new book about Gamification, changing behavior of employees and customers by appealing to their sense of fun and their competitive instinct, video game style. The co-author of For the Win: How Game Thinking Can Revolutionize Your Business is Dan Hunter, who runs New York Law School's Institute for Information Law and Society. He says gamification done right is about meaningful competition. David Brancaccio, Marketplace, American Public Radio Werbach and Hunter aren't playing around with this book on how to add the joy of gaming to your enterprise. This is a quick but thoughtful look into the pros and cons of gamification, what works and what doesn't, with plenty of insight into what really motivates and engages customers and employees. Daniel H. Pink, author of Drive and A Whole New Mind For the Win is a total win! In the 21st century, business must shift from push to pull to get the best out of their employees and to entice their customers. This book brilliantly explains how to design and use gamification techniques to that end. I highly recommend this useful and fun to read book. John Seely Brown, Coauthor of The Power of Pull and A New Culture of Learning; Co-chairman, Deloitte Center for the Edge; Former Chief Scientist, Xerox Corporation and Director of its Palo Alto Research Center (PARC) If you want to understand one of the most important trends in

business today, go out and buy *For the Win*. Werbach and Hunter reveal the secrets to powering up your organization through game thinking. Read this book. It's a game changer."Brad Feld, Managing Director, Foundry Group; Co-author of *Do More Faster*If you prefer realism to hype and rationality to bandwagons, this is the gamification book for you. As a work about gamification today, this book is excellent; as a work about gamification tomorrow, it's staggeringly excellent."Richard Bartle, Professor, University of Essex; Creator of MUD1, the first multiplayer online game; Author of *Designing Virtual Worlds*Like gamification, this book is a fusion of human nature and good design. Far and away the best book on the subject, with the most examples and the best intellectual grasp of the topics."Bing Gordon, Partner, Kleiner Perkins Caufield Byers; former Chief Creative Officer, Electronic ArtsEvery business executive, small business owner and public servant should read this book; the public and private benefits would be enormous. I'm not kidding. If you're even half as blown away as I was by *For the Win*, it'll be your best book purchase of the year. Applying game thinking to everyday life might just change well, everything. Read the book and you'll see what I mean."Jessica Mulligan, Online game pioneer and co-founder, Themis Group*For the Win* is the perfect title, because businesses that understand these techniques will be the standout winners in their markets. Do yourself a favor and read this deep yet practical guide before your competitors do."Rajat Paharia, Founder and Chief Product Officer, BunchballA wonderfully written, funny, and timely work. Should be required reading for anyone pursuing a modern undertaking utilizing these concepts. As the concept of gamifying continues to grow, the importance of this text will continue to emerge."Professor Andrew Phelps, Director, School of Interactive Games Media, Rochester Institute of Technology*For the Win* hits a home run in illustrating the business value of gamification for both small and large companies across the globe."Kris Duggan, CEO, BadgevilleAn entertaining and immensely practical guide to this rich managerial opportunity."Philip Evans, Senior Partner, Managing Director, and BCG Fellow, Boston Consulting Group; co-author of *Blown to Bits*In *For the Win*, Werbach and Hunter eloquently and practically explain how to apply one of the most important shifts in our cognitive models."Joichi Ito, Director, MIT Media Lab*For the Win* is the smartest book written on the practical potential of gamification. With eyes wide open to both the promise and the risks inherent in yoking business practices to the power of play, Hunter and Werbach may have singlehandedly saved gamification from collapsing under the weight of its own hype."Julian Dibbell, author of *Play Money* and *My Tiny Life*