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

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Don't be the last to get in the game! A gamification blueprint you can follow to beat the competition at every turn

"The Gamification Revolution" explains how to "gamify" any business strategy to seize the competitive edge. The book illustrates the importance and inevitability of gamification and walks readers through the process of using game mechanics and concepts to motivate staff, engage customers, and ignite business growth in ways previously impossible.

Gabe Zichermann is CEO of Gamification Co and Dopamine and is considered one of the world's foremost experts on using game thinking and game mechanics to engage customers and employees.
Joselin Linder coauthored the acclaimed Game-Based Marketing with Gabe Zichermann. Her work has appeared on NPR's "This American Life," AOL, and gamification.co.

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

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From Reader Review The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition for online ebook

Taavi says

The ultimate bible to Gamification - how to apply game mechanics to increase engagement with employees or customers around your idea, product or service.

Book is really easy to read and case studies help to illustrate the potential what use of Gamification can have for your business. Books reading has been gamified and readers can take optionally several challenges to make reading more fun for them. Also this book comes with ReadSocialApp application which brings together authors, readers community to discuss about best ideas of the book, complete additional challenges and unlock exclusive video content: www.gamrev.com

I have been honored to contribute and do research for this books. Interviews with the industry leaders have been very inspiring and eye opening to create better solutions that make a difference in the world. Congratulations to Gabe and Joseline for this masterpiece.

Jari Pirhonen says

Good introduction to gamification principles. Lots of real-world examples and experiences how to gamify innovation, strategy process, recruitment, training, etc.

tyto says

3 1/2 stars

Marta Rauch says

Excellent resource, and a great example of gamifying reading. Be sure to check out the companion app online, ReadSocial at http://readsocialapp.com/

GONZA says

It took me more than a months to finish this book, because more than once I stopped trying to comprehend all the almost neverending ramification of the gamification's theories applied to businness. It's not only about

game-based learning, in which you teach new skills using a game, but the gamification is the situation in which you incorporate game mechanics into a non-game activity.
The author uses a lot of examplese and gives simulations also, still it is not an easy book. As a psychologist the conception of using games to modify the behavior and the thinking of people is a concept not alien, still used in game-based e-learnig its efficacy was completely new to me.

Ho impiegato quasi un mese per finire questo libro, perché piú di una volta mi sono fermata cercando di comprendee le quasi infinite ramificazioni delle teorie della Gamification applicate al mondo degli affati. Non riguarda soltanto l'apprendimento mediato dai giochi, nel quale si insegnano nuove capacitá utilizzando un gioco, quando piuttosto la "Gamificazione" é la situazione in cui si incorporano i meccanismi intrinsechi dei giochi in attivitá che non sono di tipo ludico. L'autore fornisce molti esempi e anche simulazioni, ma comunque non é un libro facile. Come psicologa il concetto di utilizzare i giochi per modificare il comportamento e i processi di pensiero delle persone non mi era estraneo, ma utilizzato in un apprendimento mediato dal computer e basato sui giochi era quasi completamente nuovo per me.

THANKS TO NETGALLEY AND McGRAW HILL FOR THE PREVIEW!

Denis Romanovsky says

Some parts of this book are quite deep and interesting, other parts are not. So it worth reading, but do not expect something extraordinary. What is also good is a number real life examples of gamification in business with explanation of their main gameplay mechanics.

Bia says

4 stars

 Thanks to NetGalley and to the publisher for the opportunity to read this book because in my area of knowledge this is one book that should be used as a training method at enterprises and business schools.

Sometimes I had to stop the reading to clarify and to think about what was being explained so that was one of the reasons I liked this book: I thought about the implications to the Brazilian enterprises and to my students.

I'm going to start adopting this process of using games as a mechanism to motivate my students and to create some new techniques to teach business and economic topics.

This is a must read for all the professors that try to bring some practical examples to the theorical world.

Horia says

Overall, the book was ok. Defintely not what I was expecting (according to the references of Gabe Zichermann), the holy grail of gamification.

In general the book presents a lot of case studies in favor of gamification and gives a couple of guidelines about how to make gamification work. I could argue, that in some cases, examples of real games are given as gamification examples (ex: Foldit is a game in its own right, not a gamified app).

I was also hoping to find a structured implementation plan (like in For the win, also a book about gamification), but I was left hoping.

To sum up, you're better off watching the talks that Gabe gives than reading this book. You will probably learn more about gamification that way.

Later edit: While working on a scientific paper I started checking the references that Zichermann uses to argue pro games at the beginning of the book. I am utterly disappointed in how he used the numbers that only favors his argument.

I will give the two examples that I've checked (I stopped after that because I lost credibility entirely):

1) "From 2002 to 2012, the Census Bureau estimated that the total time playing video games doubled in the U.S. adult population. Furthermore, this data is likely to vastly under-report actual game usage: it excludes children 12 and younger, and it most likely also misses social and mobile players who don't think of themselves as gamers (but nonetheless play games)."
This is where he got the data: http://www.statista.com/statistics/18... (if you make a free account you will have full access to the page).
Anyway, notice the two footnotes:
* Estimates for time spent were derived using consumer purchase data.
** Values for 2009 to 2012 are projections.
To say "this data is likely to vastly under-report actual game usage" under these circumstance seems a "bit" far fetched.

2) Casual game leader PopCap commissioned a study in late 2010, and the study revealed something that many women could have told you: the average gamer is no longer a 13- to 34-year-old male. She is a 43-year-old woman.
This is where he got the data: http://www.infosolutionsgroup.com/201...
My doubts: why use the data from 2010? The statements is made about social gamers, not the average gamer (whatever that means).

Dvir Oren says

You can use games to get your goals, from improving employees productivity to getting new customers to grow the biz.

People are motivated by games, and games have far more to offer than a few minutes' fun. Companies need to implement gamification to keep ahead in our modern world. They can help you in every area from strategy building to recruitment and customer engagement.

Mariella says

Interesting ideas and detailed in how businesses are incorporating gamification, and its limitations.

Wayne McCoy says

'The Gamification Revolution' is a guide for gamifying the business world. It's a kind of buzzword in modern business and this book goes about attempting fairly well how gamification is being used by businesses. To get employee engagement, this is certainly something that can be beneficial, especially among younger employees who are also gamers.

The book includes access to a webpage that attempts to gamify the reading experience. Answering questions about the chapter would unlock extra features and interviews. Unfortunately, for me, this came across as gimicky and didn't engage me after a couple chapters. The extra content was good, but having to jump through hoops to get it felt like someone was trying too hard. In later chapters, the game content had the reader do stuff like "read the next section standing on one leg." I get where they were going with this, it just seemed to take away from the subject.

On the plus side, they used plenty of real world examples of companies that are successfully using gamification to train employees, or use customers or complete strangers to get involved in a company or product. The concepts are good, but may lack step by step ways to do this. There are companies that can help your company do this, and I don't think copying a set strategy or another company is necessarily the best idea.

I was given a review copy of this ebook by McGraw-Hill Professional and Netgalley in exchange for an honest review. Thank you for allowing me to review this book.

Francis Dupont says

Good introduction book to gamification. Lots of example and links to related content on business who introduce gamification process. You can also try the social read app while reading, it's fun to see your progress. I found part 2 of the book a little bit boring. In summary, it's a good reference to read.