

**BUT IT'S JUST  
A GAME!?!?**

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# Real World Building Blocks

- **E-business 2.0**
  - analytics, cloud, mobile, etc.
- **Social networks and media**
- **Loyalty programs**
- **Management and marketing research**

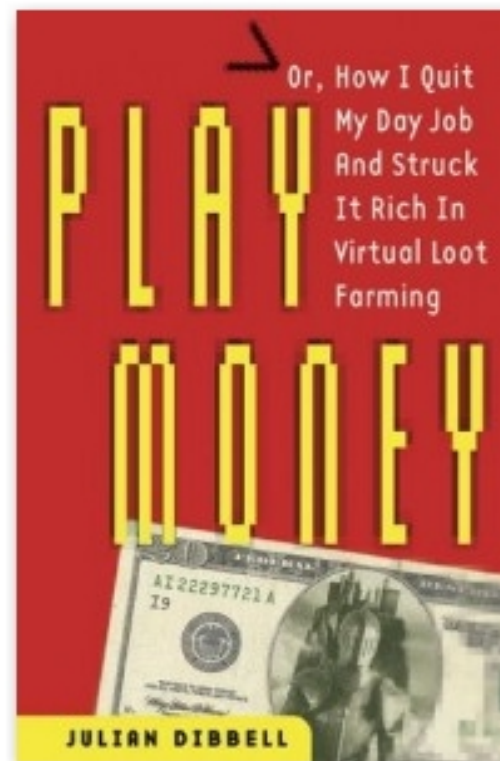
# Games Get Real



REALITY → GAMES

# Games Get Real

*GAMES → REALITY*



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# Games Were Always Real

Real World Activity	Game Concept
Monthly sales competition	Challenge
Frequent flyer program tiers	Levels
Weight Watchers group	Team
Free coffee after ten purchases at Starbucks	Reward
American Express platinum card	Badge