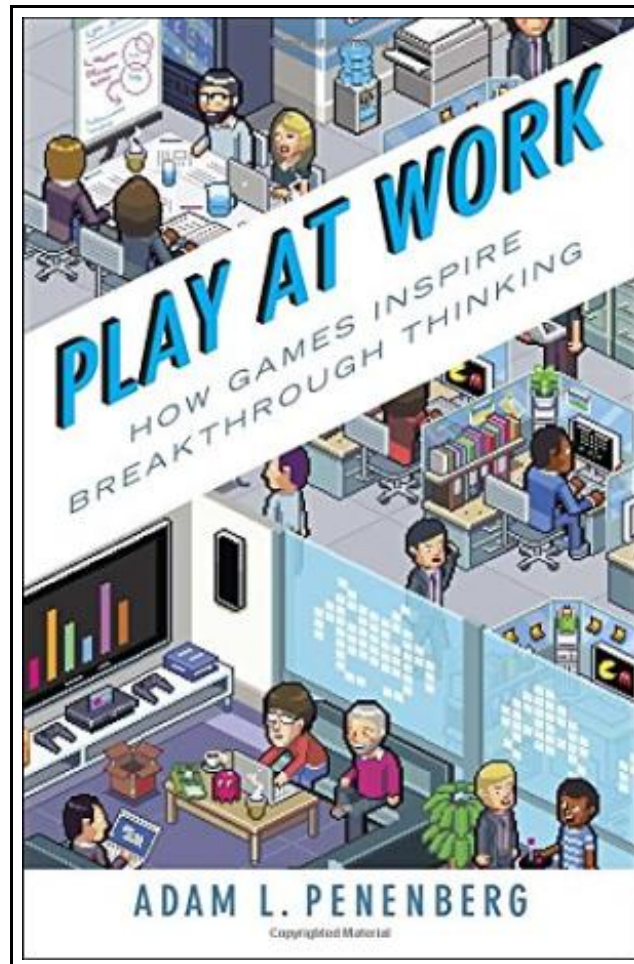


## Play at Work: How Games Inspire Breakthrough Thinking (Paperback)



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## PLAY AT WORK: HOW GAMES INSPIRE BREAKTHROUGH THINKING (PAPERBACK)



PORTFOLIO, United States, 2015. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. An acclaimed journalist examines how games can help us learn, create, and innovate in any kind of business. If you ve ever found yourself engrossed in Angry Birds, Call of Duty, or a plain old crossword puzzle when you should have been doing something more productive, you know how easily games hold our attention. Hardcore gamers have spent the equivalent of 5.93 million years playing World of Warcraft while the world collectively devotes about 5 million hours per day to Angry Birds. A colossal waste of time? Perhaps. But what if we could tap into all the energy, engagement, and brainpower that people are already expending and use it for more creative and valuable pursuits? Harnessing the power of games sounds like a New-Age fantasy, or at least a fad that s only for hip start-ups run by millennials in Silicon Valley. But according to Adam L. Penenberg, the use of smart game design in the workplace and beyond is taking hold in every sector of the economy, and the companies that apply it are witnessing unprecedented results. Gamification isn t just for consumers chasing reward points anymore. It s transforming, well, just about everything. Penenberg explores how, by understanding the way successful games are designed, we can apply them to become more efficient, come up with new ideas, and achieve even the most daunting goals. He shows how game mechanics are being applied to make employees happier and more motivated, improve worker safety, create better products, and improve customer service. For example, Microsoft has transformed an essential but mind-numbing task debugging software into a game by having employees compete and collaborate to find more glitches in less time. Meanwhile, Local Motors, an independent automaker based in...



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